



*A Miami Dade College Cultural Experience*



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## REEL EDUCATION SEMINAR SERIES

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Dream. Script. Screen.



MARCH 6 - 15, 2009  
[www.miamifilmfestival.com](http://www.miamifilmfestival.com)

## REEL EDUCATION SEMINAR SERIES

### DREAM. SCRIPT. SCREEN.

The 26th edition of the Miami International Film Festival, in association with Miami Dade College's School of Entertainment & Design Technology and the University of Miami's School of Communication, is pleased to bring to the community eight days of informative panels, workshops, seminars and master classes to educate and entertain.

Meet leading film industry professionals, and noted filmmakers, as they share their thoughts, insights, experience and advice. Join our audiences as they listen to experts discuss various aspects of the creative process, from film production and financing, to distribution and new technologies. You can even try shooting something of your own! The REEL Education Seminars Series provides an opportunity to exchange knowledge, experience and information in an educational, informal setting.

### SEMINAR PRICES:

General admission per seminar ..... \$10

Students/Miami Film Society members ..... \$5

All Access Pass for students and Miami Film Society members ..... \$25\*

All Access Pass for general public ..... \$35\*

*\*Excludes access to free Kodak Seminars. For Kodak reservations, visit [miamifilmfestival.com](http://miamifilmfestival.com).*



## Florida Film Scene – Drumming Up Deals

Royal Palm Hotel, March 7, 1:30 - 3 p.m., FLOR107H

Meet local film industry players either making films in Florida or using resources from the state. Learn how they helped establish a solid marketplace for film production and financing here. Discover what projects are currently underway in Florida, what is in the pipeline for 2009 and how to drum up deals through strategic ties and partnerships with New York City, Los Angeles and Latin American-based companies.



**Moderator:**

**Graham Winick** - *Film and Event Production Manager, City of Miami Beach and President, FilmFlorida*

Since 2002, Graham Winick has served as the film and event production manager for the City of Miami Beach, where he oversees all feature film, television, photography and special event productions held within the city including, *Miami Vice*, *Burn Notice* and *Miami Ink*, as well as Art Basel Miami Beach, the Food Network South Beach Wine & Food Festival and Super Bowl XLI. Previously, Winick was the director of development for Outlaw Productions, where he helped usher features into production including *Mindhunters*, *The Santa Clause 2* and *Training Day*. Winick is the current president of the executive board of FilmFlorida, a nonprofit trade association designed to enhance the state industry's marketing and legislative needs.

**Panelists:**

**Ben Odell** - *Head of Development and Production, Panamax Films*

Ben Odell has produced many feature films including *Padre Nuestro*, winner of the Grand Jury Prize at Sundance in 2007, *Rockaway*, *Ladron Que Roba a Ladron* and *Feliz Navidad*. Prior to his position at Panamax, Odell owned and operated New York film production company Centrifugal Films, where he developed and produced feature films, commercials, industrial and institutional videos and music videos, and provided television-for-hire services.

**Eric Rovner** - *Talent Agent, William Morris Agency*

Eric Rovner started his career in the mailroom at United Talent Agency in Beverly Hills, Calif. In 2003, he became a founding member of William Morris Agency's Latin Division office in Miami.

Rovner works in the television, film and literary departments. He most recently helped package the Panamax/Lionsgate Films release of *Ladron que Roba a Ladron*, which marked the largest release of a Spanish-language film in U.S. history, with an opening weekend of \$2 million at the box office.

***Andy Schefter - Producer, CameraSpeed***

Andy Schefter has been working in the visual imagination business his entire professional life. From motion picture and video work, to still photography and graphics arts, Schefter has developed the skill set to help anyone achieve the imagery they desire for whatever their needs. His credits include unit production manager for *Empire*, *Chapter Zero* and *Bully* as well as production supervisor for *The Last Marshall* and *Grapevine*.

***Maritza Guimet - President and Founder, Florida Media Market***

Maritza Guimet is an accomplished director, writer and producer with over 20 years of experience in the entertainment industry. Originally from Peru, she relocated to Miami and worked at the Miami Beach Film and Print Office as an assistant coordinator working on high-profile projects including *The Birdcage*, *Pronto* and *Too Much*. Guimet has been serving as the Florida Chapter Director for the National Association of Latino Independent Producers (NALIP) for the past four years. In June 2006 she started Florida Media Market.

