



International Festivals & Events Association

Dennis Boese, CFEE 1999 IFEA Hall of Fame Inductee Miller Brewing Company



Known as “the dean of fair and festival marketing,” Dennis Boese, CFEE, is the Corporate Manager of National Fair & Festival Marketing for the Miller Brewing Company in Milwaukee, WI.

Boese began his career with Miller as a tour guide 30 years ago, and in addition to pioneering the company’s sponsorship of a larger number of major outdoor events throughout the U.S., he works closely with distributors and field personnel, assisting with local sponsorship activities and developing programs to maximize Miller’s grass roots participation.

A Certified Festival & Events Executive and past IFEA Board Member, Boese served on the IFEA Foundation Board and the IFEA President’s Council.