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# Grand Valley State University Provides Continuing Education Credits for Film Friendly Michigan Course

*Day-long session held Tuesday, July 22  
at Black Star Farms in Suttons Bay*

**FOR IMMEDIATE RELEASE – July 11, 2008**

Event Contact:

Deb Havens  
616.885.2961  
DebHavens@TravelingMoon.com

Media Contact:

Dianna Stampfler  
269.330.4228  
Dianna@PromoteMichigan.com

(GRAND RAPIDS, Mich) – Grand Valley State University’s Continuing Education Department has partnered with Film Friendly Michigan to offer .7 Continuing Education Units (CEUs) for participants who complete a day-long professional development course titled “When Hollywood Comes To Town.” The course will be offered on Tuesday, July 22 at Black Star Farms in Suttons Bay as part of a two-day Northern Michigan Film Forum.

The two-day program offers an impressive list of speakers and panelists, providing a combination of free information and advanced training for attendees.

“When Hollywood Comes to Town” is aimed at business and community leaders from municipal government, economic development, police and fire units, business owners and others interested in being certified as “Michigan Film Friendly.” The course features film and production experts who will help participants dig deeper into the ins and outs of how local communities and businesses can benefit from the industry on a variety of levels.

Topics such as how film locations are chosen, how to work with location scouts and production crews, what to include in local filming guidelines, and how to develop a photo location package that promotes your community will be covered, as well as an opportunity to start planning for your community’s “Hollywood close-up.”

Michigan film success stories and pitfalls will be shared as well, during a panel discussion with:

- Vicky Michaeu – Delta County Chamber, Escanaba
- Mark Adler – VAI Digital, Detroit
- Brad Van Dommelen – Traverse City CVB
- Tom Jacob – Location Scout & Manager, Detroit
- Karl Butterer – Smith, Haughey, Rice & Roegge, Grand Rapids

The cost for Tuesday’s course is \$99 and includes lunch and all training materials. The course runs from 8am-5pm; space is limited and reservations must be made online at [www.mpami.org](http://www.mpami.org).

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Monday's program begins at 2pm, also at Black Star Farms. Two state legislators – Rep. David Palsrok (R) from Manistee and Rep. Bill Huizenga (R) from Zeeland have been invited to open the forum, providing an overview of the Michigan Film Incentive package and giving recommendations on how to work with the Michigan Film Office.

Jerry Zandstra, Vice President of Strategic Planning for America Saga Productions, a television production company with a number of projects slated for production here in Michigan, will be the keynote speaker. He will address the topic, "***Put the New Film Incentives to Work for Your Business!***"

The presentation will be followed by a panel discussion about the film industry in Michigan, moderated by Dianna Stampfler from Promote Michigan. Panelists include:

- Cam DeLong – Warner, Norcross & Judd
- Deb Havens – West Michigan Film Video Alliance
- Sarah Crapo-Hayes – West Michigan Film Office
- Rich Brauer – Brauer Productions

Attendance at the Northern Michigan Film Forum on Monday is free, although seating is limited and online reservations are required at [www.mpami.org](http://www.mpami.org)

The Northern Michigan Film Forum is presented by the West Michigan Film Video Alliance, Michigan Production Alliance, West Michigan Tourist Association/West Michigan Film Office, Promote Michigan and is made possible by the financial contributions of Warner, Norcross & Judd; America Saga Productions; The Bank of Holland & The Bank of Northern Michigan; Berends, Hendricks & Stuit Insurance Agency; Windemuller; Robert Grooters Development Co. and Smith, Haughey, Rice & Roegge.

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**ADDITIONAL INFORMATION AVAILABLE UPON REQUEST:**

- Agenda for Northern Michigan Film Forum
- Promotional Flier for GVSU-CU / Film Friendly Michigan Course
- Professional Biographies and Photos of all Panelists
- Syllabus for Film Friendly Michigan Course
- Open Letter to Local Businesses from Jerry Zandstra