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**Current Trends in Indie Film Financing – Show Me the Money**

**Royal Palm Hotel, March 7, 4 - 5:30 p.m., CTIFF07H**

Professionals in the equity arena will explore traditional and non-traditional ways of raising money for independent movies in today's marketplace. With the economic downturn affecting equity capital investors and other traditional funding sources, what new models for film financing will emerge? Our panelists will shed light on what investors are seeking and discuss creative ways to find money in these challenging times.

**Moderator:**

***Joseph Monagle III*** - Relationship Manager, Private Banking USA, Credit Suisse

Joseph Monagle is a relationship manager with the private banking USA division of Credit Suisse where he focuses on providing comprehensive wealth management services to individuals and families. Monagle has over ten years of experience in the Financial Services Industry. He started his career with Merrill Lynch in the high net worth and institutional money management program and then went on to work as a financial advisor in the global private client group. Monagle's licenses and designations include the Series 7, 65, 63. He holds a bachelor's and master's degree from the University of Miami. Monagle is a member of the National Academy of Recording Arts and Sciences and is on the board of directors of the Mayor of Miami-Dade County's Office for Film & Entertainment.

**Panelists:**

***Wade Bradley*** - CEO and Founder, IndieVest

Wade Bradley has over eighteen years experience as a principal in the venture capital, corporate development, investment management and business incubation industries. Previously, he founded Empire Ventures, a successful enterprise software/network infrastructure venture capital firm. Empire Ventures is now in management mode, having completed all of its investments. While serving on seven boards of directors, he led 27 initial and 35 follow-on equity investments. As an active manager and lead investor, he brings superb operational, financial and strategic experience to early stage companies.

***Eric Mathis*** - CEO, Ondamax Films

Over the past 20 years Eric Mathis has produced, distributed and promoted a great number of films, TV shows and commercials. In 2007, Mathis founded Ondamax Films, a new "boutique" sales agency specializing in Latin American and U.S.-Latino films. In less than one year, the first eight completed titles from Ondamax Films won 33 awards and were selected in 197 festivals.

***Robert K. Whyte*** - Managing Director, Mosaic Capital

Robert K. Whyte's focus is media and entertainment. Whyte's clients include both private and public firms looking to grow or acquire assets or expand internationally. Prior to Mosaic, he founded the Los Angeles office of Morgan Joseph & Co. as

managing director and member of the Media and Entertainment Group. Whyte specialized in broadcast and entertainment financing, acting as an agent for mergers and acquisitions together with sourcing funding for middle market media companies.

***Randall Emmett*** - *Producer and Partner, Emmett/Furla Films*

Randall Emmett has been a partner in Emmett/Furla Films for over 10 years and has produced over 55 feature films including *Righteous Kill* with Robert De Niro and Al Pacino, *16 Blocks* with Bruce Willis, *Rambo 4* and *King of California* as well as the upcoming remake of *Bad Lieutenant* starring Nicolas Cage and directed by Werner Herzog. He also recently launched 50 Cent's production company, Cheetah Vision Films and is a partner with 50 Cent in features and TV. He is a graduate of both the School of Visual Arts and the New World School of the Arts and is a native of Miami.

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**Better Filmmaking Through Better Technology – Gear Up!**  
**Royal Palm Hotel, March 8, 11 - 12:30 p.m., BFTBT08H**

In this digital age, new technologies are lowering the barriers of entry for independent filmmakers. Discover how innovative technologies are paving the way for a new generation of films and filmmakers from two of the industry's leading companies. Check out the new technologies and learn to suit up for the new frontier.

**Moderator:**

***Bradley Greer*** - *Post Production Specialist, Cineworks*

**Panelists:**

***Michael Paul Brown*** - *Regional Account Manager, Kodak Entertainment Imaging Division.*  
Michael Paul Brown is a regional account manager for Eastman Kodak. Based in Florida, he is responsible for the sales, marketing and engineering of Kodak's motion picture film and hybrid products throughout the state.

