

WHITE NOISE

SUMMER 2011

WFW Celebrates
DON CARMODY
100 Films
& counting



WFW Shoots **Hobo With A Shotgun**
in Halifax – Story on Page 10

Canada's Oldest and Largest Provider of Production Equipment
World-Class Ingenuity Here!



**WILLIAM F. WHITE
INTERNATIONAL INC.**
A COMWEB GROUP MEMBER



WFW Aerial Operator Technician Mike Darby Placing the Stab C Dome onto a Pan Arri 435 in Northern Quebec



WFW SuperTechno 50 Crane on location in Winnipeg for "Beethoven's Christmas Adventure" -Universal Studios Home Entertainment Prod's.



WFW Moviebird 17 with Stabilized Scorpio on location in Toronto for "Gain" detergent - Radke Films-PM Greg Jones



WFW's new Supertechno 30 Crane on location in Toronto for a Tim Hortons Commercial with Key Grip Chris Atkinson

WFW Appoints Rick Perotto as VP, Client Development and David Hardy as VP, Client Services



"I'm extremely excited to be with William F. White International, for the opportunity to contribute and make this a greater company. It is truly an honour. The depth of talented people within the company is terrific and I am happy to be part of the team."
- Rick Perotto

We are pleased to announce the appointments of industry veteran **Rick Perotto** to the position of **Vice President, Business Development** and **David Hardy** to the position of **Vice President, Client Services**.

Rick joined us in April following an illustrious 13-year career as a well-respected business representative and former president of the International Cinematographers Guild, I.A.T.S.E. Local 667. He will report directly to our Chairman and CEO and will be responsible for leading WFW strategic initiatives and sales efforts, focusing on national business development. In 2001, Perotto co-founded FILM ONTARIO and currently serves as Board Secretary of this successful organization through which he regularly promotes film and television productions within the province.

David brings over ten years of management experience to his new role, having served as a Business Agent for NABET 700 CEP, a union of film and television technicians that has serviced the Greater Toronto Area for over 30 years. While at NABET, David was integrally involved in the union's collective bargaining process, as well as training and membership recruitment. David is also a current board member of the cultural careers Council of Ontario and the Toronto Film Board.



"The prospect of joining such a respected industry player was one that I jumped at. I'm tremendously thrilled to join the WFW team!"
- David Hardy



WILLIAM F. WHITE CENTRE WORLD-CLASS INGENUITY HERE!

The future is imminent for William F. White, and with a smoke trail still blazing from our former property – located only a few blocks away – our new world-class WFW Centre is in the business of exceeding industry expectations. We are now situated comfortably on nearly 17 acres of prime real estate, encompassing 338,000 square feet of workspace. William F. White International Inc. occupies nearly half of the building, featuring over 20 full-service loading bays. The other half of our space is also being put to good use – in part by Cinegrip Inc. and Film and Events Solutions, who moved in on April 1st, as well as a slate of production offices which became available for use as of May 1st.

WFW Centre is in keeping with our recent Whites Goes Green™ initiative, and is fully equipped with a state-of-the-art energy-efficient and sensory lighting system along with an advanced recycling program.

The thrill has truly begun for an exciting new episode in our company's history. We are also pleased to recognize our long-standing relationship with the Canadian Society of Cinematographers, for whom we have built a new and improved clubhouse located right off our main reception.

We've come quite a distance since day one, but it's only just the beginning of an even longer journey that awaits us. With our sights set now on the 'Official Launch' of the WFW Centre on June 23, 2011, not only are we bigger and better than ever, we're going to look good while we do it.



WFW Centre central lobby area

WHITES INTERACTIVE ON THE MOVE ACROSS CANADA!

After an exciting inaugural year, Whites Interactive continues to grow and expand across Canada into Calgary, Vancouver and Halifax. We've also added the Chromate System to our arsenal; an innovative green screen technology that uses a reflective grey material and an LED light ring. This incredible new system saves digital filmmakers both time and money, making it a perfect complement for the Whites Interactive program.

Whites Interactive has proven to be a dynamic solution for digital filmmakers. Viral Vans have been used for anything from commercials and corporate videos to indie features and transmedia. This month we have a Viral Van going to Sudbury with Casey Walker for the independent feature "A Little Bit Zombie".

