

6th Annual TEA Summit

march 6 & 7
2009
The Disneyland Hotel, Anaheim, California

The continued success of the TEA Summit is determined by the **conversation** it stimulates. For **business owners** and **leaders** in the themed entertainment industry, there is no other forum of its kind.

For 2009, the TEA Summit **brings together** the industry's leading professionals to **learn, network, exchange ideas**, focus on creating compelling places and experiences, and ultimately **build stronger businesses**.

This premier event promises to **engage, educate** and **inspire** with a blend of cutting-edge **presentations**, fascinating **interviews** and **panels** along with extensive **Q&A opportunities** for all participants.

Business Survival in a Shrinking Economy

Keynote Speaker: **Barbara Lewis** — *Centurion Consulting Group*

What expenses can you cut and how can you increase revenues in these challenging times? **Barbara Lewis**, *President of Centurion Consulting Group*, which helps companies become more profitable, will talk about financial metrics, ways to boost efficiency to drive profits and methods to increase revenues and profits.

Barbara Lewis has been involved assisting companies become more profitable, both as a consultant and an in-house manager, since 1986. Barbara assists firms in becoming more efficient and profitable in areas such as resource optimization, financial key ratio analysis, workflow and capacity, operations assessment, growth analysis, customer lifetime value, bonus distribution and compensation formulas.

She is the executive producer of the documentary "Reach for the Stars — The Christa McAuliffe Story" and the author of the book, "Get a Black Belt in Business."



Additional “Conversation Starters” at this year’s Summit include...

Michael S. Rubin, Ph.D. — MRA International

Mike Rubin has been involved in the development of urban, entertainment, retail, mixed-use and leisure destination development for over 25 years. During that time he has worked as an architect, development consultant, entrepreneur and developer. Mike co-founded MRA international with the goal to deploy entertainment, sports and cultural components with retail, dining and mixed-use development to create a new hybrid to revitalize America’s cities and towns.

David H. Schmitt — ProFun Management Group, Inc.

As founder and principal of both ProFun Management Group and Management Resources, Dave Schmitt is recognized throughout the leisure-entertainment — recreation industry as an innovator and standard-bearer. Providing on-site counsel to organizers of seven World Expositions as well as other globally recognized institutions — including Disney, Paramount, Lego, Universal Studios, New York’s American Museum of Natural History, The Field Museum in Chicago and the Smithsonian Institution — Dave is widely acknowledged as the industry’s consummate professional.

John Robinett — ERA

John has had a 25-year career in the leisure, entertainment and real estate industries. As a Senior Vice President of ERA his responsibilities include oversight of the firm’s museum and cultural attractions practice, and management of a variety of assignments in the attractions, resorts, cultural and entertainment retail areas.

Robert L. Ward — Recipient of the 2009 Thea Lifetime Achievement Award

Robert Ward’s 38-year career in the leisure time, resort destination and entertainment industries worldwide includes 20+ years with Universal Studios Parks & Resorts. He was a founding member and key executive of the creative think tank that conceptualized, designed and implemented Universal’s global entertainment projects.

In 2005, Bob established his consulting practice which focuses on bringing his unique brand of world-class “signature placemaking” for clients in the areas of large, mixed-use, leisure and resort destination developments. He also remains very active in the promotional and educational aspects of our industry through his regular participation in conferences, seminars and school presentations.



The 2009 TEA Summit will also feature Thea Award Winning case studies:

- 2008 OLYMPICS OPENING CEREMONY
- JUNGALA - BUSCH GARDENS
- NEWSEUM
- NATIONAL MUSEUM OF THE MARINE CORPS
- OPERATION SPY
- AUDOBON INSECTARIUM

Join us for these **motivating Think-Tank** discussions that will explore **innovative** case studies of Thea Award-winning projects along with **means and methods** of how we can continue to **succeed** in today's economic climate.

Seats are limited – so reserve yours today!!

Visit www.teaconnect.org to order your tickets online.

