

**The TEA's  
Thea Awards Program  
2019 Rules**  
Honoring Achievements in the Period  
July 1, 2017 thru June 30, 2019

This document outlines the rules and procedures for the 2019 Thea Awards judging and its Awards Nominating Committee. This applies to achievements first opened to the public between July 1, 2017 and June 30, 2019 inclusive, and other Thea awards to be presented at the banquet in early 2020.

## **I. THE AWARDS PROGRAM**

### **A. Objective**

To find excellence and celebrate it. The TEA Thea Awards Program was created to call attention to excellence in the creation and production of compelling places and experiences as well as to promote public discussion, awareness and respect for the arts and sciences that create and produce compelling places and experiences. (The Award Nominating Committee is looking for excellence. "Breakthrough" is not a requirement but may be one of many factors contributing to excellence.)

The giving of awards is not a judgment that separates winners from losers, but rather an annual selection that publicly exemplifies the highest standards of excellence and achievement which the public at large and the industry itself should associate with the artists and technicians who create compelling places and experiences.

The TEA Thea Awards Program recognizes the writers, producers, artists, architects, technicians, engineers, designers and economists, who invent, create and produce the attractions, whether they contract to the owners as independent producers or subcontractors or are employed as in-house creative staff. The TEA Thea Awards Program is specifically not focused on the owners, financiers, managers and operators of themed attractions who are already well served by IAAPA.

### **B. Award Categories**

Awards will be considered in these broad categories, which are described in more detail later in this document:

- The Buzz Price Thea Award – Recognizing a Lifetime of Distinguished Achievements (up to 1 per year)
- Thea Classic Award (up to 1 per year)
- Thea Award for Outstanding Achievement (the "AOA") (Several per year, including up to one AOA in the "special discretionary" option described further below.)
- Thea Award for Outstanding Achievement on a Limited Budget (a special form of the "AOA" – several per year)
- Thea Award for Outstanding Technical Innovation (customarily 1 per year if warranted)
- The TEA Peter Chernack Distinguished Service Award (usually one per year). Although presented at the Thea Awards Gala Event, the TEA Peter Chernack Distinguished Service Award is judged by others, not by the Thea Awards Judging Committee (ANC).
- For clarity, the TEA Masters program is a separate TEA recognition, not a Thea Award, and not judged by the Awards Nominating Committee (ANC).

There are **no** required recurring sub-categories. The Awards Nominating Committee should nominate outstanding achievements of whatever kind and in whatever number they occur. The sub-category names can be later invented by the Awards Nominating Committee to reflect the achievements.

As a reminder, to assure generous consideration of all fields, the Awards Nominating Committee will consider achievements in these and other fields:

Aquariums	Heritage Centers	Marine Parks	Visitor Centers
Attractions	Interactive Experiences	Science Centers	Water Parks
Family Entertainment Centers	Interactive Theaters	Shows	World Fairs

Casinos	Immersive/Themed Consumer Experiences	Traveling Exhibitions	Zoos
Corporate Brand Experiences	Museums	Theme Parks	Other:
Outstanding Technical Innovation	Spectaculars, including but not limited to Lake Shows, Fountain Shows, Stunt Shows, Sound & Light Shows, Parades, etc.	Themed Restaurants	One-time events such as opening or closing ceremonies, etc.

These award sub-categories are not a requirement, but only a starting point to encourage the generous consideration of many types of projects. The Awards Nominating Committee has tremendous latitude to achieve the objective of the awards, as described above. In a given year, the Committee may decide not to present an award in a given sub-category. Or the Awards Nominating Committee may decide to add a category, provided it is consistent with the objective of the TEA Thea Awards Program. The Awards Nominating Committee may award multiple achievers, or no achievers, from any of these various project types and may, at any time, develop additional descriptions depending on the types of projects submitted for consideration.

When presented to the International Board, each Final Nominee will be assigned a sub-category selected or otherwise determined by the Awards Nominating Committee, to help differentiate the various recipients.

**C. Eligibility**

The AOA is intended to honor the achievements of the suppliers, inventors and creators of compelling places and experiences.

The AOA will not be awarded to the achievements specific to owners, financiers or operators except to the extent that those achievements and achievers are directly and personally involved in the original invention or creation of compelling places or experiences. (For example, no awards for best park operations.) The achievements of in-house creative staff working for an owner/operator (for example: WDI) are eligible provided they meet all the other qualifications.

Membership in the TEA is strongly encouraged for all creators of compelling places and experiences, but it is not required for any award in any category, nor will TEA Membership be considered as a criterion for any Thea Award.

**Nomination Eligibility Guidelines for the Committee**

As a reminder, after much discussion over the years, the following have been deemed by the Awards Nominating Committee to be outside “our industry,” i.e. not eligible for a Thea Award, or better served by another award-granting organization. This is meant only as a reminder of previously determined criteria and is written down here only to “remind” the Awards Nominating Committee of what they have done in previous years. The Awards Nominating Committee may at any time change its mind.

