

# eTEA Update - July 23, 2009

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



## Upcoming TEA Activities

**Sept. 24-25, SATE 09, Orlando FL - Register NOW!**  
**Early Bird Discount Ends July 24!!! Details on p. 2**  
Be in the room as the best in the industry explore the essential ingredients for a successful attraction or event. Do not miss this unique educational and networking opportunity.

**SATE 09**  
storytelling / architecture / technology / experience

SATE 09 sponsored By:



**Sept. 29, TEA Seminar at EAS, Amsterdam - details to come**  
**Oct. 1, TiLEzone Sustainable Approaches Seminar, Amsterdam- see p. 10**  
**Nov. 18, The Attraction Services Company Presents the TEA Party at IAAPA Las Vegas, NV**

## From The Oval Office to Hard Rock Live

### TEA Members Go Behind The Scenes

(Left side) Rock Chick K.T. Bloedorn (that's what it says on her card) of Hard Rock Live at Universal City Walk gave us a tour on-stage, back-stage, under-stage, every green room, VIP room, mop room, banquet area, kitchen, and office there was at the Hard Rock in Orlando. K.T. had lots of colorful stories to go with the memorabilia on the walls and acts that had come through. Thank you Brandon Lemonier of X-nth for setting this up.

(Right side) On July 15th, 25 employees of TEA member companies gathered for a fun and educational night at the Ronald Reagan Presidential Library and Air Force One Discovery Center. After touring the Air Force One plane last used by Ronald Reagan, attendees broke into three teams (Press, Situation Room and Oval Office) to see how they would handle the Granada Situation of 1983. Then attendees gathered for an educational panel on "Avoiding conflicts, how to work with other disciplines". TEA extends a HUGE thank you to Mira Cohen and Lauren Arias of the Reagan Library, David Aion of Aion Company, Curtis Kelley and Bill Sage of Delicate Electronics and Laura Fine Hawkes of Design Hawkes.



Do you have a Working Outside The Box story to tell? In these challenging times, TEA members can learn from each other that the limits of our imaginations should not limit the use of our skills in helping any number of new client groups. If you have a story to tell about a unique client, send it to Brian Szaks for consideration as our next "Working Outside The Box" commentary.

Join the best and brightest in the business September 24<sup>th</sup> and 25<sup>th</sup> in Lake Buena Vista, Florida for an exciting and interactive event exploring how the world's most compelling visitor experiences are created.

- Learn how great experiences are conceived and built.
- Participate in the first ever, "Blue Sky Experience!"
- Network with top representatives in the industry.
- Create a better visitor experience.
- Share your ideas and challenge the norm!

**Speakers include:**



**Phil Hettema – The Hettema Group**

Phil's career spans 30 years in the worlds of experiential attractions and entertainment. Recognized as an industry leader for creativity in design and production and for innovative use of technology.



**Dave and Linda Smith - Smithink**

Linda's career spans 30 years in creating compelling stories through brand creation, advertising and media. Recognized as a leader in brand development and revitalization. Dave worked for Busch Entertainment as V.P. of Product Dev. and Entertainment, he led the creation of award winning parks and attractions.



**Mike West – Universal Creative**

Mike joined the Universal Creative Studio in 2006 as Show Producer for **The Simpsons Ride** at both Universal Orlando and Universal Studios Hollywood. In September of 2007, he was promoted to Executive Producer.



**Joe Rohde – Walt Disney Imagineering**

Joe has been with Walt Disney Imagineering since 1980. Since then, his assignments have given him the opportunity to work in most phases of design and production, preparing him for his current position as an Executive Designer and Senior V.P. in the Creative Division at Walt Disney Imagineering.



**Steven L. Snyder, Ph.D. – The Franklin Institute**

Steven joined The Franklin Institute in 2001 as Vice President of Exhibit and Program Development. His responsibilities include leading the design, development and implementation of all exhibit and program offerings as well as providing direction and oversight on the educational and experiential aspects of all exhibits and programs.

