

# The Alliance June 2005

Monthly eNewsletter from the West Michigan Film Video Alliance



**Jax Baker**  
**WMFVA**  
**Events Chair**

(Photo courtesy Mark S. Schroeder)

## *Letter from the Board of Directors*

### An Old Industry Phrase Takes on New Meaning: "ACTION!"

I don't know about your Memorial Day weekend but mine is one that I will never forget. In fact, the sheer swift kick to my butt that life gave me will leave a bruise that is sure to linger for a few months. Oddly enough I welcome the reminder of what I learned.

I now understand that so much of my life is dependant on action or reaction. Reaction is really an amazing thing itself just from the overwhelming emotion that can take over your mind and body. Especially when something is going on that you don't like! The panic, frustration, chaos, the need to just plain complain takes over! So what are you going to do about it?

That's right? What are you going to do about it? There comes a time when it is time to act, not react. So much more gets done. My first 6 months on the Board of Directors for our Alliance has involved so much movement forward. I can't even believe how much we have accomplished. The biggest action that will continue to inspire me was a visit to Janet Lockwood of the MFO early in May.

This (Utopian) Alliance is committed to moving forward. We want our membership and future members on that boat with us. There are so many of you that I have not met yet and hope to at events and seminars that we have going on during the course of this year. And there is always room to take action and get involved.

And if you think I am intentionally being vague about my Memorial Day weekend you are right. I guess you will just have to come join me at a social gathering, seminar or event and introduce yourself and I will tell you the whole torrid tale, without complaint. -- Jax Baker

## **Sushi Saki Hot! at the Wealthy Theatre** Introduces New WMFVA Member Benefits

**Sushi Saki Hot!** ([www.sakihot.com](http://www.sakihot.com)) produced by WMFVA member **Brett vanTil**, directed by **Adam Stielstra**, edited by **Fulvew**, starring **Joe Anderson**, is the first film to take advantage of the NEW WMFVA Member Screening benefit. WMFVA members will be able to rent the Wealthy Theatre in Grand Rapids to screen their films for the non-profit rate of \$350 rather than the \$525 commercial rate. The benefit to WMFVA filmmakers was developed in partnership with the Community Media Center (CMC), which owns and operates the Wealthy Theatre. CMC Director **Chuck Peterson** explained the partnership furthers the CMC and Wealthy Theatre mission, which is dedicated to supporting filmmakers in West Michigan.



(Photo courtesy Bill Rude)

West Michigan actors and directors fill GVSU lecture hall during recent WMFVA *Acting for the Camera* seminar.

## **WMFVA Gets Rave Reviews for ACTING FOR THE CAMERA**

Sixty actors and directors from the West Michigan region gathered Saturday, May 21, at DeVos Center on the Pew Campus of Grand Valley State University to spend a day learning how to work together to get the best product for the camera. Featured speakers included professionals with a solid track record working with productions from major Hollywood-size to smaller local projects. Following the seminar, nearly all of the participants rated the event as highly beneficial, with a majority giving it a "superior" rating. For a complete summary, go to the WMFVA website [www.wmfva.org](http://www.wmfva.org).

## GVSU Summer Film Project

John Harper Philbin Updates Us from the Trenches...

The GVSU Summer Film Project is here! *The Gospel According to Roy*, a comedy about the second coming, starring **John Hawkinson, Joe Anderson, Janalee Keegstra, Walter Harris** and **Demian Krentz**, begins filming on June 4 (Panavision Super-16 for you gear heads) and wraps June 18. Our crew will be on set about 10-12 hours a day... locations include grade school, Schuler's/Alpine, Coopersville Country Cafe, St. Mary's Church near Bridge St., downtown GR on Commerce St., WGVU-TV studios in Eberhard Center, some crazy Allendale trailer park-- and yes, even the home of Mark S. Schroeder!

## Michigan Film Office Advice to West Michigan

WMFVA Research on the Road



(Photo courtesy Mark S. Schroeder)

*WMFVA Board members (l to r) Ed deJong, Deb Havens, Jax Baker meet with MFO Director Janet Lockwood (front). Not pictured: Mark S. Schroeder, photographer!*

Members of the WMFVA Board of Directors went to Lansing recently to meet with Director of the Michigan Film Office, Janet Lockwood to hear her take on the film industry in Michigan, how West Michigan can be more competitive attracting film projects from inside and outside the state, and how the WMFVA can support the Michigan Film Office. Janet advised West Michigan production people to register with her office so she knows what crew capacity we have here. A new state guide will be put together in September, costing \$10 to list. She said one of her biggest challenges is finding what locations are available fast—she advised creating an official film office in West Michigan with a staff that can handle filmmaker questions, supported by a government agency. Other notes from the trip will be posted online for WMFVA members.

