

Gene Jeffers
Executive Director

Carole Mumford Manager, Special Relations and Events Brian Szaks Manager of Member Relations

Ann Gallagher Office Manager

Like to be a part of the 17th Annual Thea Awards in 2011?

Putting on the TEA's Thea Awards Gala is a daunting task, and one that is primarily undertaken by dedicated volunteers. We deeply thank everyone who helped to make the 16th Annual Thea Awards a success (see below), and we are now beginning to build the team for next year's Thea Awards Gala. Volunteering for an opportunity to create this very special industry event will require a significant time commitment, especially in the last two months before the show, experience in producing live events, a familiarity with the TEA and its members, a willingness to create magic with limited resources, and a love and enthusiasm for our industry and its work. Key positions we are seeking to fill as soon as possible (you can never begin planning too soon!):

Executive Producer Show Producer Lighting Designer Head Writer Creative Director Technical Director Scenic Designer

If you are interested in being considered for any of the above positions for the 17th Annual Thea Awards Gala, please contact Gene Jeffers, TEA Executive Director (gene@teaconnect.org, +1 818 843-8497).

16th Annual Thea Awards Gala and TEA Summit Photos Now Online

Go to http://picasaweb.google.com/themed.entertainment.assc to view and download photos from last month;s Thea Awards Gala and TEA Summit (along with many other TEA events!) For publishing purposes, higher resolution images may be available for some of the images; if needed, contact Gene@TEAConnect. org and let him know the image file number.

Upcoming TEA Activities

April 21 6.30 - 9.00 pm, TEA Eastern Behind the

Scenes Toy Story Midway Mania Orlando, see page 11 for details, mandatory RSVP info

May 11 19.00 hrs, TEA Europe & Middle East Mixer,

London. See details on page 3

May 23-26 AAM Annual Meeting and MuseumExpo, Los

Angeles, see page 4

June 30 and July 1: TEA Europe & Middle East Meeting and

Behind the Scenes, Nuerburgring, Germany.

Two days packed with events, activities,networking and more! See complete details on pages 12-14

You Asked:

"I enjoy my TEA membership, but since I don't live in Orlando or LA, I can't attend your events. What are some other benefits that make my TEA membership valuable?"

TEA Membership goes beyond our one-of-a-kind events. Utilizing the virtual networking opportunities that we offer, you can promote your company in ways that reach beyond face-to-face. Simple emails introducing yourself as a TEA member to other members is a great start. Most members welcome communications from fellow TEA family members and will happily reply with advice, introductions or just a friendly "hello."

You can also use the Tenders/RFPs as a great way to generate business and leads. Our "Members in the news" items are powerful sources as well for not only lead generation but great tools for company promotion. These are in every TEA Connect, which reaches across the globe.

By the way, just because you don't live in LA or Orlando doesn't mean that TEA does not have events in your area! In the past year, we have had successful events in Vienna, San Francisco, London, Nevada, Arizona, Amsterdam, Chicago, Missouri, New York, Texas, Philadelphia, Toronto, Shanghai, Dubai. And we're looking to do more in the months ahead! Want something to happen in your town? Contact Brian Szaks (Brian@ TEAConnect.org) to discuss your idea! See President Steve Thorburn's letter on the next page for some additional ideas on how to leverage your TEA Membership.



From the President

I had a fun call this week from a member, old friend and great client. The root of his comments was: What is the TEA doing for me? In his case he cannot go to many of our events and his main connection to the association is through this newsletter and IAAPA. He was not as happy as I would like with many of my answers and questions.

He asked about the updated database: While this has been in the works for some time and will launch soon, what we have on the web site now is still very functional. Say you want to find a planner – all you have to do is type "plan" or "planner" in the search function and you will get a list of the members that have that word somewhere in their listing. He was looking for a check box of services a client could search through, and, while initially the new onine directory will also be fairly basic, it will eventually offer that kind of feature. What the new online directory will offer as soon as it is launched will be a much greater potential to drill down for far more information about our members and their work, including member brochures and individual resumes. (So how many of you have sent in your information that was requested prior to IAAPA 09 for the database? It is not too late to send your company brochures or resumes in pdf format!)

