

AICE New York Chapter Announces Four Additions to Board of Directors

***New members bring both creative editorial and design
and visual effects perspectives to chapter leadership.***

New York, NY – September XX, 2010 – The New York chapter of AICE has elected four new members to its board of directors. The new board members represent a cross-section of the post production industry in New York and include editors, owners and executive producers from AICE editorial, design and visual effects companies.

Joining the Board are Steve Hamilton, Partner and Editor, The Whitehouse; Jennifer Lederman, National Managing Director and Executive Producer, Red Car; Ian MacKenzie, Partner and Editor, MacKenzie Cutler; and Amy Selwocki, Head of Production, Superfad. AICE Board members are nominated and elected by the sitting board to a two-year term.

Clayton Hemmert, Editor and Partner at Crew Cuts and chairman of the AICE New York Chapter nominating committee, says the new board members will bring more perspective and experience to the organization. "We want to be responsive to the membership in what is an always-changing business," he says. "A board position isn't paid, and these people have committed themselves to the work involved with keeping pulse on the issues that face post production."

AICE New York Board President Rachelle Way, Managing Director of Company X, agrees. "Board members need to have a willingness and interest to be active participants," she says. The initiatives and programs AICE New York undertakes are spearheaded by the board members, according to Way. "There's a lot to be done," she observes, "and all of it requires manpower."

Board members meet regularly to discuss key issues, developments and trends that affect their businesses, according to Burke Moody, Executive Director of AICE. "Everything from digital workflows and industry standards to procurement policies and preferred vendor lists has been reviewed and discussed by the New York board," he says. "Out of these discussions come programs and initiatives such as our education program on HD and the transition to digital television."

In addition to organizing special events for members like the a recently held seminar for editors, assistants and audio mixers. The Board also has initiated a new event, the Editor's Roundtable, a highly successful dinner reception attended by over a dozen editors where issues such as creative trends, techniques and war stories were exchanged in an open and lively manner. A follow up roundtable is in the works.

On the awards and industry recognition front, the New York Board organizes the annual Camp Kuleshov trailer editing competition for assistant editors, a popular showcase for up and coming talent, and the New York Chapter will host the 10th Anniversary AICE Awards Show in May of 2011, which will be produced under the guidance of the New York Board.

"Beyond the community aspect, which is big, AICE is invaluable to independent editors when we need to have a collective voice," says MacKenzie about his reasons for joining the board. "For example, we rely on AICE cancellation / postponement guidelines on a constant basis. And the exchanging of information and perspectives is extremely important, as in the recent debate about in-house editing. I think it's made a difference."

Superfad's Amy Selwocki adds that she's excited to join the board and looks forward to giving a voice to the issues companies such as hers face. "We create content, but we also edit content, and we face many of the same challenges as editorial companies," Selwocki says. "We collaborate with editors to provide them with graphics, so we need to understand the needs there, too. AICE is where we can come together and share resources and discuss issues that face all of us, and educate each other."

AICE recently opened its membership to design and visual effects studios, and Superfad was one of AICE's earliest supporters from the design ranks.

The 2010 AICE New York Chapter Board of Directors:

OFFICERS:

President, Rachele Way, Company X Edit
Vice President, Dee Tagert, jumP New York
Secretary, Rosemary Quigley, Chinagraph, Inc.
Treasurer, Mitch Garelick

BOARD MEMBERS:

Bob Cagliero, Manic
Chris Franklin, Big Sky Editorial
David Friedman, DJM Post Production
Steve Hamilton, The Whitehouse/New York
Clayton Hemmert, Crew Cuts
Jennifer Lederman, Red Car New York
Ian MacKenzie, MacKenzie Cutler
Zarina Mak, P.S. 260
Amy Selwocki, Superfad

Media Contacts:

Burke Moody, AICE, 212-665-2679, burke@alice.org
Anthony Vagnoni, AVagnoni Communications, 973-493-8736, anthony@avagnoni.com

About AICE

AICE is an international association whose members are independent creative editorial, design, visual effects and post production companies and their editors, designers and artists. It is dedicated to the advancement and promotion of these companies and the increasingly significant role their editors, designers and artists play in the media creation process. With chapters in Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco and Toronto, AICE represents a significant segment of the vibrant post production industry, and will continue to maintain its strong collective voice in the commercial advertising and marketing industry. Among its signature initiatives and programs are the annual AICE Awards, which highlights creative excellence on behalf of its member companies; the regular publication of white papers and advisories on relevant trends and developments in post production; and active participation with other industry organizations on the establishment of standards and best practices for the post production process. As a trade organization, AICE will continue to represent the best interests of its members within the advertising and marketing industry as it disseminates information to ad agencies, advertisers and producers on all aspects of editorial, design, visual effects and post production. For more information, visit www.alice.org.