

## Part A: Individual Submitting Nominee

1) Jeff Curtis, Executive Director  
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2) Yes

3) Yes

## Part B. Nominee Information

1) Marilyn Clint, Associate Executive Director  
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## Part C Questions

### **Question #1 Explain how your nominee has made a difference to the festivals and events industry. (25)**

Marilyn Clint, in thirty plus years of growth, experience, and love of the events industry has and continues to make a difference in the festival and events industry by mentoring hundreds and inspiring thousands more with her devotion to the art of the festival and her ability to share and develop creativity. Marilyn's talent for recognizing social trends and progressive concepts has led to the development of many fresh, entertaining, and beneficial event programs. And Marilyn's ability to communicate new information, to share and inspire others to grow has made her a popular and respected authority in this industry both locally and internationally.

Marilyn excels at building strong teams by mentoring professionalism and nurturing creative growth. She has guided hundreds of interns and seasonal staff towards excellent career opportunities with Pepsi Cola, Children's Cancer Association and Travel Salem to name a few. Marilyn has also made it possible for many young event professionals and foundation board members to experience a larger part of the industry through the IFEA and local OFEA networking and information opportunities at yearly conferences, seminars, and workshops.

*Henry Ford once said, "If I can't manage an event, I let the event manage itself."* Henry Ford never met anyone like Marilyn Clint.

Marilyn is an accomplished event developer and manager with a keen eye for detail and mastery of the big picture. She often preaches that the success of the event is in the details and she has an exceptional ability to grasp the importance of how those details make the texture, the color, the flow and feel of the event succeed.

Marilyn understood well before the term was coined that the Rose Festival needed to reduce its own 'carbon footprint.' In the early nineties Marilyn got together with Jack McGowan director of

super volunteer program "Stop Oregon Litter and Vandalism" and innovated a unique parade clean up program that quickly turned into a highly popular interactive pre and post-parade fan activity. It's estimated that the total amount of garbage bags collected could pile up on a neighborhood street over fifteen feet deep for two city blocks.

Marilyn is recognized often for making a difference in educational programs. Her commitment was most noted in 2008 when the Rose Festival swept the Educational category at the annual IFEA for "Jurassic Journey," the new "Character Clown Corps" and the popular "Living History curriculum," which served hundreds of area grade school students and thousands of parade fans.

**Question #2 Submit a general overview of your nominee's career, including organizations they have worked for, positions held, titles, awards, etc.**

Marilyn has dedicated nearly 35 years to the Portland Rose Festival. Marilyn's first real introduction to the Rose Festival was as a bright-eyed high school student trying out for a spot on her school's Rose Festival court. Although she was passed-over in that early selection process, a spark had ignited deep within. Marilyn and the festival were destined to meet again. Starting as a receptionist in 1974, Marilyn became a student of the festival and rose through the ranks to hold the current title of Associate Executive Director and Director of Communications. She also serves as event manager for major festival events including the Opening Day Ceremonies, the KeyBank Grand Floral Parade and Regence Grand Floral Walk.

In addition to the many "hats" Marilyn has worn for the Rose Festival, she also dedicates herself to the betterment of the Portland-metro area by serving on numerous foundations/charities/events. Those event include: Stop Oregon Litter and Vandalism (SOLV), Juvenile Diabetes Foundation, Guide dogs for the Blind, City of Portland advisory committees, and numerous "healthy lifestyle" events such as the Portland Marathon, and Portland Duathlon (which are charity-based programs).

She was the creative force behind the Rose Festival Centennial Celebration in 2007 that included numerous new and creative events for the community to enjoy. New events she helped create included a Historic Home and Garden Tour, living history characters with an educational curriculum visiting area schools, a feature length documentary film created by local high school students, a Centennial Exposition, and the largest Grand Floral Parade in 100 years. And when all were successfully completed, Marilyn guided the application process that successfully nominated the 2007 Rose Festival Centennial for the IFEA's Grand Pinnacle Award.

Marilyn has long championed educational programs on many levels. From the time she developed the Rose Festival Kids membership support program to her outreach efforts with Portland neighborhood associations to guiding the court program's award winning community outreach, Living History program and mentorship opportunities.

When putting together a section of the KeyBank Grand Floral Parade in recognition of American veterans. Marilyn's detailed research and cataloging of all Oregon's past veterans for a special parade tribute inspired the state of Oregon to ask her to help create a database of all Oregon soldiers who gave their lives during the 100-year history of the Rose Festival.