**Andrew Nelles** - Senior Marketing Manager, Sony Broadcast and Professional Latin America (BPLA).

Over the last few years, Andrew Nelles has dedicated much of his time to the development of electronic cinematography production and digital cinema projection for Sony High Definition. He has given presentations at many prestigious festivals including the Cartagena Film Festival and Mar del Plata Film Festival, and presented the first 4k projection here in Miami.

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## Secrets Behind DreamWorks True 3D Animation

Royal Palm Hotel, March 8, 1:30 - 3 p.m., DREAM08H

Over the past decade, computer-generated animation has witnessed a steady rise in popularity, becoming one of the most widely watched and highest-grossing genres of film. This year, theatergoers across the world will be introduced to a brand new form of stereoscopic 3D animation, which goes above and beyond the “red and blue glasses” 3D of the past, taking viewers into a literal new dimension of entertainment. Learn what is involved in the process of 3D animated filmmaking, what sets it apart from traditional computer-generated animation, and what is in store for the future of filmmaking in this exciting new medium.



**Cameron Hood and Kyle Jefferson** - Directors, DreamWorks Animation  
**Charley Walters** - International Production and Distribution, DreamWorks Animation

**Cameron Hood** has been working as a professional animator and teacher for more than eight years, and began his career with DreamWorks in 1997. He is credited with work on the studio's first animated feature, *The Prince of Egypt*, and as an animator he made significant contributions to *The Road to El Dorado* and *Sinbad*, where he transitioned to a growing computer-generated medium. He also worked on the 2004 Academy Award-nominated animated feature *SharkTale*. Hood made his

DreamWorks short directing debut with the studio's first short film *First Flight* and will make his feature directing debut the upcoming 2010 release, *Mastermind*.

**Kyle Jefferson** has been working with DreamWorks since 1996, beginning as a clean-up artist on *The Prince of Egypt*. His career at the studio continued as an animator on *The Road to El Dorado*, as a storyboard trainee on Academy Award-winning *Shrek*, and as a pre-visualization artist and technical director on *Spirit: Stallion of the Cimarron*. In 2003, he was one of the first DreamWorks animators to transition from a 2D to 3D medium with *Sinbad*, and continued this role on the Academy Award-nominated *Shrek*. Jefferson made his DreamWorks short directing debut with the studio's first short film *First Flight* and will make his feature directing debut the upcoming 2010 release, *Mastermind*.

**Charley Walters** oversees the international versions of all films and ancillary projects at DreamWorks Animation. He has cast and managed the roll-out of over 40 overseas versions for the animated films *Shrek the Third*, *Bee Movie*, *Kung Fu Panda*, *Madagascar 2: Escape to Africa* and the upcoming *Monsters vs. Aliens*. In addition to contributing to the international success of these films, Walters helped manage the domestic public relations campaigns for such films as *Shrek 2*, *Over the Hedge* and the studio's premiere short film *First Flight*.

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## Cinematographer Master Class

Presented by **The International Cinematographers Guild**  
Royal Palm Hotel, March 8, 4 - 5:30 p.m., CINEM08H

Find out what it takes to be an award-winning cinematographer. Examine the art and craft behind creating a compelling visual story. Discover what career options are available to you as a director of photography and what methods and techniques will help propel your film to the next level. Explore the cinematographer's role and the creative and technical choices made by the cinematographer in the filmmaking process.

Photo by: Douglas Kirkland



### **Xavier Perez Grobet** - Cinematographer

Xavier Perez Grobet made his mark when he earned a Silver Ariel Award nomination for *La mujer de benjamin* (*Benjamin's*

*Woman*) in 1991. It was his first narrative film. Grobet earned three other nominations during the next seven years for *Sin remitente (No Return Address)*, *De noche vienes, Esmeralda (Esmeralda Comes by Night)*, and *Sexo pudor y lágrimas (Sex, Shame and Tears)*. He also earned an Independent Spirit Award nomination for *Before Night Falls*. His work on that project opened doors for Grobet to work on other U.S. films. He became a member of the International Cinematographers Guild during the production of *Chasing Papi* and has subsequently compiled an eclectic range of credits, including *The Woodsman*, *Nine Lives*, *Monster House*, *Nacho Libre*, *Music and Lyrics*, *City of Ember* and *I Love You Phillip Morris*, as well as episodes of the HBO television series *Deadwood*, *Big Love* and *In Treatment*.

