

2009 IFEA Hall of Fame Nomination for Janet C. Hart, APR, CFEE

A. Individual Submitting Nomination:

1. Name: Thomas Bartholomy
Title: President & CEO
Organization: Better Business Bureau of Southern Piedmont
Address: 13860 Ballantyne Corporate Place, Suite 225
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Office: (704) 927-8613
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Email: tbartholomy@charlotte.bbb.org
2. **If your nominee is selected, will you be willing to help ensure that they attend the luncheon?** Yes.
3. **If your nominee is selected, will you be willing to assist the IFEA and the inductee in gathering materials to prepare their induction video.** Yes

B. Nominee Information:

Name: Janet C. Hart, APR, CFEE

Business Address:

Janet C. Hart, APR, CFEE
Vice President of Public Relations and Communications
Better Business Bureau of Southern Piedmont
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Home Address:

Janet C. Hart, APR, CFEE
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C. Nomination Questions – Please see attached pages

2010 IFEA Hall of Fame Nomination of Janet C. Hart, APR, CFEE

1. Submit a general overview of your nominee's career including positions, titles and awards.

Overview of Janet C. Hart, APR, CFEE – Janet has 27 years of experience working in senior management positions with festivals, events and non-profit organizations. She has also worked as a professional consultant for festivals and events and as a community event volunteer.

Professional Experience with Festivals, Events and Non-Profit Organizations:

- Vice President of Public Relations and Communications, and Brand Champion - Better Business Bureau of Southern Piedmont (North and South Carolina) – Charlotte, NC - 2007 - Present
- President & CEO, Lupus Foundation of America, Piedmont Chapter - Charlotte, NC - 2006–2007
- Vice President of Marketing & Fund Development, Official Spokesperson, Goodwill Industries of the Southern Piedmont (North and South Carolina) - Charlotte, NC - 1999–2006
- Executive Director, RibbonWalk Charlotte's Botanical Forest - Charlotte, NC - 1997-1999
- Executive Director, Bank of America Coconut Grove Arts Festival - Miami, FL -1995 – 1997
- Executive Director, Southern California HydroFest (Air and Water Festival) - San Diego, CA -1991-1993
- Volunteer Coordinator, The Mint Museum of Art's "Ramesses the Great" Egyptian Art Exhibit - Charlotte, NC - 1987–1989
- Free-Lance and Pro Bono Festival and Event Consultant and Local Community Event Volunteer – 27 years - 1983–Present

Recognition:

- Invited to speak on "Maximizing Your Event's Public Relations through Media Sponsorships" at the IFEA's Southeast Regional Festivals & Events Conference – Feb. 2008
- Invited to speak on "Selling Title Sponsorships" at the International Events Group's International Conference -1996
- Invited to speak on "Exclusive vs. Non-Exclusive Media Sponsorships" at the IFEA's International Conference – 1996
- Invited to speak on "Successfully Managing Sweeps Media Stories" at Goodwill's International Conference – 2002
- Invited to participate in WSOC-TV's Community Leaders Discussion Forum in Charlotte – 2006
- Finalist for Miami's prestigious "Up and Comers' Award" recognizing outstanding young leaders – 1996
- Nominated for Charlotte's "40 Under 40" Award recognizing outstanding young business professionals – 1997
- Invited to participate in President Clinton's Discussion on Women's Issues – Miami, FL - 1996
- Selected as WLNK's "Leading Lady" which recognizes women for their outstanding work in the community – 2006
- Selected to participate in Leadership Charlotte - 1998
- Featured in article on selling corporate sponsorships for events in The North Carolina Philanthropy Journal – 1998
- Featured in article about selling corporate sponsorships for events in IEG Sponsorship Report – 1997
- Featured on HGTV's "The Carol Duvall Show" as the Director of The Coconut Grove Arts Festival – 1997
- Featured on www.hgtv.com in show archives for show on The Coconut Grove Arts Festival – 1997-2008
- Featured in article "Her Signature on the Arts" in The Miami Herald – 2/17/96 issue
- Appeared on "Good Morning America" for The Mint Museum of Art's Egyptian Art Exhibit – 1988

Education and Training:

