

10 PILLAR

PRODUCTIONS

2022 October Edition



Matt Fitch on the film set of *Giraffing Me Crazy*.



Trey Plemons working on a camera dolly rig.

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What is 10 Pillar Productions?

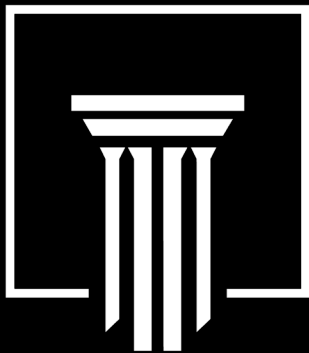
by Jack Brown

10 Pillar Productions is a seasoned video production company that releases music videos, short films, weddings, and commercials. Their focus is delivering high-quality visual content at competitive prices and strive to bring excellence to you and your company. 10 Pillar Productions is ideally situated to collaborate with clients ranging from independent artists to multinational corporations. All of these services are provided with the use of 10 Pillar's talented and award winning video production team that have been working together for the past 6 years. Their production office is set in Leander, Texas and provide service to any area that best suits your needs in and around the greater Austin area.

They named their company after the 10 pillars they operate under, which

are: 1. Expect to succeed. 2. Get comfortable being uncomfortable. 3. Master the routine. 4. Take care of the little things. 5. Know your role. 6. Create relationships. 7. Show, don't tell. 8. Finished, not perfect. 9. Helpers, not takers. 10. Always be growing.

With this mentality, 10 Pillar Productions has been able to continue company exposure and finalize deals with future clients. The company didn't predict much business starting out, but soon realized the market for professional commercial video is at an all-time high. After joining a BNI work group, the company has maintained a steady flow of business throughout the year. 10 Pillar has grown from a small YouTube channel to a professional video company within the last couple years.



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The Team

by Jack Brown

The group pictured below met as classmates at Sam Houston State University (SHSU). In Huntsville, Texas, they collaborated on numerous school projects and short films. After graduating, they set out to build their own production company and haven't looked back since.

Andrew Passantino is the post-production supervisor at 10 Pillar. On set, he's working with audio equipment and figuring out where the footage is being stored. Off set, his main job is as editor; he cuts and compiles footage into an overall flowable sequence.

Jordan Brown is a writer, producer, and director for the company. Brown has an important role in finding clientel and finishing up a deal. On set, you will see Jordan walking around and making sure everything is running smoothly, as well as, talking with actors and answering their questions.

Richard Dillion Glass is another producer/director in 10 Pillar. He's made 2 award winning short films such as *Whispering Winds* and

Sunrise. Glass is the guy on set lending a helping hand and making sure morale is good on set.

Trey Plemons is the director of photography, colorist, and VFX artist. He operates the camera at all times and sets up the equipment for the best shot possible.



(From left to right) Andrew Passantino, Jordan Brown, Richard Dillion Glass, Trey Plemons

What's New

by Jack Brown

In the last couple of months, 10 Pillar has been working with new clientel and finishing up projects. Their most recent video is a commercial film reel highlighting their best work of 2022; the reel includes interview shots and b-roll of business owners telling their story.

Recently, Jordan has been working for Adelbert's Brewery as a side job. While working there, he had the opportunity to create his own commercial and video of the owner Scott Hovey sharing his experiences of running a brewery. For the commercial, 10 Pillar hired long-time friend and actor Benjamin Hull. He

presents the beer "Dale," a Mexican style lager, and says it's the perfect beer to sip while your watching your local Austin FC.

Another commercial is a law firm called the Law Offices of Stephanie Hon. This video, along with others, follows a simple

interview formula that is able to capture the message of each company filmed. In the video, Stephanie Hon talks about what motivated her to become an attorney and how practical experience was the best way to learn her career field.

The story video of the Wood- en Road Home is by far the best commercial they have released. It's emotional, yet real to hear Zachary Leick tell his story of losing his



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Jordan Brown and Matt Fitch laughing at a scene.



Maurice Medel interviewed about motorsports

brother at the young age of 11. He explains that he began woodworking to maintain his sobriety and didn't expect to create a business selling functional art.

Interview with Jordan Brown

by Jack Brown

Q: What camera does 10 Pillar use on film sets?

A: Well, we use two cameras on a majority of our film shoots. The first is a RED Digital Cinema camera and the second is a LUMIX GH5. When filming an interview, it's important to get as much shots as possible. This provides lots of coverage for when it's time to start editing.

Q: How did you come up with the 10 principles to your company?

A: So, the ten principles is a collection of beliefs and standards I learned while I was apart of the Sam Houston State baseball team. My freshman year I was the team bullpen catcher and this is where I learned the phrase "expect to win, never hope." If you expect to succeed, you can accomplish anything.

Q: What story that 10 Pillar filmed has stuck with you the most?

