

ARE YOU A **GET IT DONE PERSON?**



Event people are “get it done” types. We take pride jumping into action at a tent’s collapse or a microphone’s interference. I remember in the beginning of the pandemic a meme circulating: Give event planners some duct tape, a golf cart, and a walkie talkie and Covid would be done. We’re not afraid to get our hands dirty, handle a situation, and make things better.

It’s almost time for all of us “get it done” people to gather again at the coveted IFEA Annual Convention. In just a couple short months we’ll be able to commiserate on the past few years and raise a toast to our triumphs. We’ll have so much to discuss, the most important perhaps being that we did, in fact, survive the worst thing to ever happen to the events industry.

By attending the IFEA Convention in the great big state of Texas, we’ll be talking about our metamorphosis as an industry. How we changed. How we transformed. It is important for all of us to take this time together to reflect on how our events have handled this metamorphosis.

As a leader of the IFEA Foundation Board, I, personally, have also been reflecting on how the IFEA itself, as an organization, has handled this metamorphosis. As event professionals we are lucky to have a dedicated and committed group of IFEA staff members to lead us through the transformation initiated by the pandemic. The IFEA Covid Task Forces were a huge asset at the onset of our shutdowns; industry leaders brainstorming together through the worst of it to keep our events surviving and often, even thriving. The Affinity Groups, webinars, and IFEA Days were other important platforms for us to gather, brainstorm, and transform.

Now, as we gather again in McAllen, Texas for Convention, I ask you to help us continue to transform this all-important organization we cherish. And you get to have fun while doing it!

On September 6th, the Foundation Silent Auction goes live online. You’ll be able to bid on items donated by IFEA Foundation Board members and friends of IFEA. We have items in all prices, ranging from jewelry to children’s books, dog toys to candles, and firepits to Apple AirPods. Please bid early and bid often. Share the Auction website on your social media, and with your team members and board members. Encourage others to buy to support you, and your industry. Think early holiday gifts, birthday celebrations, or staff appreciation. See something you need for your office or event? Purchase it through the auction site instead of the store; support IFEA while getting what you need.

If you are ready to start traveling again, please consider purchasing an Ultimate Experience Raffle ticket and bidding on a few of our Experiences that are housed in the Silent Auction. We have VIP experiences across the country: from beach to mountain rentals, flowers to fireworks, and horses to tall ships. YOU deserve a vacation for making it through the past few years,

why not visit the most special of places and support your industry at the same time? The coolest thing about this is you get an experienced travel guide for FREE; the donors of these Ultimate Experiences are event planners and surely would be more than happy to plan a specialized VIP experience just for you!

Do you know people who love to travel and want insider VIP treatment money can’t buy? Share the Ultimate Experience Raffle with them. Promote on your social media, share in your circles, and encourage your board members or staff to purchase tickets.

The Ultimate Experience Raffle and Silent Auction will close on Tuesday, September 20th at the IFEA Foundation Party. This event is a celebration of US. Free food, drinks, entertainment, and fellowship await you. There will be a 50/50 raffle that night, for those gambling types who want to take home cash money. In years past the winner has walked away with over \$1,000; at our last Convention in 2019 it was over \$2,000! During this party we also have a Live Auction taking place, where you can bid on a handful of exclusive VIP Ultimate Experiences.

The IFEA Foundation has a mission of ensuring that the IFEA has the resources to fulfill its own educational mission. Funds raised support educational opportunities for all IFEA members. I ask you today, as Foundation Chair, and as a fellow “get it done” person, to please help us continue to make the IFEA better. The IFEA, just like our events, is coming off a 2+ year transformation. We need your support more than ever to continue to provide all the benefits of membership we rely so much on.

We are all “get it done” people with big hearts and minds eager for knowledge and growth. The best and easiest way you can support your IFEA organization this year is to:

1. Bid early and bid often on Silent Auction items starting September 6,
2. Purchase one (or two!) Ultimate Experience Raffle tickets
3. Show up at Convention
4. Party it up at the IFEA Foundation Party by bidding during the Live Auction and investing some cash in the 50/50. Encourage everyone you know to do the same.

Let’s support IFEA by getting our fundraising done this year. And if you help in any of these ways, see me at the dFest Hospitality Suite. First drink is on IFEA Foundation Past Chair Kevin Grothe.

Alison Baringer, CFEE

IFEA Foundation Board Chair

Executive Director

North Carolina Azalea Festival

Wilmington, NC