



## THE INTERNATIONAL IN INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION

The moniker “International” in International Festivals & Events Association took on new meaning for me this month with a trip to South Korea and Canada. IFEA Korea Professor Gang Hoan Jeong, Ph.D. invited me to Korea along with representatives from New Zealand, The Netherlands and Singapore to attend the IFEA Korea conference and meet with government officials. The delegates were Mijke Loeven, director of Rotterdam’s Jazz International Festival, Steve Chadwick, mayor of Rotorua, New Zealand, Jimmy Wong, events production director with Singapore’s Sentosa Development Corporation and Trevor Maxwell, Rotorua’s cultural ambassador. We logged hundreds of miles visiting four cities, including the IFEA World Festival and Event City, Boryeong and the bucket list event, Boryeong Mud Festival. We attended the IFEA Korea Conference and Pinnacle Awards in Incheon and were on-hand to witness the historic collaboration between Rotorua, New Zealand and Boryeong. We met with government officials from Boryeong, Hadong, Incheon, Daejeon, and Yongdong. These officials are passionate about connecting events to their future and welcomed our presence, expertise and advice on how to revitalize their communities through festivals and events. Overall it was a magnificent trade of ideas and cultures and I was proud to represent the members of IFEA on this historic journey. It reminded me that no matter the country, we are all in the same business of building community.

Immediately following this trip, the IFEA World Board of Directors and IFEA Foundation Board met in Ottawa, Canada as guests of executive director, Guy Laflamme and the Ottawa 150 Board of Directors. Canada is celebrating their 150th anniversary and we had the pleasure of enjoying a series of events during our brief time in their capital city. Guy shared his vision for the commemorative events at last year’s convention and everything exceeded the hype. The city truly embraced this opportunity to bring their culture to

the world through the execution of events. The streets were crowded with people and their energy was palpable.

The annual convention in Tucson is shaping up to be one of the most engaging yet with remarkable sessions. The IFEA staff, led by Steven Wood Schmader, CFE is working hard to ensure your time in Tucson is one filled with quality educational sessions and plenty of opportunities to build your network of professional connections. I’m especially excited to be presenting a session with Kaylee Williams about volunteer programming and management. Kaylee is Chief Volunteer Enthusiast at VolunteerLocal, a volunteer management system owned and operated by lowans that Des Moines Arts Festival has been proud to be part of since it started in 1998. I’m also looking forward to a session with Hadong, South Korea mayor Youn Sang-ki and IFEA Korea President Professor Jeong. Nowhere but the IFEA Convention do you get opportunities to connect with cultures from around the globe.

This year’s Foundation Night Party, Jazz Under the Stars, will be a great opportunity to enjoy your fellow delegates while snagging one of the many amazing auction items including once-in-a-lifetime trips to bucket-list events around the globe. Led by the incomparable Vanessa van de Putter, the IFEA Foundation Board of Directors is working to create a magical night in the hills of Tucson.

I look forward to connecting with you all in Tucson this September!

**Stephen King, CFE**  
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Executive Director  
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