Gene Jeffers **Executive Director** Ann Gallagher Office Manager

Brian Szaks Manager of Member Intern Relations

Michelle Chernack

storytelling / architecture / technology / experience

Telling the Inherited Story

Two days you don't want to miss, including presentations by the design and production teams behind:

Fort Worth Museum of Science and History



Beyond All Boundaries, WWII Museum



The Wizarding World of Harry Potter Universal Orlando Resort

"Keeping the Magic Fresh - Evolving the Legacy" - Walt Disney Imagineering

September 30 - October 1, 2010

Rising Star at Universal Citywalk Universal Orlando Resort, Florida

Thank you to our generous sponsors:











Tickets/More Info: http://www.teaconnect.org/sate.htm

Upcoming TEA Activities

Aug. 17 - Western Division Business Survival Ed. Seminar 6.30 - 8.00 pm, ; `YbXUY. see p. 7

Aug. 26 - Eastern Division Sneak Peek Universal Halloween Horror Nights Orlando, 5.30 - 8.00 pm. p. 10

Sept. 16 - Europe & Middle East End of Summer Mixer 17.30 hrs - Nat. Motor Museum, see p. 6

Sept. 20 - Europe & Middle Roadshow, Alcorn McBride, Serris, France, see p. 11

Sept. 21 - Europe & Middle Roadshow, Bose, Tongeren, Belgium, see p. 11

Sept. 22 - Europe & Middle Roadshow, flying saucer, Berlin, Germany, see p. 11

Sept. 30 - Oct. 1 - SATE '10, Orlando, FL

Info/tickets: www.TEAConnect.org/sate.htm

Nov. 17 - TEA Party at IAAPA, Orlando - Save The Date!

Call For Board Candidates

Do You Have What It Takes To Be a Board Member?

Are you interested in being considered as a possible candidate for one of the open board seats on the International, Eastern, Europe & Middle East, or Western division boards? If you would like to be considered or would like to nominate someone you feel would be a terrific board member, please send name. contact details and specific board of interest (International, Eastern, Europe & Middle East, or Western division) to:

International Board: Rick Rothschild - Rickrothschild@me.com Eastern Division: Brian Morrow - Brian.Morrow@SeaWorld.com Europe & Middle East: Phil Hartley - Phil@PHA-Int.com (see call on page 12)

Western Division: David Aion - David@aioncompany.com

Call For Volunteers

Help Us Grow Our Industry Associations Network

TEA has been reaching out to build bridges and relationships with more industry trade associations, and we could use your help! We need individual volunteers to work with us to identify and explore the many cross-marketing and member benefits that may be available through working with other associations around the world. If interested in helping this effort, please contact:

Brian Szaks, Brian@TEAConnect.org



Phil Hartley is E&ME Division's New President-Elect



Our most appreciative congratulations to Phil Hartley of Philip Hartley Associates (PHA) Ltd, who has been elected by the Europe & Middle East (E&ME) Division Board of Directors as President-Elect of the Division Board. Phil will immediately begin working as Chair of the Division's Nominating Committee. He will succeed Alan Wilkinson, Electrosonic Ltd., as President of

the Division Board at the TEA Members Meeting in Orlando, November 17.

Phil has been active in TEA and on the Division board for a number of years, notably producing the Europe & Middle East Newsletter and the recent TEA Members Meeting in Nurburgring, among other contributions. Phil, along with David Willrich, DJ Willrich Ltd., is organizing the TEA E&ME Roadshow (see p. 11 for details) to help inform and connect with TEA members.

UV Scenery From UV/FX The Entertainment Industry's UV Design and Painting Experts The World Leader In Custom Day To Night **Dual Image** Complete Invisible Single Image UV 3-D Scenery Clint Black T-310-821-2657 www.uvfx.com Alice Cooper Chicago Bjorn Again He looks forward to meeting every TEA E&ME member and welcomes their thoughts on what they really need from the Division and the Association as a whole.

