



WIFV NEWS

January 2012 - WIFV Members in the News Edited by Flo Dwek

Flashenberg Awarded To Fitzgerald



Rona Fitzgerald received the Liesel Flashenberg Award for Community Service at the WIFV Twelfth Night Party on January 5. Rona's service to Listen to Our Voices, an anti-bullying campaign, was recognized with the award presented by Hilarey Kirsner and Sandy Cannon-Brown. Liesel Flashenberg served as WIFV President from 1982-83 and established Through the Kitchen Door International to provide nutrition and culinary training to recent immigrants and children. This award recognizes WIFV Members who donate their services and expertise to community service organizations.

Steenhoek Launches Capital Pixel

Lori Steenhoek recently launched her own 3D rendering and animation company, Capital Pixel, while also finalizing her Masters in Animation and Visual FX through online classes at the Academy of Art

University. Her focus has primarily been architectural rendering, but she is also learning green screen compositing, editing, and matte painting skills as part of her final thesis project, a 1-minute commercial in which an actress wanders through an imaginary, digitally-created cityscape scene. Lori loves that her work encompasses both the design world of architecture and the storytelling side of film. *Want to find out more about 3D rendering and animation? Contact Lori at 443-745-2606 or at lori@capitalpixel.com. Check out her website at*



Williams Wins Silver Peer Award

Diane Williams (photo, left) and Ishu Krishna accepted the 2011 TIVA DC Silver Peer Award for writing in the 48-Hour Film Project category for



Wish You Were Here, on behalf of the Citra Productions writing team. The film also won a Silver Award for overall excellence. Diane is currently between jobs, finishing up her feature film screenplay, *The Saucy Jack*, a true story about an ancestor of hers who was an American privateer during the War of 1812. Diane says she's also free to help WIFV members who need script writing and supervision for their new productions. *For more information, contact Diane at 703-303-2526 or fresheyeseditor@gmail.com*

Lorenz "Spotlights" First Lady, U.S. Ambassadors



Tim Lorenz has had a very busy Fall at Interface Media Group. One of the high points was supporting the YMCA National Headquarters with a

webcast as a part of the Partnership for a Healthier America conference. Supplying an on-site turn-key operation, Tim reports that after an early morning security sweep, his crew was pleasantly surprised to learn their guest speaker was none other than Michelle Obama! In addition, Tim and his team have embarked on a series of "day in the life" videos spotlighting the US ambassadors for the Department of State. And yet another project he has in the works is a series of line art animations for a government client designed to effectively simplify complex public information. *To learn more, contact Tim at Interface Media, 202-457-4641 or tlorenz@interfacemedia.com*

www.capitalpixel.com.



Augmenting Reality to Help Kids Heal

A few years ago Jordana Well, winner of the first Randy Goldman Scholarship Fund, started her own company, Well Done Media, developing and

scripting non-fiction programming for film and television. Over the past year, Jordana has turned her talents to the gaming/animation industry. As a producer for Bully! Entertainment, she is producing an educational video game and developing augmented reality experiences. "TV and film have always commanded a large amount of creativity," Jordana says, "but the gaming world opens up a whole new realm of what you can create." Currently, Jordana is working to help turn augmented reality into a healing tool for sick children. "If this works," she says, it may revolutionize the way we heal patients worldwide." Think your life is incomplete without a little augmented reality? Contact Jordana at 202-276-8606 or jordana.well@gmail.com.



O'Keefe Gets Silver & Gold for Trailer

Kudos to Catie O'Keefe, of O'Keefe Communications, which recently won an Association TRENDS Social Media Silver Award and a TIVA-DC Gold Peer Award for an original promo piece. Coming up with a novel

way to promote their client's conference in Los Angeles, the O'Keefe team crafted a snappy movie trailer. All scenes were shot in one day at AAHSA (now LeadingAge). The cast included two adventurous organization figures who loved their starring roles. Michael Moser (Director of Photography) and O'Keefe staffers Tina Hoffmann, Theresa McDermott and Darius Lyles made up the crew. O'Keefe sweetened it all with designed graphics, stock backgrounds, and action-themed music and sound effects. Within two days of its placement on YouTube, the video received 700 hits, as well as kudos from the industry press. Click here to view their award-winning trailer. For more information, contact Catie at O'Keefe Communications, 202-363-2101 or catie@okeefecom.com.



