



## Eastern North America Candidate

### **AJ Goehle**

Principal and Owner

Luci Creative

Primary Location: United States

*Running for 2<sup>nd</sup> term*



### **ABOUT THE APPLICANT:**

I am delighted to express my enthusiasm for seeking re-election to the Themed Entertainment Association Eastern Board. Since 2019, I have been an integral part of the Eastern Board, assuming various leadership roles that have contributed to the advancement of our organization. Most recently, I had the privilege of serving as President Elect for the past year. Prior to this, I held the positions of Vice President and Chair of the HUBS Committee. Although I was slated to commence my Presidency term this upcoming fall, I have chosen to step down due to personal commitments. It is my belief that TEA deserves a Board President who can wholeheartedly dedicate their focus and energy to the role. As I conveyed to my colleagues on the Board and to TEA Leadership, this decision was not an easy one. Nor is it a permanent one; it is simply a deferment - and I hope to have the opportunity once again in the future.

Continuing my service on the Eastern Board is a pursuit close to my heart. I am eager to extend my support to initiatives that span across the US. In my role as the Principal and owner of Luci Creative, I am based at our headquarters in Chicago. We also have offices in Boston and Seattle. My tenure on the Eastern Board has been marked by my engagement with the Executive Committee, event coordination, and the expansion of TEA's HUBS initiative, which has seen the establishment of local chapters across the country. Luci Creative has consistently played an active role in both local and national event development and sponsorship, underscoring our commitment to the industry.

Beyond my involvement with the TEA Eastern Board, I remain deeply immersed in the themed entertainment and museum community. I proudly serve as a Mentor for the Women's Mentoring Co-Op and the Chicago Innovation Foundation and as the Co-Chair of the Traveling Exhibits Network with the American Association of Museums. Additionally, I am an active member of the Women Presidents Organization, where I participate in peer advisory efforts aimed at harnessing collective wisdom to drive sustainable business growth.

Thank you for considering my aspirations to continue contributing to the TEA Eastern Board. I am motivated by a steadfast dedication to the advancement of our industry and an unwavering commitment to collaborative, meaningful progress.

## **VISION FOR THE TEA:**

With the opportunity to serve another board term with the Themed Entertainment Association (TEA) Eastern Board, I am excited to share my strategy for supporting and contributing to the organization's continued growth and success.

My primary focus will be on leveraging my extensive experience and leadership roles within TEA to provide valuable insights and guidance. Having served as Vice President, HUBS Committee Chair, and most recently as President Elect, I possess a deep understanding of TEA's inner workings, which I will use to inform the initiatives and goals ahead.

In addition to continuity, I am committed to fostering collaboration and inclusivity. I believe that multiple perspectives are essential for innovation and progress. I aim to create an inclusive environment where all members feel empowered to contribute their unique insights and ideas.

Strategic partnerships will also be a cornerstone of my approach. I plan to tap into my network of industry contacts to forge alliances with like-minded organizations and stakeholders for collaborations and sponsorship opportunities. Collaborative efforts will amplify TEA's advocacy efforts and expand the organization's influence within the broader industry landscape.

Recognizing the importance of mentorship and professional development, I will further enhance programs that nurture emerging talents within the industry. By facilitating mentorship connections, skill-building workshops, and educational resources, I intend to empower the next generation of themed entertainment professionals.

To ensure members are engaged and informed, I will emphasize transparent communication. Regular updates, newsletters, and virtual events will provide platforms for knowledge-sharing, networking, and collaborative problem-solving.

I am deeply committed to supporting and contributing to TEA during my board term. Through continuity, collaboration, strategic partnerships, and a focus on mentorship, I am confident that I can play a meaningful role in advancing TEA's mission and fostering a thriving community of themed entertainment enthusiasts.

## **SKILLS AND CORE COMPETENCIES**

My role as CEO, Principal, and a business owner positions me as a creative and business leader, driving my team towards innovative and relevant solutions. I empower them to convey clients' narratives effectively, foster audience connections, and optimize engagement. These skills are directly applicable to supporting TEA's growth under the current strategic plan, where I envision myself catalyzing the enhancement of lives through future captivating destinations and experiences.

Having over 15 years of experience in cultural attractions and themed entertainment, my expertise spans design, project management, and brand development. This background enables me to engage in conversations from all perspectives, guiding TEA towards fresh, insightful, and engaging solutions.

Moreover, my resilient attitude, positive mindset, and dynamic brainstorming approach consistently open doors to growth. I am equipped to back TEA with the same meticulous attention and nurturing guidance I provide to our clients and my team of 40+ individuals. Just as I engage in active listening, thoughtful consideration, and empathetic support for our clients and my staff, I am committed to employing these qualities to drive TEA's strategic initiatives towards success.