Swing by Whites anytime to check out this amazing package today!



Whites Interactive Viral Van on location in Whistler, B.C



Anneli Ekborn, Illya Klymkiw & Galen Court on location in Toronto for Sabeth Productions, Furstano - **BravoFact**





FINAL DESTINATION 5

Survivors of a suspension-bridge collapse learn there's no way you can cheat death.

Producer: Richard Brener, exec producer; Erik Holmberg, exec producer; Craig Perry, producer; John Rickard. Cinematographer: Brian Pearson, Gaffers: Gaetan Jalbert, Grips: Leon Serginson (grip) Bill Earle (rigging grip), Darren Gregory (rigging grip), Curt Griebel (key rigging grip), Dan Gorval (best boy grip), Andrew Mackie (best boy rigging grip), Kim Olsen (Key Grip), Troy James Sobotka (leadman grip), Pat Waller (rigging grip). Production company: Jellystone Films, New Line Cinema.

WFW Factoid: FD5 is the largest Airstar Balloon Setup in Canadian film history with a total of 17 balloon lights!



PM Mathew Hart and Garin Josey



Green screen from the set of Final Destination 5



Garin Josey, DOP Brian Pearson, Gaffer John Dekker, Balloon Technician Dylan Paul

See If I Care



On location on the set of **See If I Care** in Vancouver - Garin Josey, John Kuchera (Key Grip), Ed Brando, Ryan Bailey (Gaffer)

Barricade

A father's quiet retreat to the woods with his two children turns into a fight for survival.

Producers: David Calloway, producer; Lori Lewi, producer; Richard Lowell, exec producer; Michael Pavone, producer. Cinematography: Robert Aschmann, Gaffer: Scott Clark. Production companies: Barricade Productions, WWE Studios.



PM Simon Richardson, Ed Brando, Key Grip Chris Tate, DP Bob Aschmann-On Set of "Barricade"



Ed Brando with Gaffer Scott Clark

RECOIL

A cop turns vigilante after his family is murdered, exacting vengeance on the killers-and then on all criminals who have slipped through the system.

Executive Producer: Joseph Nasser, Producer: Jack Nasser. Production Company-Caliber Media/Nasser Group North.



WFW's Ed Brando with Actor Danny Trejo

WFW Vancouver Welcomes Corey Lambert

We are proud to welcome Corey Lambert to WFW Vancouver in the position of Commercial/Truck Package Manager. Corey joins us with over 16 years of film equipment rental house experience servicing Vancouver's commercial market for the past six years with one of our national competitors. He takes pride in developing strong relationships with valued clients and crew and understands the fast-paced, budget-conscious needs of our commercial customers. Corey is well-known for going the distance in customer service and continually strives to exceed expectations on every project.

"I'm thrilled that Corey has decided to join our management team here in Vancouver," said Garin Josey, Assistant GM. "His experience, client relationships, and thorough knowledge of our equipment and processes will go a long way."



Garin Josey & Corey Lambert

VANCOUVER *Client Reception*

FAIRMONT PACIFIC RIM HOTEL / APRIL 27, 2011



Producer Catherine Winkler and Mark Ross of Switch United and WFW CSRs Maggie Dumouchel and Chris Jacques



P.M. Producer Christian Bruyere, Producer/The Founder of the Celluloid Social Club/Executive Producer Hot Shot Shorts Paul Armstrong, Manager of Client Relations for WFW and Founder/Executive Producer of Hot Shot Shorts, Ed Brando, and Director/Producer Jeffery Lando



Key Grip Chris Tate, Producer Grace Gilroy, Comweb/WFW VP Client Services David Hardy, P.M. Yvonne Melville, Producer Gigi Boyd, Gaffer T.C., Comweb/WFW VP Business Development Rick Perotto of WFW Toronto



Producer Siobhan McCarthy, Producer Kate Green



Director Katrin Bowen, WFW Chairman & CEO Paul Bronfman, Director Lulu Keating, Director Ana Valine



P.M. Yvonne Melville, WFW Chairman & CEO Paul Bronfman, Producer Grace Gilroy



Producer Renee Giesse, Gaffer Prem Marimuthu, Nikki Brown, Gaffer Vince Laxton, Art Director Candise Ashley Paul



Commercial P.M. Al Cooper, CinequipWhite's Julie Lambert, Commercial Dept. Manager Corey Lambert, WFW Director of Marketing & Communications Lowell Schrieder, CSR Maggie Dumouchel



Echo Planet's "Planet Echo" is highly successful and is a fun educational children's show with Charles Clément and André Clément as hosts/producers.