- Accreditation in Public Relations – Universal Accreditation Board – 2009
- UNC Chapel Hill – B.S. in Business Administration with concentrations in Accounting and Finance – 1983
- Duke University - Certificate in Non-Profit Management – 2001
- IFEA Certified Festivals & Events Executive (CFEE) Program – Earned in 1999; Recertification – 2008
- IFEA International Event Conferences – 1991, 1995, 1996, 1998
- IFEA Profits Seminar in Washington, DC – 1999
- IFEA Southeast Regional Festivals & Events Conference in Greenville, SC – 2008
- TFEA - Tennessee Festivals & Events Association conference in Memphis, TN - 2008
- IEG International Corporate Sponsorship Conferences – 1991, 1992, 1993, 1995, 1996
- Leadership Charlotte – 1998-1999
- Leadership Lake Norman – 2000-2001
- Charlotte Chamber of Commerce Leadership Training Program – 1997-1998
- Better Business Bureau International Assembly Conference – Brand Marketing Concentration - 2008
- Goodwill Industries International Marketing Conferences – 1999, 2000, 2001, 2002, 2004, 2005
- Diversity Council of the Carolinas – Diversity Awareness Seminars – 2002, 2003, 2004

2. Explain how your nominee has made a difference to the festivals and events industry.

Janet has made a tremendous difference to the festivals and events industry over the past 27 years. She has produced, co-produced, or assisted with the production of 107 festivals and events in 23 different cities with total attendance estimated at 3.1 million people. Janet has been instrumental in raising an estimated \$5.3 million dollars in event revenue from corporate sponsorships, merchandise sales, food and beverage sales and artist/vendor fees. The economic impact of the festivals and events with which Janet has been involved on the towns, cities, regions and states would equal tens of millions of dollars.

Janet is a consummate professional who has had an impact on each of the four major functional areas of festivals and events management that are critical to making an event a success – corporate sponsorships, public relations, event operations and volunteer management. Specific examples of her impact on the festivals and events industry in each of these critical areas are as follows:

Corporate Sponsorships - Janet sold the **first and largest** title sponsorship **ever sold** for a fine arts festival to Bank of America for nearly \$600,000 which was renewed for an additional two years, bringing the total sponsorship revenue to nearly \$1 million in cash in five years. She used a portion of the sponsorship money to provide arts scholarships to local students, to create a free jazz festival within the arts festival, which brought world-class jazz musicians to the community, and to keep artists' booth fees affordable. Taking the bold step of selling the title of a fine arts festival has raised an estimated \$2 million in sponsorship revenue for the Coconut Grove Arts Festival since 1996. Janet also created exclusive food vending category sponsorships for the Coconut Grove Arts Festival which substantially increased food vending revenue and solidified multi-year deals between the festival and food vendors.

Public Relations and Media - Janet secured a **national network feature** for The Mint Museum of Art's volunteer program for "Ramesses The Great" on *Good Morning, America* in October, 1988. This national publicity helped promote and publicize a local event on a national scale, and was instrumental in making the art exhibit a blockbuster event with attendance of nearly one million people in four months.

Janet transitioned the Coconut Grove Arts Festival's media sponsorships from exclusive to non-exclusive and required each media sponsor to secure a **national network feature** for the festival. By securing multiple media sponsors, Janet tripled the festival's media promotion which resulted in the largest crowds and highest art sales in the festival's history. By requiring a national network feature from each media sponsor, she gained national promotion for the festival on NBC's *Today Show*, MTV's *The Real World* and HGTV's *The Carol Duvall Show* which is still available online at www.hgtv.com.

The public relations campaign that Janet developed for the Coconut Grove Arts Festival won the IFEA's 1996 Grand Pinnacle Award as the best in the world. As a result of the tremendous publicity combined with the title sponsorship, The Coconut Grove Arts Festival was named "**#1 Fine Arts Show**" in the United States by *Sunshine Artist Magazine* in 1996 – the most prestigious honor in the fine arts fair and festival industry.

Festival Operations - At the Coconut Grove Arts Festival, Janet diligently worked to increase the performance of key revenue generating activities by implementing a professional merchandise sales and inventory management operation and a professional cash management system. Upgrading these functions helped facilitate the efficiency and security of the festival's financial operations. As Executive Director of the Southern California HydroFest, Janet developed an extensive crisis operations plan to facilitate emergency situations at the expansive air and water festival.

Volunteer Management - In 1987-1989, Janet developed and managed the largest volunteer program in the United States (at that time) to staff the blockbuster Egyptian art exhibit, "Ramesses The Great" at The Mint Museum of Art. She recruited, scheduled, trained, motivated and managed more than 3,700 volunteers who worked 175,000 hours, saving the museum an estimated \$1.3 million in labor costs. Janet was an early pioneer of the concept of **volunteers paying a fee** for the opportunity to participate in this once in a lifetime volunteer experience. The \$25/per volunteer fee raised more than \$90,000 to partially offset the costs of managing this extensive volunteer program. Volunteers staffed all functions of the art exhibit - 16 hours per day, 7 days per week, for four months – including Thanksgiving and Christmas.

