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Newsletter of the TEA Western Division

# BEST PRACTICES COMMITTEE WANTS TO HEAR FROM YOU...

*That really ticks me off!  
I cannot believe they did that!  
This is not the way we should be doing things!*

Sound familiar? Have you ever found yourself saying similar words when confronted with a situation or process that just wasn't right? The TEA Best Practices Committee would like to open a dialog with TEA members concerning what exactly *are* the most professional and effective practices within our industry.

How should we be communicating or negotiating with our partners, vendors, or clients? What is proper business etiquette and what's not? Can there even be such things as standard practices in a field where so many

different disciplines are involved and every project offers its own unique challenges?

Potential subjects can be as complex as dealing with complicated permitting processes or as outwardly simple as whom to add to the cc list of a specific type of email. Perhaps you wish there were standardized expectations when interviewing a freelance designer or writer, or you've found a particularly efficient way to keep an internal client informed of a project's progress. Do you have an answer or opinion? What sort of topics would you like to see the Best Practices Committee explore?

You can help us get started by joining the conversation. Feel free to send us your ideas for subjects that you

would like us to explore. Mind you, this isn't an open invitation to whine or point fingers, nor do we want you to share your proprietary business methodologies with the themed entertainment world at large. But this is an opportunity to help your industry improve itself and make our interactions with clients, vendors, project teams, and yes, even our competitors, a little more effective.

So please, send your ideas to the chair of the Best Practices Committee, Anthony Pruet (TEA-BPC@thehettemagroup.com) and watch the TEA WD Newsletter for future updates and events. Thanks!

**Dan Molitor**  
Best Practices Committee Member  
TEA Western Division



# INTERN THE THUNDERDOME

It's that time of year once again. Go to any Starbucks right now and find all of the tables covered with stacks of books, manned by soon-to-be graduates who are cramming for their final exams. Yes, it's that time where a new crop of graduates are about to be released into the real world, and are seeking their first taste of professional employment.

This is also the time of year where work within our industry begins to sprint forward. And with the themed entertainment industry being busier than ever before, many companies will be searching for additional resources. Both candidates seeking internships and companies seeking qualified interns are beginning to search for one another. Fortunately, the TEA has a few new resources to help make that search a little bit easier:

- The new [www.TEACONNECT.ORG](http://www.TEACONNECT.ORG) features great new tools for connecting with potential candidates. Check out the Member Directory section to find current TEA and TEA NextGen members and find potential resources.
- TEA NextGen is also making tremendous strides to not only support new students who have an interest in themed entertainment, but to connect them with companies who have a need for new resources. Events like Gib Gab and NextGen mixers are a great way to connect with new talent. Keep an eye on the calendar for upcoming opportunities to get involved.



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

# THEA SUCCESS!

## AMAZING THREE DAYS OF THEMED ENTERTAINMENT GOODNESS AT THE THEA AWARDS / TEA SUMMIT

One of the great things about being in the experience and entertainment business is that, *well*, there's no shortage of TEA members around to throw great experiences and entertainment! And this year, the TEA certainly rose to the occasion. It was a whirlwind of a weekend for sure, but the 12th Annual TEA Summit and the 21st Annual Thea Awards Gala were a huge success!

Credit is certainly due to the hard-working groups and individuals who all came together to dazzle and dazzle you while celebrating the accomplishments of our unique industry.



The TEA Summit, chaired by Christine Kerr and Ann Hathaway (day one), and Roberta Perry and Pat MacKay (day two) saw one of its most successful and well-attended years ever. To cap it off, the Thea Awards Gala, produced by The Hettema Group, once again raised the bar of excellence in what was a spectacular

night of awards and recognitions. It takes a massive amount of coordination and effort to put on these events, and yet each year, these talented members of the TEA come together to make it happen. In the middle of it all, the TEA Western Division was also there, helping to plan and support this massive event operation.

An excellent contribution was made this year by the Western Division's growing number of TEA NextGen members. They arrived in force this year to volunteer for both the TEA Summit and Thea Awards Gala.



The Western Division also continued tradition by once again having its March TEA Summit Mixer. This year, almost two hundred TEA members from all divisions joined the Western Division at the House of Blues in Downtown Disney. It was a night of fun and networking.

