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Newsletter of the TEA Western Division

FROM YOUR PRESIDENT

Welcome to the TEA Western Division Newsletter - a new Town Square for you to connect to!

Our industry's ability to connect as a Creative Community where ideas and experiences can be shared and inspired continues to be a vital part of what the Themed Entertainment Association offers our members. While our connection as a community can be found at our behind-the-scene tours, mixers, company open-house nights, continuing education programs and at the annual TEA Summit and Thea Awards Gala, the launching of our new Western Division Newsletter now offers our Creative Community an important platform to Stay Connected.

We are after all a very diverse and

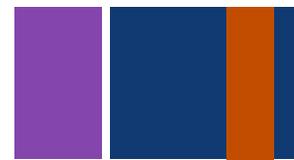
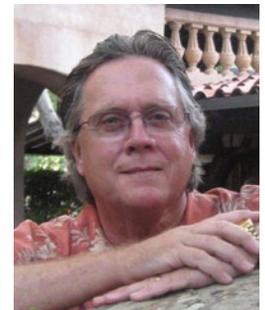
wide-ranging community made up of design studios, fabricators, integrators and of course major owner-operators and content creators that stretches from the Continental Divide to the Pacific Coast. While many of our members are centered in Southern California, our Division also encompasses many other dynamic centers of creativity and production ranging from Vancouver, Seattle and San Francisco to Las Vegas, Denver and other locales. Our TEA Western Division Newsletter trumps geography and demanding schedules and invites members to gather in our new Town Square.

Our story, like the story of the Themed Entertainment Association itself, springs from the tradition of storytelling, thematic design and place making

created by the pioneers of the industry such as Walt Disney and now carried forward by the TEA and our Western Division members. Our wide ranging diversity, creative centers and collective talents are now connected in an exciting new way with the launching of the Western Division Newsletter.

What's your story? What's happening across the Western Division landscape that is shaping our industry and opening new opportunities for our members?

David Price
President
TEA
Western Division



WELCOME TO THE NEWSLETTER

Years ago, when I first joined this industry, I was like a sponge. I loved reading and absorbing everything that was available to me as part of my desire to learn and become better at what I do. This is when I joined the TEA for a better understanding of the industry as a whole. Part of what I looked forward to back then were the TEAConnect newsletters that Mr. Gene Jeffers used to send out every month.

As time progressed, we in the TEA have been trying new things, adopting new technologies and methods for communicating with our membership. Since that time, TEAConnect is now published on the new website, and the TEA blog, LinkedIn, Twitter, and Facebook have all flourished. In reaching out to get feedback, however, one of the most requested items from our members has been for us to bring back a newsletter that's specifically tailored to the Western Division and its unique events and happenings.

I am proud to present our first installment of the new TEA Western Division Newsletter. We'll be fine-tuning it and adapting as we go forward, hoping to provide you with the information you want to hear about most. Feel free to contact us and let us know what you think. Our goal is to provide you with another tool to get informed, inspired by, and connected to all of the many things we have going on here in the TEA Western Division.



- Jason
McManus
Vice President
- TEA Western
Division
&
Communications
Committee Chair

OUT AND ABOUT

BEHIND-THE-SCENES EVENTS PROVE TO BE A HUGE HIT WITH TEA WESTERN DIVISION MEMBERS

One of the greatest attributes of our industry has always been the generosity and willingness of our members to share their knowledge with one-another. Each year, our industry continues to grow, innovate, and pick up new skills as we bring new projects to fruition. And with a great number of these attractions opening just recently here within the Western Division, we've had an excellent opportunity for a recent lineup of events where our members could get together and share ideas with one another. From the feedback we've received so far, it seems that our Western Division members dig it!



On January 22nd, the TEA Western Division hosted a Behind the Scenes event and mixer at the newly-opened Discovery Cube Los Angeles. The event provided members with exclusive access to see the new interactive museum and learning center while giving members the opportunity

to meet and speak with many of the designers, operators, and vendors who constructed the 71,000 Sq Ft playspace. With interactives, 4D movies, and all of the attractions exhibits open for members, the evening provided a unique and fun way for members to socialize.

Soon after, we followed it up with another great event at The Marvel Experience Tour and Panel Discussion on February 17th.

Here, TEA members were treated to full walk-through access of this first of its kind touring show and attraction. The event was highlighted by a panel discussion, where members got to hear first-hand from the creators of the attraction as they discussed the successes and challenges of bringing such an attraction to life.