A: That's a tough one... I'd have to say the story of the Wooden Road Home. Hearing Zachary's story of losing his brother was extremely emotional to hear on set. I'm very proud of how that video turned out and I'm glad Zachary approved of it.

Q: What is a normal day on a commercial set like?

A: Organized. I take big responsibility in making sure 10 Pillar sets run smoothly and are on time. While Trey is setting up equipment, I'm either helping him or preparing our client to speak in front of a camera. Our clients are not professional actors, so we have to make them feel as comfortable as possible when they're speaking to the camera.

Q: How has joining a BNI work group affected your company's business?

A: It's been great being apart of a BNI group. We have met plenty of clients within the group and have been recommended to customers by their businesses. Business has only increased with the help of BNI and I'm glad we joined when we did. I encourage any small business to join a BNI group because it has helped contribute to our early success.

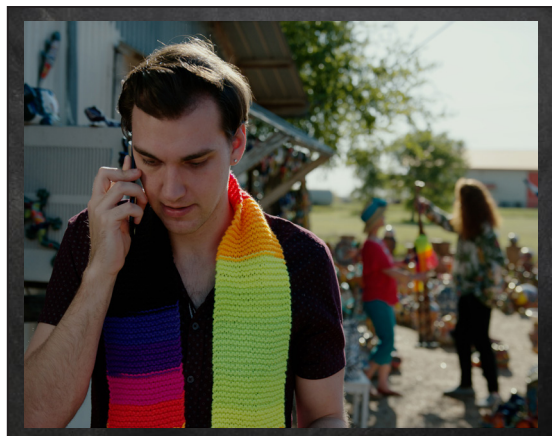


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Giraffing Me Crazy

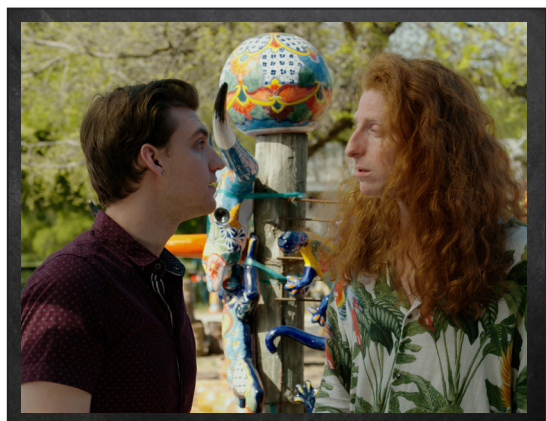
by Jack Brown



Still of Grant Giles in *Giraffing Me Crazy*

Giraffing Me Crazy Logline:

“Tony and his roommate, Asher are headed to a birthday lunch Tony’s parents are throwing for him. On the way, they pass by a yard art shop with a huge giraffe sculpture that Asher has to have. Tony hates it but Asher is convinced it is fate calling him to the sculpture.”



Still of Grant Giles and Chris Cinquemani

Giraffing Me Crazy has been the biggest project 10 Pillar has been working on in the last couple of months. The short film is set to premiere at Southwest Theatres in Austin on November 3, 6:00 p.m.. The film includes Grant Giles and Christopher Cinquemani, both have acted in numerous short films associated with 10 Pillar. Matt Fitch, Director/Editor/Co-Writer, has worked with Grant and Chris since college, along with the 10 Pillar crew, so the team chemistry and atmosphere was solid and well-established on set.

Jordan Brown, Co-Writer/Producer, said “the set was great. It was unbelievably smooth, cast and crew was perfect. We had a lot of extra time that we set aside for some scenes to really let the actors and Matt have fun with the script.” Jordan also mentioned, *Giraffing Me Crazy* had recently won Best Comedy Short Film at the Austin Under the Stars Film Fest. Regarding the acting duo Matt said, “They had instant chemistry and were able to bounce off each other in every scene.”

Matt and Jordan co-wrote the script for the film; this is not their first time to write like this.

There writing process begins with Matt starting the script and writing words/ideas onto the page. Then, Matt will send a rough draft to Jordan, and his responsibility is to read and critique the story. They continue to write and edit until the story is to their satisfaction.

Matt expressed, “The idea for the film began when Jordan happened to drive past a pottery shop and saw a gigantic sculpture of a giraffe.” He continues, “Jordan couldn’t stop thinking about that giraffe and ultimately presented me with the question: What kind of person would buy that thing?”

Furthermore, local Austin rap duo Thee Unemployed created the short film’s main song, “Giraffing Me Crazy,” which eventually led to the title of the film. Matt said, “If the song wasn’t absolute fire, the film wouldn’t work. Luckily Thee Unemployed is an incredibly talented duo. They came through with what has to be the catchiest song about a giraffe ever written.”

Giraffing Me Crazy is an award-winning short film about fate, coincidence, breakups, artists, and the Vietnam War.