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## **Kodak Presents: Stop By Shoot Film**

**MDC's North Campus, March 9, 10 - 11:30 a.m.**

**MDC's North Campus, March 9, 1 - 2:30 p.m.**

This is a hands-on opportunity to capture your own beautiful images on Super 16mm. Choose your composition, framing and shoot! Kodak will send you a FREE DVD of your work. Limited capacity; please visit [miamifilmfestival.com](http://miamifilmfestival.com) to sign up.

### **Coach/Tech Teacher:**

**Michael Paul Brown** - *Regional Account Manager, Kodak Entertainment Imaging Division.*

Michael Paul Brown is a regional account manager for Eastman Kodak. Based in Florida, he is responsible for the sales, marketing and engineering of Kodak's motion picture film and hybrid products throughout the state.

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## **Guide to Entering the Industry**

**MDC's North Campus, March 9, 3:30 - 5 p.m., GUIDE09N**

Meet film industry professionals working in Florida, and learn how to break into the biz. Panelists will explore the current job landscape - what job options are available, where to look for open positions and which skills are most valued. Panelists will share how they first got their foot in the door and how you can too.



**Moderator:**

**Barry Gordon** - Director, Miami Dade College, School of Entertainment & Design Technology

Barry Gordon is the director of the School of Entertainment & Design Technology at Miami Dade College and the executive director of MDC TV, the College's television network. Before coming to the college, Barry founded Cine Salvador, an independent production company based in El Salvador. His work in narrative and documentary film has won numerous awards, including the Florida Entertainment Industry Incubator Award in 2002.

**Panelists:**

**Fabio Arber** - Producer

Cuban-born and New York-raised, Fabio Arber is a producer with 25 years of production experience mainly on feature films, episodic and reality television series. He line-produced 75 episodes of the hit TLC reality show, *Miami Ink*, and served as production supervisor of the Jerry Bruckheimer-produced feature film, *Confessions of a Shopaholic*. Currently, Arber consults for a handful of projects in various stages of development.

**Lori S. Wyman** - Casting Director, Lori Wyman Casting

Lori S. Wyman, C.S.A., one of the most prominent casting directors in the southeast, has been in casting since 1979. Wyman attended the University of Miami and then worked for ACT I Talent Agency, the biggest talent agency in Florida at the time. Her casting credits include the TV series, *Miami Vice*, *Dexter* and the films *Marley and Me*, *Away We Go* and *Recount* for which she received an Emmy nomination and won The Artios Award. Recently, Wyman completed *The Organic Actor: Insider's Secrets to Auditioning for Film and Television* where she shares her knowledge and experience to educate prospective actors on the ins and outs of the industry.

**Lisa Martin** - Production Coordinator

Lisa Martin began her career in the production office of feature film *All About the Benjamins*. In addition to feature films, Martin has worked on many television commercials, still shoots and music videos. In 2008, Martin coordinated the Miami portion of feature films including director Sam Mendes' *Away We Go*, *New in Town*, starring Renee Zellweger and *Repossession Mambo* with Jude Law.

***Ece Karayalcin*** – Professor, Miami Dade College, School of Entertainment & Design Technology

Ece Karayalcin is a professor at the department of film and television. She has worked as a videographer for Steven Spielberg's Shoah Foundation. During her 10-year tenure at MDC, apart from her teaching duties, she worked on developing the curriculum for the College's film program. Her area of expertise is film directing and cinematography.

***Holly Anderson*** - Professor, Miami Dade College, School of Entertainment & Design Technology

Holly Anderson is a tenured film faculty member at Miami Dade College, specializing in screenwriting and television writing. Upon joining MDC, Anderson has been the driving force behind the departments writing curriculum. She is also a freelance screenwriter who has written numerous feature film screenplays, television commercials, industrial/educational videos and a television pilot which won an award for "Best Drama" at the Ft. Lauderdale Film Festival. She holds a Master of Arts degree in motion pictures and a Master of Fine Arts degree in screenwriting.

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**Kodak Presents: Stop By Shoot Film**

**UM - School of Communication - Studio A, March 10, 10 - 11:30 a.m.**

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This is a hands-on opportunity to capture your own beautiful images on Super 16mm. Choose your composition, framing and shoot! Kodak will send you a FREE DVD of your work. Limited capacity; please visit [miamifilmfestival.com](http://miamifilmfestival.com) to sign up.

