

Association Partner



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# 2006 NORTHEAST REGIONAL CONFERENCE

February 26-28, 2006  
Clarion Hotel • Dublin, OH

# Discover a Brave



## New World of Festivals

The festivals and events industry has never been more challenging than it is in today's business climate. Attendance at the IFEA Northeast Regional Conference can provide you with the insight, knowledge and tools necessary to plan successful events and be able to meet your organization's business and marketing objectives. In today's society, producing a successful and meaningful event has never been more important. The 2006 IFEA Northeast Regional Conference will provide outstanding speakers and opportunities to add to your event's success for a value that is unsurpassed.

In preparation of your 2006 event, you will discover new ways of festival planning, marketing and logistics to help your event grow and flourish. Through interaction with festival colleagues, you will find renewed energy and optimism to guide your voyage to a new (festival) world. As a participant in the 2006 IFEA Northeast Regional Conference, you will experience;

- New breakthroughs in children and family entertainment through our keynote presentation by Betsy DuBois and Lyle Cogen;
- Speakers from 14 States eager to share their experience, information and expertise on a variety of topics, including parades, sponsorship development and sales, corporate hospitality, risk management, event security, fireworks and programming;
- Expertise and insight of a CFEE full day seminar presented by Jay Downie of SourceOne Marketing, a leading speaker for the IFEA;
- Dedicated trade expo on Monday, February 27th, featuring the best in event vendors and festival suppliers throughout the Northeast Region;
- Silent auction and the first-ever live auction as part of the trade show;
- IFEA Northeast Regional Zenith Awards, honoring the best in event marketing, sponsorship and promotion; and
- The ability to network with some of the most experienced, interesting and knowledgeable festival managers during the four-day event.

For a convenient and affordable price, you get it all; excellent programming, tremendous opportunities to network, outstanding vending opportunities, a truly memorable experience. Don't wait – reserve your spot today.

# SCHEDULE

## SATURDAY, FEB. 25TH

**Pre-Conference Certified Festivals and Events Executive (CFEE) Seminar. Must be currently enrolled in IFEA's CFEE program to receive CFEE credit. Additional registration fee required.**

**8:00 – 8:30 am**

**Registration/Coffee**

**9:00 am – 4:00 pm**

**CFEE Professional Certification Class – "Administration & Management"**

**Presented by: Jay Downie, CFEE**

SourceOne Marketing, OH

Sponsored by: K&K Insurance Group

**6:00 – 11:00 pm**

**Irish Pub Crawl Hosted by**

**Dublin Irish Festival**

Downtown Historic Dublin

## SUNDAY, FEB. 26TH

**8:00 – 8:30 am**

**Registration/Coffee**

**8:45 am**

**Welcome/Introductions**

Tom Kwiatek, CFEE

IFEA Regional Director

**9:00 – 10:15 am**

**Keynote Presentation:  
Breakthroughs in Family and  
Children's Entertainment**

**Betsy Dubois**

Dubois Agency, OH

**Lyle Cogen**

Pint Size Productions, Inc., NY

**10:30 am – 12:00 pm**

**Successful Human Resources  
Structures for Festivals and Events**

**Eric Martin, Esq., CFEE**

Bands of America, IN

**Creative Volunteer Strategies**

**Bridget Sherrill, CFEE**

Kentucky Derby Festival, KY

**Tracy Becker, CFEE**

Clarion Autumn Leaf Festival, PA

**The Impact of Community  
Politics on Festivals**

**Becky Genoways, CFEE**

On the Waterfront, IL

**Tess Wackerlin**

Mayor's Office of Special Events, IL

**12:15 – 1:15 pm**

**Lunch**

**1:30 – 2:30 pm**

**Managing Your Festival Security  
Through Risk Management**

**Dale Johnson, CFEE, CIC**

K&K Insurance Group, IN

**Sponsorship Valuation...**

**How to Price Sponsorships**

**Crystal Grave**

Bands of America, IN

# SCHEDULE

## **Where is That Panic Button... and When Do I Push It?**

Lou Siris  
Public Works, Inc., NY

**2:45 – 3:45 pm**

## **The Importance of Community (and Municipal)/Festival Partnerships**

Kathryn Farrington  
Newport Rhode Island CVB, RI

## **Gaining Understanding and Acceptance Through Diversity Events**

Ray Griffin  
2004 IFEA/Zambelli Fireworks Internationale  
Volunteer of the Year  
Cityfolk, OH