He asked about documents that might help the association members out. Like a master contract, or credits: Well, this is currently does exist as attachments to the TEA's Project Development Guidelines (http://www.teaconnect.org/etea/ TEAPDG2007.pdf), and while a bit dated (We have a task group working on updating that document and examining its future uses) still offers a number of "boilerplate" contracts.

What dawned on me though, is that all of the member features he was looking for are based on our volunteers and our committees. TEA is a grass roots/boot strap association where members put in a lot of sweat equity to make it the great

association that it is. The excellent events we pull off with limited budgets cannot be touched by other associations.

We have five very active committees right now:

- Ways and Means
- Strategic Branding and Marketing
- Membership
- Education
- Web Site Update

This is in addition to the activities where staff takes the lead like SATE, the Summit, and the Theas.

The newest International Board Committee is the Education Committee, which is different from the Educational Committees at the divisional level. At the International level, this committee works on defining our next generation of staff and members. It is finding schools and universities that will turn out our replacements. From this effort, outreach programs will be developed. At the Divisional level, our educational committees are putting on the programs for your educational seminars, behind the scenes, mixers and other regional events.

So if you have the desire and time to help, drop me a note (prior to IAAPA 10 steve@TA-Inc.com). Let me know what you like to do and we will get you hooked up with the right group within TEA that can use your efforts. To borrow a great line - Ask not what your Association can do for you... ask what you can do for your Association!

Cheers

Steve







EVENTINVITATION

may 2010



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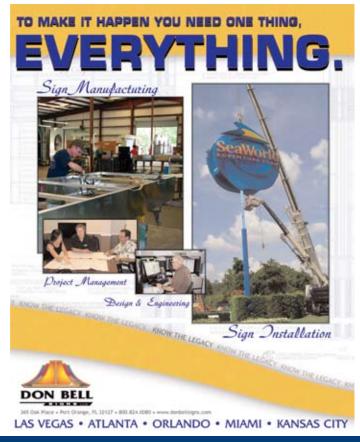
europe and middle east

Mixer



Join us for a fantastic night of networking and drinks at this brilliant pub in the heart of London. The mixer will feature a pay bar (cash bar) and for those who wish to eat, there are various dining options within close proximity.

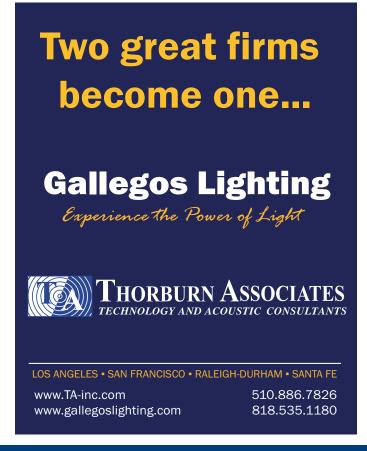
May 11, 2010 TIME 19:00 The Nags Head 53 Kinnerton St London SW1X 8ED

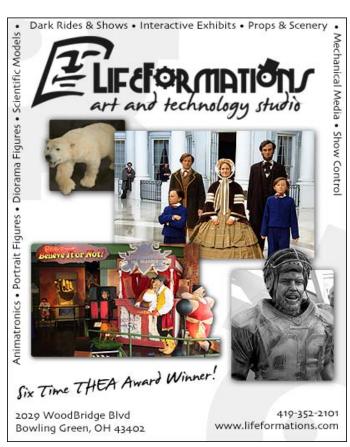




Industry Event









Tender, RFP and Bid Opportunities

Some of the deadlines may be short, but TEA feels it important to list such projects, leaving the decision to respond or not up to you.

UK Bristol - interactive AV equipment for vision research. Deadline is April 20. email Brian@TEAConnect.org and ask for UK Bristol interactive AV.

Iowa Ames – theater AV equipment. Prebid meeting is April 20, deadline is May 3. Email Brian@TEAConnect.org and ask for Iowa Ames theater AV.

