

december 2011



Merry Christmas and Happy New Year

AWARDS TIME

It's an honor to receive an award. It's a double honor to receive two awards. I am proud to announce that both *SPP Team Work* and *An Introduction to Southwest Power Pool* won Empixx Awards this year.

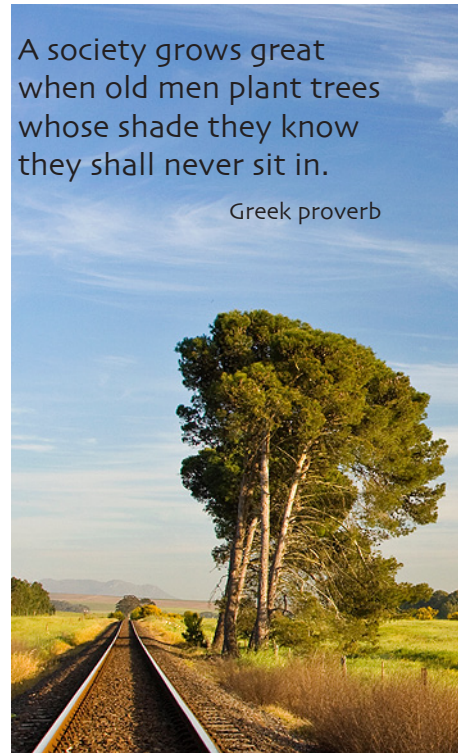
The Empixx Awards is a competition for innovative TV and video production that this year drew over 1,100 entries from all around the US and Canada. The list of clients whose productions were recognized includes both top names in industry and entertainment, as well as educational institutions and smaller businesses. I am pleased to say that Southwest Power Pool is in very good company here. Similarly, the production companies represented range from big Hollywood and New York players to much smaller boutique shops and anything in-between.

A unique feature of the Empixx Awards is that all entries receive written feedback. In many contests, that is not the case. For me as a producer and film maker, that feedback is invaluable, as it gives me insight into what caught the eyes of the judges (good and bad) and lets me evaluate the techniques and production approaches I use for their effectiveness. So the awards process not only gives recognition to work already done, but also helps improve future work. It's a win-win.



A society grows great when old men plant trees whose shade they know they shall never sit in.

Greek proverb



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The videos that won:

SPP Team Work is the video that could. It was supposed to be a short video to introduce a team building training. It was created on a really tight schedule and it was to be used once.

Then it was such a success at the event that the client decided to use it for other trainings and events throughout the year.

The Empixx judges agreed and gave it a Platinum Award, indicating that it scored among the very top videos in this competition.



An Introduction to Southwest Power Pool received a Gold Award. This video encapsulates the who, what, where, when and why of Southwest Power Pool in 6.5 minutes. It has found great use in SPP PR work and already received a Gold Award in the Marcom Awards last year.

You can watch both videos in their entirety at FilmandCompany.com.

I am proud and thankful to have received the 2 awards. The awards signify the level of creativity and craftsmanship you can expect from Film & Company LLC. There's of course no way to guarantee that the next video for certain will be an award-winner, but you can count on me to give it the same touch ...

A big thank you to clients and friends who made 2011 a great year.

May 2012 bring prosperity for you and yours.



Where Christmas began: The Shepherds' Field outside Bethlehem (the city is visible beyond the ridge in the right side of the picture). Here the angels announced the game-changing event of all times: the birth of Jesus, the Christ, who brought hope and life forever to anyone who believes in Him.