- Single screen films distributed to multiple theaters or in other traditional film distribution patterns (example: IMAX, etc.) are not eligible unless the film is 1) part of a complete attraction/experience, or 2) enhanced by other experiential elements or immersive effects/elements, such as (but not limited to) in-theater effects such as in a 4-D theater, or 3) in the opinion of the Award Nominating Committee there are other considerations that make this achievement part of our industry as opposed to the Motion Picture Academy. Multi-screen films or special venue films **are** (!) eligible if playing in a venue considered by the Awards Nominating Committee as part of our industry. Examples: A 3-screen, 5-screen or 9-screen Circlevision film. Also eligible are lighting and projection shows such as projection mapping shows, etc.
- Individual crafts that are part of a project such as direction, writing, production, art direction, lighting design (architectural or entertainment) etc. are not individually eligible.

**D. Eligibility Period**

To be eligible, all nominated achievements must have opened or been first presented to the general public during the award cycle period defined at the beginning of this document. In most years, this gives each achievement a two-year window of eligibility. This two-year eligibility window is thought useful to

allow more time for news of achievements to reach the Awards Nominating Committee. Achievements considered and rejected in their first year of eligibility may be reconsidered in their second year—providing they still meet the award cycle date criteria. There is no two-year eligibility limit on The Buzz Price Thea Award, the Thea Classic Award, or the “special discretionary” option. A Thea Award for Outstanding Technical Innovation should be limited to innovations that came into use in one or more compelling places and experiences during the eligibility period regardless of when they were patented, innovated or first offered to the marketplace, or technical achievements which, in the opinion of the Committee, exhibit technical leadership or which WILL soon provide new technical possibilities to the industry. Within the eligibility period it does not matter how long an achievement was open. Some achievements might run a single season or an hour.

#### **E. Number of Annual AOAs**

There is no set number of AOA awards. The objective of the AOA is not to separate winners from losers but rather to find excellence and celebrate it. Neither the Awards Nominating Committee nor the TEA International Board is required to award a minimum or maximum number, but it is suggested that there be a minimum of 6 and a maximum of 16 Thea Awards per award cycle, including all categories: The Buzz Price Thea Award, Thea Classic, AOA’s and Excellence on a Limited Budget. The total number of Thea Awards may exceed 16 only at the sole option of the International Board, based on recommendations from the Awards Nominating Committee.

## **II. ADDITIONAL INFORMATION ABOUT THE AWARD CATEGORIES AND CRITERIA**

### **A. The Buzz Price Thea Award – Recognizing a Lifetime of Distinguished Achievements**

The Buzz Price Thea Award is given once each award cycle to a single person. It can be given for “Lifetime Achievement” or for “Outstanding Contribution(s) to the Compelling Places and Experiences Industry,” to an individual who meets these qualifications:

**1. The nominee’s contribution(s) to compelling places and experiences exemplify the highest standards of excellence and achievement associated with those who create compelling places and experiences.**

**2. Spokesperson** - The Nominee should be an outstanding public example and spokesperson for excellence in compelling places and experiences.

**3. Active** - The Nominee should be alive and active in their field. (We would prefer they not be retired, but officially retired candidates may be considered provided they are still very active in their field. No posthumous awards.)

**4. Popular Support** - The Nominee should be well known, respected and admired throughout the compelling places and experiences industry to insure popular acceptance.

**5. Award Ceremony** - The Nominee should be available, able and willing to subject themselves to the ordeal of the presentation at the Awards Ceremony.

**6. Awards Nominating Committee** - All past recipients of the Thea Lifetime Achievement Award and/or the Outstanding Individual award (1996), now collectively known as The Buzz Price Thea Award, become members of the Awards Nominating Committee for life and are invited to participate. It is expected that they will remain knowledgeable about the latest developments in the industry so that they can make responsible recommendations regarding awards.

**7. Conflict of Interest** - No member of the then-current Awards Nominating Committee, nor any member of the then-current International Board, may be considered for The Buzz Price Thea Award. No nominee may be present at the TEA International Board Meeting when his or her name is placed in nomination, discussed or voted on.

**8. Achievers from Other Fields** - The TEA Awards Program is supposed to be specifically focused not on the owners, financiers, managers and operators of compelling places and experiences who are

already well honored by the IAAPA Hall of Fame. In its first round, therefore, the Awards Nominating Committee must consider only candidates who create or produce compelling places and experiences, such as writers, producers, artists, architects, technicians, engineers, designers and economists who invent, create and produce the attractions, whether they contract to the owners as independent producers or sub-contractors or are employed as in-house creative staff. For a definition of “compelling places and experiences,” the Awards Nominating Committee should look at the list of TEA members to see what kinds of projects large numbers of the members seem to have in common, including but not limited to Location Based Entertainment, Theme Parks, Marine Parks, World Fairs, Museums, Visitor Centers, etc. If, after thoroughly considering only candidates in these categories, the Awards Nominating Committee cannot agree on The Buzz Price Thea Award nominee, the Awards Nominating Committee may consider achievers from related fields with a lesser connection to “Compelling Places and Experiences” or they may consider changing the sub-title of the award to suit the Achiever to be honored that year. Final authority to approve or reject such departures rests with the International Board. This option applies only to The Buzz Price Thea Award and does not apply to the Award of Outstanding Achievement described below.

