



Upcoming TEA Activities

Sept. 24-25, SATE 09, Orlando FL - Register NOW! Details on p. 8

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.

Sept. 30, TEA Seminar at EAS, Amsterdam - see p. 6 for all TEA activities at EAS

Oct. 1, TiLEzone Sustainable Approaches Seminar, Amsterdam- p. 14

Oct. 19-22, ISMAR - Intl. Symposium on Mixed and Augmented Reality, Orlando - p. 15

**Nov. 18, The Attraction Services Company Presents the TEA Party at IAAPA
Las Vegas, NV - see p. 14**

Thorburn Re-elected as TEA International Board President

International Board President **Steve Thorburn**, Thorburn Associates, was re-elected by unanimous acclamation to a second one year term as the organization's top leader today. Please see his letter on the next page, where he provides the results of the three Division President elections. Steve can be reached at SJT@TA-Inc.com. If you are interested in serving on one of TEA's boards:

Call For Nominations to the TEA International and Division Boards

Want to become more involved in the TEA? Want more networking opportunities? Want to get in on the planning for exciting future events? Then consider running for one of the TEA's Boards. You may definitely self-nominate! If this is your cup of TEA, please send a letter of interest no later than Sept. 8 to the appropriate President-elect as listed below:

The International Board focuses on governance and fiscal growth of the TEA

International Board: Steve Thorburn, President - SJT@TA-inc.com

Division Boards focus on conducting regional events, including mixers, behind the scenes, and educational events and conferences

Europe and Middle Eastern Division:

Alan Wilkinson, Electrosonic Ltd., alan.wilkinson@electrosonic.com

Eastern North America (East of the Western Continental Divide):

Brian Morrow, Busch Entertainment, brian.morrow@seaworld.com

Western North America (West of the Western Continental Divide):

David Aion, Aion Company david@aioncompany.com

Call for Contributions – 2010 TEA Annual and Directory

Information and articles are sought for the next TEA Annual & Directory, which combines a comprehensive list of TEA members with a selection of relevant industry stories. This is a print publication that debuts at the IAAPA show and is distributed year-round (total circulation 20,000). This year we are focusing on the areas listed below. If you have something to contribute, contact TEA publications editor **Judith Rubin**, rubin.judith@gmail.com

Shanghai Expo 2010 (is your company doing a project at the expo?)

Get Set for the Economic Recovery (how to be ready, blind spots to eliminate, new rules of engagement, etc.)

Projects, Trends and Opportunities in Asia

UAE Market Update

On Your Own (transitioning from working within a company to setting up your own business)

Please Note: We are approaching AD deadlines for printing the TEA Annual and Directory. This 20,000 circulation reference and member directory will focus on the coming economic recovery and how the industry needs to be preparing now for those many new opportunities. ONLY TEA members in good standing whose dues are current will be included in the directory. This is a once a year printing, and so being included and having accurate contact information for your firm is critical! Members may receive a phone call from **Jessica Morales** (jessica@teaconnect.org) who is helping us update the TEA directory and database. She'll also be able to talk with you about advertising opportunities in the TEA Annual and Directory. Please take a few minutes to talk with her and make sure your information is updated!



Stepping Up to the TEA Challenge

A Message from TEA president Steve Thorburn
Thorburn Associates Inc.

Greetings!

Congratulations to these new TEA Division Presidents-elect, who will take office as Division Presidents at the conclusion of our November 18 Annual Members Meeting in Las Vegas:

Brian Morrow (Busch Entertainment/SeaWorld Orlando) – Eastern

David Aion (The Aion Co.) – Western

Alan Wilkinson (Electrosonic) – Europe & Middle Eastern



A standing ovation and endless thanks are due the outgoing presidents of those divisions, respectively **Steve Birket** (Birket Engineering), **Daren Ulmer** (Mousetrappe) and **Kevin Murphy** (Event Communications Ltd.) for their tireless, dedicated service and energy. When you see them, thank them! (Buy them a drink, even.) They have worked **hard** for you, organizing events, mixers and educational sessions, attending Board meetings, recruiting new members, scouting new leadership and representing the interests and needs within their regions to the International Board. Here are just **some** of the events these divisional presidents' efforts helped bring about during the past year, for the benefit of members:

