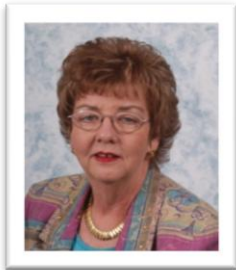




## International Festivals & Events Association

### **KAY WOLF** **2007 IFEA Hall of Fame Inductee** **Borderfest/City of Hidalgo**



Kay Wolf began her career, like most Hall of Fame inductees, by getting involved where there was a need to make their little corner of the world just a little better...to celebrate culture, to bring together friends, family and neighbors and bond as a community through celebration.

Kay began her community involvement career in the Aransas Pass Chamber of Commerce in 1979. As a staff director and eventually Chamber CEO, she produced a very successful event, Shrimpooree, in that small coastal town in Texas. Her event was recognized throughout the state as being one of the best. She, too, was recognized for her success at that event along with her other duties for the Chamber of Commerce. She understood the importance of her event not only for her hometown, but for tourism in the State of Texas and throughout the country.

As a volunteer, Kay really shined as she basically single-handedly saved the TFEA organization through various transformations. "I served on the TFEA Board with Kay" quotes Steve Rosenauer, Executive Director of Fiesta Oyster Bake, "and I saw first hand how her dedication and willingness to support the festival industry became the driving force to maintain a need for a strong association." Kay has contributed hundreds of hours of her time to see that TFEA was there to support all of its members in the State of Texas. She took that support to the next level with her involvement in IFEA through lecturing, educational seminars, being a member of the IFEA Foundation Board and getting involved in the CFEE certification program...a program designed to bring outstanding professional recognition to the festivals and events industry. She currently serves as the elected representative from the TFEA Past President's Committee to the TFEA Board.

Kay then joined the creative and management staff at Dixie Flag to enhance their reputation as a leader in the festivals and events industry. She saw this as an opportunity to bring her expertise to many events both regional and national. "I worked with her for several years; and she helped transform our festival with the inclusion of a Dixie Flag decorations and signage program" said Steve Rosenauer. "She was very professional and her overall knowledge of the festival and event industry helped the Fiesta Oyster Bake develop long range plans for the signage, decoration and sponsor programs for the event." Even during her tenure with Dixie Flag, Kay continued her work with the TFEA and IFEA as a very supportive vendor and enthusiastic sponsor.

Kay truly enjoys the festivals and events industry because it is a way to bring together diverse people to share in support of the community. Kay has been a proven leader for many years in the festivals and events industry, not because she wants to win awards and be recognized for

personal achievements, but because it is a great opportunity for her to contribute to the organizations that support the celebration of communities.

Chuck Blische, Executive Director, Fiesta San Antonio Commission state, “everyone knows Kay and how she reaches out and touches fellow event planners daily. You mention her name and people light up. I don’t think I have met any one at the TFEA or IFEA conferences that did not know her or had not heard of her.” He continued, “her reputation throughout the festivals and events industry is huge. And she deserves it. Kay approaches every challenge with vigor and zest. She just seems to enjoy whatever she is doing that very moment. She certainly is not afraid of challenges. Actually I believe she seeks them out!”

It’s not always what Kay says, it is the passion and energy with which she delivers the message. Kay wants to make a difference to our industry one person at a time...and she is succeeding! She knows how to listen to people and is never too busy to stop and answer that pressing question. And if she doesn’t have an answer, which is very infrequent, she knows where to get the answer and will always get back to you. She unselfishly gives back to others whenever an opportunity arises.

Kay has touched the lives of so many. That was eloquently expressed at our 50<sup>th</sup> IFEA Conference in San Antonio, when all three of the Hall of Fame recipients mentioned Kay in their acceptance speeches. She has been an inspiration, a mentor, and a friend to all who know her.