



## International Festivals & Events Association

### **JoAnn Ward 1997 IFEA Hall of Fame Inductee Fond du Lac Convention & Visitors Bureau**



When JoAnn Ward joined IFEA in 1980, she brought nearly 20 years of events experience to share, having served as the Executive Director of the Fond du Lac Convention & Visitor's Bureau since 1977, but she still says she's received more than she's given.

"Belonging to an organization and having someone to talk to about sponsorships, licenses, management contracts, etc., is worth its weight in gold," she said. "And what in life could be more fulfilling than being honored by those you admire, respect, and care about?"

Ward began her special events career in 1959 when she was appointed Corporate Publicity and Special Events Director and went on to produce a decade-long series of "fortnight" events for Carson Pirie Scott and Co., in Chicago. In addition, she studied under Stanley Marcus, Chairman of Neiman Marcus, famed for their fortnight events, and received a Chicago Publicity Club Award and official recognition from Mayor Daley, who dubbed the multi-million dollar budgeted internationally themed events "the Official City of Chicago salutes."

"If it's going to be, it's up to me," said Ward on the special events industry. "Whoever wrote that phrase was talking about the event management stars who can truly accomplish miracles. Event people are my very favorite human beings, and IFEA has been a leader in development of this industry for decades."

Ward spoke frequently at IFEA conventions in the 1980's and sat on the organization's board from 1985 to 1987. She has also served on the Illinois and Wisconsin Sesquicentennial Commissions and the White House Conference on Tourism, and has been recognized as Woman of the Year by the Business and Professional Women's Club.