- All-Star FanFest behind the scenes (St Louis)
- Exploring the TEA Marketplace (Marina del Rey)
- Arizona Science Center behind the scenes (Phoenix)
- Prater behind the scenes (Vienna)
- Museum of Science & Industry behind the scenes (Chicago)
- First division mixer in London
- Griffith Observatory joint event with Producers Guild & IMERSA (Los Angeles)
- Doing Business in China (Orlando)
- Golf Tournament (Irvine)
- American Idol Experience behind the scenes (Orlando)

Steve, Daren and Kevin: TEA thanks you. The International Board thanks you. My partner Lisa and I thank you. Brian, David and Alan: The bar has been set high. Very high. But we know you are up to the task. With the thanks and congrats dealt with, it is time to start thinking about filling our Divisional and international Boards – so that Brian, David and Alan have solid teams to work with. That means it is time for **you** to step up. If you are interested please reach out to me or to your **Divisional** president. The nominations process is now open (see Page 1) and it is now up to you to step forward!

Serving on a TEA Board is a hands-on job. If you plan to run, please confirm that you have the time to serve. You need to keep TEA as a project on your desk. It will take as much time as you can give it. For some of us it grows into a second job, but it is at least a few hours a week. You will be expected to regularly attend and participate in board meetings. There are many benefits. You will boost your visibility in the organization and the industry and you will learn a great deal about the organization and the industry, and you will get to know (**really** know) and work with some very cool people.

So with that... Thanks, Congrats and it's time for a few good folks to step up and be counted.
Cheers,

Steve Thorburn



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TEA's signature creative conference dedicated to the arts of place making and experience design.

Story Harness the powers of imagination and emotional connection.

Architecture Turn space into place.

Technology Create environments that are immersive and interactive.

Experience Explore the fundamental human and social dynamics that underlie engaging and compelling experiences.



Join us **September 24th and 25th** at the beautiful *Atlantic Dance Hall* on the waters of *Disney's Boardwalk* in Lake Buena Vista, Florida.

- Explore the process of creating compelling experiences.
- Network with some of our industry's most accomplished and innovative professionals.
- Develop the tools to create better visitor experiences.
- Share your ideas and challenge convention!

Debuting this year at SATE!



What if you could turn your creative skills loose on a diamond in the rough?

Welcome to Moss Landing: A quaint fishing village on California's Monterey Bay. Your mission: create concepts that harness the power of its authenticity and guide its evolution as a visitor destination. **SATE's Blue Sky Adventure** is a hands-on creative experience. You and your fellow adventurers will team up in break out groups and, working with veteran place makers and designers, shape the ideas that can guide Moss Landing toward realizing its rich potential.

Special added attraction Thursday evening:

You're invited to a fun-filled evening in **Epcot** during the Food and Wine Festival as we network, then embark on a challenging mission with the **Kim Possible World Showcase Adventure!**

Presentations and panel discussions from top leaders in the industry including:



Phil Hetteema – The Hetteema Group

Phil's career spans 30 years in the worlds of experiential attractions and entertainment. Phil is recognized as an industry leader for his creative achievements in design and production, and his innovative use of technology.



Linda Smith - Smithink

Linda's career spans 30 years in creating compelling stories through brand creation, advertising and media. Linda is recognized as a leader in brand development and revitalization.



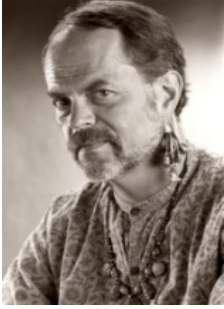
Dave Smith – Smithink

Dave worked for Busch Entertainment Corp. as V.P. of Product Development and Entertainment, and also has 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 Exec. 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 Vice-President in the Creative Division at WDI.



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

Steven joined The Franklin Institute in 2001 as V.P. 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.



Chick Russell – Pres., Chick Russell Communications.

Chick Russell is president of CRC, an award-winning firm that develops world-class destination and media projects. Projects range from interactive museums, historic site tours, and hyper-realistic experiences, to exciting new concepts for urban renewal, theme parks and resorts and more.



