



**2009 IFP MN PRODUCERS CONFERENCE**  
Pitch Session Guidelines and Conference Guest Bios  
APPLICATION DEADLINE: April 15, 2009

**Guidelines**

*During the morning Distribution Marketplace portion of the conference, you will have the opportunity to meet briefly with each of the conference guests to introduce yourself and learn more about their companies. The time limit for this initial introduction is 3-5 minutes with any one guest. During the final 90 minutes of the conference, we will host a Pitch Session, where you will have the opportunity to speak with a distribution rep or consultant for up to 25 minutes. You must apply to do this in advance of the conference. Below are guidelines for participating in the Pitch Session portion of the conference. Applications should be e-mailed to IFP Education Director Reilly Tillman at [rtillman@ifpmn.org](mailto:rtillman@ifpmn.org) or sent by FAX to 651-644-5708. Notification by phone that you e-mailed or faxed an application is recommended: 651-644-1912, ext. 107.*

***Meeting with Distributors***

- *Conference participants with completed projects will receive priority in scheduling a pitch session with a guest representing a distribution company.*
- *If there are still openings available after the April 15<sup>th</sup> deadline, conference participants with works-in-progress will be given priority for the remaining slots based on the current state of their project.*

***Meeting with Consultants***

- *Those with unfinished projects will receive priority for scheduling time with a guest consultant.*
- *Keep your pitches as brief and concise as possible (max. 5 minutes recommended).*
- *If you wish to show clips or trailers, you must provide your own laptop to do so.*

**Bios**

***Conference Guests: Distribution***

***Gary Garfinkel/Showtime Networks***

Gary is Senior Vice President of Content Strategy & Acquisition for Showtime Networks. In this capacity, he oversees strategic planning and content acquisition for Showtime's ten Pay-TV channels, which includes the evaluation, negotiation, and acquisition of more than 500 programs a year (feature films, episodic series, documentaries, reality/lifestyle, sports, and concerts) as well as studio output and library deals. In his 16 years with Showtime, he has been integrally involved in areas such as programming, business development, and digital media.

Gary has also overseen development and production of series and specials, such as *I Can't Believe I'm Still Single*, *Comics Without Borders*, *The Adult Video News Award Show*, *Look, Wild Things*, and *Live Nude Comedy*. Prior to Showtime, Gary worked at Sony Pictures Entertainment as an International Business Analyst and in New York at Salomon Brothers Inc as a Foreign Exchange Analyst while also attending NYU Business School. Gary graduated from Boston University with a bachelor's degree in Finance.

#### Andrew Mer/SnagFilms

Andrew Mer is VP of Content Partnerships for SnagFilms and has been instrumental in building the SnagFilms library of over 650 documentary films. SnagFilms' library consists of single titles from individual filmmakers and producers to multiple titles from many of the most widely known and respected distributors, aggregators, and broadcasters, including Arts Alliance America, E1 Entertainment, Alive Mind, Cactus Three, PBS, ITVS, and IndiePix. Andrew has been an independent consultant to the film industry in development and acquisitions. His most recent client was AOL, where he served as Chief Acquisitions Consultant for AOL True Stories, an all-documentary broadband platform. He helped build and develop AOL True Stories' slate of documentary films beginning with its launch slate. Previously, Elixir Films engaged Andrew to head its creative development efforts. At Elixir he was responsible for developing all film and TV projects as well as scouting for new creative talent and project opportunities. Elixir Films' credits include the international non-fiction television series *Long Way Round* with Ewan McGregor.

#### Liz Ogilvie/B-Side Entertainment

Liz is currently the Vice President of Marketing at B-Side Entertainment, an Austin-based company that uses technology to discover, market, and distribute independent films. Ogilvie is based in the New York office where she oversees all marketing initiatives for the company. She recently was the head of IndiePix Films where she was responsible for all marketing and sales initiatives for the company's slate of fiction and non-fiction films, plus a catalogue of over 3000 films a year. Previously, Ogilvie was the Head of Programming at Docurama Films, an independent digital distribution company dedicated exclusively to releasing cutting-edge, critically acclaimed non-fiction films into the home entertainment market place. She was responsible for a release slate of over 40 films a year, creating and implementing all sales and marketing strategies and acquiring content. For two years she ran DocuClub, a resource organization for documentary filmmakers in New York City. Before her tenure at DocuClub, Ogilvie was the Managing Editor at Filmmaker magazine, where she managed the editorial and production departments and contributed to the magazine. Prior to this, she was Program Director at IFP New York, where she was responsible for programming numerous screening, panel, and event series.