Early Bird Pricing deadline is July 24<sup>th</sup>, don't miss out! [www.teaconnect.org/sate.htm](http://www.teaconnect.org/sate.htm)

Thank you to our generous sponsors: **The Attraction Services Company, Birket Engineering, Don Bell Signs, Thorburn Associates and VOA.**



*A Rising Tide: Sustainable Practices,  
Green & Beyond*

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## Member Action Items/Alerts

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

### **TEA Request for Member Resumes - Timeframe Response: NOW**

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](mailto: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 first-name 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.

### **TEA Request for Member Prospecti - Timeframe Response: NOW**

The next step in developing the new directory is to acquire your company's 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 more 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 following 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 your company prospectus to [Gene@TEAConnect.org](mailto:Gene@TEAConnect.org).

Including your resumes and prospectus in the TEA directory will provide a competitive edge available only to TEA members. You really do want your materials included in this deeper, more client friendly and responsive directory! Send your materials NOW to [Gene@TEAConnect.org](mailto:Gene@TEAConnect.org)

## **TEA Membership Committee Call For Speakers and Presenters**

The Membership Committee is seeking TEA members willing to travel locally to schools in their area to speak to students about their work, careers, companies and TEA membership.  
Target schools are Universities and Colleges.

For further information, please contact Brian Szaks, Manager of Member Relations  
[Brian@TEAConnect.org](mailto:Brian@TEAConnect.org) 818-450-1816



## UK Loco Updating London Eye Pods

In anticipation of large numbers of visitors around the 2012 Olympics, **UK Loco** has started work on upgrading the 10 ton passenger pods of the London Eye. The three-year project aims to enhance the customer experience, increase environmental credentials and “futureproof” the landmark for years to come. “UK Loco were picked due to their track record of delivering excellent work within the Merlin Entertainments Group, of which we are a part,” said **Courtney Cooke**, spokeswoman for the London Eye. “They are also very motivated and committed to delivering the project on time and in budget.” More info: [www.uk-loco.com](http://www.uk-loco.com)



## Deep Ocen Safari Commissioned

**EnTCo's The Ride Works** announces the commissioning of its ground-breaking motion-based WildEarth: Deep Ocean Safari Entertainment system at the McWane Science Center in Birmingham, AL. Deep Ocean Safari, the next adventure in the award-winning Wild Earth interactive photo safari series, has taken education to the next level by providing fun, interactive undersea adventure with lifelike aquatic species representations and compelling ocean literacy messages. “We are very excited to be able to offer Deep Ocean Safari to our visitors,” said **Elaine Green-Yancey**, VP of Operations and Business Development at McWane Science Center. “The Ride Works has produced a quality product which will allow visitors to immerse themselves in a unique underwater experience which includes many species found in our own aquarium.” More info: [www.TheRideWorks.com](http://www.TheRideWorks.com)

## Tour de France Exhibit

The Principality of Monaco is pleased to announce the “Once Upon a Time... La Tour De France, Treasures from the collection of the Musee National du Sport (Paris)” exhibit. Conceived and realized by **Jean-Francois Lohou**, the exhibit captures the excitement, energy and passion of the world famous bicycle race. Lohou’s team included **Jean-Pascal Chalard, Alban Gervais, Gilles Leimdorfer, Anais Romand, Eloi Mieke, Gregoire Beaumont, Corinne Geney, and Pierre Milville**. More info: [lohoul@club.fr](mailto:lohoul@club.fr)

An advertisement for Taylor Studios Inc. The background is a photograph of a large, detailed sculpture of a beetle, likely a scarab, in a museum setting. A woman and a child are standing next to the sculpture for scale. The text on the left side of the ad reads: 'TAYLOR STUDIOS INC. THEMATIC DESIGN & FABRICATION. The first and only firm in the industry to offer a FIVE YEAR warranty! visit [taylorstudios.com/tea](http://taylorstudios.com/tea) to learn more. 1320 Harmon Drive, Rantoul, IL 61866 217.893.4874'. In the bottom right corner, it says 'Life Underground Audubon Insectarium New Orleans, LA Photo © Herb N. Evers, Jr.'.

