

eTEA Update - October 8, 2009

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



- Oct. 14, Western Div. Doing Business in China, Burbank - p. 5 - RSVP!
- Oct. 19-22, ISMAR - Intl. Symposium on Mixed and Augmented Reality, Orlando
- Oct. 19 - TEA/Industry Mixer at ISMAR, Orlando - p. 6 - RSVP!
- Oct. 20 - TEA Eastern - Project Costing Mixer/Roundtable, Maitland - p. 10 - RSVP!
- Oct. 21, 5:30 pm - TEA Mixer, Gordon Biersch Burbank, 5 pm -
- Nov. 18, The Attraction Services Company Presents the TEA Party at IAAPA, Las Vegas
Order your tickets now online, pick them up at the TEA booth at the show!

A promotional poster for 'The TEA Party' at IAAPA. The background is a cityscape of Las Vegas. The title 'The TEA PARTY' is written in large, 3D block letters. Each letter contains a different image related to the attraction industry: 'T' has the TEA logo, 'E' shows a show stage, 'A' shows a show set, 'P' shows a sphinx, 'A' shows a show set, 'R' shows a robot, 'T' shows a show set, 'Y' shows a show set. To the right of the title are logos for TASC (The Attraction Services Company), Garner Holt Productions, Modern Masters, Lexington, and Don Bell. The text 'at IAAPA' is written below the title. At the bottom, it says 'Wednesday, November 18th' and 'Rain - Palms Casino Las Vegas'. The website 'www.TEAconnect.org' is in the bottom left corner.

Final Call - Advertise in the 2010 TEA Annual and Directory

Packed full of industry features and your contact information, this 20,000 circulation publication has become an industry resource, sitting year-round on owner, developer, specifier and vendor desks. This is your best and most economical way to reach thousands worldwide over the next 12 months. Pricing starts at \$175 for a business card size space and space is available in 1/4, 1/2 and full page increments. Can you afford to not be featured in this important publication? Don't miss this annual chance to be on so many desktops! ONLY TEA members are included in the directory. Deadline for space is fast approaching!

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. Feel free to contact her for more details or to download the advertising pack at <http://www.teaconnect.org/2009adpack.pdf>.

Book Closes Friday Oct. 9!



A Letter from the President eTEA Update, October 8, 2009

Get on Board

TEA Board Member Nominations are still open. The elections for the international board members will be open for 10 days starting Oct. 28 and closing at the end of the business day on Nov. 6 at the TEA office. You can nominate yourself. Now's the time to increase your participation in the association. TEA needs your energy and skills, so step up and add your name to the list. To submit a nomination or if you have questions, please contact me, Steve Thorburn, via email slt@ta-inc.com.



Our new Themed Entertainment Association group on LinkedIn has already passed 300 members since being created five weeks ago. If you're active on LinkedIn, please join and take part. We are making use of select social media websites to promote the exchange of information and networking opportunities, and to introduce TEA to prospective new members.

Over the last month we have been letting you know more about the expansion and improvement of the TEA database. Our goal is to make it simpler to match up members with opportunities. We want users to be able to go to our database and easily identify the right candidates for their project teams. We want your work to be recognized. All this can happen, but it requires action from you - you must submit your firm's description and bios of your critical team (owners, designers, leads, visionaries). The beta version of the new database will be up and running in time for IAAPA.

You are also urged to provide ideas and examples regarding categories for the next phase of the database, the Project Credits Info and Client Portal. As I wrote in the last eTEA Update: "This section is being designed to enable people to search the online database to learn who worked on what, and in what role. This will be the tough one, as here we have to create the silos to put folks in. We will need to look at all the myriad sub-categories in a field (for example, if you were looking at the lighting field there are lighting designer, lighting consultant, Chief Lighting Technician, gaffer, master electrician, etc.) and boil it down from there. If you know of a good list from another source that we can use as a starting point, please pass it on to me..."

