



Agendas with this info will be provided at the conference, so please consider the environment before you print this...

New Mexico Filmmakers Conference 2010
Film Financing & Distribution
for Micro & Low Budget Films
June 11-12, 2010
National Hispanic Cultural Center | Albuquerque

FRIDAY, JUNE 11th 2010

Bank of America Theatre (Roy E. Disney Building)

MAXIMIZING YOUR NEW MEXICO FILM INCENTIVES
Everything you've always wanted to know, including "Do I qualify?"
Q&A after each discussion

1:30-2:00pm

CHECK-IN | WELCOME

2:00-3:10pm

25% TAX CREDIT
DIANE VASQUEZ, TRD Bureau Chief, Audit Bureau
MARY ANN FERNANDEZ, TRD Film Unit Supervisor
JERRY MONTOYA, TRD Credit Review
JENNIFER SCHWALENBERG, NMFO Deputy Director

3:15-4:00pm

FILM INVESTMENT LOAN
ERIC WITT, Deputy Chief of Staff
& Film/Media Development Advisor to Governor Richardson

4:00-4:15pm

BREAK

4:15-4:45pm

ADDITIONAL RESOURCES
TOBI IVES, NMFO Workforce Development

4:45-5:00pm

NEW MEXICO FILMMAKERS PROGRAMS
TRISH LOPEZ, NM Filmmakers Program Director

FRIDAY NIGHT: NM FILMMAKERS RECEPTION

5:00-7:00pm Mixer/Cash Bar | NHCC

Sponsored by Rodey Law Firm

SATURDAY, JUNE 12th 2010

Bank of America Theatre (Roy E. Disney Building)

FILM FINANCING & DISTRIBUTION

8:30-9:00am

CHECK-IN | WELCOME

9:00-10:30am

FILM FINANCING 101

Learn about new ways to finance films, the fallout of foreign presales, debt financing, angel investors, raising funds through private offerings and the discussion of Regulation D private offerings. Our speakers will also discuss the production of low budget films, how to interest investors and keep them interested!

SUZANNE LYONS (Producer, Snowfall Films, Inc.)

After ten years as VP of Marketing for a television network in Canada, Suzanne moved to Philadelphia where she worked in domestic and international distribution for film and television. She moved to Los Angeles in the mid-90s and co-founded the Flash Forward Institute, leading entertainment industry seminars to over 15,000 people in the US and Canada.

In the late '90s Suzanne co-founded Snowfall Films, Inc. and in 2005 she co-founded WindChill Films, Inc. To date she has produced or executive produced eight movies. Suzanne has worked with wonderful talent including Brenda Blethyn, Christopher Walken, Naomi Watts, Alfred Molina, James Caan, Dean Cain, Jennifer Tilly, Jon Lovitz, Asia Argento, Winona Ryder, Peter Fonda, Adrian Paul and more. Her budgets have ranged from \$200,000 to \$10 million. Ms. Lyons' films have won a gamut of awards and festivals from the prestigious British BAFTA award, a premier at the Directors Fortnight at the Cannes Film Festival, best picture at Shockerfest and acceptance into the Toronto, Berlin, LA and Montreal Film Festivals. Her films have been distributed by Miramax, Screengems and Lionsgate.

On Suzanne's slate for 2010 is an animated Christmas feature, *Omarr the Camel*, with interest from Randy Travis and Amy Grant; a historic family drama, *Scouts Honor: The Chaperone*, a family film Suzanne is co-producing with the WWE in New Orleans with Director Stephen Herek attached. Suzanne has just signed on to produce a suspense drama by U.K. writer Anthony Horowitz titled *Mindgame* with Ken Russell attached to direct, and a film based on a Canadian best-selling novel *The Calling*. Suzanne's first film, *Undertaking Betty*, is now being produced as a Broadway musical with Tony Award Director Casey Nicholaw.

CHAD MATHIS (Attorney Mathis, Regazzi & Associates Law Firm)

Chad Mathis is a founding partner of Mathis, Regazzi & Associates. Working out of the Albuquerque office, Mr. Mathis focuses on advising entertainment industry professionals from across the United States and the world. In particular, he assists independent filmmakers in taking their project from development to financing and production, and all the way through distribution while avoiding the legal pitfalls that plague the film industry.

Mr. Mathis also represents business owners across the state of New Mexico and helps them establish solid legal foundations on which to grow their business. His practice is geared toward preventing legal problems for his clients through insightful and creative advance legal planning. He earned his undergraduate degree in English, History, and Music Performance from Texas Tech University in Lubbock. After a successful music and business career, Mr. Mathis returned to higher education and received his Juris Doctor from DePaul University College of Law in Chicago, Illinois, and has also studied international trade and finance in Beijing and Shanghai, China. In addition to entertainment and business law, Mr. Mathis assists clients with estate planning, real estate law, and the immigration of family members to the United States.