Karen C. Armitage – Armitage Images

Armitage Images is a Concept Design and Illustration company serving the Theme Park, Hospitality and Residential communities. Karen also spent over 25 years with the Disney company designing and building theme parks around the world.

Limited space is still available, purchase your tickets now, don't miss out!

Purchase tickets directly at:

http://www.teaconnect.org/boxoffice_2009_sate.php



Special group rate pricing for hotel rooms at the beautiful Swan and Dolphin Resort is available online through August 25th on our website at:

<http://www.swandolphingroupres.com/index.cfm>

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VOA





TEA will be at the EAS European Amusement Show in Amsterdam – Sept. 30 – Oct. 2. TEA will be on Stand 162 and we welcome members popping by to say hello. Come thank Outgoing TEA Europe President Kevin Murphy, meet International Board President Steve Thorburn and TEA Europe President-Elect Alan Wilkinson!

TEA Seminar On Day One at EAS

The popular TEA Seminar will be on 30th Sept. from 16.30 hrs with Hester Kloosterboer chairing the session “How does the current economic crisis bring opportunities to the future of our parks?” Again we will bring together some of the world’s leading designers and operators for the seminar, focusing on how the current economic crisis may bring opportunities to the future of the attractions industry.


The current economic crisis means changes and opportunities for our industry and yet our demanding customers and visitors will expect the same or better in our offerings – how do we meet this challenge? What impact does the crisis have on the future of parks? Does this crisis actually offer us chances to be more creative and to re-focus on the authentic experience of the park?

TEA has invited a number of leading attraction designers and operators to share their experiences and look into the future of the industry, including ERA/AECOM’s David Camp, Alain Trouvé (Grévin), Michael Kreft (Europapark), and Jan Reuvers (Walibi World). A very solid lineup of key industry leaders!

Members Breakfast - We’re Looking for a Spot of Sponsorship Help!

We will also hold a TEA members meeting and breakfast during the show, but looking for sponsors who would like to assist TEA at EAS. If interested, please contact gene@teaconnect.org. All support is welcome for this important business and networking event!


See you in Amsterdam at EAS!



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Member Calls For Action

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

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@TEA-Connect.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

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 company prospectus to Gene@TEAConnect.org.

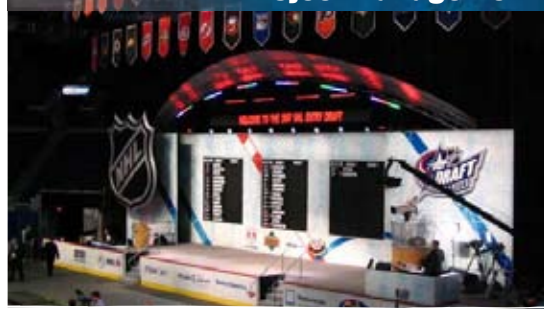
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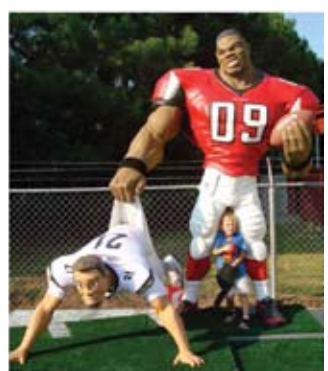


www.baamproductions.com

Chisel Productions Making It BIG in Atlanta

Chisel Productions recently completed projects for three of Atlanta's highest profile organizations: Fernbank Museum of Natural History, Georgia Aquarium and the Atlanta Falcons. In April, they installed three life-size sea turtles and a five foot long grouper in the Georgia Explorer Gallery at the aquarium. In May, they transported three life-size dinosaurs across town to the Fernbank Museum and installed them in the new entrance plaza. In August, Chisel delivered a 10-foot tall football player and "Super Fan" to the Atlanta Falcons for use at fan events and home games in the Georgia Dome. "We're excited to finally have our work on display in Atlanta, especially with such great organizations," said **Gary Bystrom**, Chisel Productions president and owner. "After creating things for companies everywhere else, it's gratifying to see our work in our own backyard."