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## Guide to Entering the Industry

UM - School of Communication, Shoma Hall

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**Moderator:**

**Sam L. Grogg** - *University of Miami, School of Communication*

Dr. Sam L. Grogg, currently the Dean of the University of Miami's School of Communication, has held positions with the American Film Institute, USA Film Festival (Dallas), the School of Filmmaking at N.C. School of the Arts, and New Symphony Entertainment. He is the founder of FilmDallas, with producing credits including the Academy Award-winning *Kiss of the Spider Woman* and *The Trip to Bountiful*, founder of *The Journal of Popular Film and Television* (now in its 34th year of publication), and the co-founder of Magic Pictures.

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***Eric Rovner - Talent Agent, William Morris Agency***

Eric Rovner started his career in the mailroom at United Talent Agency in Beverly Hills, Calif. In 2003, he became a founding member of William Morris Agency's Latin Division office in Miami, Fla. Rovner works in the television, film and literary departments. He most recently helped package the Panamax/Lionsgate Films release of *Ladron que Roba a Ladron*, which marked the largest release of a Spanish-language film in U.S. history, with an opening weekend of \$2 million at the box office.

***Jessica Kavana Dornbusch - Director***

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**International Financing – Budgets Without Borders**  
**Royal Palm Hotel, March 11, 11 - 12:30 p.m., INTLF11H**

Looking to finance a film? Learn about tapping into funding around the globe from leading international financiers, co-producers and sales agents. Hear about qualifications for co-productions, ways to access soft money, international tax-credit financing, as well as how to make your film more international and thus more globally appealing.



**Moderator:**

***Susan Wrubel - International Film Consultant***

Susan Wrubel is a film executive with over 15 years of experience in film acquisitions, sales, marketing, and distribution. After 11 years in the New York art-house world, Wrubel moved to Los Angeles in 2004 as acquisitions and co-productions for Paramount Classics. She oversaw acquisitions of completed features worldwide and potential projects for co-production. Wrubel was responsible for

the acquisition of box office hit *Mad Hot Ballroom* out of the 2005 Slamdance Film Festival. Currently, Wrubel is a consultant for several internationally-focused companies in content acquisition and aggregation, as well as involved in production, financing and consultation for independent producers. Current clients include UK-based Salt Co., Orange Entertainment, Buena Ondita Productions, Pimienta Productions and The Miami International Film Festival.

**Panelists:**

***Frida Torresblanco*** - Producer

In 2001, Frida Torresblanco moved to New York to head Alfonso Cuarón's newly established production company, Esperanto. There she produced *The Assassination of Richard Nixon* and *Pan's Labyrinth*, directed by Guillermo del Toro, which won three Academy Awards. In 2007, *The Hollywood Reporter* named Torresblanco one of the 50 most powerful Latinos in Hollywood and was number 13 in the same magazine's Hispanic Women Power 25 list. In 2008, Frida created Ritmo Films, a production company that is developing several film projects.

***Rodrigo Guerrero*** - Producer, *Dynamo Capital*

Rodrigo Guerrero has more than 10 years of experience in various capacities in the film sector both in the U.S. and Latin America. Previous works include: associate producer on the Academy Award-nominated *Maria Full of Grace*, executive producer on *Dog Eat Dog*, producer on *Satanás*, and the short film *Hoguera*. He recently produced *Nochebuena* which is screening as part of the 2009 Miami International Film Festival's Cinema 360° Program.

***Diego Halabi*** - CEO, *Sun Distribution*

Diego Halabi is a major leader in the Latin America film distribution arena. Sun Distribution Group is in the marketplace for acquisition and distribution of films in Mexico, South America and the Caribbean for theatrical, home video, television and new technology platforms. Before launching Sun Distribution in 2002, Halabi worked as both a lawyer and journalist.

***Samantha Horley*** - Managing Director, *Salt*; Head of Sales, *Lumina Films*

Samantha Horley has over 13 years of experience in international sales at PolyGram Film International, Summit Entertainment and Myriad Pictures. She has been responsible for sales on films as diverse as *Fargo*, *American Pie*, *The Blair Witch Project*, *U-571*, *Sleepers*, *Memento* and *Lock Stock and Two Smoking Barrels*. Prior

to this, Horley's career began at Fox in sales and marketing in their World Cinema video label.