Spain Canet de Mar – museum exhibit. Doc is in Spanish. Deadline is April 20. email Brian@TEAConnect.org and ask for Spain Canet de Mar museum.

Indiana Marion - theatre renovation/upgrade. Deadline is April 21. email Brian@TEAConnect.org and ask for Indiana Marion theatre.

Maryland Rockville – sound system and production services for live event. Deadline is April 23. Email Brian@TEAConnect.org and ask for Maryland Rockville sound system.

France Orleans - videoconference setup. Doc is in French. Deadlne is April 24. email Brian@TEAConnect.org and ask for France Orleans videoconference.

UK Billingham – museum architectural services. Deadline is April 24. Email Brian@TEAConnect.org and ask for UK Billingham museum architect.

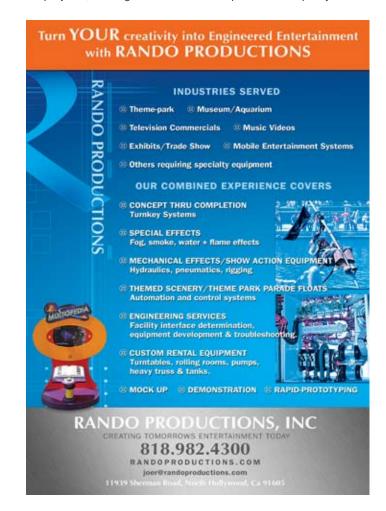
Texas Austin – graphic design. Deadline is April 26. Email Brian@TEAConnect.org and ask for Texas Austin graphic design.

France Paris – museum exhibit. Doc is in French. Deadline is April 26. email Brian@TEAConnect.org and ask for France Paris museum exhibit.

Alaska Juneau – interpretive signs. Deadline is April 27. Email Brian@TEAConnect.org and ask for Alaska Juneau interpretive signs.

UK London Museum AV. Deadline is Aril 29. email Brian@TEAConnect.org and ask for UK London Museum AV.

Tenders continued on next page





Tenders, RFPS and Bids

Tenders continued from previous page

Alabama Tuscaloosa – university AV installations. Deadline is April 30. Email Brian@TEAConnect.org and ask for Alabama Tuscaloosa AV.

Minnesota – graphic design services. Deadline is May 3. Email Brian@TEAConnect.org and ask for Minnesota graphic design.

New York Suffolk – planetarium projector replacement. Deadline is May 3. email Brian@TEAConnect.org and ask for New York Suffolk planetarium projector.

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

UK Keele - total immersin suite or CAVE. Deadline is May 10. email Brian@TREAConnect.org and ask for UK Keele immersion suite.

Texas San Felipe – exhibit design, fabrication, installation. Deadline is May 12. Email Brian@TEAConnect.org and ask for Texas San Felipe exhibit.

Switzerland Bern – multimedia installation. Doc is in French. Deadline is May 17. Email Brian@TEAConnect.org and ask for Switzerland Bern multimedia.

Spain Albacete – multimedia installation. Doc is in Spanish Deadline is May 18. Email Brian@TEAConnect.org and ask for Spain Albacete multimedia.

France Serignan du comte – museum exhibit services. Doc is in French. Deadline is May 19. Email Brian@TEAConnect.org and ask for France Serignan museum exhibit.

France Le Mans – videoprojectors. Doc is in French. Deadline is May 20. Email Brian@ TEAConnect.org and ask for France Le Mans videoprojectors.

France Frejus – sound and light system. Doc is in French. Deadline is May 21. Email Brian@ TEAConnect.org and ask for France Frejus sound.



ETC - providing the most innovative products to lighting professionals for 35 years.