A red rectangular box containing a list of services offered by AESO. The text is in white, sans-serif font and reads: 'SET DESIGN &amp; CONSTRUCTION, SCENIC ART PAINTING, GRAPHIC PRINT &amp; SIGNAGE, METAL &amp; FIBERGLASS FABRICATION, STRUCTURAL/MECH. ENGINEERING'.

A black rectangular box containing the website address 'www.aescreative.com' in white, sans-serif font.



### West Virginia State Museum Opens

Visitors find themselves immersed in history from the moment they step into the new West Virginia State Museum in Charleston, WV. Two TEA member firms were deeply involved in the museum's creation: **Matthew Martin DesignWorks** was responsible for the innovative and groundbreaking concept, design development and graphics package. **Design and Production Incorporated** coordinated scenic fabrication for the museum. "Never before have the beauty of our state and the spirit of her people been captured as they have in the new museum," said WV Division of Culture and History Commissioner **Randall Reid-Smith**. More info: [www.mmdesignworks.com](http://www.mmdesignworks.com) and [www.d-and-p.com](http://www.d-and-p.com)

### Washington State Convention and Trade Center (WSCTC) Now Requires ETCP Certification

In an effort to ensure the safety of guests, exhibitors, contractors and employees of the WSCTC, a rigging installation and inspection program is being implemented. Effective Oct. 1, 2009, any rigging, either ground support or aerial, which falls within specified categories must be installed by an Entertainment Technician Certification Program (ETCP) Certified rigger. In addition, rigging supervisors, who must be ETCP Certified, are required to submit inspection and approval documentation to the WSCTC of all rigging installations. "We began the process to certify all riggers working in our facility for the safety of the center's guests and everyone working behind the scenes," said **Ed Barnes**, WSCTC VP of Operations. "All service providers and labor organizations must submit their employees' ETCP Rigging Certification documentation to the WSCTC Director of Operations, and WSCTC will maintain an approved list of ETCP Certified riggers." More information on the ETCP program: <http://etcp.esta.org>

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\*Design: Rich Soto. Photo: Jay Lefkowitz.

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## Members in the News

### Harmatan creates Antonin Rispal exhibit for the Eiffel Tower

As part of the 120th Anniversary celebrations for the opening of the Paris landmark, **Harmatan** announces its new exhibit, "Antonin Rispal: A Collector's Passion" opened recently in the Gustave Eiffle Room first level of the Eiffel Tower in Paris. The exhibit features objects, art works, engravings and more, all on the theme of the Eiffel Tower and Universal Expositions, from Josette Rispal's (Antonin's Daughter) private collection. Open from July 20 to August 23, More info: [www.harmatan.com](http://www.harmatan.com)



### Craig Anglin joins IDEAS editorial staff

The announcement comes as **IDEAS** continues to grow after recently moving to its new home in downtown Orlando. The move comes on the heels of new client needs and the overall plan for additional post production projects. "We have worked with Craig for years and we're thrilled that he is now officially part of our team," said **John Lux**, president. "Craig has a great combination of experience with both broadcast and corporate work, which means he's the perfect fit for IDEAS. We believe Craig will help us continue to grow our Studio business by offering great experience and creativity at a great price." Craig formed his own production company in the mid 1990s and owned one of the first non-linear Avid editing systems in Central Florida. He has honed his skills over the years producing and editing independent films, corporate work, national commercials, and national television shows. "After working with IDEAS for many years, I'm happy now to be part of the team and adding to the creative approach with my experience," said Anglin. "I'm looking forward to helping IDEAS grow in the work-for-hire corporate world as well as the multitude of intellectual properties and original programming they are developing." More info: [www.ideasorlando.com](http://www.ideasorlando.com)

### How can I get my story in the newsletter?

Want your information included in the eTEA Update? Have a story to tell about a new attraction or project? About new or promoted people? Email your press release to [Gene@teaconnect.org](mailto:Gene@teaconnect.org). We accept items and images (jpgs are the best) relating to new attractions and new people. We do not accept releases about your products or services, but those may be mentioned as part of an overall story about a new attraction or event. Please do not send newsletters or other lengthy materials with the expectation that we will parse through them to find and extricate your story. We need succinct releases only!