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## **Independent Production: The Insider's Guide**

**Royal Palm Hotel, March 13, 11 - 12:30 p.m., INDIE13H**

Gain insight from packaging agents, financiers and independent producers on how to create the strongest package possible for your indie film. This seminar will cover everything, from script to director to talent and financing, and how to make the most of your shooting location. Panelists will share their experiences and insights on bringing these elements together to launch a viable film project.



**Moderator:**

**Chris Tuffin** - *Producer, Social Capital Films*

Chris Tuffin is a 15-year veteran of the entertainment industry whose experience ranges from personal management to physical production, as well as feature film finance and distribution. He began his career as a freelance producer for Fox's *A Current Affair* and *ESPN*, the latter of which he led to a 1993 Sports Emmy. He went on to create/produce several syndicated television series and worked for Twentieth Century Fox on *There's Something About Mary* and *Entrapment*. In 2007, Tuffin joined Martin Shore to spearhead the feature film division of Social Capital Entertainment. Social Capital has financed and produced *Hood of Horror*, starring Snoop Dogg and the supernatural thriller, *Tell Tale*, starring Josh Lucas.

**Panelists:**

**Carlos Carreras** - *Talent Agent, United Talent Agency*

In 2001, Carlos Carreras began working as an assistant at what is now Brillstein Entertainment Partners and in 2005 he began working as an agent at United Talent Agency. Since then he has began to lead the agency's representation in the Latino/Spanish-language marketplaces, worldwide. *The Hollywood Reporter* selected Carreras as one of 2007's 50 Most Powerful Latino's in Hollywood. Additionally, he

was named one of “The Most Influential and Powerful Latinos In Hollywood” by The Imagen Foundation and was honored two years in a row at the 2007 and 2008 Imagen Awards.

**Laura Rister** - *Producer and Packaging/Literary Manager, Untitled Entertainment*  
Laura Rister oversees packaging and production interests at Untitled Entertainment in Los Angeles and manages a short list of writers and filmmakers including literary manager for Hilary Swank, Penelope Cruz, Laura Dern and Jared Leto. Among current film and television projects in development or pre-production are *The Sound and the Fury*, *Lovelace* and *London Calling*. Prior to this she was head of casting and VP of production and development at Miramax Films.

**Alexis Garcia** - *Motion Picture Literary Agent, Endeavor Talent Agency*  
Alexis Garcia is an agent in the independent packaging group of the motion picture literary department of Endeavor Talent Agency. Garcia is involved in financing and selling distribution rights for a variety of independent films. Prior to Endeavor, Garcia practiced entertainment law at Sheppard, Mullin, Richter & Hampton and O’Melveny & Myers.

**Sandra Conditto** - *Producer*

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## **Selling Your Film**

**Royal Palm Hotel, March 14, 11 - 12:30 p.m., SELLF14H**

What do foreign sales agents and acquisitions executives look for when pre-buying projects, co-producing or acquiring completed features? What kinds of world sales and distribution deals are being brokered and when? Hear from the industry pros that are reading the scripts, covering film festivals and acquiring films.



**Moderator:**

**Susan Wrubel** - *International Film Consultant*

Susan Wrubel is a film executive with over 15 years of experience in film acquisitions, sales, marketing, and

distribution. After 11 years in the New York art-house world, Wrubel moved to Los Angeles in 2004 as acquisitions and co-productions for Paramount Classics. She oversaw acquisitions of completed features worldwide and potential projects for co-production. Wrubel was responsible for the acquisition of box office hit *Mad Hot Ballroom* out of the 2005 Slamdance Film Festival. Currently, Wrubel is a consultant for several internationally-focused companies in content acquisition and aggregation, as well as involved in production, financing and consultation for independent producers. Current clients include UK-based Salt Co., Orange Entertainment, Buena Vista Productions, Pimienta Productions and The Miami International Film Festival.

**Panelists:**

**Matt Brodlie** - *Senior Vice President Production and Acquisitions, Paramount*  
Matt Brodlie most recently oversaw productions including *Year of the Dog* and *A Mighty Heart*. He also worked for Tri-Star Pictures, where he oversaw production for *Running With Scissors*, *Silent Hill* and *Premonition*, and for Miramax Films where he worked on *Hero*, *The Quiet American*, *Fahrenheit 9/11*, *Shaolin Soccer* and *In The Bedroom*.