Newly-appointed WIFV Board Members, Judith Snyderman (left) and Sandy Northrop (right) were introduced to guests.



Their board terms will run through June 2013. Twelfth Night Party Organizers, Randi Cohen (left) and Rebecca Bustamante (right) being



congratulated by Sandy Cannon-Brown (middle). Randi and Rebecca coordinated the Shakespearean theme right down to

the food catered by WIFV Member Lisa Scott! Wassail, cider, savories and sweets made for a jolly evening. Guests waiting to hear who won the Opportunity Drawings including transcription or captioning from Word Wizards, tickets to *Billy Elliot, the Musical* from Allied Live and the Kennedy Center, tickets to the Shakespeare Theatre Company, and a weekend night stay at the Monaco Hotel. The lucky WIFV Members are Matthew Radcliff, Chris Svoboda, Sheri Ratick Stroud, and John Rowles.



As always, it is a pleasure to work with Lora Moinkoff at the Gibson Guitar Showroom. We look forward to returning to this great venue at the end of the month for the Women in Non-Fiction Media Reception on January 31. More info here.

Upcoming Events

January 11, 2012 - **Audio Roundtable: Voiceover Workshop with Melissa Leebaert**

6:30 to 8:30 pm

Ott House Audio, 1111 East West Highway, Third Floor, Silver Spring, MD

RSVP to membership@wifv.org

January 12, 2012 - **WIFV Entertainment Book Club** Reading *Pauline Kael: A Life in the Dark*

7:00 to 8:30 pm

Comet Ping Pong, 5037 Connecticut Avenue NW, Washington, DC

RSVP to membership@wifv.org

January 13, 2012 - **EARLY BIRD PRICE EXPIRES for Producing the Indie**

\$125 WIFV Members/\$200 Public

More at http://www.wifv.org/calendar_day.asp?date=1/13/2012&event=1018

January 16, 2012 - **Screenwriters Roundtable: Overcoming Writers Block**

6:30 to 8:30 pm

Interface Media Group, 1233 20th Street NW, Washington, DC

January 19, 2012 - **Meet the Funders: DC Commission on Arts and Humanities**

8:30 to 10:00 am

Location TBA

\$10 Executive Members/\$15 Professional & Student Members/\$30 Public

RSVP to membership@wifv.org

January 26, 2012 - **Documentary Roundtable**

6:30 to 8:30 pm

Interface Media Group, 1233 20th Street NW, Washington, DC

RSVP to matthewradcliff@mac.com

January 31, 2012 - **Women in Non-Fiction Media Reception**

6:00 to 7:30 pm

Gibson Guitar Showroom, 709 G Street NW, Fourth Floor, Washington, DC

FREE for WIFV Executive Members and Realscreen Summit Attendees/\$10 WIFV/\$20 Public

RSVP to membership@wifv.org

February 1, 2012 - Feb Weds One: **The Art of Storytelling with SpeakEasy DC**

6:30 to 9:00 pm

Interface Media Group, 1233 20th Street NW, Washington, DC

\$15 WIFV Members/\$30 Public

RSVP to membership@wifv.org

February 3-4, 2012 - **Producing the Indie with Maureen Ryan**

Friday evening and all day Saturday

The George Washington University, 805 21st Street NW, Washington, DC

Early Bird Pricing Expires January 13, 2012

\$175 WIFV Members/\$250 Public after January 13, 2012

RSVP to membership@wifv.org

Info on all upcoming WIFV events can be found at www.wifv.org

About WIFV

WIFV supports women in the industry by promoting equal opportunities, encouraging professional development, serving as an information network, and

Contact Us

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Send Stories to:

Members in the News Editor,
Flo Dwek
editor@wifv.org

educating the public about women's
creative and technical achievements.

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