

# 2023 IFEA WEBINAR SERIES



Sponsored by  
 TicketSpice

## IFEA Webinar on Demand

**Is Your Board, Bored?**

**Penny McBride, CFEE**

**President & CEO**

**Fredericksburg, Texas Chamber of Commerce**

**Fredericksburg, TX**

Dynamic governance and organizational alignment don't just happen. It takes skills-based recruitment, thoughtful evaluation and continuous leadership development. This session is intended to help organizations get the very most from their board and committees by leveraging collective human capital around shared goals. We'll take an unvarnished look at the tell-tale signs of board dysfunction and proven strategies for improvement.

**Penny C. McBride** is the President & CEO of the Fredericksburg Chamber of Commerce, representing 900+ member businesses in a community of 12,000 residents that hosts 1.5 million visitors annually. Penny began her career leading the Fredericksburg Convention & Visitors Bureau for ten years before founding a marketing and management firm, which specialized in tourism-related clients. She continues to freelance as a consultant, speaker, trainer and writer. Her speaking clients have included the Argentina Economic Development Federation, Dubai Events and Promotions Establishment, Hawaii Tourism Authority and Festivals & Events Ontario. Since 2008, she has performed a variety of projects for the International Festivals & Events Association. She also serves on the faculty of the IFEA/NPRA Event Management School and IAFE Fair Institute. She is passionate about rural healthcare access and community philanthropy. She serves on numerous boards, including Fredericksburg's health system and hospital foundation boards. She loves cooking and traveling with her partner, plus biking and photography.



**Length:** 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

All IFEA Webinars must be purchased and viewed within the same calendar year.

**Questions:** Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications – Email: [nia@ifea.com](mailto:nia@ifea.com)