



# eTEA Update - March 12, 2009

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

## TEA Activities

March 12 - Western Div. "Speed Schmoozing" has been postponed

March 18 - 5:30 pm, Gordon Biersch Mixer, Burbank, CA

March 25 - TEA Mixer at TiLEzone London - see page 9 for details

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

June 18-19 - Europe & Middle East Div. Members Meeting, Vienna, Austria - Details to come

For the latest info on TEA events, check our website calendar - [www.TEAConnect.org](http://www.TEAConnect.org)

## Theas Awards - A Night to Remember!



2009 Thea Lifetime Achievement Recipient **Bob Ward** (left) accepts the gatherings' applause, and 2008 Lifetime Recipient **Jack Rouse** at the 15th Annual Thea Awards, Disneyland Hotel, Anaheim, March 7. Special thanks to all the volunteers and sponsors who made this evening possible (see page 2 for a listing)

More photos from the Thea Awards and the TEA Summit on pages 3 & 4

### Dear TEA Europe and Middle Eastern Division Members,

As part of an TEA/NHTV student research project on TEA, please take a few moments to fill in an online questionnaire about your thoughts as a TEA member. A drawing from all respondents will award one free registration to SATE Europe 2010 in Amsterdam! So please fill in the questionnaire as soon as possible via the following link: <http://www.thesisools.com/?qid=69911&ln=eng>

**Jora Smit** and **Marije Hamers**, student researchers from NHTV, look forward to hearing from you!

P.S. Due to the fact that it is a free online service your email is requested however you are not required to fill in your email, a random name will do. If you wish to be entered in the drawing for a free registration fo SATE Europe 2010, you must enter an accurate email address.

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

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## What a Week, What a TEAm!

What a week for TEA and its members! "Thea Awards Week" is our busiest week of the year, starting with the annual golf outing, followed by the 6<sup>th</sup> annual TEA Summit and crowned by the 15<sup>th</sup> annual Thea Awards Gala. Many, many thanks to all who contributed to the success of these events, which were all very well attended. (See below for list of companies that provided support in one way or another. If yours is missing from the list, please let us know.)

The Summit (March 6-7) was a sellout, with more than 60 participants plus speakers. Mike Rubin of MRA International gave tips on how to dust ourselves off post-recession. Monty Lunde (Technifex), Jack Rouse (Jack Rouse Associates), and Julie Brinkerhoff-Jacobs (Lifescapes International) on how their firms have survived past economic dips in a session tailored to our specific industry's concerns. John Robinett (ERA/AECOM) and Dave Schmitt (ProFun Management) highlighted the regions that are active markets. There were also case studies of several current Thea Award recipients including the 2008 Olympics Opening Ceremonies, National Museum of the Marine Corps, Operation Spy, Jungala, and the Audubon Insectarium. Bob Ward (this year's Lifetime Achievement awardee) and Norm Newbery spoke about the art and practice of placemaking.

The above were some of the Summit highlights... If you did not make it to the Summit this year, reach out to a fellow TEA member who was there to fill you in more (and plan to buy your ticket early for next year – it always sells out). One of the questions that came up in discussion was the size of our association. By our current count we are at just over 600 member firms, representing some 7,000 individuals... Not bad for a niche industry alliance that started defining itself by its bootstraps about 15 years ago.

The Thea Awards Gala was well attended and enthusiastically received. As we left the Disneyland Hotel after the conclusion, people remarked what a wonderful night it had been, and that the show was one of our best produced events ever. If you want to see more, watch for the DVD that will soon be available. Extra copies of the printed program, which contains articles on all the award recipients and comprehensive credits lists for the projects, are available free upon request from the TEA office.

The efforts of our volunteers are something I find especially inspiring. These are people from our member firms who have given many hours of their time to make these events come off beautifully. They have set the bar high for the rest of us to match. Are you ready to jump in? If there is a committee you are interested in joining, an issue you would like to champion, or an event you would like to support, please reach out to someone in TEA – to me, to your local Division president, or a staff member – and we will connect you. If you aren't sure what we have in terms of committees, watch this space. My next column or two will be devoted to that.

Well done, TEA!

Cheers,

A handwritten signature in blue ink that reads "STEVE THORBURN". The signature is stylized and written in all caps.

Steve Thorburn, President, Themed Entertainment Association

### TEA thanks for assistance and support on TEA's golf outing, Summit and Thea Awards Gala:

David Aion, The Aion Company

Birket Engineering

Brian Leonard and Dillon Works!

