



Eastern North America Candidate

Dana Worthington

Business Development Manager
Solomon Group
Primary Location: United States
Running for 2nd term



ABOUT THE APPLICANT:

Please accept this letter as my statement of intent to seek re-election to the Themed Entertainment Association's Eastern North America Division Board for a 2nd term. My journey with the TEA began over 25 years ago, and my dedication to its mission and impact on the industry has only grown stronger over the years.

My first encounter with the TEA was as an Imagineer building Disney's Animal Kingdom. As a Field Art Director, I reported to industry luminaries - Morgan "Bill" Evans, Joe Rohde and Paul Comstock. They were often called upon to be speakers at industry events and conferences. It was during these sessions that I first appreciated the impact of the TEA and its role in shaping the themed entertainment industry.

In 1993, as a Walt Disney World Cast Member and recent Rutgers University Landscape Architecture Department graduate, I was exposed to many facets of creating and maintaining theme parks and resorts. Over the years, I have gained experience as a Development Manager for a 1000-acre resort in the Bahamas, a Construction Manager for Shanghai Disneyland, a Project Manager for two large General Contractors as well as owning my own design and consulting business for a decade.

As a licensed Landscape Architect, I felt compelled to give back to the organization that had inspired me as an undergraduate, The ASLA (American Society of Landscape Architects). I was privileged to serve that organization for 15 years as a Chapter President, State Conference Chair and, ultimately, State Trustee representing the Florida Chapter at the National level. This dedication mirrors my commitment to the TEA, as I understand the importance of giving back to the institutions that shape our careers and our industry.

VISION FOR THE TEA

As a TEA Board member over the last three years, I have been committed to embodying the Association's vision and mission, with an emphasis on networking and mentoring by Chairing the Events Committee. In the last 18 months alone, we have executed over 75 events!

My career has endowed me with a global perspective, gleaned from diverse experiences across the themed entertainment and hospitality sectors. I have been privileged to work alongside an array of industry professionals - from creative directors and facility managers to developers, designers, and producers of compelling places and experiences – truly encompassing TEA's definition and mission. Over a year ago, I was recruited by Solomon Group as their Business Development Manager for Themed Entertainment. It is a role that I carry out with profound pride. In this capacity, I have had the opportunity to represent a team that is not just diverse in gender, but in race, nationality and life experiences. In reflection of my own career and mentors, I experienced a scarcity of strong, female leadership in our industry.

As a TEA Eastern Division Board member and member of a diverse, Gay-owned business, I intend to bridge this gap with the spirit of CODIAEUM (pronounced: Co-da-E-um) – an initiative I conceived in 2008. The acronym stands for Communicate, Organize, Deliver, Inspire, Assist, Educate, yoU Mentor! It encourages being receptive to finding a mentor while also taking on that role for others. Codiaeum, a plant that provided me with a profound life lesson early in my career, serves as a symbolic reminder of the importance of mentorship and networking.

SKILLS AND CORE COMPETENCIES

The joy of serving on the TEA Board these past three years can't be described in words beyond saying it is not only a privilege, but also a responsibility that I take very seriously. I truly believe my work experience, education, industry connections and personal core values have been an asset to the Board and can continue to strengthen our community and our industry.

Thank you for your consideration in supporting my desire to continue serving on the TEA Eastern Division Board. As an ongoing member, I will continue to support the organization in every way possible and will work to keep the #funmeteronmax!