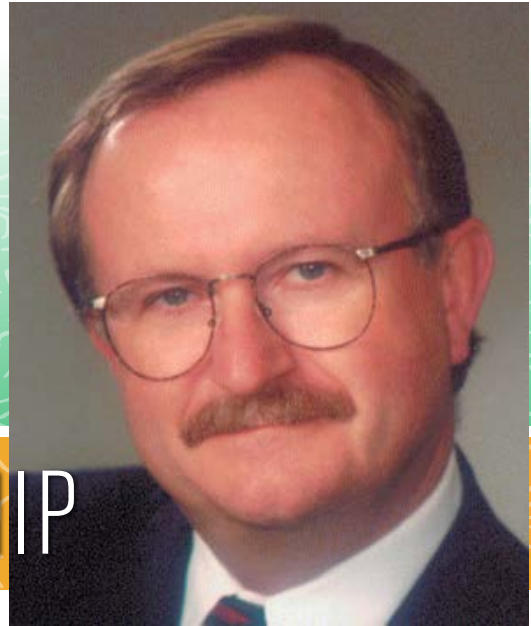




THE BRUCE & KATHY SKINNER

LEGACY SCHOLARSHIP



Bruce Skinner, CFEE, began his event industry career nearly 40 years ago at Arizona's Fiesta Bowl. During his 17-year tenure there, the event grew into a 60-event festival, a nationally televised parade and a post-season college football classic. It also became the first bowl game to sign a title sponsor. "I had a really strong interest in providing entertainment to as wide a spectrum of the audience as possible." Skinner said.

When Skinner retired from the Fiesta Bowl in 1990, he became President of the International Festivals & Events Association (IFEA), an association that had only around 400 members and a budget of little more than \$400,000 a year at that time. Over the next ten years, Skinner tripled that budget and grew membership to nearly 3,000. During his tenure Skinner also started the IFEA Foundation, among many other accomplishments.

Skinner retired from the IFEA in 2001 to spend more time with his wife, Kathy, who has lent her support to his career for many years, but he did not retire from the event industry. He continues to teach and consult for events na-

tionwide and co-authored *The Complete Guide to Event Sponsorship*, published by Wiley & Sons, Inc., New York. He is credited with starting the Rock n Roll Marathon races in Phoenix (2004) and Seattle (2009). Today, over 60,000 runners/walkers participate in those events. He is equally at home today in Port Angeles, Washington or Phoenix, Arizona, maintaining residences in both.

The Bruce & Kathy Skinner Scholarship continues his dedication to our field by supporting young/new professionals in the industry, as Skinner has done throughout his career.

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