Electrosonic

ETC

Laura Fine Hawkes

Daren Ulmer and Mousetrappe

Kelly Ryner and Thinkwell Design & Production

Lynn Allmandinger and Wells Fargo Insurance

Creative Capers Entertainment

Roberta Perry and Edwards Technologies

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David Green, Monteverdi Creative

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SESCO Lighting

Dawn Hollingsworth and Visual Terrain



## The 6th TEA Summit - Global Economy, Outstanding Projects

Start at upper left: Summit Co-chair Kelly Ryner, Thinkwell Design & Production; Jan Maaretn de Raad and Simeon van Tellingem, Jora Vision; Ric Burch, Spectak; Barbara Lewis, Centurion Consulting Group; Karin Ray, ETC-CMU; Amelia Ulmer, Mouse-trappe and TEA President Steve Thorburn, Thorburn Associates; (l-r) Aram Ebben, X-nth Gallegos Lighting, Steve Birket, Birket Engineering and Dave Schmitt, ProFun Management; Jody Van Meter, Garner Holt Productions; Dan Christman, X-nth; Michael Palmieri (l) and Dina Benado, Super78; Phil Hetteema (l) The Hetteema Group and Francois Bergeron, Thinkwell; (l-r) Joe Zenas, Thinkwell, TEA founder Monty Lunde, Technifex, and Jack Rouse, Jack Rouse Associates; Summit Co-chair Roberta Perry, Edwards Technology.

Discourse, networking, information, collegiality, case studies, and more networking! The TEA Summit sells out every year, so be sure to sign up early for next year's Summit!



# 15th Thea Awards



Lifetime Achievement Honoree and Man of the Evening  
Bob Ward



## Lifetime Achievers!

(l-r) TEA President Steve Thorburn, joins Thea Lifetime Achievement Award recipients Barry Upson, Marty Sklar, Tony Baxter, Bob Ward, Yves Pepin, Jack Rouse, Thea Outstanding Individual Recipient and TEA Founder Monty Lunde, and TEA Immediate Past President Nick Farmer.



The Air Force One Discovery Center at the Ronald Reagan Presidential Library and Museum Team Photo



Universal Creative's Chip Largman accepts the award for The Simpsons Ride from presenter Monty Lunde



Oriental Land Co.'s Etsuko Nagashima accepts the award for Legend of Mythica, Tokyo DisneySea.



BeWILDerwood's Tom Blofeld



Thea Classic Award - Epcot Team Photo

# Members in the News

## Super 78 Welcomes Troy Bryans as VP of Business Development

“**Troy Lee Bryans** is a powerful person in our industry and we are delighted to announce that he is Super 78’s new Vice President, Business Development,” says Super 78 Principal **Dina Benadon**. “Troy’s extensive business connections, his facility in adapting brands and IPs for unique, media-based guest experiences, his knowledge of the range of exhibition platforms, and his savvy in marketing and branding all combine to make him an ideal match with our company’s current direction.” Bryans will help expand Super 78’s role as a fullscale packager of entertaining and educational content and a provider of turnkey solutions for museums, theme parks and other visitor attractions.



Troy Bryans brings to his new position some 16 years of diverse business development experience in a host of markets including special venue, branded content, experiential marketing and cross-platform production. Working with Landmark Entertainment and Kingdom Entertainment, Bryans was instrumental in developing “James Bond 007: A License To Thrill,” a large format simulation experience based on one of the most popular film franchises of all time. Bryans worked to secure the rights to the property, managed sales and marketing efforts, negotiated for the rights to the James Bond theme music and secured Dame Judi Dench’s participation to reprise her role of “M” from the feature films.

Prior to that, Bryans worked at Iwerks Studios, where he built Iwerks’ special venue content distribution business overseeing the sales and marketing of Iwerks vast special venue content library to more than 100 clients across five continents. In addition, Bryans was responsible for bringing key entertainment brands to the special venue market including a deal with 20th Century Fox for the production of “Aliens - Ride at The Speed of Fright,” which was distributed globally to Iwerks’ simulation theater network.

More info: **Dina Benadon** [Dina@super78.com](mailto:Dina@super78.com)

## Looking For Talent? Opportunities? Check Out TEA’s Job Board!



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# Members in the News

## Electrosonic Provides AV Support For the Highly Interactive New Tampa Bay History Center

Visitors to Tampa's Channelside district are discovering the newest attraction in town, the Tampa Bay History Center, where multimedia theaters and interactive exhibits make some of the area's best-kept secrets come to life. Electrosonic, working with the museum division of Art Guild, designed, fabricated and installed the multimedia components of the new building which is on the City's Riverwalk. Dubbed "Exactly What You Didn't Expect," the history and heritage museum features 25,000 square feet of exhibition space covering 12,000 years of local history from the first native inhabitants to the Spanish Conquistadors to the Gilded Age's railroad tycoons.