Among Phil's priorities once he assumes the Division Board Presidency are:

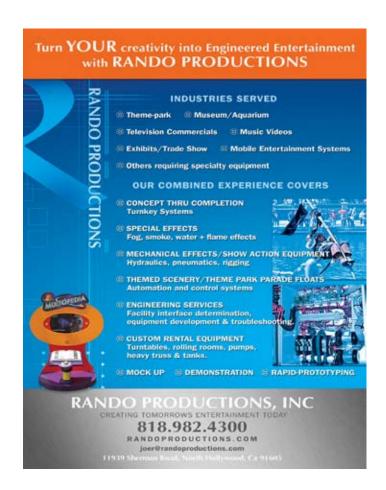
Growing membership – which increases member contacts and benefits

Expanding the diversity of members, particularly bringing in operators and academics/students

Improving the consistency and increasing the frequency of localized mixers and events

Launching and developing an annual event, such as SATE Europe 2011

If you are a TEA E&ME Division member, please see Phil's call for candidates and volunteers on page 12 . Phil can be contacted at Phil@PHA-Int.com.



Members in the News

Electrosonic Provides AV and Show Control Systems for China State Shipbuilding Pavilion

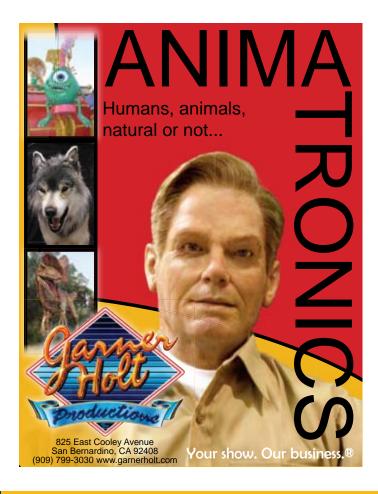
Its arc structure resembling the keel of a ship, the China State Shipbuilding Pavilion at Expo 2010 Shanghai China showcases the nation's time-honored history of shipbuilding and is one of the few pavilions that will remain as a museum after the Expo concludes. Electrosonic provided the extensive audio, video and show-control systems for the pavilion that enable visitors to explore the role of shipping in China's past, investigate exciting concepts for future floating cities and farms, and simulate navigation. Electrosonic was challenged to deliver multi-image and edge-blended displays onto unusual surfaces, and furnish immersive interactive experiences for visitors.

Overall, Electrosonic furnished front, rear and fog projection screens with the majority of surfaces edge-blended and/or warped to accommodate unusual screen geometry. More than 100 projectors were installed, as well as a videowall and 23 plasma and LCD displays -- nine of them with built in touch sensitivity -- ranging from 21 to 103 inches. In addition, 72 individual audio inputs and 94 individual audio outputs feed approximately 150 speakers.

"A project the size and scope of the China State Shipbuilding Pavilion typically has a life cycle of about 18 months, but we had just seven months to complete our work from beginning to end," said Electrosonic project manager Marcel Videla. "Adding to the challenge was the fact that this is one of the few pavilions that will remain after the Expo, so much effort went into ensuring that installed elements were easily expandable in the future."

More info: www.electrosonic.com







Members in the News



University of Alabama Opens New Exhibit and Retail Experience

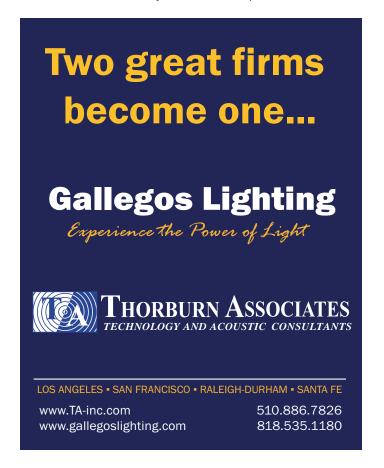
Taft Design + Associates recently completed the new "Lost Realm of the Black Warrior" exhibit at Moundville Archaeological Park Museum in Moundvile, Alabama for the University of Alabama. Using the designs that Taft Design had created in 2001, the museum director Bill Bomar presented these concepts to fund raise the project's \$5 million budget to realize his vision.

