



## THERE IS A LIGHT AT THE **END OF THE TUNNEL**

**T**here is a light at the end of the tunnel and it is getting brighter every day! This is great news for our industry and it is exciting to hear about events returning to some normalcy and seeing communities come together again through special events!

As we all get busier and busier chasing that light, we do need to remember that some of us are closer to the light than others. This is not because of wrongdoing or some special order. As we are all seeing, there are so many factors that are going into safely “reopening” for our cities: outdoors vs. indoors; time of year; size and scope of gatherings; and of course, what country or state you are in, all play an important role in where you are in this tunnel. Some organizations, at no fault of their own, are further back in the tunnel as their success is directly impacted by the success of others. There are still many unknowns for all of us, and that includes the IFEA.

Like other associations, the flexibility to produce member events, regional conventions and international conferences is limited and uncertain with restrictions still in place for large groups to travel and gather indoors. Due to the uniqueness of the IFEA and our members being spread across not only the United States, but across the world, IFEA finds itself further back in the tunnel than the traditional regional festival or special event.

No matter where IFEA finds itself in comparison to that bright light however, that has not stopped the IFEA staff from working hard to deliver up-to-the-minute industry updates and information, resources and expertise to the IFEA membership, in addition to providing more virtual education, networking opportunities, resources and services than ever before, all free to IFEA members! As an IFEA Member, if you have not already discovered the endless list of additional benefits made available to you this past year, I encourage you to take an in-depth look at the IFEA website at [www.ifea.com](http://www.ifea.com) to view all that is available to you and your organization. If you are not a member of the IFEA, I encourage you

to join to begin taking advantage of all of IFEA's new programs and resources.

To provide additional support to the IFEA, over the next few months, the IFEA Foundation will be presenting some fun, new ways to raise some much-needed funds for the association. IFEA Foundation Board Chair, Kevin Grothe, CFEE, Vice President of Sponsorship at Memphis in May International Festival, shares in his ‘ie’ magazine letter this issue, more details on two of the Foundation’s creative ways to add some fun in this year’s “FUNdraising” efforts! They both are affordable, easy to participate in and important to the overall fundraising goals for the year. We encourage everyone to engage in these new activities and if possible, donate at whatever level you are able to, for you or your organization.

Finally, let’s not forget the power of ‘sharing’! Whether it’s sharing IFEA’s social media posts about our fundraising efforts/webinars/affinity groups etc.; sharing industry updates, or sharing with others in the industry who are not members, about becoming a member of the IFEA. You’re a member of the IFEA for any number of reasons, but hopefully the most important reason is because you believe in Festivals & Events and understand the critical importance of the IFEA and its valuable support of the industry. Now is the time to share with your network, your support of the IFEA and the entire Festivals & Events industry.

Let’s make sure we all make it through the tunnel to enjoy the bright lights again soon!

**Ted Barody, CFEE**

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