L/R: Joao Luis Holowka, Gabriel Levesque, Karen Stermscheg, Khali Wenaus, Adrienne Huard, André Clément, Joanne Noel, Gilles Noel, Charles Clément, WFW Winnipeg GM Steve Morrisson, Norman Dugas



Winnipeg Gaffer Joao Holowka busy lighting the set of Echo Planet's second season of "Planet Echo", a children's educational and fun science series.



Frantic Films produced "WINNIPEG COMEDY FESTIVAL", is in its 3rd year and WFW supplied dollies for the live to tape production. Produced by Jamie Brown and Shawn Watson.



L/R PM Gord McLennan, WFW Winnipeg GM Steve Morrisson, Michael Watt-Director, Shaun Johnson-Frantic Films Producer

St. John's Ravenscourt Rock Show in Winnipeg



WFW partners with Maximum Entertainment and Christie Lites to produce the annual SJR rock show in Winnipeg.

Beethoven's Christmas Adventure



A Christmas elf accidentally takes off in Santa's sleigh, crash lands in a small town, and loses the magic toy bag. Beethoven must rescue the elf, recover the bag from greedy crooks, and return the sleigh to Santa in time to save Christmas.

DP Ross Berryman, Camera operator Damon Moreau, and Director John Putch, all said that the combination of the Techno Crane 50 and the Stabilized Scorpio Head, were a great combo to get them a variety of shots under some extreme conditions. This shot has Techno Crane tech Bob Harper and Crane grip, Clint Silzer, in action.



Generator operator Marvin Klein and Dome Productions' technical producer Brian Heidenpahl at the Allan Cup in Kenora.

WFW Celebrates

100 DDC

Don Carmody
ONE HUNDRED FILMS



Don Carmody & Paul Bronfman

Oscar-winning producer Don Carmody received industry tribute at the Four Seasons Hotel in Toronto on Saturday, April 16 for hitting the 100 films milestone. William F. White attended in full force to congratulate and commemorate this momentous occasion with our friend Don.

The occasion (coinciding with Don's 60th birthday) was MC-ed by Colin Mochrie and was attended by about 350 people, including producers, crew, suppliers, directors and actors. WFW Chairman and CEO Paul Bronfman and various celebrities offered praise and congratulations. Those who weren't able to attend such as Kim Cattrall and Jay Baruchel (who starred in Carmody's latest movie "Goon" which was recently filmed in Winnipeg) toasted Don via recorded video.

Don, a valued WFW client has produced several films for major Hollywood studios as well as mini-majors like Miramax and Lions Gate Films. His credits include some of the most popular movies of all-time including "A Christmas Story," "Good Will Hunting" and "Chicago". We have supported Don on several of his major pictures including "Chicago," "Resident Evil: Apocalypse" and most recently "Silent Hill: Revelation 3D".



OMDC's Donna Zuchlinski with WFW VP Client Relations David Hardy



WFW's Manager, Specialty Equipment Kerry Leger, Manager Client Relations, Anna Popio & VP/GM WFW Toronto Dan St. Amour.



Manitoba Film Commissioner Carole Vivier with WFW Director, Marketing & Communications Lowell Schrieder & Manitoba Film & Music's Louise O'Brien Moran



WFW Toronto CSR Andrew Simpson with wife Liz, Paul and Judy Bronfman



WFW Manager, Client Relations Roger Playter with PM Whitney Brown



PM Hartley Gorenstein with VP/GM WFW Toronto Dan St. Amour

Congratulations Don, we look forward to working with you on 100 more!

WFW Appoints Dan St. Amour as VP/GM WFW Toronto



Dan St. Amour

Dan St. Amour has been promoted to the position of Vice President/General Manager, WFW Toronto overseeing all local operational matters. He brings a combined 20-years of experience to this role both on and off set and has been a valued member of the WFW family for over a decade.

