



eTEA Update - Jan. 12, 2009

Your Staff: Ann Gallagher, Carole Mumford, Brian Szaks, Gene Jeffers

TEA Activities

Feb. 18 - 5:30 pm - GB Mixer, Gordon Biersch Restaurant, Burbank

Feb. 24-25, Paris, France - Total Immersion Open House - see page 9 for details

March 5 - Western Div.: Golf Tournament, Details/RSVP Brian Leonard brianl@dillonworks.com

March 6-7 - TEA Summit, Anaheim. **SOLD OUT**

March 7 - TEA's Thea Awards presented by Economics Research Associates

March 25 - TEA Mixer at TiLEzone London - see page 8 for details

April 25-26 - Europe & Middle East Div. - Mixer at DEAL, Dubai

For the latest info on TEA events, check our website calendar - www.TEAConnect.org



Thea Awards Look To Be Another Great Event!

Once again, the TEA Summit has sold out! But we still have a limited number of seats for the Thea Awards on March 7. Don't miss out on this once a year major event. Be sure you are in the Disneyland Hotel Grand Ballroom as we again celebrate our industry, reconnect with old friends, and meet new people. This is a "must attend" event for our industry, especially this year. Join us as we honor Bob Ward, Epcot and all the amazing people who worked on that project, and on the other outstanding attractions from around the world.

And don't forget the TEA Western Division Golf Outing March 5! Another great chance to network, relax and enjoy yourself in the company of old friends and new connections!

Serious About This Industry?

Then You Don't Want to Miss the
TEA Summit, March 6-7!

Theme: "Business Survival
In A Shrinking Economy"

Program Info beginning p. 9

The TEA Western Board reminds you to
save the date for the.....

PRE-SUMMIT/THEA's

GOLF OUTING

Date: Thursday March 5th, 2009
Location: Strawberry Farms Golf Club
Additional details to follow.....
Questions-Brian Leonard, brianl@dillonworks.com

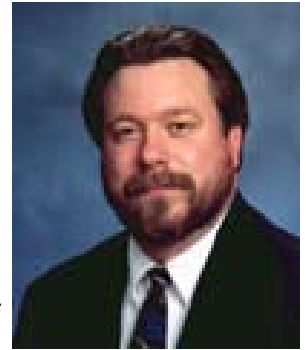
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News - Event Photos - Event Reviews - Announcements - Membership Information - Releases

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Getting Together: Why It Is So Important This Year



Two of the Themed Entertainment Association's main events will quickly be upon us: the TEA Summit and the Thea Awards Gala, March 6-7 at the Disneyland Hotel in Anaheim. The Theas allow us to come together to appreciate and celebrate the work of our members. The Summit provides us with the opportunity for insights into existing and new markets and to learn about ways of approaching projects and coping with economic challenges. All in all a great use of a few days - and if you golf, we are working on a new outing for that.

At last month's TEA planning meeting, the air was thick with uncertainty (yes, I am talking about the economy). Over the last month, that uncertainty seems to have grown even thicker. Airports, hotels and planes that were once filled now seem comparably spacious. So if you haven't yet booked your trip to Anaheim, accommodations are probably still easy to find. In times like these, it's important to pull together, to stand with your community. Getting together with your peers at the Summit and the Theas can put you on the way to finding your next project or your fellow team members for that project.

The association is fortifying its other resources with your needs in mind. The TEA job board is available to post your résumé, or run that "help wanted" ad. At the International Board level a procedure is afoot to help former employees of TEA members, who have lost their positions to downsizing, become associate members with access to the job board and other, members-only support. I have been told we will soon have a formal proposal to review. These and other TEA member services will help keep talented folks in the industry loop.

My father often repeated the classic line that charity begins at home. If you are a producer, designer, developer, please do what you can to help our association grow. Feed your TEA family first – choose your team from the TEA membership. Start by consulting the TEA membership directory. For assistance, call the TEA office, stop by one of the division mixers, attend the Summit and Thea Awards. Someone will be able to make a match for you. If you must seek outside vendors, encourage them to join and become part of the TEA talent pool.

Networking has always been one of the main reasons to join TEA. Let's do what we can to spread the available work to our fellow members first, and have some fun while we do it. I look forward to seeing some of you at the next Gordon Biersch mixer, and/or at the Summit. Better yet, if you want to see me in a tux... for the third time in my life... you'll have to make it to the Theas!

Cheers and hope to see you at a TEA event soon!