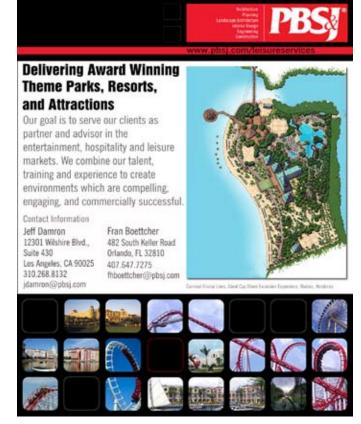
"We were given the opportunity to really apply our strong 'show and theatrical' design skills to bring this project to fruition," said Geoff Woodward, principal of Taft Design. "From the early architectural concepts, exhibit styling, and retail extension of the experience, Taft Design incorporated not only the graphic design and logo development, but also integrated the patterns and designs from the authentic pottery displayed in the exhibit to enrich the theme and story of the exhibit experience."

TD+A designed the entry exhibit to the museum as a full immersion for the guests to experience a recreation of an elite wedding ceremony. They life-casted local tribal members for the full scale static figures as well as utilized local Anative artisans to reproduce the costumes, jewelry and special native props throughout the museum.

As the architectural concepts were developed, Taft Design expanded the existing facility to incorporate a new retail space, cafe', seating area and an exterior observation deck, which overlooksÁhe actual mounds and plaza where the tribes lived more than 800 years ago. This was a natural extension of the museum experience, which allows guests to learn about the history and culture of these tribes and where they can purchase authentic native artisan products and research books about this rich archaeological site.

For more info: www.moundville.ua.edu or www.taftdesign.com







Cecil Magpuri Receives 2010 Asian Heritage Award

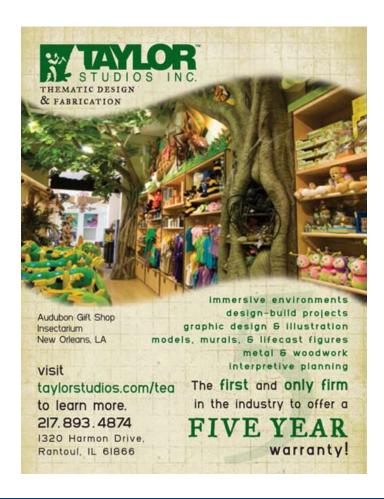
Falcon's Treehouse, LLC of Orlando, FL is pleased to announce that Cecil Magpuri, President/Chief Creative Officer, was awarded the 2010 Asian Heritage Award for Innovation and Technology. The Asian Heritage Awards, Ánow in their 7th year, honor individuals and organizations that have dedicated their lives to the betterment of humanity and community.

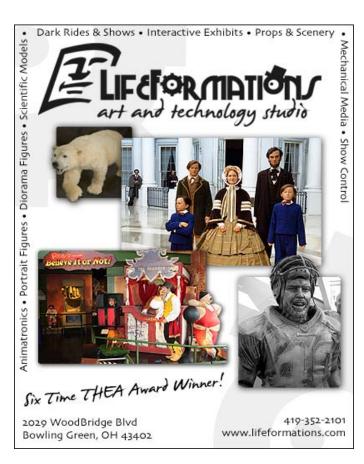
"This is such an honor for me," says Cecil Magpuri. "I've always been proud of where I came from, and my heritage has done a lot to shape who I am today. It is wonderful to be recognized by such a special group as the Asian Heritage Society."