Visitors get their first taste of Tampa history in the Intro Theater where the approximately 15-minute "Winds of Change" video begins with the early exploration of the region. Electrosonic supplied three Panasonic PT-D5700U projectors for the theater. They are projected on a trio of mullioned screens butted up against each other so they can show three discrete images or one large blended image. Electrosonic provided control of AV systems throughout the History Center via an extensive AMX program. The Intro Theater's lighting and doors are AMX-controlled; a Samsung monitor outside the theater sports a countdown clock for the next show. Also on the first floor is a model of a cigar factory where the process of hand-rolling cigars is demonstrated.

Push button controls enable visitors to light up portions of the factory floor as they trace the industry which gained fame for Tampa. Electrosonic supplied two interactive audio playback kiosks with Aura speakers for the "Turning the Tide" exhibit which takes Tampa from the 19th to 20th centuries. Rounding out the first floor, a 50-inch Panasonic plasma screen with Tannoy DI8DC speakers and a quartet of interactive buttons allow visitors to explore the "Four Neighborhoods" of Tampa Bay. More info: Ramzi Shakra +1 818 333-3600





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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 services – major renovation of a series of destinations and delivery of a state of the art museum housing over 5,000 artifacts. **Deadline is March 17.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for UK Edinburgh museum services.

**Kansas Wichita** wayfinding system design and installation – **Deadline is March 18.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for Kansas Wichita Wayfinding.

**Missouri Jefferson City** exhibit consultation, planning, design, development, procurement. **Deadline is March 20.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for Missouri Jefferson City exhibit.

**North Carolina Hatteras** exhibit design – **Deadline is March 25.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for North Carolina Hatteras.

RFPs continued on last page



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## Call For Comments Project Development Guidelines



The Standards-PDG Committee updating the TEA's Project Development Guidelines (PDG) is looking for input from TEA members. As we review and plan to update this document, we are looking to bring the contents in line with the current practices of TEA members. Member companies that have their own project development guidelines (or whatever you might call them) and are willing to share them with the committee, please forward to Gene Jeffers [gene@teaconnect.org](mailto:gene@teaconnect.org). These will be used as reference material only.

You may view the current electronic edition of the TEA's Project Development Guidelines (and other publications) on our website at:

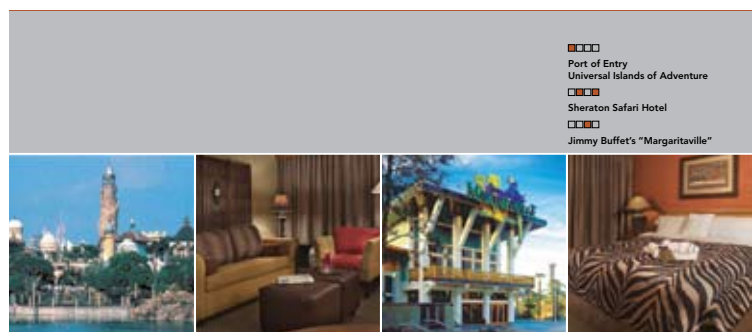
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**18.30hrs - Late**



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](mailto:Euroevents@teaconnect.org)

Enquiries or sponsorship – [alan.wilkinson@electrosonic.com](mailto:alan.wilkinson@electrosonic.com) or  
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## RFPs Continued

**UK Nottingham** architectural design services - design the creation of a new public square such that it will form a destination in its own right. **Deadline is April 8.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for UK Nottingham architectural.

**Massachusetts** interpretive planning and exhibit design – **Deadline is April 16.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for Massachusetts interpretive.

**Spain Santiago de Compostela** museum services – design, fabrication and installation for archaeological wing. **Doc is in Spanish. Deadline is April 20.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for Spain Santiago museum services.

**Germany Aachen** multimedia equipment/installation. **Doc is in German. Deadline is April 24.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for Germany Aachen multimedia.

**UK London** interpretation services - invites suitably qualified exhibition and interpretive design consultants to enhance the presentation of historic stables, stable yard and garden kitchen. **Deadline is June 4.** Email [Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) and ask for UK London interpretation services.

### A Big Western Division Thank You To Golf Tournament Supporters

The Pre-Summit Golf Outing, held at Strawberry Farms Golf Club in Irvine, was a great success, with plenty of birdies and sunshine enjoyed by all! Special thanks to the sponsors:

Attraction Services, Dillon Works!, Electrosonic, Lexington, The Nassal Company, Nassal Holdings Abu Dhabi, Thinkwell, Visual Terrain, and Zuber & Taillieu LLP.

Special thanks also to Brian Leonard at Dillon Works!, who organized the event!

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