## **Pin Programs for Fun and Profit**

Bridget Sherrill, CFEE

Kentucky Derby Festival, KY

## **Alternative Staffing Options for Events**

Debi Lehr  
Sponsorlink, PA

**4:00 – 5:00 pm**

## **Quality Assurance Through Jurying...Fine Arts and Fine Crafts**

Katie Lucas  
Columbus Arts Festival, OH

## **Sponsorship Versus Rocket Science**

Chuck O'Connor, CFEE

National Cherry Festival, MI

## **Utilizing Non-Traditional Performance Space**

David Sullivan  
First Night International, NY

**7:00 – 10:00 pm**

## **Performance Arts Showcase**

Presented by the DuBois Agency

**10:00 pm – 12:00 am**

## **Hospitality Suite**

## **MONDAY, FEB. 27TH**

**8:30 – 10:00 am**

## **Parade Panel**

Moderator – John Eichler

Dynamic Displays

**Maria Dibenedetto**

6 ABC Thanksgiving Day Parade, PA

**Jeff Graves / Chad Antcliff**

Indy 500 Festival, IN

**Jessica Kaminskis**

Parade Company, MI

**Eric Belden**

Pro Football Hall of Fame Festival, OH

## **Partnering with Media for Event Success (Panel)**

**Phil Pikely**

The Columbus Dispatch, OH

**Tom Thon**

Clear Channel Radio Group, OH

**Janna Buckey**

NBC 4 WCMH Columbus, OH

## **Sponsorship Panel...**

## **Why We Sponsor What We Do**

Kitty Munger

Wendy's International, OH

**Maysa Barmore**

Nationwide Insurance, OH

**10:15 – 11:15 am**

## **Insider Secrets to Beer Sponsorship**

**Dennis Boese, CFEE**

IFEA Hall of Fame Inductee

Former VP of Festivals & Fairs,

Miller Brewing Company, WI

## **Sponsorship Fulfillment**

**Tom Stipes, President**

eBrandedSolutions, Inc., GA

## **Let Your Insurance Dreams Become Reality**

Deb Johnson

Updowntowners Inc., NE

**Colby Sullivan**

Haas & Wilkerson Insurance, KS

**11:30 am – 2:30 pm**

## **Trade Expo (lunch included)**

**2:30 – 4:00 pm**

## **Roundtables**

(rotate topics every 15-20 minutes)