### **B. Thea Classic Award**

The Thea Classic Award will be given to an outstanding “compelling place and experience” achievement from the past, which set new standards and which has stood the test of time. “Test of Time,” while not a hard and fast rule, is generally understood by the Awards Nominating Committee to mean a minimum of 20 years in operation. However, to be considered for this award, the achievement or attraction must still be in existence, use or operation during the two-year eligibility period applicable to the other awards being given out at the same program. The Thea Classic Award is not limited to projects opening in the previous two years. In all other ways, it is subject to all the same rules governing the “AOA” Awards.

### **C. Thea Award for Outstanding Achievement**

The AOA Award will be given to achievements, rather than to any individual or company. An AOA can be awarded to an outstanding achievement in any area of the TEA that meets the following criteria:

The achievement exemplifies the highest standards of excellence associated with the arts and sciences of creating compelling places and experiences.

### **D. Thea Award for Outstanding Achievement on a Limited Budget**

The “AOA” for Excellence on a Limited Budget is subject to the same rules described for the AOA Awards, but the eligible candidates are limited to projects created for limited budgets as discussed here:

- To be considered, submissions must have a total cost of under \$10 million but the entry form will make it clear that all budget levels from one dollar to \$10 million will be considered and that the judges will be looking for experiences that achieve excellence unexpected at their budget level.
- To be considered in this category, projects are required to submit a cost summary confirming actual final costs, as further described below. Failure to attach such a budget breakdown will disqualify the submission from consideration in the Limited Budget category.
- Projects that do not qualify for or that do not wish to be considered in the Limited Budget category are not required to submit a cost summary.

Budget items to be included in the cost summary and within the US\$10 million limit:

- Concept and Story Development
- Design (show, architectural and all other design)
- Engineering (all types)
- Interior/exterior construction and finishes other than the base building
- Fabrication (sets, props, figures, casework, facades, etc.)
- Systems (lights, computers, dimmers, special effects, A/V, animatronics, etc.)
- Ride Systems
- Media Production
- Installation
- Programming
- Rehearsal
- Creative Leadership and Direction
- Production Management

- Reimbursables (such as printing, travel, etc.)
- Etc.

Budget items excluded from the US \$ limit:

- Base building
- Land acquisition costs
- Financing.
- Marketing
- Pre-Opening Expenses (uniforms, shop/food inventories, cleaning supplies, etc.)

When nominating traveling exhibits, the itemized costs should include all costs up to and including delivery, installation, completion and opening of the exhibit in its first venue. The cost summary should not include the operating expenses or the costs of moving the exhibit to its second location.

In addition, to be considered in any of the Limited Budget categories, each project must answer the following, which will be on the submission form:

- The owner/client who owns this project is:
  - For profit
  - Not for profit
  - Government
  - Not sure or Other. Explanation \_\_\_\_\_

#### **E. Additional Requirements for Re-Imaginings**

A “Re-Imagining” means a substantial change that is imaginative and compelling, in the judgment of the Awards Nominating Committee. “Re-hab,” repairs, fresh paint, etc. will not qualify. When nominating achievements that are re-developments of a pre-existing attraction, candidates must provide information about what was there before. This is necessary to enable the Awards Nominating Committee to identify and evaluate the new work completed in the eligibility period.

#### **F. Thea Award for Outstanding Technical Innovation**

This is another form of the “AOA.” It is usually reserved for a new idea or technical innovation that broadly improves our entire industry or many parts of our industry, or which otherwise advances the art and science of compelling places and experiences.

As a general rule, a Thea Award for Outstanding Technical Innovation should ideally be limited to innovations that came into use in our industry during the eligibility period regardless of when they were patented, innovated or first offered to the marketplace. Some years no award is given in this category. Other years, one award may be given.

#### **G. The AOA “Special Discretionary” Option**

Every so often an achievement comes along that does not fit the existing rules regarding Thea Award time limits or eligibility. Therefore, subject to all the normal nomination, judging and approval processes, this “special discretionary” option allows for **up to** one AOA award per year, which may be at variance with the limits on eligibility dates or other technicalities. If awarded, this award should not be called a “special discretionary” award; it is an otherwise normal AOA award. Like other AOA awards, it should be assigned an appropriate sub-category name as further described in Section I-B above and Section IV-B below.

### **III. NOTIFICATION AND CONFIRMATION OF RECIPIENTS**

After TEA International Board confirmation (usually in the month of October), the provisional Thea Award recipients will be contacted (by the TEA President and/or Executive Director), congratulated and told they are a “provisional recipient.” To actually receive the award, they must do these things:

1. They must provide the TEA with an official list of credits for the achievement. (This does not apply to The Buzz Price Thea Award honorees.) The TEA recognizes that the length of the credits list may be shorter for a technical invention or longer for a major attraction. The TEA will encourage recipients to

follow precedents set by previous recipients by including outside vendors and others in a comprehensive and generous credit list.

2. They must appoint two representatives to attend the Awards Ceremony to accept the award on behalf of everyone involved in the achievement. Please read a more detailed description of these representatives and their responsibilities in Section IV. A.
3. Presentation of a Case Study in the days preceding the Awards Ceremony is **NOT** a requirement, but it is strongly encouraged.

If any requirements are not met, the TEA International Board has the option of withdrawing the offer of the award.

After compliance with these requirements is confirmed, the AOA recipients will be publicly announced by the International Board (usually during IAAPA in November), but at least 60 days before the Award Ceremony. At the Thea Award Ceremony, there will be no surprise announcements of Thea Award recipients.