Contact the ETC professional serving you:

Karl Haas, Western Region Sales Manager Bryan Yeager, Central Region Sales Manager Craig Fox, Northeast Region Sales Manager George Doukas, Southeast Region Sales Manager Bryan Palmer, Architectural Controls Product Manager Joe Bokelman, Market Manager

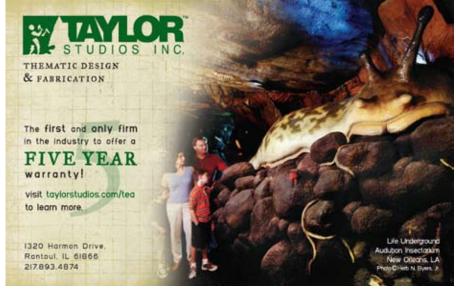








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Members in the News

Fort Worth Museum of Science and History Receives TAM President's Award

Chick Russell Communications provided the planning and creative direction for exhibits, interactives and media for the new Fort Worth Museum of Science and History, which recently received the Texas Association of Museum's (TAM) prestigious 2010 TAM President's Award. Nomination and selection of the President;s TAM Award recipient is determined by the TAM Council, the association;s governing body, and recognizes an organization that exemplifies excellence in the museum field. According to the TAM Council, the Museum of Science and History was selected becaue of extraordinary accomplishments throughout the concept, design and opening of the new museum building. "The Association is very proud to recognize the Fort Worth Museum of Science and Hitory with the President's Award," said TAM Executive Director Ruth Ann Rugg, "Museum professionals across the state understand the tremendous vision, hard work, and precious time necessary to create such a spectacular educational facility.

Duncan Foster Joins Electrosonic

Electrosonic is pleased to announce that Duncan Foster has joined the company as Senior Systems Consultant based in the Burbank headquarters. Duncan comes to Electrosonic from an extensive career in the audio-visual industry.



For the last seven years he worked for ATK Services as Vice President of Sales and Development. His key achievements there were maintaining and growing the company's relationship with Apple Retail and its more than 250 store facilities worldwide, managing five major Disney theme park installations and many other major industrial AV projects.

As Senior Systems Consultant, Duncan is charged with building and nurturing Electrosonic's North American AV systems integration and service business in various markets, including entertainment, museums, corporate, government, command and control, retail, and hospitality. "Few people have had a more prestigious career in the California AV industry than Duncan," says Chris Conte, General Manager for Electrosonic in North America. "We are thrilled to have him join our team and look forward to having him maintain key client relationships, help us forge partnerships with new customers and bring in work not currently in the company's portfolio."

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 stroy or item about a new project. All releases should be standalone documents, preferably in Word or pdf format, and may be accompanied by images and photos. We do not extract items from existing newsletters,

BaaN working with designers, architects & producers to get it done



Members in the News

Simworx completes new turnkey 4D effects theatre for Land's End

A new 4D effects theatre from specialist supplier Simworx Ltd. has been installed at the world famous Land's End site on the southern tip of Cornwall, England. The historic site, operated by Heritage Attractions Ltd., features a variety of elements for visitors, one of which, Return to the Last Labyrinth, has now been replaced with the new 100-seat, 4D effects theatre, which was scheduled to open on March 29th.

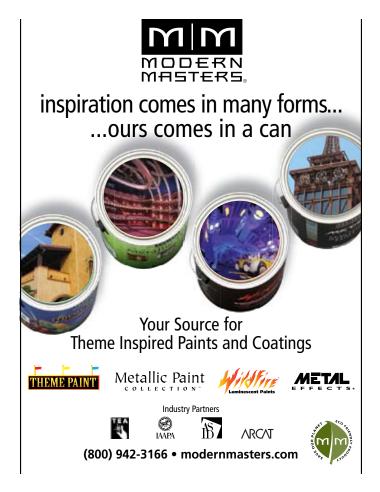
The turnkey project completed by Simworx includes a custom designed grandstand, Effects Seats, a Christie high definition 3D Projection System, Dolby Surround Sound, special effects lighting and various 4D effects, including seat movements, leg ticklers, seat vibration, water spray, wind blowers, bubbles, aroma and low smoke. The newly created theatre makes use of the existing rock theming on the surrounding interior walls of the building in which it is housed, adding further to the overall ambience and matching in with the film being shown, the award winning Curse of Skull Rock. This tells the tale of the treacherous Captain Scabb and his unwitting crew as they search for the legendary lost treasure of Skull Rock. A fun,