## **Festival Set-Up Issues**

Becky Genoways, CFEE

On the Waterfront, IL

## **Sponsorship /Community Alliances**

Glennas Kueck

Valparaiso, IN

## **Arts in Action**

Katie Lucas

Columbus Arts Festival, OH

## **Transportation Issues**

Mike Redding

Oswego Harbor Festivals, NY

## **Special Event Signage**

Gerry Glasgow

Quaker Chroma Imaging, PA

## **Parades**

Eric Belden

Pro Football Hall of Fame Festival, OH

## **Event Photography**

Joe Marcus

Marcus Photography, PA

## **Ticket Solutions**

Harry Blunt

Mobile Marketing, DE

## **Sponsorship Pricing Issues**

Crystal Grave

Bands of America, IN

## **Food and Beverage Issues**

Ray Neeb

Bethlehem Musikfest, PA

## **Children's Programming**

Lyle Cogen

Pint Sized Productions, Inc., NY

## **Emergency Planning**

Lewis Siris

Public Works, Inc., NY

**4:15 – 5:15 pm**

## **Festival Merchandising Made Simple**

**Tracy Becker, CFEE**

Clarion Autumn Leaf Festival, PA

## **Bringing an Air Show to Your Event**

Mike Redding

Oswego Harbor Festivals, NY

## **Preserving Culture Through Events**

Sandra Puskarcik

City of Dublin, OH

**Katharine Moore**

German Village Society, OH

**6:30 – 10:00 pm**

## **"Discover the Magic of Columbus" Dinner & 2005 Zenith Awards Presentation**

Sponsored by: Pro Football Hall of Fame Festival

**10:00 pm – 12:00 am**

## **Hospitality Suite**

## **TUESDAY, FEB. 28TH**

**8:30 – 9:30 am**

## **Creating Events to Promote an Attraction – A Community Partnership**

Joanne Murray

Pro Football Hall of Fame Festival, OH

## **The Importance of Corporate**

## **Hospitality on Sponsorship**

## **Development/Retention**

Steve Lyons

Memorial Golf Tournament, OH

**9:45 – 10:45 am**

## **Fireworks Under Attack...**

## **A State of the Industry Address**

Gregg Smith

American Pyrotechnic Assoc., MD

## **One Picture is Worth a**

## **Thousand Sponsors**

Joe Marcus

Marcus Photography, PA

## **Food and Beverage Sales – New**

## **Options for Payment Mechanisms**

Harry Blunt

Mobile Retailer, DE

**11:00 am - 12:00 pm**

## **Conference Closing and**

## **Regional Update**

Tom Kwiatak, CFEE

IFEA Region 1 Director

\* Schedule Subject to Change



**International Festivals & Events Association**  
 Northeast Regional Festivals & Events Conference

**February 26-28, 2006 Clarion Hotel, Dublin, Ohio**

Special rates for convention attendees are \$69.95 plus tax per night for single/double/triple or quad occupancy. For reservations, call 614-7642200 or 1-866-372-5566. Be sure to specify that you are attending the IFEA Northeast Regional Festivals & Events Conference. **Reservation cut-off deadline is February 4, 2006.** After that date, our block of rooms is released and rooms may not be available.

**ORGANIZATION INFORMATION**

Attendee Name: \_\_\_\_\_ IFEA Membership #: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ First-time Attendee?  Yes  No

**Additional Delegates:**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ First-time Attendee?  Yes  No

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ First-time Attendee?  Yes  No

**Please check here if you would like to be a Conference volunteer**

**REGISTRATION FEES**

	<b>IFEA Member</b>	<b>Non-Member</b>	
Special Early Bird Rate (by 2/10/06)	<input type="radio"/> \$250	<input type="radio"/> \$325	\$ _____
Regular Registration Rate (after 2/10/08)	<input type="radio"/> \$290	<input type="radio"/> \$360	\$ _____
Add'l Delegates same organization	<input type="radio"/> \$220	<input type="radio"/> \$300	\$ _____
CFEE Seminar Day (includes lunch)	<input type="radio"/> \$195	<input type="radio"/> \$335	\$ _____
CFEE (enrollment fee)	<input type="radio"/> \$200	<input type="radio"/> \$350	\$ _____
Final CFEE (certification fee)	<input type="radio"/> \$250	<input type="radio"/> NA	\$ _____
Student (school ID required)	<input type="radio"/> \$200	<input type="radio"/> \$200	\$ _____
Spouse/Guest (social activities only)	<input type="radio"/> \$150	<input type="radio"/> \$190	\$ _____

**REGISTRATION INCLUDES:** All educational sessions, opening reception, expo, Sunday and Monday luncheons, hospitality suite and Zenith Awards Reception. *Note: Please notify us in advance of any special dietary needs you may have (i.e. vegetarian meals, allergy problems).*

**Total Amount Due \$ \_\_\_\_\_**

**PAYMENT**

Your registration form **CANNOT** be processed until payment is received. Cancellation Policy: There will be a cancellation fee of \$100 through 2/11/06. After 2/11/06, there will be no refunds.

**Select method of payment**  **Check** (made payable to IFEA)  **MasterCard**  **American Express**  **Visa**

Name on Card (print): \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Number \_\_\_\_\_ Validation Code (3-digit # on back): \_\_\_\_\_

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Send completed registration form with payment to:**

**Fax: 208-433-9812 • Mail: IFEA, Northeast Regional Conference, 2601 Eastover Terrace, Boise, ID 83706**  
**Questions? Contact Tom Kwiatek, Regional Director, at 610-972-1530 or tkwiatek@ifea.com**