

TEA



march 3 2010

CONNECT

YOUR TEA STAFF

Gene Jeffers
Executive Director

Carole Mumford
Manager,
Special Relations
and Events

Brian Szaks
Manager of Member
Relations

Ann Gallagher
Office Manager

Garner Holt Productions and
AECOM Present:

The 16th Annual Thea Awards Gala

Get Ready To Network!
Thea Awards Gala Box
Office closes Friday at Noon
TEA Summit Now Soldout!
Only a few seats remain for
the Thea Awards Dinner
and Gala!



Don't miss this chance to meet, mingle
and mix with the industry's best and
brightest on this very special night!

Upcoming TEA Activities

- March 4-5 TEA Summit - Sold Out
- March 5 Western Division Mixer, 5.30 - 7.30, Universal Citywalk, see invite p. 5
- March 6 TEA Western Division Golf Tournament
- March 6 Thea Awards Gala, Universal Studios Hollywood Reception and Team Photos: 5.30 pm Awards Gala: 7.00 pm Only a few seats left, box office closes this Friday at noon Pacific time!
- March 11 Eastern Division - Behind the Scenes, St. Louis see p. 8 for invite!
- March 16 TEA/SMPS Hospitality, Orlando, 11:30 - 6, see p. 3 for details, RSVP info
- March 25 TEA Mixer at Halloween & Attractions Show
- March 25 Eastern Division "Design & Building" Mixer, Orlando, 5.30-7.30 pm, see p. 5
- April 21 TEA Eastern Behind the Scenes - Save the Date

NOTE: TEA's SATE Europe has been postponed to early 2011. Details to follow.



Want your company news to be featured in TEA Connect?

Send press releases and images to Gene@TEAConnect.org for consideration. We accept news from TEA members about new projects that are opening, new people or promotions, new partnerships, and so on. We do not accept direct product or service announcements, but will accept those if placed within a story or item about a new project. All releases should be stand-alone documents, preferably in Word or pdf format, and may be accompanied by images and photos. We do not extract items from existing newsletters (sorry, we just don't have the time),



From The President: A New Plan For The Future

Greetings All,

What a week it's going to be! The Summit, a Western Division Mixer, Golf and the Thea's. Never before have we put so much into one week! All of the reports indicate a great week for all in the Themed Entertainment Industry!

Last issue we gave you a taste of what the Board felt was important for the next few years. Here is the formal version that will be going up on the web site and in all of the guidelines we give out to the different boards and committees.

Vision

The Themed Entertainment Association is an international alliance that provides access to the world's most talented, knowledgeable and professional creators of compelling places and experiences

Mission

The Mission of the Association is to create opportunities for the membership and the clients they serve by:

1. Facilitating dialogue and communication
2. Stimulating knowledge and professional growth
3. Expanding size, diversity and awareness

Long Term Goals

1. Develop and expand our global community
2. Improve member benefits
3. Enhance effective communication
4. Continue to improve our financial condition

Each of the four long term goals are supported by key objectives. These key objectives will be implemented through specific strategies that focus inside and outside the association on:

- Education
- Networking
- Marketing

Goal 1 - Develop and Expand Our Global Community

Key Objectives:

- Continue to expand our global membership through the expansion of the divisions
- Identify and market to other experiential industries
- Identify and reach out to academics and students in experiential industry schools
- Continue to engage and recruit owner/operators for membership
- Engage and recruit our vendors/suppliers for membership
- Market to the individuals inside of our member companies

Goal 2 - Improve Member Benefits

Key Objectives:

- Develop, emphasize and promote standardized contracts and business practices
- Develop business mentoring and advising programs
- Improve communication within and outside the Association
- Continue and grow current member education and networking events
- Continue and grow "Member 2 Member (M2M)" marketing events

Goal 3 - Develop Effective Communication

Key Objectives:

- Create a PR strategy/identity and brand
- Develop and refine the Association's website
- Create promotional tools and packages

Goal 4 – Continue to Improve our Financial Stability

Key Objectives:

- Pursue corporate sponsors
- Build membership by expanding geographically and into related industries
- Review and adjust rates for benefits and services (dues, ad rates, etc)
- Investigate other revenue streams

TEA 2010 GOALS STATEMENT

The following short term goals were agreed by the International Board as a focus for 2010:

- Redesign the Web Site
- Develop a plan and initiate discussions regarding standardized contract language for project credits
- Build the revenue of the Association
- Improve the overall value of membership with a focus on business benefits to members
- Continue to expand outreach to students/the next generation of members

So what does this mean to you. We will need your help in pulling this off. If you are interested in helping, drop me a line SJT@TA-inc.com. I will be happy to set up a time to call you back and point you in a direction that would help the association.