More info: **Patty Bystrom** patty@chisel3d.com www.chisel3d.com



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New BugWorld Experience Opens At Albert Dock

Managed by Petersham Group Ltd., the brand new visitor attraction, the BugWorld Experience is now open. The experience shows visitors the world through a bug's eyes, testing their bravery, wit and skill with interactive challenges and games along the way. Guided through simulated environments, ranging from a rainforest to a savannah to the everyday British home, visitors can see, find out about and even interact with the bugs that inhabit them, all with the help of a team of guides trained to help them get over any squeamishness they may have. "There'll be a real buzz around the place, and that's not just the Panamanian paper wasps!" says Manager **Jenny Dobson**. "In all seriousness, this is a must for all budding scientists, adventurers and travelers. Nowhere else in Britain could they get close up and personal to insects and bugs like this in a fun and educational way." Petersham Group worked with the project's investors, RGI Ltd. Of Ireland, from the beginning of the effort. "Liverpool is now one of the leading cities in the UK for incoming tourists and for leisure visitors alike, and the BugWorld Experience is going to really add some bite to the offer," says Petersham Group Director Keith Thomas. www.bugworldexperience.co.uk
More info: keith.thomas@petershamgroup.com

Creative Works Theme Factory installs LAZER FRENZY in Missouri

Created for the Grand Country Inn in Branson, MO, the LAZER FRENZY attraction was installed in the Fun Spot entertainment center in the hotel. The exciting, new arcade-style attraction includes high tech interactive game play and the use of lasers, mirrors, haze effects and unique theming effects. More info: **Jeff Schilling** jeff@thewoweffect.com

The Stinger Report's Kevin Williams will be presenting a special session at the Museum Association Conference and Exhibition in London. Entitled "New Frontier: Attracting Repeat Visitors," the session will be held Oct. 6 from 0945 hrs, and will evaluate the use of edutainment technology in museums and galleries to help drive repeat visits.

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



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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.

Kentucky Middleboro – projector and projector server upgrade. **Deadline is Aug. 25.** Email gene@teaconnect.org and ask for Kentucky Middleboro projector.

Florida Hurlburt – backdrop war scene paintings for displays. **Deadline is Aug. 26.** Email gene@teaconnect.org and ask for Florida Hurlburt backdrop.

Japan Misawa – AV system for officers club. **Deadline is Aug. 27.** Email gene@teaconnect.org and ask for Japan Misawa AV.

South Carolina Columbia – theater rigging system. **Deadline is Aug. 28.** Email gene@teaconnect.org and ask for South Carolina Columbia theater rigging.

Germany Berlin – AV equipment. Doc is in German. **Deadline is Aug. 28.** Email gene@teaconnect.org and ask for Germany Berlin AV.

Virginia Great Falls – signage for park. **Deadline is Sept. 4.** Email gene@teaconnect.org and ask for Virginia Great Falls signage.

Arizona Casa Grande – wayside exhibits. **Site tour is Sept. 1. Deadline is Sept. 9.** Email gene@teaconnect.org and ask for Arizona Casa Grande wayside exhibits.

Massachusetts Boston – convention center sound system replacement. **Deadline is Sept. 10.** Email gene@teaconnect.org and ask for Massachusetts Boston sound system.

RFPs continued on next page

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RFPs continued

Germany Kulmbach – museum services. Doc is in German. **Deadline is Sept. 10.** Email gene@teaconnect.org and ask for Germany Kulmbach museum services.

Texas Austin – design, fabricate and install exhibits for marine education center. **Deadline is Sept. 11.** Email gene@teaconnect.org and ask for Texas Austin exhibits.

UK Manchester – museum architectural design services. **Deadline is Sept. 14.** Email gene@teaconnect.org and ask for UK Manchester museum architect.

France Toulouse – museum exhibit. Doc is in French. **Deadline is Sept. 23.** Email gene@teaconnect.org and ask for France Toulouse museum exhibit.

California Los Angeles – event planners, professional writers, media coordinator, graphic design services. **Deadline is Sept. 25.** Email gene@teaconnect.org and ask for California Los Angeles event planners.

Netherlands Delft – AV equipment. Doc is in Dutch. **Deadline is Sept. 28.** Email gene@teaconnect.org and ask for Netherlands Delft AV.

UK Cardiff – heritage project, must see gateway project, etc. **Deadline is Sept. 30.** Email gene@teaconnect.org and ask for UK Cardiff heritage project.

