

## BIOGRAPHY (2/29/2012)

### JEAN MCFADDIN

Marketing and Events Consultant  
FORMER SENIOR VICE PRESIDENT  
PUBLIC RELATIONS AND EVENTS  
MACY'S EAST

For twenty-five years, Jean McFaddin was responsible for creating Macy's major events to maximize its sales and brand success. She resigned from her full time Macy's role in spring, 2001, to pursue broader opportunities in the new Millennium, while continuing to serve Macy's in an advisory capacity in 2001 for the 75th Macy's Thanksgiving Day Parade. To recognize her important contribution to its history and success, Jean McFaddin was celebrated as she rode on a float created in her honor in the Macy's 85<sup>th</sup> Thanksgiving Day parade, November 2011.



Prior to her Macy's association, Ms. McFaddin served as director-designer in prominent regional, New York, and European theaters, created and directed a 1975/76 bicentennial promotional program for the National Endowment of the Arts Foundation in Washington, D.C., and was Director of New York City's July 4th Land Festival in 1977. She joined Macy's that fall.

As Macy's East Senior Vice President in charge of Macy's Public Relations and Events from 1977-2001, she annually produced Macy's award-winning Thanksgiving Day Parade; a glorious Spring Flower Show; America's largest on-going 4th of July Fireworks celebration; the world record breaking "Tap-O-Mania" that assembles over 6,000 dancers in a choreographed routine; and for Christmas, staged the Miracle on 34th Street where over 300,000 children and adults visit Macy's Santa land each year.

In addition, Ms. McFaddin was responsible with her staff for developing daily in-store merchandising events, publicity campaigns, and division-wide promotions for all Macy's East stores from New England to Puerto Rico. These events, including fashion shows, cosmetic launches, bridal seminars, chef series, and seasonal interior design fairs, drive all Macy's businesses by attracting major public and media attention.

Ms. McFaddin represented Macy's on numerous civic and industry councils which included the Mayor's Host Committee for the UN 50th Anniversary and NYC 2000 Millennium Committee. In serving the community on Macy's behalf, she has produced more than one hundred benefit galas and fund raising events, including Brooke Astor's acclaimed 90th birthday tribute with the Citizens for A Better New York Committee, as well as annual benefit shopping days in Macy's

stores from coast to coast. These events have raised millions of dollars for community organizations, affirming Macy's message, "We're a part of your life".

During the past twenty five years, Ms. McFaddin developed the Macy's Parade and other annual events into multi-dimensional spectacles that attracted worldwide tourists and positive media attention to Macy's and New York City. She worked closely with the licensing and entertainment industries, including Broadway, to create dynamic partnerships that ensured fiscal stability while elevating these traditional events to state of the art entertainment that serve as benchmarks for the industry. She contributes the phenomenal growth and continuous success of Macy's Parade and events to these strategic industry alliances, and to effective interaction with official city agencies.

Ms. McFaddin has received over a dozen Emmy Awards for Macy's Thanksgiving Day Parades in partnership with NBC with whom, on behalf of Macy's, she has been responsible for network negotiations and telecast planning for 24 years. This included her development of the annual telecast of Macy's July 4th fireworks, first through syndication with Tribune Entertainment and as of July 1999, through NBC network. In addition to achieving a dynamic event stylized for television, Ms. McFaddin, in association with America's foremost pyrotechnic companies, pioneered advanced design standards and computer firing technology for fireworks.

As a Macy's executive, her managerial role grew to include all of Macy's East Public Relations and Event departments, and a staff of over 65 people. A teacher as well as leader, her top executive team members rose with her through the ranks. She firmly believes that you are only as "good" as the people with whom you surround yourself, and attributes her greatest success to her associates.

Ms. McFaddin was acclaimed a "Quintessential New Yorker" by Town & Country magazine in 1984. She received the 1988 Humanitarian Award from New York's Community of Mayors Association and their Lifetime Achievement Award in fall, 2001. She served on the New York Board of Directors for the Cystic Fibrosis Foundation and was recipient of their 1990 Outstanding Service Award. In 1993 she received the Congresswomen Mary T. Norton Memorial Award of Excellence from the United Way, and was listed in the U.S. Congressional record. In spring, 1997, she received the Msgr. Thomas Hagerty Humanitarian Award from HeartShare Human Services of New York and HeartShare "Century" Award in May, 2000. In February 2001, the United Jewish Appeal declared Jean "a woman of valor", presenting her their Lifetime Award for Humanitarian Service.

In November, 2000, to celebrate her 24th Anniversary as Producer/Director of Macy's Thanksgiving Day Parade, the City of New York renamed the famous corner of Broadway and 34th Streets "Jean McFaddin Way" for the month of December. On air, NBC presented her with golden scissors for her years of "ribbon cutting". Thousands of New Yorkers and their children cheered Jean as she led the Parade march down Broadway, and Macy's top officials greeted her with yellow roses as she arrived with the Parade into Herald Square where she received the

Daily News "Front Page" Award. For a "Texas Girl," this was a miracle come true in the Big Apple, the Capital of the World.

In spring 2001, Ms. McFaddin retired from her full time Macy's role to pursue new directions and challenges. In her honor, Mayor Rudolph Giuliani held a press conference at City Hall on April 19th to proclaim it "Jean McFaddin Day in the City of New York."

For the past decade, Ms. McFaddin has enjoyed ongoing success as a major speaker in the events industry and at international universities, as well as serving as a Consultant to event organizations and corporations. This includes being Keynote Speaker and Advisor for the first International Festivals and Events Conference in Beijing, China. Jean McFaddin was celebrated as Grand Marshal for the Atlanta Festival of Trees Parade, plus served as Parade Judge for the Kentucky Derby Festival and Judge for the Miss Texas Scholarship Pageant. She is frequent featured speaker at the International Festival and Events Conference and was a Keynote Speaker at the Event Solution's Conferences, as well as inducted into their Hall of Fame. She is honored to be celebrated in three other leading "Hall of Fames" within the events industry by IFEA, Events Solutions, and Bizbash.

Ms McFaddin is recognized in numerous publications for her success in staging giant scale events, including David Rockwell's recently released book, "Spectacle." She is featured in the History Channel's documentary "Inside Macys Parade." In August, 2008, she was in Scotland to speak at Queen Margaret University to launch their new Events and Tourism study program and to serve as Consultant to "The Gathering", the largest clan gathering in history.

A native Texan, Ms. McFaddin holds an MFA from the University of Texas in Theatrical Production. She completed her undergraduate degrees at Stephen's College, Columbia, Missouri (1962) and her Master Degree at the University of Texas at Austin, Texas (1966). She was designated recipient of Stephen's College Outstanding Alumni Award in the Year 2001, and addressed the graduating class in May of that year.

Missouri is also very close to Ms McFaddin's heart. Her mother, Eleanor Clark McFaddin was born and raised in St. Louis, Missouri, where she met and married her husband, Lance McFaddin. They later moved to Lufkin, Texas where Jean was born and raised, but enjoyed annual trips to St. Louis to see family and later to attend Stephen College.