

JOIN THE CHALLENGE:

## HELP FILL EVERY IFEA FOUNDATION SCHOLARSHIP BY MAY 15, 2025



It is with great excitement and immense pride that I write to you today as the newly appointed IFEA Foundation Board Chair for 2025. As the Executive Director of the National Cherry Festival and CEO of The Festival Foundation, I have seen firsthand the power of festivals and events to shape communities, bring people together, and create lasting memories. I am honored to take on this role within the IFEA Foundation, an organization dedicated to fostering the future of our industry and ensuring that the next generation of event organizers has the tools, resources, and support they need to thrive.

This year, the IFEA is celebrating our 70th anniversary, a milestone that reflects decades of dedication to the festival and events industry. As we commemorate this incredible achievement, I encourage everyone to come together and support the IFEA for the next 70 years and beyond. Whether by attending the 70th Anniversary Convention & Expo this September 22-24, 2025 in Palm Springs, California, joining the IFEA, or engaging with our initiatives, your support will help ensure that our industry continues to flourish and evolve. [More details about the Convention can be found here.](#) We look forward to celebrating this special occasion with you!

As we look ahead, I am particularly focused on the Foundation's efforts to strengthen and expand our scholarship programs. Investing in the education and development of future event professionals is crucial, and I am committed to raising awareness of these opportunities. Scholarships are more than just financial assistance; they are an investment in the creativity, leadership, and innovation that will drive the events of tomorrow. With twenty different scholarships available, each serving a different audience within our industry, there are so many opportunities

to introduce new event professionals to the IFEA and the Convention.

This is the time to take action! I challenge each of you to help us fill every scholarship available this year. Whether it's by bringing extra staff, encouraging colleagues to apply, or reaching out to other festivals in your city, let's work together to maximize these opportunities. The scholarship deadline is Thursday, May 15th, 2025. [More information about Foundation Scholarships can be found here.](#) Now is the perfect time to start planning and spreading the word.

As many of you know, events play an essential role in our communities. They are the heartbeat of our local economies, culture, and shared experiences. But for that heartbeat to continue, we must nurture the individuals who will lead the way. I firmly believe that supporting the next generation of event organizers is one of the most impactful ways we can ensure the magic of festivals continues for generations to come.

Through scholarships, mentorships, and advocacy, we can provide these future leaders with the skills, experience, and confidence they need to continue the legacy of exceptional events in our communities. I invite you all to join me in this effort as we work together to ensure the future of our industry remains as bright as ever.

Thank you for your continued support of the IFEA and for your shared commitment to making the world of events a better, brighter place.

Cherry-O!

**Kat Paye, CFE**

IFEA Foundation Board Chair  
Executive Director – National Cherry Festival  
CEO – The Festival Foundation  
Traverse City, Michigan