



presented by



**THE PRODUCERS GUILD ANNOUNCES 7TH ANNUAL PRODUCED BY CONFERENCE
ADDITIONAL SPEAKERS, ROUNDTABLE MENTORS & PANEL MODERATORS
INCLUDING ARIANNA BOCCO, IAN BRYCE, MARC CHERRY, CARLTON CUSE, TRACEY
EDMONDS, MARK GORDON, MARSHALL HERSKOVITZ, GARY LUCCHESI, LORI McCREARY,
TIM MINEAR, WILL PACKER, HAYMA "SCREECH" WASHINGTON, AMONG OTHERS**

LOS ANGELES (May 7, 2014) – The Producers Guild of America (PGA) is pleased to announce numerous top industry producers and executives as additional speakers, roundtable mentors, and panel session moderators for the 7th Annual Produced By Conference (PBC). The Mentoring Roundtables, always a popular feature at the Conference, are one-hour sessions that grant PBC attendees unique, face-to-face access to seasoned producers who provide candid career feedback in a casual, intimate setting.

The 2015 PBC features more than 40 conference sessions, panel discussions, mentoring roundtables, networking opportunities, social events and workshops designed to provide producers with important career tools and insights necessary to compete in today's marketplace. PBC takes place May 30-31 and is hosted by Paramount Pictures on its historic Hollywood studio lot.

Newly announced Speakers, in alphabetical order, include:

- **David Alpert** –President, Skybound Entertainment ("The Walking Dead" franchise, "Outcast")
- **Steven P. Arkle (Sparkle)** – Senior Digital Colorist, Technicolor
- **Debra Bergman** – Senior Vice President, Scripted Production, Fremantle Media
- **Oliver Bokelberg** – ASC ("Survivors Remorse," "Scandal")
- **Lisa Callif** – Partner, Donaldson + Callif
- **Brandon Calvillo** – Celebrity Viner
- **Jeremy Carver** – ("Supernatural," "Being Human")
- **Greg 'Klarity' Davis, Jr.** – Celebrity Viner
- **Shirley Davis** – Vice President, Physical Production, Alcon Entertainment
- **Laurence Franks** – Director, Production Finance, Netflix Inc.
- **Dan Gilroy** – (NIGHTCRAWLER, THE BOURNE LEGACY)
- **David Glasser** – COO and President, The Weinstein Company
- **Larry Karaszewski** – (BIG EYES, ED WOOD)
- **Josh Kline** – Head of Media & Entertainment, Box Consulting

- **Jason Mante** -- Head of User Experience, Vine
- **Tim Minear** – ("American Horror Story," "Firefly")
- **Jeffrey Nachmanoff** – (TRAITOR, THE DAY AFTER TOMORROW)
- **Walter Newman** – Director of Comedy Development, Adult Swim
- **Dave Waters** – Vice President of On-Location Services, Technicolor

Roundtable Mentors, in alphabetical order, include:

- **Matt Baer** – Principal, Matt Baer Films (UNBROKEN, CITY BY THE SEA)
- **Arianna Bocco** – SVP, Acquisitions and Production, IFC Films
- **Lisa Bruce** – (THE THEORY OF EVERYTHING, NO STRINGS ATTACHED)
- **Ian Bryce** – Ian Bryce Productions (WORLD WAR Z, TRANSFORMERS franchise)
- **Carlton Cuse** – Principal, Carlton Cuse Productions ("Bates Motel," "The Strain")
- **Tracey Edmonds** – CEO and President, Edmonds Entertainment (JUMPING THE BROOM, "With this Ring")
- **Lauren Gellert** – Executive Vice President, Development & Original Programming, WE tv ("Braxton Family Values," "Marriage Boot Camp Reality Stars")
- **Marshall Herskovitz** – Partner, Bedford Falls Company (THE LAST SAMURAI, "thirtysomething")
- **Gary Lucchesi** – President of the Producers Guild of America (THE AGE OF ADALINE, THE LINCOLN LAWYER)
- **Lori McCreary** – President of the Producers Guild of America (INVICTUS, "Madam Secretary")
- **Will Packer** – Producer & Founder, Will Packer Productions (RIDE ALONG, THINK LIKE A MAN)
- **Hanny Patel** – Senior Director, Digital and Emerging Markets, DIRECTV
- **Bennett Pozil** – EVP, Head of Corporate Banking, East West Bank
- **Hal Sadoff** – (THE NICE GUYS, HOTEL RWANDA)
- **Russell Schwartz** – President, Pandemic Marketing
- **Sarah Timberman** – Timberman/Beverly Productions ("Masters of Sex," "Justified")

Panel Moderators, in alphabetical order, include:

- **Keith Arem** – CEO/President, PCB Productions ("Call of Duty," Titanfall")
Panel: **EVERYTHING YOU WANTED TO KNOW ABOUT GAMES, BUT WERE AFRAID TO ASK**
- **Debra Birnbaum** – Executive Editor, Television, Variety
Panel: **SCARY 3.0: THE NEW HORROR**
- **Marc Cherry** – ("Desperate Housewives," "Golden Girls")
Panel: **CONVERSATION WITH: EVA LONGORIA**
- **Joe Chianese** – Executive Vice President, EP Financial Solutions
Panel: **PRODUCTION INCENTIVES AND THE FISCAL RESPONSIBILITY OF THE PRODUCER *Sponsored by Entertainment Partners***
- **Carolyn Giardina** – Contributing Editor, Tech, The Hollywood Reporter
Panel: **PICTURE CLARITY: MAKING SENSE OF NEW CAMERA AND WORKFLOW OPTIONS *Sponsored by ARRI and Technicolor***
- **Mark Gordon** – Principal, Mark Gordon Company (STEVE JOBS, "Ray Donovan")
2 panels: **THE ART AND CRAFT OF PITCHING FOR TELEVISION *Sponsored by Stars United Network LLC*** and **THE ART AND CRAFT OF PITCHING FOR FILM**
- **Pete Hammond** – Chief Film Critic and Awards Columnist, Deadline Hollywood
Panel: **360 PROFILE: EMPIRE *Sponsored by Illinois Film Office***