humorous, 12 minute adventure in full HD 3D projection, it is an ideal choice for the Land's End site and appeals to all ages, from youngsters to adults. "We are delighted to be working with Land's End," said Simworx Managing Director Terry Monkton, "and are very happy with the end result of the theatre we have created there, using an existing building and transforming a previous attraction into something totally new. The pirate themed Curse of Skull Rock is, of course, the ideal film to go with the coastal heritage of Land's End as well as being perfect for the wide range of visitors who visit the site each year. I'm sure it will be a very popular addition."

For Land's End, general manager David Bryans commented: "It has taken five months of hard work, but we are delighted to open the theatre on schedule, ahead of the Easter holidays. We are very pleased with the response to the cinema so far - it appeals to both children and adults alike and gives us another all-weather family attraction. We're confident that it will have a positive impact on visitor numbers this season."

More info: www.simworx.co.uk





Members in the News

Auerbach Pollock Friedlander Names Four New Associates



Kevin Auses joined Auerbach Pollock Friedlander in 2003. His background in theatrical production brings hands on experience to his work associated with the design and implementation of automated rigging and scenery handling systems, and a thorough knowledge of structural design for the theatre.



Matthew Ezold joined Auerbach Pollock Friedlander in 2001, bringing experience as a theatrical sound designer, production manager and facilities manager with a strong background in construction methods and materials. His design experience includes sound reinforcement and recording systems, computer playback systems, paging and communication systems,

show control systems, closed circuit television and modulated video systems, theatrical lighting systems and theatrical rigging/ staging systems.



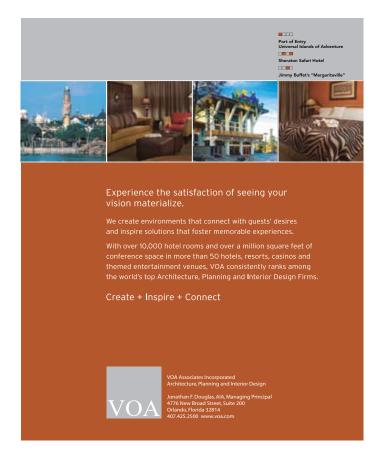


Howard Glickman has worked in almost all aspects of the theatre industry including technical, administration, education, construction and equipment sales. He joined Auerbach Pollock Friedlander in 2004.



Robert Hill joined Auerbach Pollock Friedlander's San Francisco office in 2006, working as project manager, senior consultant and designer. He brings more than fifteen years of technical theatre and theatrical lighting design experience to the firm, including work on over 100 operas for the San Francisco Opera and the Houston Grand Opera.

"Due to the depth of our talented staff of dedicated professional we continue to excel in providing outstanding services to our clients. We congratulate our newly promoted associates as members of an outstanding leadership team," says the firm's Founder, S. Leonard Auerbach.



Members In The News

ACQUAROSSA SPA RESORT LUGANO SWITZERLAND

Acquarossa Terme SA has appointed The Vitala Group of Companies to architecturally design and carry out all related feasibility studies for a Convention type Spa Hotel in Lugano, Ticino Canton, Switzerland. The project site is an 80,000m2 Greenfield site, located in a mountain valley and situated approximately 25 minutes from the City of Lugano. The hotel design will centre on a full service spa concept, with Wellness programmes, and will benefit from hot water springs available near the site. Approximately 250 – 400 rooms are envisaged for construction. Construction start is estimated for the middle of 2011, with an estimated completion/ opening date of 2013. The project will be financed by Vitala Group companies and is estimated to cost between US\$ 45m – 75m.