Cecil's portfolio of themed entertainment experiences around the world includes the Curse of DarKastle Dark Ride (2005 Thea Award) (2009 Thea Award), experiences recognized for their unique blend of storytelling and technical wizardry. Recognized as the innovative visionary behind these and many other themed entertainment experiences, the Asian Heritage Award presented at the 2010 Award Ceremony in San Diego was accepted on Cecil's behalf by (Anis father, Cesar Magpuri.

More info: Yvette Whittaker yvette.whittaker@falconstreehoue.com







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europe and middle east division BEAULIEU "End of Season" Mixer



Come and join us for an "end of the season" mixer at Beaulieu National Motor Museum, in the heart of the New Forest. Beaulieu have kindly offered the TEA the use of their new Top Gear Attraction as the backdrop for an end of season mixer. Please contact us at Euroevents@TEAConnect.org and book your place at this exciting event!

Let us know if you woul like accommodations arranging; the hotel currently only have a few rooms left for this evening. Other local accommodation is available and we can provide details as required.

sept. 16, 2010

17.30 hrs
welcome and coffee
Terrace Room, Barbazon Hotel
18.15 hrs
Visit World of Top Gear
19.00 hrs
National Motor Museum Tour
20.00 hrs
Cash Bar and BBQ, Master
Builders House Hotel and Pub.
RSVP

Euroevents@TEAConnect.org





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Members in the News

Age of Mammals Exhibit at NHM - 65 Million Years in the Making

CInnabar Inc. helped realize the creative vision for the new, permanent 7,700 sq. foot Age of Mammals exhibit and rotating displays in the Haaga Family Rotunda Galleries at the Natural History Museum of Los Angeles County. Brought fonto the creative team by Simon Adlam, NHM director of exhibit production, just 10 months out to collaborate in redesigning the exhibit systems, in addition to fabricating and producing them, Cinnabar implemented a "design/build" methodology to make the most of available time and resources, bringing the project in ahead of schedule. NHM's Adlam brought together and led the team that included Cinnabar, graphic design firm KBDA, NHM curators, NHM research scientists and museum staff.

"NHM's new exhibitions are an outstanding example of , this collaborative approach can achieve," says Cinnabar CEO Jonathan Katz. He credits the design/build approach and Adlam's leadership for the success of the project. "Design/build is the new warp speed project production model of the 21st century, and NHM's new exhibitions are an excellent example of what can be built. More info: www.cinnabar.com



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augus 2010



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western north america

Educational Seminar



"Business owners - In today's changing world, you should never be too busy to protect your business."

Join the Western Division of TEA for an educational roundtable on Asset Protection Awareness and learn how to assess your protection against the six biggest mistakes that can kill a business.

This presentation will be led by Joseph McHugh (former TEA President). Refreshments will be served. Please RSVP no later than 5:00 PM, August 16th.

August 17th

6:30-8pm

LA Law Center 300 W. Glenoaks Blvd, suite 300 Glendale, CA

RSVP to westevents@ TEAConnect.org

Themed Entertainment Association . 150 E. Olive Avenue . Suite 306 . Burbank, CA 91502 . (818) 843-8497
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for more information log onto



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.

Illinois Chicago – graphic design for wide range of products. Deadline is Aug. 16. Email Brian@TEAConnect.org and ask for Illinois Chicago graphic design.

California San Francisco – interpretive signs. Deadline is Aug. 16. Email Brian@TEAConnect.org and ask for California San Francisco interpretive.

Texas Sheppard – AV multimedia services. Deadline is Aug. 16. Email Brian@TEAConnect.org and ask for Texas Sheppard AV.

Massachusetts Mt. Greylock – AV production for museum. Deadline is Aug. 18. Email Brian@TEAConnect.org and ask for Massachusetts Mt. Greylock.

Tennessee Murfreesboro – theater sound system. Deadline is Aug. 19. Email Brian@TEAConnect.org and ask for Tennessee Murfreesboro.

Illinois North Chicago – theater presentation system. Deadline is Aug. 23. Email Brian@TEAConnect.org and ask for Illinois North Chicago theater.