Steve Thorburn, PE
President, TEA International Board
Thorburn Associates, Inc.

Members in the News

Vitala Group in Vietnam

Dr. Wolf Vierich, chairman of the **Vitala Group of Companies**, and Mr. Nguyen Van Liem, chairman of **Hanh Liem Group**, signed a Memorandum of Understanding for Vitala Group to carry out and approve eight separate project feasibility studies and to project finance all approved projects in Vietnam. Most projects are situated within the Ho CHI Minh City district and include mixed use apartments, offices, leisure services, a hotel, and a themed entertainment project, as well as a resort project in Khanh Haa province. More info, www.vitalagroup.com



The Hetteema Group Counts Down To Change



America I AM: The African American Imprint exhibit opened Jan. 15 in Philadelphia. Based on an original concept design by **The Hetteema Group**, the exhibit is slated for a four year, 10 stop national tour. Presented by Tavis Smiley at Philadelphia's National Constitution Center, the opening capped a multi-month effort by organizers Arts and Exhibitions International and Cincinnati Museum Center, with design team The Hetteema Group and exhibit producer Nancy Seruto of Seruto & Company.

The exhibit poses WEB Du Bois' 1903 question: "Would America be America without her Negro people?" Smiley explains "That is the quote that I wanted to create and design this exhibit around. There is a back story to Barack Obama and this exhibit really is that back story." More info: **Pat Mackay** pmackay@thehettemagroup.com

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Life Underground
Audubon Insectarium
New Orleans, LA
Photo: Christ N. Evers, J.

More Members in the News

Thinkwell names Danny Hartigan as Director of Creative.

Thinkwell, a leading creator of experience-based entertainment worldwide, adds industry veteran **Danny Hartigan** to its team as Director of Creative. Hartigan brings more than two decades of experience as a writer, director and performer for entertainment genres from improvisational comedy and audience participation theater to film, video, and theme park attractions. For the last 12 years he served as principal of Hartigan Wade, specialists in writing, directing and development for the theme park market, creating attractions at Universal Studios Hollywood, Universal Studios Japan, Epcot Center and Disneyland Paris.

"I've worked with Danny over a decade on a wide variety of projects," says **Craig Hanna**, one of Thinkwell's founding principals and the company's Chief Creative Officer. "As Director of Creative, Danny will be both overseeing creative and content development and will also serve as Creative Director on a wide variety of projects." More info: Jeanine Schechter Jacobi, jeanine@freshpr.net

Help Us Help Build Better Member Benefits

Please take a few minutes to take the TEA Industry Survey by clicking here! You'll be helping yourself and the industry by completing the survey! We need your input to better meet your needs! Do it now, please! Initial results of the survey will be shared by Centurion Consulting Group's Barbara Lewis at the TEA Summit. You'll want to be there!

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More Members in the News

George Mayer Joins Sparks

Sparks, an award-winning global event marketing agency, announced today that **George Mayer** has joined Sparks as Senior Vice President of Museum Services, working out of the Philadelphia headquarters. In this new position, George will focus on creating opportunities for growth within the cultural and museum markets, building on Sparks' extensive project experience. Prior to joining Sparks, George spent seven years as Vice President, Museum Services with Art Guild, Inc., and 16 years as VP Museum Services with Maltbie, Inc. Said **Dave Piper**, Sparks Managing Director, Museums, Attractions, and Experiences, "Throughout George's career he has done much to advance the art of museum exhibition. We are excited to have him bring his skill and experience to the Sparks team." "We're fortunate to have such a high-caliber professional join our team, and I'm confident in George's ability to help establish Sparks as the preeminent museum and themed environment provider in the industry," said Sparks President **David S. Sudjian**. More info: Peter Jordan pjordan@sparksonline.com

Sparks' LG Exhibit Shines at CES

Sparks stepped up and exceeded LG's expectations for their new exhibit at the 2009 CES, delivering in just six weeks a stunning, massive 22,000 square foot pavilion that was greeted with critical acclaim and generated enough buzz to last well beyond the four-day conference. In a sea of blue-and-white competitors, LG surprised visitors with an elegant and sophisticated environment that clearly stood out from the pack. Reinforcing elements of LG's global retail branding, the exhibit was outfitted in a sleek, minimal color palette with a rich, red "ribbon" that defined the space while providing a suggested traffic-flow, ensuring visitors would be treated to the complete LG "Life's Good" experience. Attendees were initially enticed by two walls of high-resolution, super-narrow-framed, ultra-thin LCD televisions that displayed exciting media. Visitors were greeted by larger-than-life models of LG's Dare touchscreen phone, interactive personal seating pods showcasing music phones, stylishly appointed home theaters, a giant interactive touchscreen, the world's first 3G watch phone equipped with a touchscreen, and more. Live presentations on six different technologies were run consecutively every hour. More info: Peter Jordan pjordan@sparksonline.com