Until next issue – Cheers

Steve Thorburn, PE, Thorburn Associates
International Board President
Themed Entertainment Association

Jacqueline Savoie Joins Science North


Science North is pleased to welcome Jacqueline Savoie as Director of the centre's newly established Development Unit. Savoie, who most recently served as Director of Development at College Boreal and its Foundation, will lead sponsorship and fundraising initiatives in support of Northern Ontario's science centre.

"Science North is a non-profit, registered charitable organization, and relies on the financial support of the community to help maintain vibrant and changing exhibits and programming on an ongoing basis," said Jim Marchbank, Science North CEO. "Jacqueline has been a key player in many successful fundraising campaigns locally, and has a solid background and level of expertise. We are looking forward to working with her, and as a result of her efforts, enhancing the visitor experience at both Science North and Dynamic Earth."

More info: Chritine Catt catt@sciencenorth.ca

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EVENT INVITATION

march 2010



eastern north america TEA/SMPS Hospitality Event

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March 16, 2010
11:30am - 6:00pm
Plaza Theatre

Downtown Orlando

RSVP to:
eastevents@teaconnect.org

\$65.00 for the day
\$25.00 for just the
cocktail hour

Join TEA and SMPS for an afternoon of panel discussions on Trends and Greening fo the entertainment industry. Your TEA Eastern Board members, Patrick Brennan from WDI and Brian Morrow from SeaWorld Parks and Entertainment, will be participating on the panel.

Parking available at nearby public garages.

11:30-12:30 Registration, Networking & Lunch
12:30-12:45 Welcome
12:45-2:00 Trends in Hospitality Panel
2:00-2:30 Networking Break
2:30-3:45 The Greening of Entertainment and Attractions
4:00-5:50 Networking Reception

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Members in the News

Red Star Partners with The Juice To Distribute 3D Films

Animation studio Red Star have announced a new partnership to distribute their 3D film content into visitor attractions. Under the deal announced Feb. 15 brand management company The Juice will act as exclusive worldwide distributor of Red Star's upcoming films Dracula 4D and Sleigh Ride, and will produce and market branded merchandise for the films.

The Juice is formed from a partnership between James Brocklehurst and Pauline Quayle. Brocklehurst was formerly Red Star's Sales and Marketing Director and joined the company after a successful career running an architectural visualization studio. Quayle has significant experience in the toy industry with branded goods, licensed products and in the premium and promotional sector working with many blue chip companies.

Red Star's debut film, The Curse of Skull Rock, has been played in visitor attractions worldwide and has won two international awards for Best Children's Animation. The Juice will be exclusively responsible for marketing Red Star's upcoming 3D release, Dracula 4D. A trailer is online at www.dracula4d.com.

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EVENT INVITATION

March 2010



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western north america

Social Mixer



Mark your calendars! Come join us for a mixer featuring TEA members from around the world as they mix, mingle and network. This is the same week as the Theas and TEA Summit, so plenty of folks will be in town! This event features a "no-host" bar and food is available for purchase.

Please RSVP to Lynn Allmandinger, Wells Fargo Insurance by 3/4/10: lynn.allmandinger@wellsfargo.com

3/5/10

5:30 - 7:30pm

Saddle Ranch Chop House, CityWalk at Universal Studios Studio City, CA

Parking is available for a fee.

EVENT INVITATION

march 2010



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eastern north america

Design and Building Mixer



Join us for this fantastic mixer where you can network, mix and mingle with 28 other local organizations of builders, designers, fabricators, contractors and owners. Located at the amazing Embers lounge with great outdoor space in central downtown Orlando.

Parking available at nearby public garages.

March 25, 2010

5:30-7:30pm

Embers

**Downtown Orlando
42 W. Central Blvd**

**RSVP to:
eastevents@teaconnect.org**

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Tender, RFP and Bid Opportunities

We apologize if some of the deadlines are short, but feel it important to list such projects, leaving decision to respond or not up to you.

Italy Mantova – museum services. Doc is in Italian. Deadline is March 9. email Brian@TEAConnect.org and ask for Italy Mantova museum services.

Colorado Pikes Peak - theater renovation, acoustic, lighting, rigging, etc. Mandatory pre-bid is March 8; deadline is Marh 18. Email Brian@TEAConnect.org and ask for Colorado Pikes Peak theatre.