#### Linda Olszewski/Shorts International

Linda joined Shorts International in January 2006 to spearhead acquisitions of Academy live-action and animation short film nominees for distribution on iTunes, and to coordinate their theatrical and DVD release with Magnolia Pictures as well as their international television presence with various global TV partners. As Co-Head of global acquisitions, she acquires and leads Shorts on iTunes USA, UK, and Canada, and acquires films for Shorts TV ([www.shortstv.com](http://www.shortstv.com)), a unique entertainment channel in Europe fully dedicated to short films. The channel features the best of short films through a rich and diverse cinema programming. Linda can be found at international festivals scouting for cinematic gems in all genres, producing video podcasts for Shorts TV, and serving on juries and panels. She holds an MA in film. Her credits include co-founder/director of the DreamWorks Short Film Festival; member of Hanna-

Barbera's development team for *What A Cartoon!*; worldwide acquisitions director for Eveo; head of shorts for The Hatchery; senior programmer for the Palm Springs Short Film Festival; and world cinema screener for the Sundance Film Festival. Her editing and associate producing credits for feature films include *Shrek*, *The Road to El Dorado*, *Prince of Egypt*, *Reality Bites*, and *The Life of David Gale*. She has worked as a documentary camera operator in Afghanistan and Huehuetla, Mexico; has written a screenplay, *Until the Day's End*; and is a photographer for the World Peace Project.

### **Conference Guests: Consultants**

#### FINANCING/DISTRIBUTION: Matt Dentler/Cinetic Media

Matt is the head of marketing and programming for Cinetic Rights Management, a sister company of Cinetic Media in New York. Cinetic Media is a leading provider of strategic advisory services to the entertainment and media industries. Key areas of concentration include film finance, film sales, corporate consultation (strategy and finance), analytical data collection, research and digital rights management as well as talent management. The firm's clients range from multi-national media companies to individual motion picture producers and directors. Prior to this, Matt spent five years as the Producer of the South by Southwest (SXSW) Film Conference & Festival in Austin, TX. Matt currently sits on the Board of Directors for the Austin Film Society and graduated with a BS in Radio-Television-Film from the University of Texas. He has participated on panels for the National Endowment for the Arts, the Cannes Market, the American Film Market, the IFP Market, and more. He is the executive producer of PJ Raval and Jay Hodges' documentary feature, *Trinidad*.

#### FUNDING/PROMOTION: Slava Rubin/IndieGoGo

Slava co-founded IndieGoGo ([www.indiegogo.com](http://www.indiegogo.com)) to help independent filmmakers overcome fundraising challenges. IndieGoGo is an online social marketplace connecting filmmakers and fans to make independent film happen. The platform provides filmmakers with the tools for project funding, recruiting, and promotion, while enabling the audience to discover and connect directly with filmmakers and the causes they support. Focused on bringing 'filmocracy' to the people, Slava frequently speaks at conferences and writes on the disruptive technologies impacting the media industry, from finance to distribution. Slava also serves as an Advisor to the IFP Film Week and Film Labs. Prior to IndieGoGo, he was a strategy consultant working on projects from start-up go-to-market strategies to corporate execution plans. He offers expertise in audience building, marketing, and DIWO (Do-It-With-Others). Blog: IndieGoGo's DIWO Download - [www.indiegogo.com/blog](http://www.indiegogo.com/blog)

#### FUNDING FOR DOCUMENTARIES: Marisa Bryce/ReelChanges

Marisa is Co-Founder and CEO of ReelChanges.com, which built the technology behind ReelChanges.org, a way for filmmakers to find community-based funding for documentaries. ReelChanges.org is owned and operated by the Center for Media Change, Inc., a non-profit corporation based in Palo Alto, California whose mission is to enrich our culture by facilitating the creation and distribution of high-quality documentaries. Marisa is also Co-Founder and CEO of TetherSphere, a software development company based in Chicago that offers customizable solutions to create and optimize online communities and social media. TetherSphere's platform offers a greater ability to more rapidly extend a community's online reach to a larger audience. "Crowdsourcing Communities" is a new funding model that has begun to impact the film industry, allowing a new funding option for filmmakers.

DIY DISTRIBUTION: Mike Mulry

Mike has spent the last 10 years helping content owners deliver their message. As a member of Media Distributors' ([www.mediadistributors.com](http://www.mediadistributors.com)) Workflow & Technology Solutions Group, he has co-developed a revolutionary on-demand platform that allows content owners to self-publish and physically distribute their work by leveraging the power of emerging social networks, i.e. MySpace, Facebook. With an extensive background in optical disc publishing, digital asset management, and content delivery, Mike has been a featured speaker at numerous related conferences, forums, and trade shows. Mike is a member of the Minnesota Professional Videographers Association and a graduate of the University of Minnesota.