

## HOLLYWOOD CONNECT

AUGUST 20 - 24

### LALIFF presents Hollywood Connect.

A series of events, receptions, industry panels, discussions, conversations and presentations created to build bridges between participating filmmakers and professionals from the Hollywood film community with the objective to interact with and learn from prominent experts, financiers, filmmakers, talent, and industry executives. These include indie and studio executives responsible for development, financing, production, and distribution and marketing.

All events will take place at the Renaissance Hollywood Hotel and Spa at the Hollywood & Highland Center beginning Friday, August 20th through Tuesday, August 24th unless otherwise noted.

### FRIDAY, AUGUST 20

Day 1

12:30 pm - 3:30 pm

#### “THE ADVANTAGES OF INTERNATIONAL CO-PRODUCTION”

**Presented by** EGEDA

**Moderated by** Leon Ichaso, Director

#### Location

EGEDA U.S. Offices  
681 Trenton Drive  
Beverly Hills, CA 90210  
~Lunch Will Be Served~

This panel will discuss the “ins and outs”, the “dos and don’ts” with industry professionals that have worked in and around the field of International Co-Productions.

#### Panelists

Rafael Sanchez, *Managing Director, EGEDA-SGR*  
Manuel Soria, *Managing Director, Madrid Film Commission*  
Julia Steinweg, *Founder/Producer, Steinweg Emotion Pictures*  
Gabriela Tagliavini, *Director/Producer*

### SATURDAY, AUGUST 21

Day 2

1:00 pm - 2:00 pm

#### “CAFÉ CON... MATT LOPEZ”

**Presented by** WGA, West

**Moderated by** Ligiah Villalobos, writer “La Misma Luna”

#### Location

Renaissance Hotel & Spa, 3rd Level

The Writers Guild of America, West invites you to attend an interesting and insightful discussion moderated by WGA, West member, Ligiah Villalobos (*La Misma Luna*) as she speaks with fellow WGA member, Matt Lopez (*Bedtime Stories & Race To Witch Mountain*) about his latest film, the Walt Disney Pictures action adventure, *The Sorcerer’s Apprentice*.

Find out how Matt creates creative commercial projects that appeal to A-list talent such as Adam Sandler, Dwayne ‘The Rock’ Johnson and Nicholas Cage, and about his latest endeavor to expand his talents into producing.

*This “Café Con...” will be preceded by a Special FREE Screening of Mr. Lopez’s film The Sorcerer’s Apprentice at 10:00 am at the Mann Chinese 6 Cinemas*

2:30pm - 4:00pm

#### BEFORE THE CAMERA ROLLS/MAXIMIZING YOUR TAX INCENTIVES

**Introduction by** Leimomi Coloretti, *Outreach and Development Director, Media Services / Showbiz Store*

#### Location

Renaissance Hotel & Spa, 3rd Level

Join us for this definitive seminar on pre-production and tax incentives planning, presented by Media Services and Showbiz Software.

#### Panelists

Otter Huntley, *VP of Business Development, Media Services*  
Steven Fishman, *VP of Sales, Media Services*  
Roger Jones, *Business Development/Software Support, Media Services*  
John Robertson, *Tax Incentives Specialist, Media Services*  
Alan Bailey, *West Coast Production Consultant to Tax Credits, LLC*

### SUNDAY, AUGUST 22

Day 3

2:00 pm - 3:00 pm

#### DIRECTOR’S ROUNDTABLE

**Moderated by** Sydney Levine, *Sydney’s Buzz-Indiewire*

#### Location

Renaissance Hotel & Spa, 3rd Level

A dialogue with six exciting new voices whose films are being showcased in this year’s Festival. Each filmmaker will share their stories on what it took and the roads they each travelled to get their current films made.

#### Participants

Fina Torres, *Director “Habana Eva”*  
Carmen Marron, *Director/Producer/Writer “Go For It!”*  
Consuelo Alba, *Director “El Andalón”*  
Isabel Cueva, *Director, “In the Name of Freedom”*  
Yvette Edery, *Director, “Jillian Dillon”*  
Sarah Vaill, *Director, “Women With Altitude”*

*Please check website for updates & additions, [www.latinofilm.org](http://www.latinofilm.org)*

3:30 pm - 4:30 pm

#### NEW MEDIA AND YOU

**Moderated by** Sydney Levine, *Sydney’s Buzz-Indiewire*

**Location**

Renaissance Hotel & Spa, 3rd Level

Using social networking, DIY and Hybrid Models to market and distribute your film

**Panelists**

Orly Ravid, *The Film Collaborative*  
 Vanessa Arteaga, *Jaman*  
 Sheri Candler - *Marketing & Publicity Specialist*  
 Maggie Cooper - *Vice President of Acquisitions, Orange Entertainment*

*Please check website for updates & additions, [www.latinoilm.org](http://www.latinoilm.org)*

**MONDAY, AUGUST 23RD**

**Day 4**

**4:00 pm - 5:00 pm**

**A GUILD EXPLORATION**

**Presented by** SAGindie

**Moderated by** Darrien Michele Gipson, *Director SAGindie*

**Location**

Renaissance Hotel & Spa, 3rd Level

"Representatives from SAG, SAG Indie and Writers Guild of America, West talk about independent film and new media - how to work with the Guilds and why. It's easier than you think..."

**Panelists**

Kim Myers, *WGAWest, Director of Diversity*  
 Mark Friedlander, *SAG, National Director, New Media*  
 Elisabeth Flack, *WGAW, Contracts Administrator, New Media*

**5:00 pm - 6:00 pm**

**FROM FINANCING TO NEW MEDIA DISTRIBUTION: DECONSTRUCTING FILM**

**Presented by** Ethos Group

**Moderated by** Ivan Cevallos, *CEO, Ethos Group*

**Location**

Renaissance Hotel & Spa, 3rd Level

**Panelists**

Adrian Ward, *SVP, Entertainment, Sports & Media, NBCal*  
 Howard Cohen, *Co-President, Roadside Attractions*  
 William Wu, *Entertainment Attorney*  
 Marcos Cruz Gonzales, *Partner, MCG & Co.*  
 John Kuri, *CEO/President, Elixir Entertainment*

**TUESDAY, AUGUST 24th**

**Day 5**

**5:00 pm - 7:00 pm**

**A DIALOGUE ON IMMIGRATION ISSUES: "WE ARE AMERICA/NOSOTROS SOMOS AMERICA:"**

**Co-Presented by** UCLA Latin American Institute

**Moderated by** Lalo Alcaraz, *comic strip "La Cucaracha", host KPFK "Pocho Hour of Power"*

**Location**

Renaissance Hotel & Spa, 3rd Level

This panel will address the issue of immigration as a civil rights crisis impacting the Latino immigrant community that has culminated with Arizona's anti-immigrant law, SB1070

**Panelists**

Esaú Meléndez, *LALIFF Filmmaker, Director of "Immigrant Nation"*  
 José Jacques Medina, *Federal Deputy, LX Legislature, 2006-09, Mexican Congress*  
 Professor Justin Akers Chacon, *San Diego Community College, Chicano Studies*  
 Thomas Saenz, *President & General Consul of MALDEF*  
 Sebastian Cordero, *LALIFF Filmmaker, Director of "Rabia"*