Italy Riolo Terme – museum services. Doc is in Italian. **Deadline is Oct. 12.** Email gene@teaconnect.org and ask for Italy Riolo Terme museum.

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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!



Orlando October 19-22, 2009

Christopher Stapleton, General Co-Chair chairs@ismar09.org

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NOTICE:

TEA Members get IEEE Member's discount (Code: TEA2009). Register by Sept. 15th get an additional savings. Special TEA Mixer October 19th at 6pm with special hands-on laboratory demonstrations and Keynote.



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MELTING THE BOUNDARIES BETWEEN DREAMS & REALITY

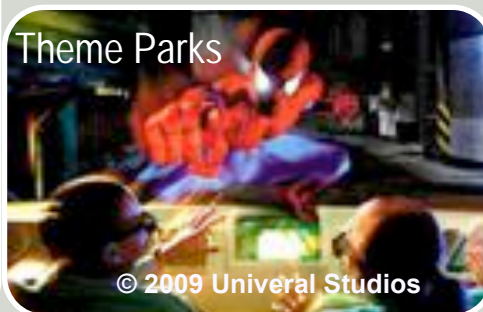
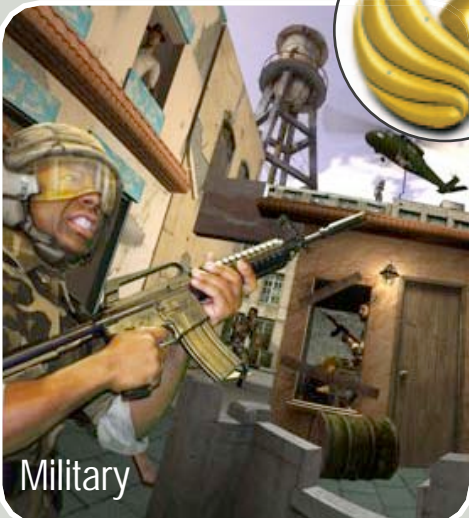
Join us in Orlando Florida from October 19-22, 2009 for the International Symposium on Mixed and Augmented Reality. Pioneers from around the world will showcase their latest discoveries, creations & products of emerging innovation of Mixed and Augmented Reality.

Mixed and Augmented Reality is no longer science fiction. The emerging science and technology of blending virtual worlds with real life is more becoming accessible to mainstream users and across diverse applications. Whether from your mobile phone, immersive Head Mounted Displays or embedded projection displays the art and science of augmenting reality with spatially registered simulation is transforming the way we work, play, learn, train and even shop. The latest Research from laboratories from around the world will showcase compelling applications in the fields of education & training, design &

manufacturing, medicine & rehabilitation, entertainment & communication, military & civic practice. The expanded ISMAR program will reflect this growing trend with offerings beyond the traditional research presentation. Hands-on demonstrations, workshops, tutorials will provide the next generation professional the inspiration and techniques to leverage the power of Mixed and Augmented Reality. The power of simulation escapes the confines of the computer with Mixed Reality to extend human experience and enhance performance across industries and disciplines.



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Most exciting experiential media to hit the Themed Entertainment Market!

ISMAR attracts the top rated universities in the world. It's core academic program will be sponsored by IEEE Computer Society, the oldest and most respected technology organization in the world. ISMAR's highly selective content represents the standard of excellence in regard to the latest advancements in Mixed and Augmented Reality research. Our host, the University of Central Florida (UCF), will be sponsoring a diverse program of how Mixed and Augmented Reality that is transforming application domains from entertainment to education, training, medicine, design and manufacturing. These expanded programs of a comprehensive Tutorial program, Innovation

Workshops and hands-on demonstrations will provide the next generation professional training and development with Continuing Education Units (CEU) available for credit to advance the adoption of technology across industries.

Orlando and Central Florida represent a rich and diverse hot bed of innovation for Mixed and Augmented Reality. This high-tech corridor from the space coast to the gulf coast brings new interdisciplinary participants across application domains to ISMAR to take advantage of the new and expanded programs. Regional educational institutions and professional organizations of Central Florida represents the future burgeoning MR/AR market & workforce.

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