This mammoth event would not have been financially successful, or even feasible, without the volunteer program that Janet created. As a result of this program's tremendous success, The Dallas Museum of History asked Janet to consult on the development of a volunteer program for their exhibition of "Ramesses the Great" the following year, and the Public Library of Charlotte/Mecklenburg County asked Janet to consult on the development of a volunteer program for the Library system.

3. Describe the level of involvement your nominee has had with the IFEA during their career.

Janet has been extensively involved in the International Festivals & Events Association (IFEA) as well as with the IFEA's partner organization, the International Events Group (IEG) as follows.

- IFEA Member - 11 years – 1991, 1992, 1993, 1995, 1996, 1997, 1998, 1999, 2007, 2008 and 2009
- Attended IFEA International Conventions -1991, 1995, 1996 (Speaker), 1998
- Attended IEG International Event Sponsorship Conferences – 1991, 1992, 1993, 1995 and 1996 (Speaker)
- Attended IFEA Regional “Profits” Seminar in Washington, DC - 1999
- Attended IFEA's Southeast Regional Festivals & Events Association Conference in Greenville, SC - 2008 (Speaker)
- Attended the Tennessee Festivals and Events Association's Conference in Memphis, TN - 2008
- Served on the Board of Directors of the Greater Miami Festivals & Events Association from 1995-1997
- IFEA Grand Pinnacle Award Winner - The public relations campaign that Janet developed for the Coconut Grove Arts Festival received the IFEA's Grand Pinnacle Award as the best in the world in 1996.
- Janet presented a session on “Exclusive vs. Non-Exclusive Media Sponsorships” for festivals and events at the IFEA's International Conference – 1996.
- She wrote a feature article for publication in the IFEA's i.e. Magazine – 1996.
- Janet earned the IFEA's prestigious CFEE certification in 1999, making her one of only a few hundred individuals in the world to hold this distinction. She completed recertification in 2008.
- After selling the largest title sponsorship **ever sold** for a fine arts festival to Bank of America, Janet presented a session on “Selling Title Sponsorships” at the 1996 IEG International Events Group Conference.
- Janet presented a session on “Maximizing Your Event's Public Relations through Media Sponsorships” at the Southeast Regional Festivals & Events Conference in 2008.
- She wrote a feature article for publication in the IFEA's i.e. Magazine in 2008 and the Kentucky Festivals and Events Newsletter in 2009.

Pro Bono Event Consulting - For more than twenty years, Janet has also volunteered her substantial expertise in selling corporate sponsorships, and managing festivals and events, to many IFEA member festivals and events across the country at no cost to these organizations which include:

- ArtWalk – San Diego, CA – Consulted on corporate sponsorship sales – 1996
- St. Louis Art Fair – St. Louis, MO – Consulted on corporate sponsorship sales -1997
- SpringFest – Charlotte, NC - Consulted on corporate sponsorship sales - 1997
- Memphis in May Festival – TN - Consulted on corporate sponsorship sales - 1997
- Salem Art Fair – Salem, VA – Consulted on corporate sponsorship sales -1997
- Arts Festival of Atlanta – Atlanta, GA – Consulted on corporate sponsorship sales -1996
- Pacific Northwest Arts & Crafts Fair – Seattle, WA – Consulted on corporate sponsorship sales – 1996.
- Greater Reston Arts Festival – Reston, VA – Consulted on corporate sponsorship sales - 1996
- Mississippi Log Boom Festival – Biloxi, MS – Consulted on sponsorship sales – 1996
- City of Baltimore – MD - Consulted on corporate sponsorship sales for city festivals – 1996
- Town of Harrisburg – WV – Consulted on corporate sponsorship sales for events – 1996
- Capital City Jazz Festival – Washington, DC – Consulted on corporate sponsorship sales -1996 and 1997
- Goombay Festival – Miami, FL – Consulted on corporate sponsorship sales – 1996
- Coconut Grove Bed Races – Miami, FL – Consulted on corporate sponsorship sales – 1996
- Taste of the Grove Festival – Coconut Grove, FL – Consulted on corporate sponsorship sales -1996 and 1997
- Toshiba Tennis Classic – La Costa, CA – Consulted on corporate sponsorship sales – 1992, 1993
- San Diego Crew Classic – San Diego, CA – Consulted on corporate sponsorship sales –1991, 1992 and 1993
- Dallas Museum of Natural History – Dallas, TX - Consulted on the development of a volunteer program to staff the *Ramesses the Great* Egyptian Art Exhibit – 1988