Florida Tampa – AV installations, university rooms. Deadline is March 10. Email Brian@TEAConnect.org and ask for Florida Tampa AV.

France Pressac – conception and design of animal park. Doc is in French. Deadline is March 10. Email Brian@TEAConnect.org and ask for France Pressac animal park.

New Mexico interpretive panel planning, design and fabrication. Deadline is March 15. email Brian@TEAConnect.org and ask for New Mexico interpretive panels.

New Mexico Albuquerque – Interpretive panel design, fabrication. Deadline is March 15.

Florida – waterways video production, five 26 minute episodes annually. Deadline is March 15. Email Brian@TEAConnect.org and ask for Florida waterways video.

New York – entertainment production services. Deadline is March 18. Email Brian@TEAConnect.org and ask for New York entertainment production.

Connecticut New London – playground playscapes for five parks. Deadline is March 18. Email Brian@TEAConnect.org and ask for Connecticut New London playground.

Sweden Stockholm – AV installations. Doc is in Swedish. Deadline is March 19. Email Brian@TEAConnect.org and ask for Sweden Stockholm AV.

France Paris – AV/multimedia installations for congress halls and meeting rooms. Doc is in French. Deadline is March 22. email Brian@TEAConnect.org and ask for France Paris AV/multimedia.

West Virginia – wayside exhibit planning, fabrication and installation. Up to five contracts. Deadline is March 25. Email Brian@TEAConnect.org and ask for West Virginia wayside exhibit.

Czech Republic Brno – theatre construction, AV, lighting installation. Doc is in Czech. Deadline is March 29. email Brian@TEAConnect.org and ask for Czech Republic Brno theatre.

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Tenders, RFPS and Bids

California Inyo – design, fabricate, install interpretive exhibits. Deadline is March 30. Email Brian@TEAConnect.org and ask for California Inyo interpretive exhibits.

California San Luis Obispo – sign design and consulting. Deadline is April 1. Email Brian@TEAConnect.org and ask for California San Lui Obispo signs.

Virginia Richmond – visitor center exhibits design and fabrication. Deadline is April 1. Email Brian@TEAConnect.org and ask for Virginia Richmond visitor center.

Spain Quart – museum fitout. Doc is in Spanish, deadline is April 7. Email Brian@TEAConnect.org and ask for Spain Quart museum fitout.

New York Suffolk County – seeking replacement for planetarium projector. Deadline is April 12. email Brian@TEAConnect.org and ask for New York Suffolk planetarium projector.

Luxembourg – multimedia installations. Doc is in French. Deadline is April 12. email Brian@TEAConnect.org and ask for Luxembourg multimedia installations.

Florida Miami – graphics and signage design build. Deadline is April 12. Email Brian@TEAConnect.org and ask for Florida Miami graphics.

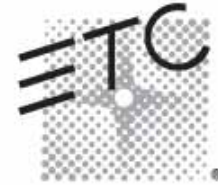
Norway Trondheim – museum architectural and engineering services. Deadline is April 13. Email Brian@TEAConnect.org and ask for Norway Trondheim museum AE services.

Spain Cheste – event sound system for street Valencia race. Doc is in Spanish. Deadline is Apr. 13. Email Brian@TEAConnect.org and ask for Spain Cheste sound system.

UK London – museum integrated design services prior information notice. Date for tender procedures to begin is Apr. 14. Email Brian@TEAConnect.org and ask for UK London museum integrated deign.

Germany Berlin – video film production. Doc is in German. Deadline is Apr. 19. Email Brian@TEAConnect.org and ask for Germany Berlin video.

Italy Genoa – themed construction. Doc is in Italian. Deadline is May 6. Email Brian@TEAConnect.org and ask for Italy Genoa themed construction.



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Life Underground
Audubon Insectarium
New Orleans, LA
Photo © Herb N. Byers, Jr.

ProFun Announces Operating Contract for 2010 Shanghai Expo ICP

ProFun Management Group has been appointed the operator for the Information and Communication Pavilion (ICP) at the 2010 Shanghai World Expo, the second project in China for this southern California-based firm. Occupying a building area of over 67,000 sq. feet, the ICP is one of the biggest enterprise pavilions at the Expo and a joint pavilion of communication giants China Mobile and China Telecom.



ProFun Management Group will be managing and operating this corporate pavilion along with its partner, Betterway/Publicis-Dialog, a Shanghai-based event management agency. ProFun and its sister group, Management Resources, have been involved with World's Fairs and Expositions for over 25 years. Chairman and CEO Dave Schmitt said that ProFun Management Group is excited to continue the Expo tradition with the upcoming 2010 World Expo in Shanghai.

