



## International Board Candidates

### Shannon Martin

Director of Business Development  
Color Reflections  
Primary Location: United States  
*Running for 2<sup>nd</sup> term*



#### Markets served:

- North America
- The Caribbean

#### Industry Experience:

- Academia/Education
- Airports
- Aquariums
- Brand Activations
- Casinos        Hotels
- Cruise Lines
- Cultural Attractions
- E-Sports/Video
- Live Events
- Museums
- Restaurants
- Retail
- Theme Parks
- Traveling Exhibits
- Water Parks
- Zoos

#### ABOUT THE APPLICANT:

I am writing to announce that I will be rerunning for the TEA International Board for my second term. I believe that my passion for the industry and my strong personal commitment to the growth of our Association is reflected throughout my history with the TEA.

#### TEA History:

- 2012 - Joined and was appointed to the TEA Western Division Board
- 2014 - 2015 Event Chair of the Western Division Board
- 2016-2017 -Vice President of the Western Division Board
- 2019 - 2020 President of the Western Division Board
- 2021- Present Vice President of the International Board
- 2019 - Present SATE Co-Chair/ Executive Committee Liaison to Education
- 2016- Present In Kind/Innovation Sponsor TEA

#### Work History:

1998 - Present Color Reflections Las Vegas

#### Volunteer Work:

2012-2018 Safe Nest TADC - Board Member, President of Executive Board  
(Safe Nest is a non-profit agency, assisting Domestic Violence Victims)

## **VISION FOR THE TEA:**

If re-elected I intend to continue to support the TEA and the International Board in their strategic plan through educational content and any other endeavor they feel may be a good fit for my skill set. My only goal for the TEA in the next 3 years is to become financially stronger. I believe we can do this through the initiatives we currently have in place and by working together as a board to make some tough calls for the future of this association.

## **SKILLS AND CORE COMPETENCIES**

Through out my time at the TEA I believe I have shown many skills that support the growth and success of the TEA.

**Adaptability and change:** I have shown my ability to adapt to change through out the years and believe it is essential in today's rapidly changing world. This means being able to learn new things quickly, think outside the box, and be open to new ideas.

**Organizational awareness:** The ability to understand the organization and how it functions is essential for its success. Being a part of the organization for many years helps to be able to understand the associations goals, culture, and priorities.

**Self-awareness:** The ability to understand your own strengths and weaknesses is essential for success. Being able to set realistic goals, manage time effectively, and give and receive feedback are essential things needed to be a part of this association.

**Leadership:** I have been able to lead and motivate others in various aspects of the TEA. Being able to set a vision, inspire others, and build a strong team.



07 July 2023

Dear Melissa

I am writing to express my endorsement and support for Shannon Martin as she seeks a second term on the international board of the Themed Entertainment Association (TEA). Having worked closely with her during our respective tenures as presidents of the Western and EME boards, as well as on the executive committee over the past three years, I can confidently attest to her outstanding leadership qualities and unwavering dedication to the TEA's mission.

Shannon exhibits an unwavering passion for supporting the TEA and its members. Throughout her tenure and particularly with regards to Inspire and SATE, she has actively sought to create meaningful opportunities for members to connect, engage, and learn from one another. Her commitment to inclusivity and diversity is fantastic, fostering an environment that welcomes voices from all backgrounds and perspectives.

I wholeheartedly endorse Shannon's candidacy and urge you to consider her re-election with the utmost confidence. Her insights, passion, and ability to foster collaboration will undoubtedly contribute to the TEA's continued success and growth.

Thank you for your time and consideration.

Kind Regards

Matt Barton

CEO – 7thSense