4. **What void would there be if he/she were not an event professional.**

There would be a substantial void in the festivals and events industry if Janet were not an event professional. In addition to the measurable results of revenue and attendance, are the lives that have been changed as a result of the funding from the festivals and events with which Janet has been involved. Through her work, Janet has helped put people with disabilities to work, provided cars for families without transportation, provided clothing to Hurricane Katrina survivors, preserved green space from urban sprawl, provided college scholarships to kids from rural counties, provided money for research to find a cure for Lupus and Multiple Sclerosis and provided services to people who are living with these debilitating diseases, provided art supplies and musical instruments for schools, and much more.

Over the past 27 years, Janet has also made significant contributions to the events industry that have helped shape the way events are produced and marketed today through her professional full-time work, pro bono event consulting, professional consulting work, and local community volunteer work. She pioneered innovative concepts in volunteer management, media sponsorships and corporate sponsorships and raised the visibility of festivals and events with which she has been involved. Janet has shared this knowledge and experience with her peers by serving on committees, speaking at conferences, volunteering her expertise to events, and by producing events as a free-lance consultant, in addition to her full-time senior leadership positions with major non-profit organizations.

Community Volunteer Work with Local Events - In addition to providing pro bono consulting with major festivals and events, Janet also volunteers her time and talents to serve local community organizations including:

- March of the Maestros Fundraising Gala Committee for Charlotte Community School of Arts – Charlotte, NC - 1994
- Coconut Grove Chamber of Commerce Board of Directors – Miami, FL - 1996-1997
- Coconut Grove Chamber of Commerce Chamber Ball Fundraising Gala Committee – 1996, Co-Chair – Miami, FL -1997
- Friend of the Forest Fundraising Gala Committee for RibbonWalk Botanical Forest (an event which Janet created) – Charlotte, NC – Chair -1997 and 1998
- Vice President Al Gore’s Visit to Charlotte Committee – Charlotte, NC – Chair - 1999
- NC State 4-H Development Fund Lifetime Achievement Awards Gala Committee – 2003 and 2004
- Hurricane Katrina Emergency Response Committee – 2003 - Coordinated volunteers and the intake of community donations for 1,000 evacuees who were relocated from New Orleans to Charlotte after the hurricane
- WSOC-TV’s Nine Who Care Community Awards Judging Panel -Charlotte, NC – 2002, 2003, 2004, 2005 and 2006
- Charlotte Ethics in Business Awards Luncheon Committee – Charlotte, NC – 2007, 2008, 2009, 2010
- Public Relations Society of America – Charlotte Chapter - Pegasus Awards Committee –2007, 2008; Board of Directors – 2009-2010; Treasurer – 2009-2010; National Assembly Delegate – 2009; National Leadership Rally Delegate – 2010.

Event Consulting - During the past 27 years of professional work with festivals, events and non-profit organizations, Janet has also served the industry as a professional event consultant working in every aspect of event planning, organization and execution. She has planned events and festivals, raised money, produced festivals or festival components, judged art work, coordinated volunteers and managed logistical operations as follows:

Festivals and event production:

- Produced Avenue of the Arts Festival at South End Art & Soul Festival in Charlotte, NC – 2005
- Produced Avenue of the Arts Festival at A Taste of Charlotte – NC - 2002, 2003 and 2004

Produced arts festival, kids’ art area, food and commercial vending operations for:

- CityFest Live Art & Music Festival – Charlotte, NC – 1998, 1999, 2000, 2001 and 2002
- Uptown Scream Halloween Festival – Charlotte, NC – 2000
- Millennium Experience New Year’s Eve Party - Charlotte, NC – 1999
- Carolina MusicFest – Charlotte, NC – 1999
- LakeFest at Jetton Park – Cornelius, NC – 1998

Event production, fundraising and/or corporate sponsorship sales for:

- National Multiple Sclerosis Society – Houston, TX – MS 150 Bike Tour – 1989
- National Multiple Sclerosis Society – Greater Carolinas Chapter – Charlotte, NC - Roman Gabriel Celebrity Golf Tournaments – 1986, 1987, MS 150 Bike Tour – 1986
- Charlotte Symphony Orchestra – Charlotte, NC – 1984 and 1985

Volunteer Program Development: Public Library of Charlotte/Mecklenburg County – NC - 1989