



International Festivals & Events Association

Josephine Hauck, CFEE (D) 1992 IFEA Hall of Fame Inductee Formerly of the Indianapolis 500 Festival



Josephine Hauck was the Executive Director of the 500 Festival for nearly three decades. She transformed it into one of the greatest festivals held in the state and throughout the nation.

Her leadership and strong demeanor lead her to be affectionately known as "General Jo". Each May she would lead her board and thousands of volunteers in producing the merry month of May in Indianapolis. Founded by civic leaders in 1957, the 500 Festival was created to celebrate the *Greatest Spectacle in Racing*, the annual running of the Indianapolis 500

each May.

Jo believed strongly in the need for festival planners to share their enthusiasm, ideas and experience for the betterment of all festivals. She is credited with founding the Indiana State Festivals Association in 1973. An award in her name was established in 1993 and is still given annually at the Indiana state convention to an individual who has contributed significantly to the building of festivals in the state of Indiana. Josephine was awarded the prestigious *Sagamore of the Wabash* by two different Indiana Governors. The award is the highest honor the Governor of Indiana can bestow upon one of its citizens.

Josephine was one of the founding fathers of IFEA as well. She worked tirelessly networking with festivals across the country and led the organization in its early years. She attended the annual convention regularly with her husband Kenny who she met while he was serving as President of the 500 Festival in 1967. They were a concerted team and each other's biggest supporter. She continued to be active in festival work even after her retirement from the 500 Festival in 1992.

Editor's Note: Josephine Hauck, CFEE, passed away in 1997