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*Design: Rich Soto. Photo: Jay Lefkowitz

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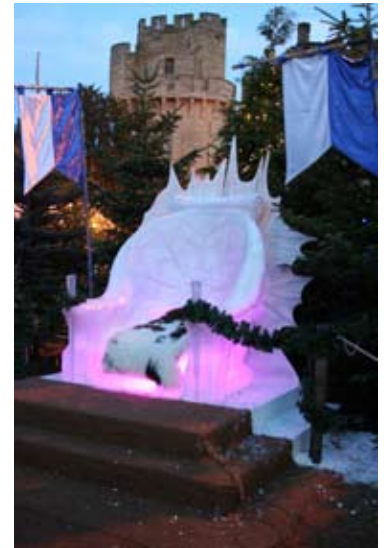


More Members in the News



Jack Frost Trail Ices Up

The Real Theming Company (formerly The Retail Theatre Co.) have designed and installed a Magical Forest Landscape for Warick Castle in the UK. The MERlin Entertainments Heritage site invited RTC to design and build a selection of Faux Ice structures to be positioned along a forest trail in the historic castle courtyard. RTC created a selection of architectural and mythological structures to appear to be made from ice to compliment the Jack Frost enchanted trail. Clive Powell, Director of RTC said "This project was a delight to work on... Merlins forward thinking gave us the kind of brief that we specialize in... bringing a true theme to life."



More info: www.therealthemingco.com

New Contact Information:

RTC Ltd. - The Real Theming Company Ltd.
 Theme House, Park Hall Road
 Charnock Richard, Lancashire
 PR7 5LP UK

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RFPs/Opportunities

We apologize if some of the deadlines are very short. We understand the problem, but feel that it is important to list projects even when they have relatively short deadlines, leaving the decision to respond or not up to you.



UK Edinburgh - museum architectural construction engineering. **Deadline is Feb. 16.** email Brian@TEAConnect.org and ask for UK Edinburgh museum.

UK Liverpool museum exhibition services. **Deadline is Feb. 27.** email Brian@TEAConnect.org and ask for UK Liverpool museum.

France Marseille visitor center. Doc is in French. **Deadline is March 3.** email Brian@TEAConnect.org and ask for France Marseille visitor center.

California Los Angeles visitor center design build. **Deadline is March 11.** email Brian@TEAConnect.org and ask for California Los Angeles visitor center.

Czech Republic Prague museum exhibition services. Doc is in Czech. **Deadline is March 13.** email Brian@TEAConnect.org and ask for Czech Republic Prague museum.

UK Glenrothes museum display designer. **Deadline is March 13.** email Brian@TEAConnect.org and ask for UK Glenrothes museum display.

France Pantin sound and light equipment rental (three years). Doc is in French. **Deadline is March 16.** email Brian@TEAConnect.org and ask for France Pantin sound and light.

France Chartres AV and lighting equipment. Doc is in French. **Deadline is March 24.** email Brian@TEAConnect.org and ask for France Chartres AV.

Belgium Antwerp mobile multimedia. Doc is in Dutch. **Deadline is March 30.** email Brian@TEAConnect.org and ask for Belgium Antwerp mobile.

France Paris multimedia installation. Doc is in French. **Deadline is March 31.** email Brian@TEAConnect.org and ask for France Paris multimedia.

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TEA MIXER - THE FUEL BAR
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WEDNESDAY 25th MARCH 2009

18.30hrs - Late



The European and Middle East Division would like to announce the first regional mixer for London and the South East. The first mixer is timed to coincide and support TiLEzone – see details below.

The mixer will start in the bar, and we can arrange tables but need to commit to numbers. The mixer is open to all TEA members and their invited guests, and to all attendees at the TiLEzone in the London Transport Museum, but please let us know as soon as possible – numbers WILL be limited.

RSVP - Euroevents@teaconnect.org

Enquiries or sponsorship – alan.wilkinson@electrosomic.com or
kevin.murphy@eventcomm.com

Directions and information - www.fuelbar.co.uk

TEA Website – www.teaconnect.org



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