With two successful events behind our belt, 2015 is off to a running start. And with even more new major attractions set to open in the area this year alone, you can be sure to look forward to more of these events and insights into the entertainment creation industry as the year progresses.

THE HETTEMA GROUP TO PRODUCE 2015 THEA AWARDS GALA

"Phil Hettema and his colleagues at The Hettema Group (THG) will produce the Thea Awards Gala (March 21 at Disneyland Resort, Anaheim) for the Themed Entertainment Association (TEA), and we're thrilled," said TEA president Steve Birket of Birket Engineering. "We know that we're in good hands and can expect a show of the highest caliber, in keeping with THG and TEA standards of excellence and creativity. Not only is Phil one of the top creative figures in themed entertainment, he's also been an active and valued leader within the Themed Entertainment Association for many years, including TEA's annual Summit and SATE conference, and service on the Thea Awards Committee. There's no one better to create the themed entertainment industry's most magical night of the year."

Phil Hettema has directed the design and production of numerous theme park rides and shows, cultural attractions and museum exhibits for more than 35 years. The team at The Hettema Group, led by Phil's creative vision and extensive experience, is known for creating attractions that focus on maximizing the guest experience through innovative storytelling, compelling technology and a commitment to emotional resonance.



2015 THEA AWARDS THEA AWARDS GALA AND TEA SUMMIT TICKETS ARE NOW ON SALE

The Thea Awards are the themed entertainment industry's premier event, celebrating the past year's most excellent achievements. The black-tie affair brings together the brightest stars in the industry for a night of celebration, fun, and entertainment.

At this year's celebration, a wide variety of attractions from around the world will make up the evening's award recipients. The event will be held at the Grand Ballroom at the Disneyland Hotel, Anaheim CA on March 21st, 2015.

Individual tickets and/or tables for the event are now on sale at www.teaconnect.org

2015 TEA SUMMIT
AT THE MAGIC KINGDOM
BALLROOM, DISNEYLAND
HOTEL, ANAHEIM, CA

DAY 1 - MARCH 19TH
7:30AM-6:00PM

Day 1 of the Summit is targeted at business leaders within the industry. Topics include trends and current business practices.

DAY 2 - MARCH 20TH
7:00AM-6:00PM

Day 2 focuses on the THEA award recipients, as each discusses the process of creating a world-class attraction..



PHOTOS FROM PREVIOUS THEA AWARDS GALA EVENTS

WESTERN DIVISION EVENTS

CALENDAR OF UPCOMING TEA WD EVENTS AND MIXERS

TEA WESTERN DIVISION MIXER @ THE TEA SUMMIT

FRIDAY, MARCH 20TH

6:30PM - 10PM

@ THE HOUSE OF BLUES ANAHEIM, CA

The TEA Western Division is hosting a mixer for WD members, and all who attend the TEA Summit Day 2 on March 20th. The House of Blues Anaheim is walking distance from the Disneyland Hotel, the location of the TEA Summit. No-host bar provided.

2015 THEA AWARDS GALA

SATURDAY, MARCH 21ST

5PM RECEPTION - 6PM DINNER FOLLOWED BY AWARDS

@ THE GRAND BALLROOM, DISNEYLAND HOTEL, ANAHEIM, CA

Black tie event celebrating the recipients of 2015 Thea Awards. Purchase tickets in advance at www.teaconnect.org

GET CONNECTED

WE WANT YOUR FEEDBACK - Our goal is to better serve the needs of the many companies, individuals, and NextGen candidates who make up our Western Division membership. If you have any ideas or suggestions for new events, mixers, or ways we can improve communication, please let us know by emailing Dave Price dprice@priceleisuregroup.com

GET INVOLVED - The many great events and mixers that you see are only made possible through the wonderful people who dedicate their time and efforts. We are always looking for new volunteers to help set up and staff events, plan events, and get involved in a multitude of ways. Contact Arielle Rassel ariellerassel@gmail.com if you are interested in volunteering.

GET CONNECTED - Have you set up a member profile on the new www.TEAConnect.org? Member profiles are a great way to expand your reach and visibility within the industry. Log in today and try it out for yourself!

2015 TEA WESTERN DIVISION BOARD

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TEA WESTERN DIVISION NEWSLETTER

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