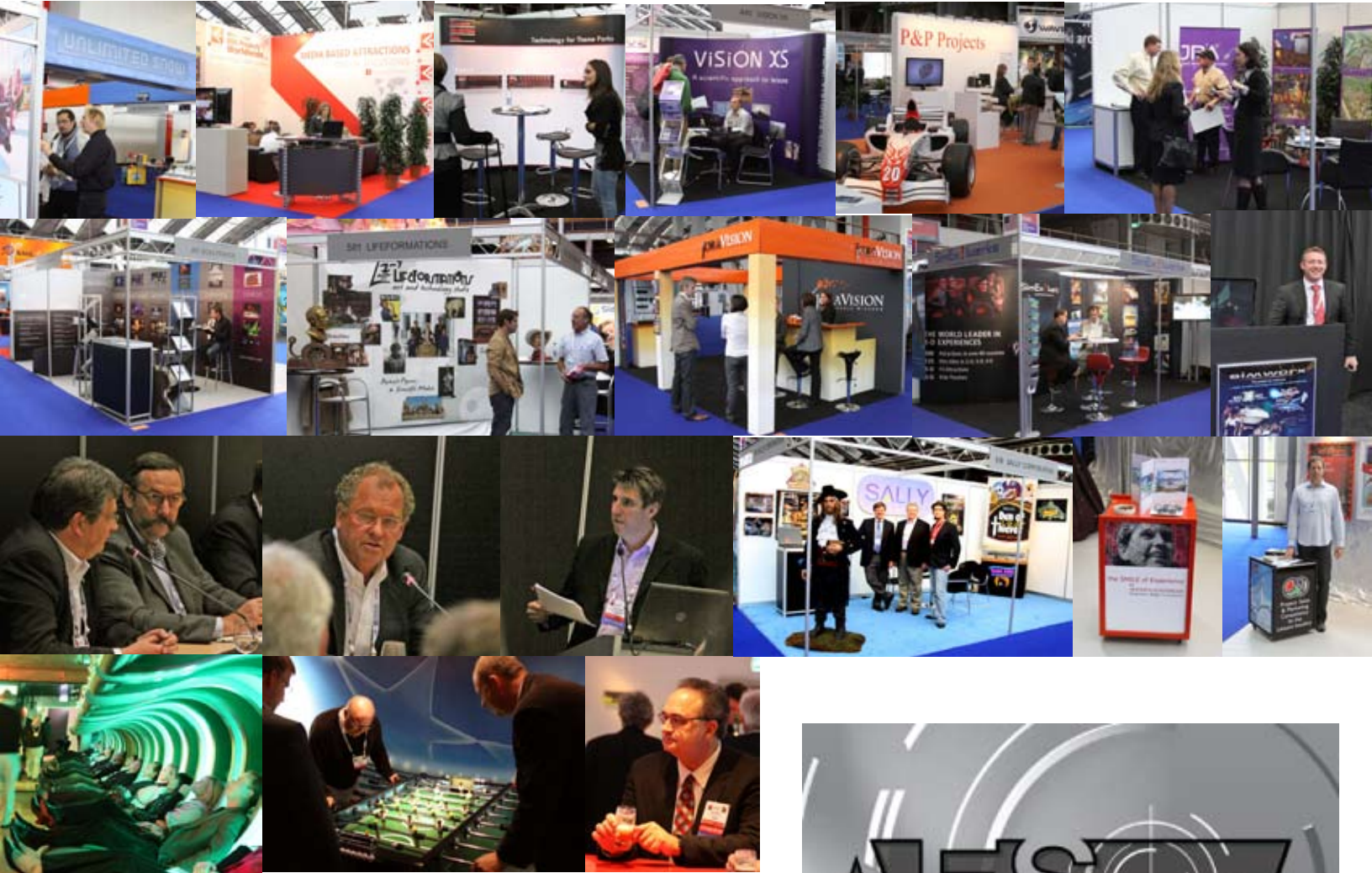
This is a complex issue and a vital one, but so far the silence in response to my request has been deafening. Just to see if anybody actually reads this column, I will treat the first three people who respond to me on this issue via email to a drink at the TEA party during IAAPA. (And if you are not attending, shame on you, but you will have a rain check for the first time we are together.) Just email me, with TEA IAAPA Beverage in the subject line (and some ideas about database classifications).

