

HELLO & HAPPY 2023 **IFEA FAMILY!**



My name is Cassie Dispenza, VP of Strategic Partnerships at Saffire, and this year I am your IFEA Foundation Board Chair.

As we kick off this new year, you may have made a resolution or two. Maybe you vowed to exercise more or to turn a corner on those projects buried on your desk, collecting dust for the last year. Maybe your goal is to organize your inbox or to spend more time with family. Many of us strive to be a better version of ourselves as the calendar changes but did you know only 9% of resolutions are kept? Why might this be? Do we just forget? We all WANT to exercise more and be with our families. So, what makes us break these promises to ourselves that were so important to us on January 1st?

This year, instead of a bunch of ambiguous overarching resolutions, I invite you to think of ONE micro goal you can accomplish to make a noticeable difference in your work or personal life. You could plan to take a 30-minute break at lunch to decompress even though you're busy. Maybe it's only checking email 3 times a day to keep yourself focused. Making your bed each morning can change your headspace. (There's a well-known video about this!) Only eat out twice a week to pad your savings. It doesn't need to be a repeatable commitment. Make it a one-time thing. Volunteer. Send a physical card to your Grandma. Your December self will be oh so grateful to your January self for doing so, and you'll be able to look back proudly at your accomplishment.

In addition to the "one thing" above, in 2023, members of the IFEA Foundation Board will also

be focusing on one thing that each of us can do to support the IFEA's mission, 'to inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration'. As time in your schedule permits, I invite you to join us on this journey. If the IFEA has made an impact on your life and career, what is something you can do to give back to the IFEA? It can be as simple as donating an item to our annual silent auction or inviting a friend at another organization to come to our Convention. Perhaps you have a terrific Webinar topic you've dreamed up—even if you don't want to present, we can help you execute! Would you be willing to share your fundraising ideas with our team to help grow the IFEA Fund for the Future? Could you share our Silent Auction links with your staff & board on social media?

"One thing" ideas do not have to cost much in terms of time and money. You, as an IFEA member, are our most valuable resource as we look to cultivate growth. As the IFEA grows, everyone benefits from additional sponsorships, speakers, idea sharing, networking and friendship. Please do not hesitate to reach out and share your "one thing" idea with me this year—I would love to hear from you and help execute your growth vision for the IFEA. We're looking forward to a successful & prosperous 2023, and hope you are too!

All the Best,

Cassie Dispenza

IFEA Foundation Board Chair
VP of Strategic Partnerships
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