## WMFVA Member Opens Waterfront Film Festival June 9 – 12 Saugatuck

**Vince Deur**, producer/owner of **Vince Deur Productions, LLC**, ([www.vdpllc.com](http://www.vdpllc.com)) and WMFVA member has produced his "dream project," the film *Unsalted*, about 3 generations of surfers on the Great Lakes ([www.unsalted.tv](http://www.unsalted.tv)). The Waterfront Film Festival (WFF) selection committee liked it so much, they made it their opening film at the upcoming festival ([www.waterfrontfilm.org](http://www.waterfrontfilm.org)). *Unsalted* will also play in 26 oceanside communities in the US and 8 Great Lakes cities. Congratulations, Vince!

Plan to join Vince and other filmmakers from around the world! **WMFVA members are invited to attend the Wine Tasting event Sunday, Jun 12<sup>th</sup> at 3:30 PM.** This is a public event, but a great chance to meet WFF industry guests and enjoy just hanging out together.

## Message from Marketing

New Director in Action!

**Mark S. Schroeder**  
*PR & Marketing  
Director*



Being appointed as the new [officially first] "WMFVA-PR & Marketing Director," I find this to be a privilege to be able to further serve the Alliance. I've been specifically involved in this capacity with different organizations for the past nine years. For me, this is a very exciting opportunity to be able to work with many of the WMFVA members in helping inform the public who the West Michigan Film Video Alliance is, what we do, how we do it, and really express the WMFVA's mission statement. By any means, this is a Tall Order.

This position had no honeymoon time, but rather a "sprinting start" just to catch up with so many things already in motion. For future promotion, we're in the process of developing a brochure to present to prospective sponsors, and planning a press kit for upcoming events. At this time, there's plenty of room for every single WMFVA Member to be working on so many areas that we need to get up and running, and even more room as the Alliance "Evolves!"

I will keep you informed on a monthly basis as to the progress of the WMFVA PR & Marketing Department! -- *Mark S. Schroeder*

## Education Strategy Team and Bylaws Task Force Request Your Support

**Susan Joy Reagan** and **Chuck Peterson**, leaders of the Education Strategy Team and the Bylaws Task Force respectively, are requesting WMFVA members to step forward during a critical moment. Both of the team leaders are facing big challenges personally and professionally: Susan with illness, and Chuck with new duties he assumed at the Community Media Center after the death of former Executive Director Dirk Koning.

If you are willing to assist these team leaders by working with them to organize team meetings or meet certain objectives the teams have already been assigned, please contact them by phone or email. You can reach Chuck through the CMC at 616-459-4788 or [chuck@wmfva.org](mailto:chuck@wmfva.org). Susan's number is 231-924-0305. Or contact Deb Havens at 248-255-1190 or [dhavens@comcast.net](mailto:dhavens@comcast.net) You will be making a huge contribution to the WMFVA and to these team leaders at a crucial period when so much depends on so many. And let's face it—life happens! If you were in their shoes, what would you do? And what would you want to see happen? Please reflect and take action if you can.

### Board Notes

**ALL Board and Strategy Team Meetings are OPEN – You're Invited!**

WMFVA Board of Directors  
will meet Friday, June 17  
2 – 4 PM  
Digital Video Services  
4592 40th Street, Grand Rapids

**BoD Agenda Items include** debriefing from the *Acting for the Camera* seminar and content planning for the August seminar, *The Role of Producer and the Business of Filmmaking*, July leadership retreat, grant project development, membership drive, regional economic summit planning and a great time—for some crazy reason, we all have fun! Hope to see you there!

## Big Thanks to a Big Hearted Company!

WMFVA would like to thank Cafe Solace for providing food services for our Acting for the Camera seminar. They supplied us with a terrific box lunch including great sandwiches, chips, cookies, and everything was BIG and delicious!



**We urge you to patronize our sponsors!**

Cafe Solace is located at 40 Monroe Center in downtown Grand Rapids across from the police station. (BoD member Jax likes to go there for coffee and scones and breakfast on Sunday. Please try the Spinach Benedict!)

**Special Guest KAFI Director  
David Baker  
to Attend**

**Marketing/Membership/Sponsor  
(MMS) Team Meeting  
Wednesday, 6 – 8 PM  
GVSU DeVos Center Atrium**

Kalamazoo Animated Film International Director and WMFVA member **David Baker** will be in attendance to share his expertise with several promotional issues.

**MMS Agenda includes** new brochure development, promotion for upcoming seminars, a doggie parade promotion, plus brainstorming for our next big celebrity event in January (sponsorships!) Chocolate chip and peanut butter cookies on the house! (Bring your own coffee!)