

PRESS RELEASE



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For Information, Contact:

Nia Forster, Vice President
Director of Marketing & Communications
Phone: 208/433-0950 ext: *814 - nia@ifea.com
International Festival & Events Association World Headquarters
2603 W. Eastover Terrace - Boise, ID 83706 – USA

FOND DU LAC FESTIVALS' EXECUTIVE DIRECTOR EARNS CFEE

Boise, Idaho (9/18/08) — Executive Director of Fond du Lac Festivals, Inc., Mary

Ann Dilling, recently received her certification to become a Certified Festival and Events Executive (CFEE). Dilling, who has been with Fond du Lac Festivals for seven years, graduated from the program while attending the International Festivals & Events Association (IFEA) Conference in Boise, Idaho.

“The CFEE designation is a mark of distinction. These individuals have proven their commitment to continuous learning and professional growth, which in turn translates into the continued growth and success of their own festivals/events, as well as our industry as a whole,” said IFEA President & CEO, Steven Wood Schmader, CFEE.

Although Dilling formally graduated from the program at the conference, held September 8-12, she has been working on completing all the components for three years. Requirements for obtaining the CFEE designation include experiential career achievements; required course work; published article(s) based on research pertaining to events; professional speaking requirements; and meeting the professional standards of the association and its assessment board. Five other festival executives graduated with her, including Tom Bisignano, special events manager at Walt

Disney Attractions for the past 25 years.

“It’s an honor to be recognized alongside industry leaders like Walt Disneyworld, when coming from a smaller festival like Walleye Weekend,” said Dilling. “I’ve learned a lot from completing my certification and plan to utilize my education to improve our events year after year.”

Dilling’s educational classes were sponsored by K & K Insurance Group, Inc., one of the leading providers of insurance for festivals and events.

“K&K is proud to sponsor Mary Ann and the CFEE program, especially when individuals like her can look at furthering their knowledge of the event industry,” said Dale Johnson of K&K Insurance Group, Inc. “I am extremely grateful to know Mary Ann and wish her continued success.”

Dilling joins 244 other festival/event professionals from around the world who have earned their CFEE certification since the program’s inception 25 years ago.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City, and Taste of Fond du Lac. These events benefit more than 100 local non-profit organizations. More information is available at www.fdlfest.com.

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