And there, just as quick as it came, another amazing TEA event weekend passes, crowning legends, creating great memories, and hopefully inspiring the creation of new ones.

**Sven Jorgen**  
Member - TEA Western Division

# THE IMPORTANCE OF SPONSORSHIP

Each and every month, we look forward to the incredible opportunities we have as TEA members to network and socialize. These mixers and panel discussions give us the opportunity to grow our industry relationships and make friends along the way. Maintaining a good pace of creating these spectacular mixers will keep them appealing to members; that's where sponsorship comes into play.

When your company sponsors an event, you are not only increasing your competitive edge, but you're enhancing your company's image and credibility. Sponsorship is a remarkably effective marketing tool. The benefit of sponsoring TEA events is that you have targeted a niche market with advertising that focuses on brand recognition. Sponsorship gives you access to a number of audiences, including decision makers and government entities. This provides a means to grow your existing industry relationships, and create new ones. Financial sponsorship allows us to keep our events interesting and educational, so that our members want to attend, and look forward to these events. Sponsorship gives us access to these great venues and opportunities, and allows you to promote your business' TEA membership, as well. Not only does TEA sponsorship give competitive advantages, it shows your support for the Themed Entertainment Association. If you are interested in sponsoring or hosting an event. Please feel free to contact one of the divisional board members.



Tricia Rodriguez - Vice President | TEA Western Division & Events Committee Chair

## DID YOU KNOW?

After two successful years at the New York World's Fair in 1964/65, "it's a small world" was moved to Disneyland in Anaheim California where it reopened in 1966.

Original shipping decals and markers from the 1965 move can still be found on the back of a few of the attraction's sets and figures.

## SMALL WORLD...BIG LEGEND

DISNEY'S "it's a small world" RECEIVES THE THEA CLASSIC AWARD AT THE 2015 THEA AWARDS GALA

"it's a small world" was one of Walt Disney's original attractions from the 1964 New York World's Fair. Since moving to Disneyland and being recreated at each of Disney's global theme parks, "it's a small world" has been experienced by over 275 million people worldwide. The story of the attraction's creation by WED Imagineers is just as fascinating as the attraction itself. From tight deadlines, to new innovations in entertainment technology, the stars aligned and magic was made that continues to captivate audiences to this day.

At the 2015 Thea Awards Gala, the creation of this attraction and its contributors were celebrated by presenting the attraction with the coveted Thea Classic Award. The event was highlighted by a live performance by Richard M. Sherman, who together with his brother Robert, composed the song for the original attraction.



PHOTOS FROM PREVIOUS THEA AWARDS GALA EVENTS

# WESTERN DIVISION EVENTS

CALENDAR OF UPCOMING TEA WD EVENTS AND MIXERS

## GP COLOR OPEN HOUSE AND MIXER

THURSDAY, APRIL 23RD

6PM-9PM

@ GP COLOR IMAGING GROUP

8211 LANKERSHIM BLVD | NORTH HOLLYWOOD, CA 91605

GP Color Imaging Group will be hosting an open house and mixer at their North Hollywood location on Thursday, April 23rd. Guests wishing to attend must RSVP at [www.TEACconnect.org](http://www.TEACconnect.org)

## AAM TEA EASTERN DIVISION MIXER

TUESDAY, APRIL 28TH

6PM-8PM

@ STATS - ADDIDAS ROOM

300 MARIETTA ST NW | ATLANTA, GA

The TEA Eastern Division is hosting a mixer at AAM in Atlanta. All TEA members attending the show are invited to attend.

## 2015 TEA WESTERN DIVISION BOARD

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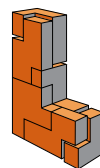
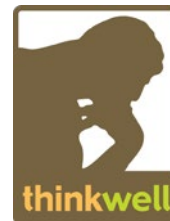
ALEX SWAEKAUSKI

## 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](mailto: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 Tricia Rodriguez [tricia@madsystems.com](mailto:tricia@madsystems.com) if you are interested in volunteering.

**GET CONNECTED** - Have you set up a member profile on the new [www.TEACconnect.org](http://www.TEACconnect.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!



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[WWW.TEACONNECT.ORG](http://WWW.TEACONNECT.ORG)

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TEA WESTERN DIVISION NEWSLETTER

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