#### **IV. THEA AWARD: WORDING AND ACCEPTANCE**

##### **A. Who Accepts a Thea Award for Outstanding Achievement (The “AOA” Award)?**

The AOA Award will be given to achievements, rather than to any individual or company. The owner of the achievement (usually the owner/operator of the attraction or the owner/distributor of the patent in the case of a Thea Award for Outstanding Technical Innovation) will be asked to officially appoint two representatives of the achievement team to attend the awards ceremony and officially accept the award on behalf of everyone who contributed to the achievement. One of these acceptors **MUST** be a member of the actual creative working/production team such as show producer, show director, etc. Eligible creative team acceptors will **NOT** include owners or staff personnel such as developers, financiers, general managers, operators, executives, owner’s project managers, museum directors, curators, etc. The other acceptor will be a high-ranking member of the ownership team such as an owner, senior executive, museum director, etc.

The two acceptors must each be given equal time to say a few words when accepting the award. The amount of time will be at the sole discretion of the Gala Show Producer, but usually no more than about 30 seconds each.

In addition to the two acceptors, others involved in the project may accompany the acceptors to the podium, but they should not speak.

Although two acceptors will be appointed to accept, only one trophy will be given. This trophy will belong to the owner. It will be the owner’s responsibility to collect the trophy from their appointed acceptors.

If, prior to the awards ceremony, there is any controversy concerning who is the owner of the achievement, the TEA International Board of Directors will consider the question in good faith and render a final judgment as to who is the owner for the purpose of accepting the award.

The full-size AOA Award (including the regular AOA and the AOA on a Limited Budget, paid for by the TEA and presented to the owner at the ceremony), will say:

**This Thea Award for Outstanding Achievement  
is presented by the Themed Entertainment Association to  
(Name of the Achievement – as defined below)  
which has been judged to represent the highest standards of  
excellence and achievement associated with  
the arts and sciences of themed entertainment  
(date)**

Notice these critical points:



**This Thea Award for Outstanding Achievement  
is presented by the Themed Entertainment Association to**  
 \_\_\_\_\_  
*(Name of the Achievement – as defined below)*  
 \_\_\_\_\_  
*(date)*  
 \_\_\_\_\_  
*(Name of Contributor – as limited below)*  
 \_\_\_\_\_  
*(Contributor's Verified Credit)*  
 \_\_\_\_\_

Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor's name must always be immediately accompanied by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).
- The sub-category (i.e. museum, theme park, etc.) can also be named if specifically requested by the purchaser.

If the contributor requests the addition of the name of the sub-category, the engraving shall appear as follows:

**This Thea Award for Outstanding Achievement  
in the category of**  
 \_\_\_\_\_  
*(Name of Sub-Category – as defined below)*  
 Is presented by the Themed Entertainment Association to  
 \_\_\_\_\_  
*(Name of Achievement – as defined below)*  
 \_\_\_\_\_  
*(date)*  
 \_\_\_\_\_  
*(Name of Contributor – as defined below)*  
 \_\_\_\_\_  
*(Contributor's Verified Credit – as defined below)*  
 \_\_\_\_\_

**The Thea Award for Outstanding Technical Innovation  
is presented by the Themed Entertainment Association to**  
 \_\_\_\_\_  
*(Name of the Achievement)*  
 \_\_\_\_\_  
*(date)*  
 \_\_\_\_\_  
*(Name of Contributor – as defined below)*  
 \_\_\_\_\_  
*(Contributor's Verified Credit)*  
 \_\_\_\_\_

Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor's name must be immediately followed by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).

**The Thea Classic Award  
is presented by the Themed Entertainment Association to**  
 \_\_\_\_\_  
*(Name of the Achievement)*  
 \_\_\_\_\_  
*(date)*  
 \_\_\_\_\_  
*(Name of Contributor)*  
 \_\_\_\_\_  
*(Contributor's Verified Credit)*  
 \_\_\_\_\_

Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor's name must be immediately followed by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).

**Name of the Achievement and Name of Sub-Category**

For uses including but not limited to award engravings, the Name of the Achievement and the Name of Sub-Category shall in all cases and situations be and remain as determined by the Awards Nominating Committee. See VI-I below.

### **Name of Contributor and Contributor's Verified Credit**

Except in cases specifically approved by the TEA International Board, the name of the Contributor and the Contributor's Verified Credit appearing on every team member award must be accurately based on the credits appearing on the official credit list supplied to the TEA by the owner of the achievement. Credits on file with the TEA may be modified only by the owner of the achievement. Special consideration will be given to individuals employed by owners, such as governments or large corporations, that forbid recognition or credit for their individuals. In such cases, uncredited – but – deserving contributors within the owner's organization should be allowed to obtain duplicate awards with their names and an appropriate credit, if recommended by the outside vendors credited with producing the achievement recommend it, and the TEA International Board approves the variance.

Who can buy a team member award? Project team members (companies or individuals) can purchase team member awards from the TEA, provided they are listed in that official project credit list.

