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## 2012 Industry Panels

Saturday, September 22, 2012

**The Grand Victory**

245 Grand Street

(btwn Roebling & Driggs)

(For address and directions see [Venues](#) page)

**3:00 PM - 4:00 PM**

### **Seminar: Budgeting, Scheduling and Other Software Tools for Film and TV Producers**

*Presented by Media Services*

Join Steve Bizenov, VP of Sales & Marketing at Media Services for an overview of Budgeting, Scheduling and Other Software Tools for Film and TV Producers

Software tools to be reviewed include:

Showbiz Budgeting and Actualization, which allows production accountants, production managers and independent producers to create all types of budgets for film, TV, commercial, music video, web series and corporate video. But it's not just a simple budgeting program. Unlike other production budgeting products on the market, this one actualizes, so you can see exactly what you've spent and how it affects your overall budget. And Showbiz Budgeting includes the new interface to Cashtrails on the iPhone and iPad to track petty cash!

Film and TV Cash Flow Program, the first ever standalone Film & TV cash flow software, will take your completed budget and breaks out the cash flows across all four stages of your shoot Pre-Production, Production, Wrap, and Post.

Lightspeed eps, a web based entertainment production management system designed specifically for the film and television industry. It centralizes your production information and provides secure access from your computer, cell phone, or wireless device.

Other software tools to be reviewed include:

- Credit Scout
- Quickfilm Budget
- Electronic Production Office

### **Presenter:**

**Steve Bizenov**, Vice President of Sales and Software Development



Steve Bizenov has more than 25 years experience in the software industry with a strong background in entertainment production and operations management, payroll and accounting. He joined Media Services in 1994 as vice president of sales and software development, where he is responsible for sales and customer support of the company's payroll services as well as software line throughout the U.S. and Canada. He developed and opened the company's Showbiz Software Stores in Los Angeles and New York three years ago, and has since then served as executive vice president of that division. He has also designed and developed new software products for the TV and commercial markets.

Prior to Media Services, Bizenov worked for EUE Screen Gems in production and operations management. He has also served in executive positions at various entertainment accounting, payroll, and software companies including FilmPro and Bon Bon Entertainment. A graduate of State University of New York, Steve also holds certifications from New York University's School of Continuing Education in network administration, programming, and data processing concepts.

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**4:00 PM - 5:00 PM**

### **Production 101: From Finance to Distribution**

*Presented by Williamsburg Foodtown*

The panel will explore the existing financial climate for raising money for your film project and guide you through the complex financial maze required to turn your creative vision into a film. Far too many excellent concepts never reach the screen due to a lack of education in the realities of sustaining a project through completion. Professionals in finance, marketing and production will explore these realities and discuss how a filmmaker should prepare a budget, fundraise, stay on schedule and successfully market their film in this constantly evolving business.

#### **Panelists:**

**Steve Bizenov**, Vice President of Sales and Software Development, Media Services (see above)

**Ethan Bordman**, Entertainment Attorney & Film Finance Consultant



Ethan Bordman is an entertainment attorney and film finance consultant representing authors, screenwriters, producers, directors, and actors, guiding them through the legal and business matters they face in bringing their dreams to the screen. In addition to holding a law degree and MBA, Ethan holds a master's degree in Entertainment Law from the University of Westminster in London, England. Before starting his law practice, he was the Assistant Executive Director of the Detroit office of the American Federation of TV and Radio Artists (AFTRA), a national performers' union, where he worked on projects with networks such as ABC, CBS, FOX, CTV (Canadian Television), and TNT, many of which involved state film production credits. Ethan frequently contributes his analysis of entertainment industry topics to legal publications. He also developed a continuing legal education seminar that was recognized by his peers with an award. He

is a member of the Entertainment, Arts, and Sports Law Executive Committee of the New York State Bar.

**Jim Jermanok**, Writer, Director and Producer

Jim Jermanok is an award-winning writer, director and producer, creative success expert, consultant and speaker. Jim wrote and produced the romantic comedy, "Passionada," which was released by Columbia Tri Star in over 150 countries. His latest film "Em" recently won the Grand Jury Prize at the Seattle International Film Festival and the Criterion International Inspiration Award. It was released in Fall, 2011 by Vanguard Cinema and SnaqFilms. Jermanok is a former ICM Agent who helped to represent Arthur



Miller, Shirley MacLaine, Dudley Moore, Helen Hayes, Alan Arkin and General H. Norman Schwarzkopf, among others. He can be reached at [Jermanok@aol.com](mailto:Jermanok@aol.com).



**John Melo, President, Zephyr Communications, Inc.**

John Melo has 30 years of advertising and marketing experience in the areas of entertainment and corporate communications. He is co-founder and President of Zephyr Communications, Inc. Founded in 1987, Zephyr has created award-winning work for giants of the entertainment industry including: Twentieth-Century Fox, Miramax, New



Line Cinema, Jim Henson Productions, Sony, Time-Warner and CBS Television. His years in advertising for the motion picture industry, TV, and Broadway taught him that one has only seconds to grab a viewer's attention and create a lasting impression.

**Moderator:**

**Atit Shah, President, Create Entertainment**

Atit Shah runs Create Entertainment and Evince Productions which recently wrapped post-production for The Projectionist (2013) and has several other film projects in various stages of distribution, early development and pre-production. Shah works within many aspects of the entertainment industry, primarily financing; development and production for films, events, and technology as it relates to entertainment. He has also worked in various departments such as Accounting, Production, Assistant Direction for over 20 projects and served as the Creative Director for Bollywood Hollywood Productions based in the US focusing on American production of Bollywood films. He attended The George Washington University in Washington, DC for his BBA. Feel free to contact Atit Shah via the Create Entertainment website: [www.createntertainment.com](http://www.createntertainment.com)