The 2010 Shanghai World Expo is themed "Better City, Better Life," representing the common wish of humankind for a better living style in future urban environments. Set in the center of Shanghai, the entire site encompasses nearly six square miles -- all dedicated to the Expo. Scheduled to open to the public on May 1, 2010, the Expo is expecting over 70 million visitors and 225 participating countries and companies.

More info: Linda Samos, +1 714 832-1201 www.profungroup.com

EVENT INVITATION

march 2010



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eastern north america

Behind-the-Scenes



Join the TEA Eastern Division on a hard hat tour of the 1918 Elephant House Building at the St. Louis Zoo. The site is being repurposed into the "ZOO Exhibit Hall" in celebration of the 100 year anniversary. All attendees should meet at the Living World atrium space (North entrance of the zoo. Free street parking is available or lot parking for \$10.00 per car.

We will also be having a social and dinner during the event for an additional fee.

For more information on the zoo, please visit www.stlzoo.org

March 11, 2010

4:00 - 6:00 pm

**St. Louis Zoo
Elephant House**

St. Louis, MO

RSVP to:
eastevents@teacconnect.org
(Please place "ZOO" in subject line)

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Be there March 6, 2010

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A Unique Opportunity

Rare Sound Track Released

by John Howard

For fanatic collectors, here's a rare music CD - something you don't see every day. When EPCOT first opened, some of the shows in the post-show of the General Motors Pavilion included *Bird and The Robot*, *Aerotest*, *Torture Test*, *Lean Machine*, and *The Water Engine*. All of these had music by aurence Wright. That music has jut been released for the first time on CD.

It's a real range of styles. *Bird and The Robot* has a funky vaudevillian flavor. *The Water Engine* was recorded at Abbey Road Studios with a 90-piece Royal Philharmonic Orchestra. *Torture Test* was recorded in a garage using sounds made by a Cadillac.


To buy a copy, you need to know a secret. Go the website www.ocarinaman.com. You will find no indication of any album for sale. But send them an email asking to buy the album and offer



\$16.00 or more (includes postage within the USA). You may need to write them more than one time with this offer. There are a lot more non-Disney things on the album besides those music tracks from General Motors. The other things include some films from museums, a World's Fair, etc. My favorite was the music from *Closet Cases of the Nerd Kind*, a classic satire of guess which film? www.ocarinaman.com

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We need your help

so developers, clients and owners can find you more quickly and accurately! TEA has been asked to expand the content and improve the accessibility of our member directory to provide more information about your firms and the work you do. Help us build the directory of the future and better ensure your company's success.

The new TEA online search engine is rapidly nearing completion and will soon be available to members and the public. Offering multiple search modes and fields and capable of retrieving attached documents such as company brochures and talent resumes, this new TEA online directory provides additional member benefits - but only if you send your information to us for inclusion! Many TEA members have already sent in their materials, so if you have not yet done so, act now!

So what can you send to include in the new directory?

TEA REQUEST FOR MEMBER RESUMES

As a first step in developing our new, in-depth online members directory, TEA is asking its members to forward the resumes of their key principals and/or creative leads. Each member company should collect their resumes and forward them as a batch to Gene@TEAConnect.org. Please note that the total number of resumes per member company is limited by their membership category (so if you are a 1-5 employee member, you may submit up to 5 total resumes). Resumes should be sent in pdf format, file size no larger than 300k, using the following filename format: lastname followed by firstname initial. Example: Joseph Smith would be filename SmithJ.pdf. These resumes will be available through the new TEA database, expected to launch in November 2009.

Continued on next page



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**TEA REQUEST FOR MEMBER BROCHURES/
PROSPECTI**

The next step in developing the new directory is to acquire your company's brochure/prospectus (or you may have several variations depending on industry segment). We ask that you provide those to us as pdf files no larger than 1MB in size. You may provide mor than one (i.e. one for museums, one for theme parks, one for visitor centers, etc). Please use the following format for the naming of your file if sending only one prospectus: up to first eight letters of your company name.pdf. If sending more than one, please use the follwing format: up to the first eight letters of your company name followed by a dot and then a segment identifier (museum, themepark, visitor, etc) and then a dot followed by pdf. Example: joesmith.museum.pdf, joesmith.themepark.pdf, joesmith.visitor.pdf

Please send company prospectus to Gene@TEAConnect.org.

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