## **V. THEA AWARD – USE IN ADVERTISING AND PR**

Although not required, the TEA expects and hopes that both individuals and companies connected to the achievement honored by an AOA, will promote themselves by advertising their connection to the achievement. However, advertisers are required (if they advertise or issue publicity) to advertise and communicate accurately and to not misrepresent the Achievement or the AOA award by either omission or commission. This includes but is not limited to:

- The Achievement must be advertised as it appears on the AOA award. It must state that the award went to the achievement and it must use the official Name of the Achievement. Example: If the Achievement was for the invention of a new 3-D process used in a new show, the advertising and promotional material must not suggest or allow the reader to assume that the entire show has received the award. The credits must be accurate. If the ad is for a subcontractor such as Smith's Scenery, the advertising must use the official Contributor's Verified Credit, and it must not suggest or allow the reader to assume that Smith's Scenery produced the entire show or individually won the award. This applies equally to owners. If an attraction at Smith World Theme Park receives an award, the advertising must be clear that the attraction received the award. It must not suggest or allow the reader to assume that Smith World won the award.
- The meaning of the award must not be misrepresented. Example: The AOA Award is never for ***"the"*** outstanding achievement of the year, but simply recognizes ***an*** outstanding achievement.
- Recipients must refer to themselves or their achievement as "recipients," never "winners" of the award. No advertising, announcements or press releases may take place before the official announcement of the recipients by the TEA International Board of Directors.

## **VI. THE AWARDS NOMINATING COMMITTEE**

### **A. Conduct of the Awards Nominating Committee**

Members of the Awards Nominating Committee will conduct themselves in accordance with the highest standards of professional ethics and professional courtesy. All conversations and decisions taken by the Committee in session are strictly confidential. Under no circumstance is a member of the Committee to discuss how or why the Committee's specific decisions were reached, except as consistent with the written descriptions in the Slate of Final (and Board approved) Nominees.

### **B. Conflict of Interest**

Unlike The Buzz Price Thea Award, achievements by members of the Awards Nominating Committee remain eligible for an AOA Award provided the protocol in this Section is followed. This applies to achievements created by or with the involvement of a member of the Awards Nominating Committee or the company they work for.

The Awards Nominating Committee member must declare their conflict of interest and excuse themselves (i.e. leave the room or disconnect from the teleconference) during the portion of the Awards Nominating Committee meeting in which the proposed nomination is discussed. They may not present their achievement, participate in the discussion or even answer simple questions regarding their project during an Awards Nominating Committee meeting. During discussion of their individual project (i.e. when

discussing one project at a time as opposed to discussing a slate of final proposed recipients as described below in Section I), they may not vote for the individual nomination of a project that they or their company worked on.

When the Final Slate of Nominees is presented for approval to the International Board, any person who has a conflict of interest or a connection to the nominated project (including International Board Members) must excuse themselves (i.e. leave the room, or disconnect from the teleconference) during that portion of the TEA International Board of Directors meeting in which their own nomination (or the nomination of an achievement they worked on) is presented, discussed and either approved or rejected. Such persons may not make a presentation or even answer simple questions about their project until after the final approval.

These same no-participation rules should apply to Awards Nominating Committee Members or International Board Members who are currently employed by a company that contributed to the achievement regardless of whether or not they personally worked on the achievement.

The more complex achievements in compelling places and experiences (such as an entire theme park) frequently involve large percentages of the industry and, therefore, the no-participation rules should be a matter of personal judgment if the person's connection to the project is remote. On the other hand, even the slightest conflict of interest should be declared. Again, the emphasis for awarding AOA's should be a generous celebration rather than a judgment.

### **C. Committee Membership and Terms**

The annual cycle of membership for any year's Awards Nominating Committee shall end (outgoing) and start (incoming) at midnight of the night of the Gala Awards presentation. This means (for example) that the annual terms for the chairman and Committee members for any given year also hold to this cycle. Incoming Committee members for the following year might be chosen the previous fall, but they don't become members until after the next Gala. Prior to the Gala, any business requiring Awards Nominating Committee approval between October and the Gala will remain under the jurisdiction of the outgoing Awards Nominating Committee.

The Awards Nominating Committee will include:

All **living** past recipients of the The Buzz Price Thea Award – Recognizing a Lifetime of Distinguished Achievements (formerly Thea Lifetime Achievement Award.) At this writing this includes Don Iwerks (97), Bob Gurr (99), Tony Baxter (01), Barry Upson (05), Yves Pepin (06), Bob Rogers (07) Jack Rouse (08), Robert Ward (09), Mark Fuller (10), Kim Irvine (11), Joe Rohde (12), Frank Stanek (13), Garner Holt (14), Ron Miziker (15) Keith James (16), Jeremy Railton (17), Phil Hettema (18), Mark Woodbury (19), plus Monty Lunde, recipient of a Thea Lifetime Achievement Award with a one-of-a-kind sub-title: Outstanding Individual (96). Their terms never expire and are not subject to re-appointment. Unlike other members of the Awards Nominating Committee, they may serve as a Committee member, Vice Chairman or Chairman, even if they are also members of a TEA International or Divisional Board of Directors. Recipients of The Buzz Price Thea Award may not resign. If they become inactive for a while, they can reactivate whenever they wish.