Marilyn's career experience could fill a large book with stories about how she has learned, created, encouraged and touched so many in this industry and it would be incomplete, because she is not done.

**Question #3 Describe the level of involvement our nominee has had with the IFEA during their career.**

*"Marilyn is the best of the best in our industry. Our city, industry, and a global event market have benefited from Marilyn's professional wisdom and accomplishments." – Jeff Curtis, Executive Director*

In 1988 when she promoted to management level, Marilyn really began to spread her wings. She recognized early on the value in networking with industry professionals and began attending IFEA conferences. Marilyn served as an IFEA Officer 1990's, participated in up to seventeen conferences and received her CFEE on October 14, 1997. On over a dozen occasions she was invited to be a guest speaker leading workshops and round table discussions on topics including Parade operations, environmental innovations (Parade Clean up strategy), and float building. Most recently at the 2007 IFEA Convention, Marilyn presented on the Rose Festival's Centennial Celebration leading active discussions on planning and organizing milestone events.

A strong proponent of recognizing and rewarding innovation, creativity, and hard work, Marilyn has been a champion of the Pinnacle Awards and IFEA from the beginning. She has helped raise scholarship money for IFEA foundation through funding raising activities and organized special destination auction packages for IFEA auctions. Marilyn has also served on the Oregon Festival and Events Association board.

In the Mid-1990's Marilyn coordinated Super-Seminars for visiting IFEA membership on parade operations when her schedule was most demanding of her time during the weekend of the Grand Floral Parade. She has frequently assisted with hosting IFEA guests such as Jack French, Mike Berry, Caroline Creighton, Bruce Skinner, Karen C. and Tom Kern as well as international visitors representing Rose celebration events from Bulgaria and New Zealand.

Marilyn is quick to respond to local and regional organization leaders seeking guidance in event development. In 2007-08 Oregon state development leaders sought Marilyn out to help the newly created Oregon 150 Celebration Committee plan the state's commemoration ceremony and events. She has consulted with many start-up events such as the Rockaway Beach Wine and Jazz Festival, helping the remote beach community successfully promote their event to the larger Portland metropolitan market over 70 miles away.

Marilyn has also advised the Cascade Run-Off, an extreme road race event that required a large coordinated police and transportation effort along the fifty-plus mile foot race from the Oregon Cascades into the city of Portland. More recently Marilyn has advised the organizers of a newly created "Avenue of Roses" business community in the planning and execution of a parade along a very busy suburban thoroughfare appropriately titled: the "82<sup>nd</sup> Avenue of Roses Parade."

**Question #4 What void would there be if she were not an event professional?**

Portland and the Rose Festival have a long and illustrious history dating back over 100 years. Marilyn has been a visionary for roughly one-third of that century, and has been a leader in developing and maintaining a strong partnership between the festival and the community for decades. The City of Portland has adopted resolutions into policy based on her input and advice. Most recently

*" From our perspective, there is no one person whom we enjoy working with more than Marilyn Clint. Her experience and parade expertise sets her apart from all others. Just when you think there isn't an answer to a difficult question, Marilyn is able to find a way to get the job done." - Sue Klobertanz, Director, Revenue Bureau, City of Portland*

The Rose Festival would not have been as consistently excellent as it has been over the last couple of decades without Marilyn's steady presence. It is safe to say there would not be as many events today. The festival would not be as professional or the standards as high if not for Marilyn's world vision and understanding of how the Portland Rose Festival fits into the national events scene.

Marilyn holds the institutional knowledge for passing on to new Directors and Board Members. She has served five Executive Directors and hundreds of board members. Industry professionals, public officials, and corporate executives have also come to depend on her knowledge and advice; she was honored as one of the 25 most influential women in the Portland area.

Marilyn helped transform the perception of the Rose Festival senior Court from a perception of a beauty pageant into an awarding winning outreach and scholarship program. Students applying for the court program must meet state mandated standards for scholarships, have at least a 3.0 grade point average, show demonstrated volunteer hours and be active in their school and class's extra curricular functions.

Her work this year (2010) has contributed to the designation of the Rose Festival as Portland's Official Festival by the Portland City Council leading to the creation of an innovative program to embrace and promote other Portland festivals and events. The city of Portland and the Rose Festival leadership recognize that without Marilyn's knowledge, leadership and diplomatic strengths, the void between a locally produced event and a world-class festival would be great.

If Marilyn Clint had chosen any other profession, the Rose Festival would still be a nice local flower event. The enormity of Marilyn's contribution to the Portland Rose Festival and many others in this industry is such that without her, the void would be greatly noticed and greatly felt.