TEA's SATE conference recently held in Orlando was outstanding. Year three and it keeps on getting better. The reviews came in a little mixed, but when you step back and look at the group that we drew, it should be expected. We had folks that have never been in a charrette or "blue sky" meeting before. They now have the experience of how a project is first envisioned. The sessions on Storytelling, Architecture and Technology were also enlightening. The first night's Kim Possible adventure at Epcot was an interesting diversion for the attendees - many thanks to our host Disney for welcoming us to Epcot and to the Atlantic Dance Hall on Disney's Boardwalk where the conference sessions took place. It was an excellent venue. Those who made it into town the night before the conference opened were able to enjoy an excellent mixer organized by TEA's Eastern Division, at SeaWorld Orlando's new Manta attraction. Thanks to Steve Birket, Brian Morrow and many others at TEA and SeaWorld for making this possible. Applause to Larry Tuch, Lenny Larsen, Carole Mumford and all the TEA volunteers and staffers in acknowledgment of their dedication and hard work, and to the SATE presenters for a stellar job.

Cheers,

Steve Thorburn, President, TEA International Board





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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. If you have not already done so:

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@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 firstname 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: joersmith.museum.pdf, joersmith.themepark.pdf, joersmith.visitor.pdf

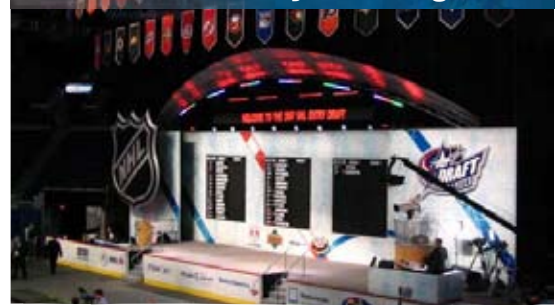
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Doing Business in China

A presentation by the TEA Western Division

In this challenging economy worldwide, there are few opportunities for us to practice our craft. China, while experiencing much of the same pressure, does offer some glimmers of activity that are currently providing creative work assignments in our industry. Come hear from some of the leaders in this market about the type of projects they are doing and the hurdles that they must overcome to achieve success.

Organizer + Moderator **Jeff Mayer**, TEA Western Board Member

Panelists
Brad Shelton
Director, Entertainment Development, BRC Imagination Arts
Duncan Paterson, Principal, Design Director, Gensler
Jerry Libby, Zuber & Taillieu LLP
Jake Lager, Zuber & Taillieu LLP



October 14, 2009 6PM

BRC Imagination Arts

2711 Winona Ave., Burbank, CA 91504

www.brcweb.com

RSVP to Lynn Allmandinger by October 13 at 5PM

lynn_allmandinger@wellsfargois.com



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*Design: Rich Seda. Photo: Jay Lefkowitz.

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TEA / Industry Mixer at ISMAR

Mixing Reality and Magic at Disney Theme Parks

Keynote Speaker Mark Mine, Director, Technical Concept Design, WDI

Monday, October 19th from 6 – 9 PM

Orlando Marriott Downtown - 400 W. Livingston St. Orlando, FL 32801

TEA Members & Guests please RSVP to land@la-selva.net

Mixer sponsored by **ELECTROSONIC**

Please RSVP to attend this free mixer with attendees from around the world. Make new contacts with colleagues from TEA, National Center for Simulation, Mobile Monday, Digital Media Alliance of Florida, SIGGRAPH, ASTC, and others. Tour the hands on demonstrations brought to you by laboratories from around the world that are expanding the boundaries in mixed and augmented reality.

Check out the conference for special Monday Workshops on Experiential Learning and Mobile Augmented Reality. Look for comprehensive tutorial program offered for those new to Mixed and Augmented Reality. Go to www.ismar09.org for full info.

IEEE-ISMAR comes to the US once every 3 years, so don't miss this amazing opportunity!

ISMAR

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Orlando October 19 - 22, 2009

www.regonline.com/ismar09 Discount Code for TEA Members: TEA2009

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IAAPA '09 Booth 5456



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.

Canada Yellowknife - interpretation products. **Deadline is Oct. 16.** email Brian@TEAConnect.org and ask for Canada Yellowknife interpretation products.

Canada Brampton - design and production of public art mural. **Deadline is Oct. 16.** email Brian@TEAConnect.org and ask for Canada Brampton mural.

Germany Frankfurt - museum exhibit. Doc is in German. **Deadline is Oct. 16.** email Brian@TEAConnect.org and ask for Germany Frankfurt museum exhibit.

Germany Weimar - museum audioguide system. Doc is in German. **Deadline is Oct. 19.** email Brian@TEAConnect.org and ask for Germany Weimar museum audioguide.