From time to time, some Lifetime Achievement members may elect to go on inactive status. It is not possible or appropriate for them to resign. We will continue to proudly list all living Lifetime Achievement recipients as members of the Awards Nominating Committee, but an asterisk or other mark will identify "Judge Emeritus" members. A Judge Emeritus is a living Lifetime Achievement recipient who is currently retired from active judging. With this status they need not feel responsible for participating and yet their reputation remains connected with our proceedings, thus enhancing the perceived value of a Thea Award. A Judge Emeritus may, at any time, declare him/herself once again active and immediately return to full participation as a member of the Awards Nominating Committee.

Plus:

One Board Liaison Member representing the TEA International Board, appointed by the TEA International Board for a one-year term starting at the end of the IAAPA Trade Show. This Board Liaison Member can be (but does not have to be) a member of a TEA Board (International and/or Divisional). This person is a non-voting member of the Awards Nominating Committee.

Plus:

Twelve Members at Large – Four will be appointed each year. Each will serve a three-year term. Members at Large must not be members of the TEA International Board of Directors or members of a TEA Divisional Board. (This places the responsibility squarely on the Awards Nominating Committee, along with the blame for an unpopular award, thus reducing the political pressure on the popularly elected International Board concerning awards.) A prime objective of having Members-at-Large is to assemble a diversity of experience, knowledge, skills and (to the extent practical), geography that represents the wider membership of the TEA.

To be considered, a candidate for Member-at-Large should meet some very high and demanding standards including:

- A stature in the industry that commands wide respect for their achievements, judgment and fairness.
- A traveler. The committee has no travel budget. Therefore, an Awards Nominating Committee member should ideally have a job that takes them around the world, giving them an opportunity to personally experience some of the best new projects of our industry.
- The ability to attend all or most meetings in Burbank. Ideally meeting attendance should be in person. But sometimes it is acceptable to attend electronically via video conferencing. There are about seven to eight formal weekly meetings of about 3 to 3 ½ hours each between mid-August and mid-October.
- In addition to the regular meetings, Members-at-Large must be willing and able to do the **considerable**, outside homework of serving on additional category sub-committees, looking over videos and other documents of nominated achievements and, when possible, personally visiting nominated achievements.

#### **D. Term limits**

Members-at-Large may be reappointed for a second consecutive three-year term, after which they must take at least one year off. (If an Awards Nominating Committee Member was appointed to serve out the remaining two years of a term, they are eligible for only one more additional consecutive three year term before needing to take a year off. But if they were appointed to serve out the remaining one year of a term, they are eligible for an additional two more consecutive three year terms before needing to take a year off.) After taking a year off, they are again fully eligible for membership in accordance with the usual process.

#### **Extensions for the Chair:**

We want to ensure that the incoming Awards Nominating Committee Chair remains a part of the Committee. The pre-designated Chair, (who was elected Vice-Chair for the previous year) will continue to be a member of the Committee even if their term or term limit has expired. Therefore, if the incoming Chair has just completed the third year of their term as a Member-at-Large, and if they have not been reappointed as a Member-at-Large for another three-year term, or if they have reached their term limit, then the incoming Chair's term as a Member-at-Large will automatically be extended for one additional year. At the end of such a Chair's special circumstances year, his or her replacement Member-at-Large will be appointed to serve the remaining two years of the extended Chair's term, so that the twelve terms are once again synchronized with four ending each calendar year. If such a Chair's special circumstance year came at the end of their term limit, then after taking one year off, such a Chair is once again eligible to begin a new service cycle on the Committee. If the Committee Chair resigns or becomes ineligible, the Awards Nominating Committee will elect a new Chair by popular vote of those remaining.

#### **E. New Member Nomination**

Each September or October, the Committee will, by majority vote, nominate four proposed Members-at-Large to fill the open seats for the following year. This process begins with the Committee Chair appointing a membership nominating sub-committee which will consist of members of the then current Awards Nominating Committee which will include only Committee members whose terms are not up for reappointment. This Sub-Committee will develop a slate of candidates to fill the open positions, either through new appointments or thru reappointment of Members-at-Large to a second three-year term (subject to the term limits policy). They will also consider what candidates might meet the criteria as replacement or new Members-at-Large. The work of this sub-committee will then be presented to the

entire Awards Nominating Committee, but any members who are then eligible for reappointment to a second three-year term will excuse themselves from this portion of the meeting. Ideally, the slate will include more candidates than positions so that the full Committee has some choices. The full Committee, minus those whose terms are up for reappointment, will then vote to determine which candidate will be proposed (no more than one for each open position). Prior to the IAAPA November Trade Show, the nominees recommended by the full committee will be confirmed by a vote of the outgoing TEA International Board. In the event that the TEA International Board declines to approve a nominee, the Awards Nominating Committee Chair and/or Vice Chair will meet with the President of the TEA International Board and use their sincere best efforts to agree on a substitute candidate which the Committee can nominate and which the TEA International Board can confirm. If, by the end of the IAAPA November Trade Show, there is no agreement between the Awards Nominating Committee and the TEA International Board, or if the TEA International Board has failed to approve the nominee(s) for any reason, then the Awards Nominating Committee may fill the remaining vacancies by majority vote of the Awards Nominating Committee (not including any current members up for possible reappointment).