10:30-10:45am

BREAK

10:45am-12:15pm

CREATIVE FINANCING & MARKETING FOR INDIE FILMMAKERS

A discussion with independent producers about films completed, films in progress, and how they've been financed, as well as new funding avenues. Learn how new and emerging platforms can impact your creation and distribution. Hear about online distribution platforms, budgeting for self-distribution, and new rules of traditional distribution.

CHAD BURRIS (Attorney/Producer, Indion Entertainment Group)

Chad Burris, Indion Film Finance founder, is a member of the Chickasaw Nation and is a native of Oklahoma. Chad serves as Of Counsel attorney for the law firm of Doerner, Saunders, Daniel and Anderson in Tulsa, Oklahoma. He devoted much of his time in law school toward developing programs through federal economic development incentives that would attract film production to and promote industry growth in lower-income areas

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Wells Fargo Theatre | NHCC

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of Oklahoma and other states. Understanding the value of local incentives for companies seeking financial assistance, he set out to construct a business model that would accommodate both. To date, Chad has been instrumental in financing a number of feature films and creating an industry within the state of Oklahoma.

ADAM CHAPNICK (IndieGoGo and Distribber.com)

Adam is Chief of Distribution at IndieGoGo where he is CEO of Distribber.com, IndieGoGo's flat-fee distribution service that places film and TV content on digital sales platforms such as iTunes, Netflix, and Amazon while allowing filmmakers to keep 100% of their revenue. Chapnick speaks regularly on new-model distribution strategies at markets and festivals including Sundance, Digital Hollywood, AFM, WestDoc, Distribution U at USC, The Conversation, and elsewhere. He is also proud to serve as Vice President of the Board of Directors of the International Documentary Association.

BIRD RUNNINGWATER (Sundance Institute Native American & Indigenous Program)

N. Bird Runningwater serves as the Associate Director of the Native American and Indigenous Program at the Sundance Institute in Los Angeles, California. Runningwater is born of the Cheyenne and Mescalero Apache peoples, and was reared on the Mescalero Apache Reservation in New Mexico. A recipient of the Woodrow Wilson Foundation's National Fellowship in Public Policy and International Affairs, Runningwater is also an alumnus of Americans for Indian Opportunity's Ambassadors Program and the Kellogg Fellows Program. He is a graduate of the University of Oklahoma with degrees in Journalism and Native American Studies, and he received his Master of Public Affairs degree from the University of Texas at Austin's Lyndon B. Johnson School of Public Affairs. Runningwater currently serves as a patron to the imagineNative Indigenous Film Festival in Toronto and as an advisor to Film Independent's Project: Involve Program. He was a creative consultant on WGBH's documentary series, *We Shall Remain*, which premiered in 2009. Most recently he was featured and profiled in *The Color of Our Future*, a book written by Political Commentator Farai Chideya and was honored by the University of Oklahoma's Gaylord School of Journalism and Mass Communication as a Distinguished Young Alumni in 2008.

JASON SILVERMAN (Producer) Moderator

Jason Silverman is co-founder of King Tomato Productions, for which he produced the award-winning films *Shameless* (winner, Great Plains Film Festival) and *Olympia* (SXSW, Opening Night Film; Slamdance, Closing Night Film; Sundance Channel), and co-founder of Galle Ceddo Projects, for which he is co-writing and directing the work-in-progress *Sembene!* (Sundance Documentary Fund, Tribeca All Access, Toronto Documentary Forum). He is currently Director of the Cinematheque at the Center for Contemporary Arts in Santa Fe, New Mexico, is former Artistic Director at Taos Talking Pictures and has curated programs for the Smithsonian National Museum of the American Indian, El Museo del Barrio, the National Hispanic Cultural Center and the Santa Fe Opera. He has written more than 400 articles on film and media for *Wired Magazine* and Wired.com, and is adjunct faculty at the Institute of American Indian Arts. He received his B.A. from University of Michigan and his M.A. from Middlebury College.

12:15-12:30pm

BREAK

12:30-1:30pm

MEET THESE NM FILMMAKERS: HEAR THEIR STORIES!

Learn what the following New Mexicans are doing to help finance and distribute their films. See trailers from their latest work and hear about their recommendations and strategies for success.

GAVIN GILLETTE (Producer, Albuquerque)

Gavin Gillette is a local screenwriter and producer. He wrote and produced the dark comedy, *The Donor Conspiracy*, and produced the family adventure film *Adventures of a Teenage Dragonslayer*. He has an MBA from UNM and is a successful business professional in the community. During the process of making *The Donor Conspiracy* Gavin forged relationships with CNM and the state film department, and is familiar with the process of accessing New Mexico movie incentives. Gavin also produced the winner of the 2007 Duke City Shootout, *Easy Pickin's* which won 4 of the 6 awards. In this movie, Gavin pioneered our current model of using recognizable actors and special effects on a very low-budget.

