



INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION  
FOUNDATION

# THE JOE AND GLORIA VERA

## LEGACY SCHOLARSHIP



**Joe Vera, CFEE, grew up in the special events industry. His dad was a dance/concert promoter and hosted a radio talk show every Sunday for some 30 years. From a 29 hour New Years Eve Dance Marathon to onion clipping contests, to the Harry James and Glenn Miller orchestras, to weekly Tejano music dances, he promoted them all. Joe says "I learned from the best." Dad always wanted me to make a career out of the special events industry and I guess I have, if only once a year.**

In 1980, when Joe came to Hidalgo, he never dreamed that this community, the Hidalgo Chamber and Borderfest, would become his life's work. Thirty years later he says that it has been a life that dreams are made of. He believes that the Lord has blessed him by giving him a great community to work in, full of outstanding citizens, leaders and volunteers that are supportive, committed, and share his passion.

Joe's passion for education and giving back to others is evident in all that he does. He states that he owes his success to the ability to fine tune and further his special event

skills through programs and benefits offered by IFEA and other professional organizations. It is his belief that there is no other or better educational opportunity for the special events industry, in the world, than the IFEA. He takes what he learns, gleans from everyone, and shares it back twofold. He walks the walk and talks the talk by making sure that educational opportunities are available for everyone that wants to take advantage of them.

Joe believes that festivals are a celebration of our lives and our community. He lives by the following and hopes that others will too: Don't be afraid to dream; Don't ever believe you are too small to do anything; and Don't ever quit learning -- nothing new in, nothing new out.

The Joe Vera Scholarship honors his parents, who taught and shared with him so much throughout his life; his Texas roots, where he has built his career and successes; and the future, by providing new educational opportunities to deserving young professionals and organizations in Texas.

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