#### **F. Member Resignation/Ineligibility**

In the event a Member-at-Large resigns or becomes ineligible by becoming a TEA International Board Member or Divisional Board Member, a replacement may be appointed by majority vote of the Awards Nominating Committee, to serve out the remainder of the term. If a Member-at-Large misses 3 or more meetings in a single judging cycle, the Awards Nominating Committee may, at the Committee's option, require their resignation and replace them by majority vote.

#### **G. Advisors**

From time-to-time the Awards Nominating Committee or its Sub-Committees may find it helpful to seek the advice of individuals outside of the Awards Nominating Committee. Such Advisors may be asked to advise, but they do not vote at any level. Only members of the Awards Nominating Committee may vote at the Sub-Committee level or at the full Awards Nominating Committee level.

At any time during the judging cycle, any Awards Nominating Committee member may seek confidential advice from individuals who may have special knowledge of an achievement under consideration. If such an Advisor is privately consulted by a single Awards Nominating Committee Member regarding just one or a few candidate achievements, they are considered a "**Level 2 Advisor**" and no special pre-approvals are required.

If an Advisor is to take a more involved role, allowing them substantial access to nomination materials or allowing them to deliberate with a Sub-Committee or review a substantial number of candidate achievements, they would be a "**Level 1 Advisor**" but their appointment must be pre-approved by majority vote of the full Awards Nominating Committee and they must sign a non-disclosure agreement. Level 1 Advisors may not vote as part of the Sub-Committee and they may not be present during the full Awards Nominating Committee's deliberations, but in other ways they may participate in a Sub-Committee's deliberations. Like members of the Awards Nominating Committee they must recuse themselves and neither participate in nor listen to conversations about candidate achievements for which they have a conflict of interest. Such Level 1 Advisors do not have to be members of the TEA, but they must not be members of the TEA International Board. All Level 1 Advisors are appointed for service within the current judging cycle and do not automatically carry forward into future years unless separately reappointed by the Awards Nominating Committee each year.

#### **H. Guests**

Attendance at deliberation meetings of the Awards Nominating Committee is strictly limited to Committee Members. These include:

- Past recipients of the Buzz Price Thea Award for Lifetime Achievement
- Members-at-Large
- The Board Liaison

The following exceptions may be made **ONLY** with the unanimous approval of the Awards Nominating Committee.

- Advisors may present findings and recommendations, only if unanimously invited by the Awards Nominating Committee and only regarding projects for which they have no conflict of interest. But

they may only be present for their presentation and must not remain present during deliberations or voting.

- Other rare exceptions can be made, only by unanimous invitation of the Awards Nominating Committee.

### **I. The Committee Nomination Process Guidelines**

The awards cycle will start with IAAPA. It is envisioned that the slate of Thea award recipients will be announced publicly at IAAPA. If they have not previously done so by the conclusion of IAAPA, the TEA International Board should have confirmed the four incoming or renewing Members-at-Large and the TEA International Board Liaison member of the Awards Nominating Committee in a letter to the pre-designated Awards Committee Chairman who will send out the appointment notifications.

Note: If, by the end of the IAAPA Trade Show, there is no agreement between the Committee and the TEA International Board, or if the TEA International Board has failed to approve the nominee(s) for any reason, then the Committee may fill the remaining vacancies by majority vote of the Committee.

The Committee may at its discretion revise both the Call for Nominations and any rules updates at the conclusion of its current judging cycle. These may be presented to the Board in the October meeting. It is hoped that the Association's web site will be updated in a timely manner.

The Call for Nomination form will invite all TEA members and others to recommend Candidate Nominees. Committee members may consider candidate nominees recommended by any credible source including non-TEA members. The Awards Nominating Committee has sole authority over all aspects of the form. The Call for Nomination Candidates form should be available no later than May 1 with a return deadline of no later than July 10 unless otherwise approved by the Awards Nominating Committee.

At one of their first meetings, the incoming Chairman will nominate, and the Awards Nominating Committee will confirm by majority vote, a Vice-Chairman who will assist the Chairman during the current year and later automatically become the Chairman for the following award year. If the incoming Chairman's proposed Vice-Chairman cannot be confirmed by popular vote of the Awards Nominating Committee, other eligible Vice-Chair candidates will be nominated and selected by vote of the entire Awards Nominating Committee.

Unless they are a recipient of The Buzz Price Thea Award (formerly Thea Lifetime Achievement), neither the Chairman nor the Vice-Chairman can be a member of the TEA International Board of Directors nor the International Board Liaison member.

In the event that the Chairman of the Awards Nominating Committee resigns, becomes ineligible or is no longer able or willing to perform their duties, the then Vice Chair will become the Acting Chairman for the remainder of that awards cycle, and become Chairman in the following year. In the event a Vice Chair resigns or becomes unable to serve, the Awards Nominating Committee will elect by majority vote a new Vice Chairman to complete the term.

The Awards Nominating Committee will meet to review the proposed Thea Award Nomination Candidates. The Awards Nominating Committee may add award candidates at any time, including after the general deadline. The Awards Nominating Committee may either eliminate a proposed nominee or table the candidate while additional information is sought. The Awards Nominating Committee takes these actions by majority vote of those in attendance.