- **Hawk Koch** – Principal, The Koch Company (SOURCE CODE, PRIMAL FEAR)
Panel: **THE WORLD'S (SOON-TO-BE) BIGGEST MARKET: A PRODUCER'S GUIDE TO OPPORTUNITIES IN CHINA** *Sponsored by East West Bank*
- **Gary Lucchesi** – President, Producers Guild of America (THE AGE OF ADALINE, THE LINCOLN LAWYER)
Panel: **THE STATE OF FINANCING FILMS TODAY** *Sponsored by Pacific Mercantile Bank*
- **Jade McQueen** – Managing Director, Media & Entertainment, Box
Panel: **PRODUCING A HIT WITH YOUR WORKFLOW IN THE CLOUD** *Sponsored by Box*
- **Ted Mundorff** – President and CEO, Landmark Theatres
Panel: **INDEPENDENT FILM: THE HOTTEST TICKET IN TOWN** *Sponsored by DIRECTV*
- **Will Packer** – Producer & Founder, Will Packer Productions (RIDE ALONG, THINK LIKE A MAN)
Panel: **CONVERSATION WITH: REESE WITHERSPOON & BRUNA PAPANDREA**
- **Sanjay Sharma** – President and Chief Operating Officer, All Def Digital
Panel: **THE INTERSECTION OF NEW TECHNOLOGY AND TRADITIONAL MEDIA: HOW THE SOCIAL WEB IS CHANGING THE GAME**
- **Vance Van Petten** – National Executive Director, Producers Guild of America
Panel: **ALL THINGS PRODUCING: ASK THE PROS**
- **Hayma "Screech" Washington** – ("The Amazing Race," "Hurricane Hunters")
Panel: **UNSCRIPTED AND UNCENSORED: MEET THE BUYERS OF NON-SCRIPTED TV**
- **Sharon Waxman** – CEO and Editor in Chief, TheWrap
Panel: **BASED ON A TRUE STORY**
- **Winnie Wong** – SVP, Momentous Insurance Brokerage
Panel: **HOW NOT TO GET SUED** *Sponsored by Momentous Insurance*

*The above speakers, mentors, and moderators are subject to change.

For a full list of speakers, mentors, and panels and to register for Produced By 2015, please visit www.producedbyconference.com

The Produced By 2015 Chairs are Ian Bryce, Tracey Edmonds, Marshall Herskovitz, and Rachel Klein.

In addition to Paramount Pictures, sponsors to-date include: Cadillac, the official Automotive Partner of the PGA; PRG, Production Resource Group; AKA; AMC Networks; American Cinema Editors; Arizona Teas; ARRI; Box; CAPS Payroll; Celtx; Cineverse, a division of VER; Coca-Cola; Corbis Entertainment's BEN; Cuervo Proximo Spirits; DIRECTV; East West Bank; Emmett/Furla/Oasis Films; Entertainment Partners; Film Baton Rouge; Film US Virgin Islands; Florida Film Commission; Fine Art of Events; Freixenet; Gavina Don Francisco; Heineken; Hilton Worldwide; Honolulu Film Office; HUB Entertainment Insurance; Illinois Film Office; Intuitive Aerial Inc.; KIND; Korea Creative Content Agency (KOCCA); Krispy Kreme; Minnesota Film & TV; Momentous Insurance; Pacific

Mercantile Bank; Panasonic; Pinewood; Produce Iowa; Riveted Events; SAG-AFTRA, SAGindie; SmartSource; Sprinkles; Stars United Network LLC; Technicolor; The Molecule.

The Produced By 2015 team includes Supervising Producer Barry Kaplan, Program Director Madelyn Hammond, Marketing Consultant Lynda Dorf, and Sponsorship Director Diane Salerno of Six Degrees Global.

Produced By 2015 is made possible by the Producers Guild of America's charitable entity, the Producers Guild of America Foundation, and epitomizes the Foundation's core mission to educate those working in the producing profession. To review highlights from previous conferences and receive news and the latest programming updates for PBC 2015, please visit the Guild's official website and follow its social media channels for the event:

Website: ProducedByConference.com

Twitter: [@Produced_By](https://twitter.com/Produced_By)

Facebook: Facebook.com/producedbyconference

YouTube: YouTube.com/producersguild

Instagram: Instagram.com/producersguild

Hashtag: **#PBC15**

ABOUT THE PRODUCERS GUILD OF AMERICA (PGA)

The Producers Guild of America is the non-profit trade group that represents, protects and promotes the interests of all members of the producing team in film, television and new media. The Producers Guild has more than 7,000 members who work together to protect and improve their careers, the industry and community by providing members with employment opportunities, seeking to expand health benefits, promoting fair and impartial standards for the awarding of producing credits, as well as other education and advocacy efforts such as encouraging sustainable production practices. For more information and the latest updates, please visit ProducersGuild.org, www.PGAGreen.org, and www.PGADiversity.org, and follow us on Twitter [@ProducersGuild](https://twitter.com/ProducersGuild).

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To Request Media Credentials:

All media interested in covering the 2015 Produced By Conference will need to submit a Press Credential Application. Please email KristiAnna.Collura@42West.Net to receive an application. While credentials are not guaranteed due to space limitations, PBC will do its best to grant them to as many outlets as possible.