More info: www.vitalagroup.com

Lighting system integration By Coduction Froduction Froduction

Sparks Completes Wizard of Oz at Miami Children's Museum

Sparks announces their new traveling experience for the Wizard of Oz Children's Educational Exhibition at Miami Children's Museum is now open. Developed in partnership with the Miami Children's Museum and Warner Bros., the new experience kicks off its tour at the Miami Children's Museum, where it will be stationed through early May, then hits the road to visit other cities throughout the country, including Boston and New York. "I can't tell you how much it pleases me to have been a part of another educational exhibit for Miami's Children Museum. Over the years we've come to truly value our working relationship with them. The Wizard of Oz exhibit is just another example of what a true partnership can produce," says David Piper, Senior Vice President of Sparks' themed environments group.

More info: Megan York Parker myparker@sparksonline.com



Invitations

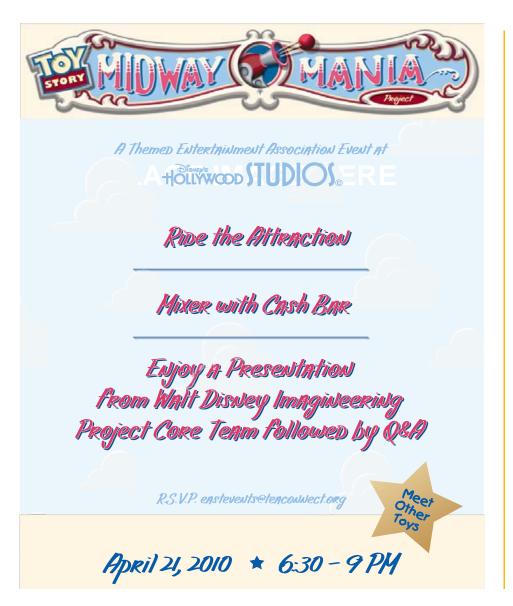


april 21



REPRESENTING
CREATORS OF
COMPELLING
PLACES&EXPERIENCES

eastern north america



DATE: april 21

TIME: 6.30-9.00 pm

Disney's Hollywood Studios Orlando

RSVP eastevents@ teaconnect.org

European & Middle Eastern Division



Nuerburgring

June 30th & July 1st, 2010



MEMBERS MEETING SUMMER 2010

Behind the Scenes Mixer Members meeting Nuerburgring Project Review



All combined into one event, spread over two days at the world famous motor racing circuit, Nuerburgring, set in the heart of the beautiful Eifel Mountains, Germany.

On the first day, the event begins with a welcome and coffee in a private room in the conference complex at the circuit. Following that, there will be an exclusive guided tour of the race facilities giving detail of the exciting history of this great circuit.



Following lunch, take your time to explore the new Ringwerk Attraction and its many exhibits including Motor Mania, Green Hell, Nuerbus, 24 hour theatre, Test Center, F1 Labor, Truck Simulators, History, Pit Stop Challenge, F1 Grid and the Academy. Also take time to wander down the "boulevard" and visit the Ferrari store or buy your Aston

There will be dinner at a local hostelry which will be chosen, depending on numbers attending.

On the second day, the morning will begin with a review of the Ringwerk project led by the Design and Project Management team with insightful contributions from the client. This session will be coordinated by Dr Wolfgang Wilke (Design Vision) and will have contributions from Bill Gorgensen (UVI), Phil Hartley (PHA) and last but not least, Andreas Stickel, Nuerburgring GmbH.



Following this review, we will hold our annual Members Meeting, led by Alan Wilkinson (Europe and Middle East Division President).

Lunch will follow, for those not needing to leave too early, and if you want to stay on, there are many motoring based experiences available, at Nuerburgring, for your enjoyment and by your own arrangement.

There will be a small fee for this event, to cover coffees and administration with the Ringwerk tickets, meeting room and Backstage Tour being provided courtesy of Nuerburgring - for which we thank them.



We'd like to ensure that we localise all accommodation so that it really does become a great networking event for members. We would, therefore, like you to sign up for this as soon as you can, so that we can determine numbers, refine costs and plan accommodation. Annika will be pulling all of this information together and will be able to help with travel guidance (not bookings) and general assistance in getting to the area.

JOIN US - IT'LL BE FUN!

Please contact Annika at <u>euroevents@teaconnect.org</u> and book your place at this exciting event.