The Awards Nominating Committee is not required to consider the number of Candidate Nominations or recommendations that an achievement received from outside the committee. The Call for Nomination Candidates is not an election. Nomination for a Thea Award is not subject to popular vote of the TEA membership. The Awards Nominating Committee may consider Candidate Nominees suggested by any credible source (including non-TEA members), but the Committee is under no obligation to follow or confine themselves to those suggestions. The Committee is expected to use its judgment in selecting Final Nominees.

The TEA recognizes that it is impossible for the members of the Awards Nominating Committee to have personally seen all the Candidate Nominees. Members of the Awards Nominating Committee will therefore have the option of relying on information supplied by trusted professional contacts in the industry or information, videos, brochures, articles, etc. supplied by the Candidate Nominee, the nominator or other sources. It is envisioned that the Awards for Outstanding Achievement should be given liberally and generously.

From time-to-time the Committee is faced with nominations which have controversial or sensitive topics as their theme. These may be political, religious or others. In order that the Committee can judge fairly and without prejudice, these nominations shall be considered in a two-step process. First, the nomination shall be reviewed strictly on the merits of the attraction and its qualities – the topic shall be set aside. During this process, any Committee member who feels that their objectivity may be compromised due to their personal beliefs concerning the topic should recuse themselves from the proceedings. Next, should the topic pass through the first step to the “short list,” the Awards Nominating Committee will then consider the implications of the topic on the Thea Awards and the TEA. As necessary, the Awards Nominating Committee will review options for protecting the organization from the perception of endorsement of the particular topic. This may include development of certain disclaimers, or the termination of the nomination from consideration for an award.

The Awards Nominating Committee may appoint sub-committees to identify projects that should be considered by the full Committee, to perform initial evaluations of given categories of achievement and make preliminary recommendations prior to the actual vote by the full Awards Nominating Committee. The Awards Nominating Committee is not bound by the recommendations of the Sub-Committee. The Awards Nominating Committee is solely responsible for determining the recommendation to be sent to the TEA International Board.

By early to mid-October, the Awards Nominating Committee will have narrowed the candidates to a proposed final list of award candidates, which will then require a final approval using the following method: If a quorum of the active participants, who are eligible to vote, are present or participating remotely, the final list requires approval by a simple majority (over 50%) of those who are eligible to vote and present, or participating remotely. If a quorum of active participants, who are eligible to vote are not present, or participating remotely, the final list requires approval by 2/3 of those who are eligible to vote and present, or participating remotely. For determining a quorum, the number of “active members” of the Committee will be the number of Awards Nominating Committee members who are eligible to vote and who have attended, or participated remotely, in 50% or more of the regular full-Committee judging meetings (aka the Monday ANC Meetings.)

This should be the actual number of nominees expected to receive awards -- not a ballot from which the TEA International Board is expected to select recipients. It is generally expected that all of the Slate of Final Nominees will become recipients, subject only to confirmation by the TEA International Board.

For each achievement on the Slate of Final Nominees, the Awards Nominating Committee shall specify:

- The Name of the Achievement
- The Sub-Category of the Achievement

The above items are a key part of the nomination and may not be changed or omitted from published listings, etc. without the approval of the Awards Nominating Committee. In addition, the Awards Nominating Committee shall provide a written explanation of why each achievement (or lifetime achiever) should receive this award.

Final Nominees will be presented in confidence to the TEA International Board for their review and approval, usually by the mid/late October meeting. The TEA International Board can reject a Final Nominee or send it back to the Awards Nominating Committee for reconsideration, but the TEA International Board cannot nominate alternatives. (This places the responsibility squarely on the Awards Nominating Committee, along with the blame for an unpopular nomination, thus reducing the political pressure on the TEA International Board concerning awards.) Nothing in these rules requires that the TEA International Board approve Final Nominees at the same meeting during which the slate is first presented. Timing of approvals is up to the TEA International Board.

The Chairman of the Awards Nominating Committee must be present at the final voting of the TEA International Board voting in order to answer questions and represent the Committee to the Board. Additional Awards Nominating Committee members may attend if available.

Up to this point, all results are strictly confidential. No conversations, discussions or decisions concerning the judging should ever be made outside of the Awards Nominating Committee. We do not want to falsely raise expectations or hurt anyone's feelings. The announcement of the provisional recipients is strictly the responsibility of the TEA International Board.

The official responsibilities of the Awards Nominating Committee officially end at midnight of the night of the Awards Gala, but for all practical purposes their work is complete when all of the following tasks are complete:

- The TEA International Board has approved the final awards list that the Awards Nominating Committee has nominated, and
- The outgoing TEA International Board has confirmed the four new or renewing Members-at-Large who will start their terms in the following award cycle, and
- The rules for the next year have been revised by the Awards Nominating Committee and verified by the International Board.

The Awards Nominating Committee is not responsible for producing the event, although many of the same people may be separately involved in that effort.

## **VII. CHANGES TO THE RULES**

In addition to the other responsibilities outlined in these rules, the Awards Nominating Committee is also responsible for reviewing the Awards Rules (this document) and, by majority vote, recommending amendments to be confirmed or rejected by the International Board of Directors. In the event the International Board of Directors rejects a change, the matter is referred back to the Awards Nominating Committee for reconsideration. No change in the rules is valid until it has been both recommended by the Awards Nominating Committee and subsequently approved by the International Board of Directors.