DIEGO JOAQUIN LÓPEZ (Filmmaker, Espanola)

Born and raised in Espanola, New Mexico, Diego Joaquín López brings a culturally skilled background to his work, establishing rapport and respect in the communities he serves. López graduated with honors from the UNM Media Arts Program in 2001 and subsequently went through the New Mexico Filmmakers Intensive Program, completed the Screenwriting Track from the College of Santa Fe and most recently co-wrote and directed *Torcida* and *Alone*. Mr. López is also a member of the Screen Actors Guild and has acted in several feature films including *Terminator Salvation* and *Love Ranch*, directed by Taylor Hackford and starring Helen Mirren and Joe Pesci.

CARL LUCAS (Writer/Producer, Roswell)

Native New Mexican, Carl Lucas has spent his life pursuing his dream of being a writer and filmmaker. At the age of eleven, Carl would frequently borrow his grandparent's old silent 8mm camera and make movies, shot mostly on family fishing trips on the old Pecos River. That passion has grown with him through the years in his quest to forge a career as a writer/filmmaker.

After college, Carl spent six years serving in the United States Army as an Airborne Infantry Squad Leader on Special Assignment as Official Escort to the President. In 2002, Carl completed his first screenplay, *The College Program*, a comedy based on his experiences in the military. His second

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screenplay earned him a top 100 finalist nod in the HBO original series *Project Greenlight* and secured him his first agent. Since then, Carl has won awards in several other screenwriting projects and written scripts for Vesta Pictures, Makeshift Productions and several others. In 2009, Carl saw his first feature film produced, *Ilegales*, a script he wrote with the help of his close friend Marco Shepherd (*Centropolis*), which will premiere this July at the New York International Latino Film Festival. Most recently Carl produced *Last Stop* starring Mena Suvari, Brian Austin Green and Joanne Kelly.

JASON SILVERMAN (Producer)

Bio previously listed

ALAN TREVER (Producer, Roswell)

Alan Trever has been actively involved in photography, advertising, film and television in New Mexico for over ten years. Alan established a film program in Roswell, NM that serves as a training ground for future members of IATSE.

In 2002, Alan began serving as a local production coordinator for many films and television crews that came through Roswell, utilizing the program he created at ENMU. By 2003, Alan had worked in various capacities to a number of companies, such as Lionsgate, Paramount, ABC Family, Discovery Channel and NBC. Since then, Alan has produced numerous projects for various companies such as ESPN, Discovery, the State of New Mexico and the History Channel. He has also produced several independent features filmed in Southern New Mexico, such as *Ilegales*, which premieres at this year's New York International Latino Film Festival, *Last Stop* (starring Mena Suvari and Brian Austin Green) and *Coyote County Loser*, which won "Best Comedy" at the Telluride Film Festival.

1:30-2:45pm

LUNCH BREAK

Discount buffet offered across the Courtyard at La Fonda Café

2:45-4:15pm

THE CUTTING EDGE OF DISTRIBUTION
(VIA SKYPE)

Hear from an industry pro about new trends and state-of-the-art distribution techniques, including innovative theatrical service deals, hybrid video strategies (mixing retail and direct sales online), and new approaches to global distribution. Develop strategies to maximize distribution, audiences, and revenues.

PETER BRODERICK (President of Paradigm Consulting)

Peter Broderick is President of Paradigm Consulting, which helps filmmakers and media companies develop strategies to maximize distribution, audiences, and revenues. In addition to advising on sales and marketing, Paradigm Consulting specializes in state-of-the-art distribution techniques—including innovative theatrical service deals, hybrid video strategies (mixing retail and direct sales online), and new approaches to global distribution.

Broderick was President of Next Wave Films, which supplied finishing funds and other vital support to filmmakers from the US and abroad. He helped launch the careers of such exceptionally talented directors as Christopher Nolan. A key player in the growth of the ultra-low budget feature movement, Broderick became one of the most influential advocates of digital moviemaking. Now focused on the revolution in film distribution, Broderick gives keynotes and presentations internationally, most recently in Amsterdam, Sydney, Toronto, Cannes, Guadalajara, Berlin, London, and Rio de Janeiro.

Broderick has written articles for *Scientific American*, *The New York Times*, and *The Economist*. His seminal article, "Maximizing Distribution," has been reprinted in publications around the world. His reports, "Welcome to the New World of Distribution" and "Declaration of Independence" are concise guides to the latest distribution strategies. Read his articles and subscribe to his Distribution Bulletin at www.peterbroderick.com. He is a graduate of Brown University, Cambridge University, and Yale Law School.

4:15-4:30pm

BREAK

4:30-6:15pm

PITCH WORKSHOP

Learn the six stages of a great pitch! Preparation, creating a rapport, focusing your listener's attention, knowing your story, determining the action plan and following up. Workshop will include a mini-pitch session with randomly selected filmmakers, handouts on the top ten "dos and don'ts," and a personal story of the nightmare pitch!

SUZANNE LYONS (Producer, Snowfall Films, Inc.)

Bio previously listed

6:30pm

END OF CONFERENCE

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