

Getting Together: Why It Is So Important This Year



Two of the Themed Entertainment Association's main events will quickly be upon us: the TEA Summit and the Thea Awards Gala, March 6-7 at the Disneyland Hotel in Anaheim. The Theas allow us to come together to appreciate and celebrate the work of our members. The Summit provides us with the opportunity for insights into existing and new markets and to learn about ways of approaching projects and coping with economic challenges. All in all a great use of a few days - and if you golf, we are working on a new outing for that.

At last month's TEA planning meeting, the air was thick with uncertainty (yes, I am talking about the economy). Over the last month, that uncertainty seems to have grown even thicker. Airports, hotels and planes that were once filled now seem comparably spacious. So if you haven't yet booked your trip to Anaheim, accommodations are probably still easy to find. In times like these, it's important to pull together, to stand with your community. Getting together with your peers at the Summit and the Theas can put you on the way to finding your next project or your fellow team members for that project.

The association is fortifying its other resources with your needs in mind. The TEA job board is available to post your résumé, or run that "help wanted" ad. At the International Board level a procedure is afoot to help former employees of TEA members, who have lost their positions to downsizing, become associate members with access to the job board and other, members-only support. I have been told we will soon have a formal proposal to review. These and other TEA member services will help keep talented folks in the industry loop.

My father often repeated the classic line that charity begins at home. If you are a producer, designer, developer, please do what you can to help our association grow. Feed your TEA family first – choose your team from the TEA membership. Start by consulting the TEA membership directory. For assistance, call the TEA office, stop by one of the division mixers, attend the Summit and Thea Awards. Someone will be able to make a match for you. If you must seek outside vendors, encourage them to join and become part of the TEA talent pool.

Networking has always been one of the main reasons to join TEA. Let's do what we can to spread the available work to our fellow members first, and have some fun while we do it. I look forward to seeing some of you at the next Gordon Biersch mixer, and/or at the Summit. Better yet, if you want to see me in a tux... for the third time in my life... you'll have to make it to the Theas!

Cheers and hope to see you at a TEA event soon!

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