Germany Berlin – museum services. Doc is in German, deadline is Aug. 23. Email Brian@TEAConnect.org and ask for Germany Berlin museum services.

France Paris - AV Montparnasse. Doc is in French deadline is August 23. Email Brian@TEAConnect.org and ask for France Paris AV Montparnasse.

Canada Niagara Falls – sound system. Deadline is Aug. 24. Email Brian@TEAConnect.org and ask for Canada Niagara Falls sound system.

Austria Wels - museum exhibit services. Doc is in German. Deadline is August 25. Email Brian@TEAConnect.org and ask for Austria Wels museum.

Maryland Columbia – exhibit fabrication. Pre-proposal Aug. 11, Deadline is Aug. 25. Email Brian@TEAConnect.org and ask for Maryland Columbia exhibit.

UK London – museum architects and designers. Deadline is Aug. 27. Email Brian@TEAConnect.org and ask for UK London museum architects.

Puerto Rico Rio Grande – interpretive signs. Deadline is Aug. 27. Email Brian@TEAConnect.org and ask for Puerto Rico interpretive signs.

UK London – museum project management consultancy. Deadline is Aug. 31. Email Brian@ TEAConnect.org and ask for UK London museum project

Belgium Tervuren – traveling exhibit. Doc is in French, Deadline is August 31. Email Brian@ TEAConnect.org and ask for Belgium Tervuren traveling exhibit.

UK Liverpool - sports event promotion. Deadline is August 31. Email Brian@TEAConnect.org and ask for UK Liverpool sports.

Continued on the next page







Tenders, RFPS and Bids

Spain MIlila - theatre AV. Doc is in Spanish. Deadline is Sept. 1. Email Brian@TEAConnect.org and ask for Spain Mellila AV.

UK London – events management consultancy. Deadline is Sept. 1. Email Brian@TEAConnect.org and ask for UK London events management.

Massachusetts Boston – replication of historic signage. Deadline is Sept. 2. Email Brian@TEAConnect.org and ask for Massachusetts Boston historic signage.

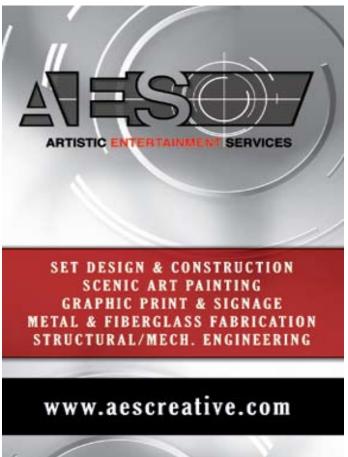
Germany Friedberg – multimedia equipment. Doc is in German. Deadline is Sept. 2. Email Brian@TEAConnect.org and ask for Germany Friedberg multimedia.

Belgium Antwerp – museum design services. Doc is in Flemish. Deadline is Sept. 2. Email Brian@TEAConnect.org and ask for Belgium Antwerp museum design.

UK Alloa – architectural design services. Deadline is Sept. 3. Email Brian@TEAConnect.org and ask for UK Alloa architectural design.

UK Aberdeen – project management consultancy. Deadline is Sept. 6. Email Brian@TEAConnect.org and ask for UK Aberdeen project management.

France Montauban - museum architecture design contest. Doc is in French. Deadline is Sept. 6. Email Brian@TEAConnect.org and ask for France Montauban museum.



UK Stornaway – architectural and design services for castle redevelopment. Deadline is Sept. 6. Email Brian@TEAConnect. org and ask for UK Stornaway architectural and design.

France Brest - amphitheatre renovation, including AV. Doc is in French. Deadline is Sept. 9. Email Brian@TEAConnect.org and ask for France Brest amphitheatre.

UK Liverpool – architectural design services for mixed use/ regeneration project. Deadline is Sept. 9. Email Brian@ TEAConnect.org and ask for UK Liverpool architectural.

