



IFEA WORLD BOARD

BY JEFF CURTIS



With the 63rd Annual IFEA Convention, Expo & Retreat in San Diego, CA just ahead and our own Portland Rose Festival wrapping up in June, it is traditionally a time of reflection and evaluation. As I look out our office window, I am reminded that summer has just started and we are in the middle of festival season around the country and the world. Our home base at Tom McCall Waterfront Park in downtown Portland, Oregon hosts a multitude of events throughout the season. As I write this today, the largest music event in Portland just ended, and the largest beer festival in the state is getting set to take over Portland's home of summer events.

I look at the IFEA Convention as a major part of the event calendar. It comes at a time where many of us are in different phases of our planning and implementation cycles. No matter what the time, these few days matter and have proven essential to our industry. For me personally, the IFEA Convention is the perfect time to not only self-reflect but to share those reflections with others who have similar experiences or are planning for them. It's a good time to refresh and consider Changing Perspectives.

The IFEA Convention, to use a sports metaphor, is the All-Star break during the season when we all can take a time-out, head into the locker room and talk about what we did and what we want to do coming back out. Does your own perspective need a refresh? Are you happy with how you are doing

business, growing your event or staying up with current events and trends?

The 63rd Annual IFEA Convention, Expo & Retreat, held in San Diego, CA, October 1-3, will give you a chance to elevate your perspective by providing many points of view in changing technologies, trends and issues. The IFEA Convention is designed to provide networking and educational opportunities to share and grow your professional experiences and expertise. This is a good time to bring your staff, volunteers and key influencers to meet industry experts and take advantage of this great opportunity to prepare for, and respond to, the changing perspectives that are influencing our industry.

Sometimes even a subtle shift in perspective can allow us to see new options and possibilities. Join us at the Convention this October in San Diego and see what Changing Perspectives can do for you. Thanks for making the IFEA a part of your professional resource pool. Collectively, all of us are making a difference in growing our industry forward!

Jeff Curtis

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