Texas Austin - landscape architectural design. **Deadline is Oct. 21.** email Brian@TEAConnect.org and ask for Texas Austin landscape.

Virginia Quantico - technology display development. **Deadline is Oct. 22.** email Brian@TEAConnect.org and ask for Virginia Quantico technology display.

Connecticut Torrington - entrance and rule signage. **Deadline is Oct. 27.** email Brian@TEAConnect.org and ask for Connecticut Torrington signage.

Continued on next page

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Florida Gainesville - museum communications plan. **Deadline is Oct. 29.** email Brian@TEAConnect.org and ask for Florida Gainesville museum communication.

Georgia Atlanta - sound system renovation, Georgia Dome. **Deadline is Nov. 4.** email Brian@TEAConnect.org and ask for Georgia Atlanta sound system.

Spain Zaragoza - museum exhibition services. Doc is in Spanish. **Deadline is Nov. 6.** email Brian@TEAConnect.org and ask for Spain Zaragoza museum.

UK Wigan - exhibition services. **Deadline is Nov. 9.** email Brian@TEAConnect.org and ask for UK Wigan exhibition.

France Nantes - AV installations. Doc is in French. **Deadline is Nov. 10.** email Brian@TEAConnect.org and ask for France Nantes AV.

France Marne la Vallee - AV equipment. Doc is in French. **Deadline is Nov. 16.** email Brian@TEAConnect.org and ask for France Marne la Vallee AV.

**You'll want to join the fun Nov. 18 in Las Vegas as
The Attraction Services Company Presents the TEA Party at IAAPA
Book your tickets online now and
pick them up at the TEA Booth #6059**

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Scott Lund appointed chair of Science North

Scott Lund, VP and General Manager of CTV Northern Ontario, has been appointed chair of Science North's Board of Trustees. Lund is stepping into the role following the sudden passing of Science North's longest-serving Board Chair, Risto Laamanen, on July 7, 2009.

Lund has been Vice-Chair of the Science North Board for five years, and is very familiar with the organization. His appointment was made by the provincial government through Order-in-Council on the recommendation of Premier Dalton McGuinty.

Lund is the former chair of Cinefest, and is a former member of the Music Film in Motion Board, the Greater Sudbury Chamber of Commerce, and the Sudbury Regional Hospital Board. He currently also serves on the Northern Cancer Research Foundation and the board of the Greater Sudbury Development Corporation.

"I am pleased to congratulate Scott Lund on his appointment as Chair of the Science North Board of Trustees," said **Jim Marchbank**, Science North CEO. "Scott has always been a strong supporter of our organization. He has served as Vice-Chair with distinction and everyone at Science North looks forward to working closely with him as Chair. Scott's leadership will help guide our centre through a period of great expansion with respect to our science programs and our services to Northern Ontario."

More info: Christine Catt catt@sciencenorth.ca


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THEMED ENTERTAINMENT ASSOCIATION EASTERN DIVISION EVENTS

Project Costing in Today's Economic Environment Mixer & Round Table Discussion

Tuesday October 20th 2009 6:30pm - 9:00pm
X-nth offices, Maitland FL



Please join us at this one-time-only TEA mixer event!

- WHAT** Mixer and Round Table Discussion
Project Costing in Today's Economic Environment
- WHERE** X-nth, 2600 Westhall Lane, Maitland, FL 32751
Across the street from the main X-nth building
- WHEN** Tuesday, October 20th, 2009, 6:30pm - 9:00pm
- AGENDA** 6:30pm - 7:30pm Mixer
7:30pm - 8:30pm Round Table Discussion
8:30pm - 9:00pm Discussion Overflow or Wrap Up
- TOPICS** Establishing initial project budgets
Keeping projects in budget throughout design
Working through a Value Engineering process
Keeping projects in budget throughout construction
- SPEAKERS** Fran Boettcher / PBS&J
Bill Weeks / Morris Architects
Joe Harris / Harris Civil Engineers
John Roberts / Wharton Smith
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- PLEASE NOTE** There is no fee to attend this event
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Attendees please RSVP to Brandon Lemonier at blemonier@x-nth.com
Call Brandon at (407) 660-0088 x622 or Steve at (407) 925-7576 if questions