**Samantha Horley** - *Managing Director, Salt; Head of Sales, Lumina Films*  
Samantha Horley has over 13 years of experience in international sales at PolyGram Film International, Summit Entertainment and Myriad Pictures. She has been responsible for sales on films as diverse as *Fargo*, *American Pie*, *The Blair Witch Project*, *U-571*, *Sleepers*, *Memento* and *Lock Stock and Two Smoking Barrels*. Prior to this, Horley's career began at Fox in sales and marketing in their World Cinema video label.

**Winnie Lau** - *Director, International Sales and Distribution, Fortissimo Film Sales*  
Winnie Lau has been with Fortissimo Films since 2001. She has played an important role in strengthening and expanding the businesses of Fortissimo internationally, especially within Asia, the U.S. and Europe. In 2007, she moved to New York City to head their U.S. office. She has worked on various projects including *Shine a Light*, *Ashes of Times Redux*, *2046*, *Shortbus* and *Super Size Me*, among others. She has also worked on *Invisible Waves* as associate producer and *Who Am I?* as production manager.

**Sarah Lash** - Domestic Sales, Cinetic Media

Sarah Lash joined Cinetic Media's film sales and financing division in 2006, specializing in domestic sales. Since coming on board, Lash has been instrumental in the sales of such films as *La Misma Luna*, *We Own the Night*, *Taxi to the Darkside* and *Diary of the Dead* from prestigious film festivals like Sundance, Cannes, Tribeca and Toronto. Prior to joining Cinetic, Lash was working for ICM's independent and packaging group, working on the sale of *You Kill Me*. Prior to that, Lash spent five years at IFC, most recently as the VP of acquisitions and co-productions, where she acquired films such as *Y Tu Mama Tambien* and *Metallica: Some Kind of Monster*.

**Arianna Bocco** - VP of Acquisitions and Production, IFC

While at IFC, Arianna Bocco worked on Gus Van Sant's *Paranoid Park* and the Cannes Palme d'Or winner, *4 Months, 3 Weeks & 2 Days*. Before joining IFC, she was vice president of acquisitions at New Line Cinema/Fine Line Features and later senior vice president of Miramax Films, picking up indie gems like *Tadpole* and *The Station Agent*.

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## Venues

### **Royal Palm Hotel**

1545 Collins Ave., Miami Beach  
Sunshine Palm Room, 2nd floor  
305-604-5700

#### **Directions:**

From west: Take FL-836 east to I-395 (which becomes MacArthur Causeway) and continue east to Miami Beach. Keep right at the fork to go on 5th street/FL- A1A north. Turn left onto Collins Ave.

From north: Take I-95 south to the I-395 East exit, 2D, on the left toward Miami Beach. I-395 becomes MacArthur Causeway. Keep right at the fork to go on 5th street/FL- A1A North. Turn left onto Collins Ave.

From south: Take I-95 north to the I-395 east exit, 2D, on the left toward Miami Beach. I-395 becomes MacArthur Causeway. Keep right at the fork to go on 5th street/FL- A1A North. Turn left onto Collins Ave.

*Parking: Two pay parking garages are available on 16th St. between Collins Ave. and Washington Ave., and metered parking is also available.*

**UM - School of Communication**

**5100 Brunson Drive, Coral Gables**

**International Building, Room 2058, Shoma Hall - Guide to Entering the Film Industry**

**Wolfson Building, Studio A - Kodak Presents: Stop By Shoot Film**

**305-284-5234**

**Directions:**

From the north: Take I-95 until it ends and turns into U.S. 1 (S. Dixie Highway). Turn right on Granada Ave. (approximately ½ mile after Le Jeune Rd.). Turn left on Pisano Ave. (intersection at the end of the empty lot on the left). Cross over small bridge and make the second left into the School of Communication parking lot.

*Parking: You will receive a parking pass upon checking in at the REEL Seminars ticketing table.*

**MDC's North Campus**

**School of Entertainment & Design Technology**

**11380 NW 27th Ave., Miami**

**Bldg. 2, Room 2147, 1st floor**

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