France Le Cannet - sound and light equipment/setup. Doc is in French. Deadline is Sept. 10. Email Brian@TEAConnect.org and ask for France Le Cannet sound and light.

Spain Canet de Mar – museum design installation. Doc is in Spanish. Deadline is Sept. 13. Email Brian@TEAConnect.org and ask for Spain Canet de Mar museum design.

Continued on next page



working with designers, architects & producers to get it done





Tenders, RFPS and Bids

France Noirmoutier en l'ile – museum redesign/rebuild services. Doc is in French. Deadline is Sept. 13. Email Brian@ TEAConnect.org and ask for France Noirmoutier museum redesign.

Italy Naples – museum services. Doc is in Italian. Deadline is Sept. 15. Email Brian@TEAConnect.org and ask for Italy Naples museum.

Netherlands The Hague - video display matrix. Deadline is Sept. 20. Email Brian@TEAConnect.org and ask for Netherlands The Hague video display.

France Paris – auditorium AV installations. Doc is in French. Deadline is Sept. 21. Email Brian@TEAConnect.org and ask for France Paris auditorium AV.

France Rouen – videoconferencing installations. Doc is in French Deadline is Sept. 24. Email Brian@TEAConnect.org and ask for France Rouen videoconferencing.

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august 2010



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eastern north america Behind the Scenes



Join Universal Creative and Universal Entertainment for an exclusive sneak peek at Universal Halloween Horror Nights 20! Meet the creative force behind the event during a panel discussion that includes TJ Mannarino and a lights on tour of one of the haunted attractions.

Cash bar at the event. Paid parking is available at the garages. Check in at the front gate of Universal Studios theme park.

A special "Thank You" to Universal Creative for sponsoring this event.

August 26th 5:30 - 8pm

Universal Studios Florida

RSVP to:

eastevents@ TEAConnect.org

\$10 - TEA Members \$50 - Non-Members and Guests

The TEA Roadshow is on its' way!



To be launched at our "End of Season" Mixer at Beaulieu Motor Museum on the 16th of September, our Roadshow visits:

20/9/10 Alcorn McBride, Serris, France21/9/10 Bose, Tongeren, Belgium22/9/10 Flying Saucer, Berlin, Germany

This is an opportunity for the hosts & local members to invite non members, from all sectors of the industry, to be introduced to the TEA and its' resource base.

Invite your colleagues to this landmark event & share in an early evening of light refreshments and chat. We are creating individual flyers for each of the three events, so if you would like to receive a master for distribution to your industry colleagues, let us know which event, at Euroevents@TEAConnect.org & we'll send one out to you.



Call for Volunteers to join the Europe & Middle East Division Board of the TEA

Time is something each and every one of us finds precious.

Time for work.

Time for family and friends.

And now I am asking for volunteers to give up some of their time, to join the Board of TEA E&ME Division. Three board members are standing down in November. Michel and Kevin have been on the board for the maximum period admissible, and John has decided to stand down due to other work commitments.

So, we need volunteers to join Alan, Andreas, David, Hester, Gerd & myself on the board.

You will need to be able to provide a couple of hours a week, whether it is e-mail, phone calls or simply thinking about TEA and the benefits it can offer to its' members. You will also be expected to attend the 4 board meetings per annum, although not everybody attends every one!

What do you get in return?

Personally, I think it increases your profile & that of your organisation, not only in the E&ME Division but throughout the TEA & the profession world-wide but that's not the reason you should volunteer. You should do it for the satisfaction of being part of the team that will rejuvenate the TEA, bringing new ideas to the table, expanding the member benefits & the increasing the value of the association itself.

If you are interested, or want more information, contact me at phil@pha-int.com

At some point before the end of September, you will have to submit your nomination form detailing what you feel you can give the TEA, as a board member. The nomination committee of Andreas, Kevin, Gerd and I will review these and then send them to Burbank for distribution and voting.

Isn't it about time you stepped forward?

Phil