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# RFPs and Bid Opportunities

eTEA Update July 9, 2009

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 re-

North Carolina Elizabeth City – historic exhibit design and fabrication. Deadline is July 29. Email Brian@teaconnect.org and ask for North Carolina Elizabeth City exhibit.

Canada Saskatoon – design/build interpretive display. Deadline is July 29. Email Brian@teaconnect.org and ask for Canada Saskatoon interpretive display.

Maryland Ellicott City – two high school auditorium sound installations. Deadline is Aug. 4. Email Brian@teaconnect.org and ask for Maryland Ellicott City sound.

Washington DC – museum services. Wide range of opportunities for Smithsonian museum, including feasibility, concept design, fabrication, etc. Deadline is Aug.6. email Brian@teaconnect.org and ask for Washington DC museum services.

Hawaii Honolulu – web-based multimedia educational services. Deadline is Aug. 6. Email Brian@teaconnect.org and ask for Hawaii Honolulu multimedia.

UK Trowbridge – AV equipment spec and install. Deadline is Aug. 7. Email Brian@teaconnect.org and ask for UK Trowbridge AV.

Texas Austin – football hall of fame exhibits. Deadline is Aug. 7. Email Brian@teaconnect.org and ask for Texas Austin exhibits.

Continued on next page

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UK Bristol – architectural services for new Soil Association HQ. Deadline is Aug. 7. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for UK Bristol architecture.

Germany Frankfurt – museum exhibit concept, design, install. Doc is in German. Deadline is Aug. 10. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for Germany Frankfurt museum exhibit.

Pennsylvania Erie – signage and wayfinding design and install. Deadline is Aug. 10. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for Pennsylvania Erie signage.

France Bagnols sur Ceze – museum entrance and exhibit design. Doc is in French. Deadline is Aug. 21. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for France Bagnolssur Ceze museum.

UK Bedford – architecture and exhibit design. Deadline is Aug. 21. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for UK Bedford architecture.

France Toulouse – multimedia equipment. Doc is in French. Deadline is Sept. 1. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for France Toulouse multimedia.

Belgium Brussels – multimedia hardware and content. Deadline is Sept. 11. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for Belgium Brussels multimedia.

France Villeneuve d'Ascq – AV equipment. Doc is in French. Deadline is Sept. 16. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for France Villeneuve d'Ascq AV.

Belgium Brussels – architectural design contest for House of European history. Deadline is Sept. 29. Email [Brian@teaconnect.org](mailto:Brian@teaconnect.org) and ask for Belgium Brussels architecture.

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### Attending EAS in Amsterdam? Is the future important to you?

If so, TiLEzone are organizing the 2nd "sustainability" seminar on "Sustainable Approaches to Developing & Operating Leisure Venues & Attractions" during the European Attractions Show (EAS) in Amsterdam from 0930 to 1500 hours on Thursday Oct. 1, 2009. This TiLEzone will show how using sustainable technologies, design & techniques can improve the profitability of leisure venues and attractions, as well as improve their public perception.

Who should attend: Operators, owners, curators, designers, builders, managers, suppliers of both public and private leisure venues and attractions who care about the environment and are interested in the business opportunities offered by responding to the challenges of global warming. Suppliers of technologies, methodologies and products that can be used by leisure venues and attractions to increase their sustainability and reduce their power consumption, pollution and wastage (i.e. their carbon footprint).

More info:  
Richard Curtis, tile@andrich.com or www.tileweb.org

Be sure to specify you are a TEA member. There are discounts!

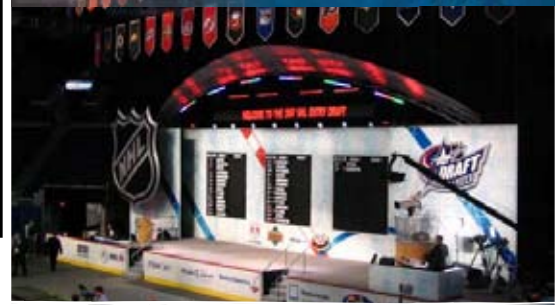
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