"I am thrilled to have this opportunity," said St. Amour. "It's a wonderful chance for me to do the best I can for our valued customers."

In 2000, Dan was promoted to commercials manager and has been handling all of our customer relations in that area ever since. In 2010, Dan played an active role in the launch of Whites Interactive and has seen this initiative expand across the country. He will be reporting directly to our Chairman and CEO while maintaining his previous role as Commercial Manager.

"Dan has been such an important part of the WFW Toronto team for many years," said Paul Bronfman, CEO and Chairman, WFW. "It is only fitting that his production experience would lead him to such an instrumental role."

MY dad SAYS



Kevin Jewison & Winnie Wong

"*My Dad Says*" is a quirky comedy about the art of parenting and leaving the child in us behind. This 7 minute film tells the story of Kelvin, a grown man who is haunted by the white lie his father told him 35 years ago. Now a father himself, he vows to always tell his own son the truth, but he soon learns that it's a fine line between fact and fiction, even a six year old knows that.

Directed by: Winnie W. Wong, Written and Produced by: Anita de Yonge-Vandeneysel, Director of Photography: Kevin Jewison, Key Grip: WFW's Cameron Stoltz

frenemies



2nd AD Kevin Hourigan, Director Daisy Mayer and WFW's Jonathan Bronfman on location in Toronto for the Disney TV Movie "*Frenemies*"

WFW Appoints Bruce Dale as Manager of Education and Training



Bruce Dale

In this new role, Dale will provide constructive learning opportunities for staff and industry professionals while establishing and maintaining professional working relationships with industry organizations and post-secondary institutions.

Dale joined William F. White International in 2006 working in the back-shop handling and bar-coding both lighting and grip equipment. Advancing quickly within the company, Dale became a CSR in the Lighting and Grip Department, managing commercials and long-format Canadian independent films.

"Bruce is the perfect candidate for this new position," said Dan St. Amour, Vice President and General Manager, WFW Toronto. "His tremendous knowledge of the movie making process, experience in teaching and significant artistic abilities will serve him well in his new position."

Prior to joining Whites, Dale was the Program Director and Arts Instructor at Imagination Works School of the Arts for five years. He also worked within the film community as an on-set PA, Grip and Camera Assistant, and has collaborated with various producers and directors as a Storyboard and Concept Artist.

"I am 100 percent excited to be in this new position and this new level of involvement," said Dale. "I look forward to collaborating with new people and helping to foster the talents of emerging filmmakers."

William F. White International Reaffirms commitment to Saskatchewan



WFW relocates to the Canada Saskatchewan Production Studios in Regina

We are proud to announce that Canada's leading provider of professional production equipment has relocated to Canada Saskatchewan Production Studios, the largest production facility in the Prairies, on December 1, 2010. Our relocation reaffirms our long-standing commitment to the Saskatchewan production industry and we remain truly committed to providing the region's production professionals with the tools they both require and deserve. William F. White is proud to be the only provider of professional support with offices from coast to coast.



WFW's Stephan McLellan with CSR/Shop Foreman Ron Jacobs at WFW's new warehouse inside Canada Saskatchewan Production Studios

BIONIC BANNOCK BOYS

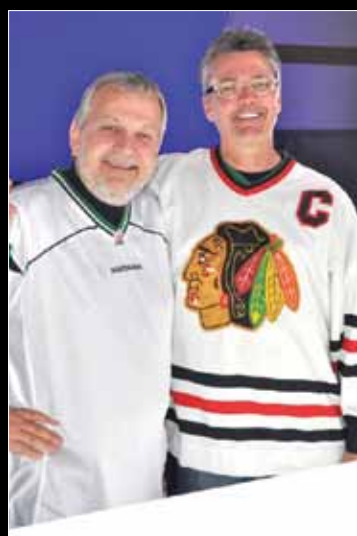
Keeping Western Canada in stitches with their live show, the Bionic Bannock Boys have returned to the studio to produce season 2 of their successful TV series for APTN.

Lighting and Grip supplied by WFW.

L/R (standing): Gabe Kinistino (gaffer), Doug Cuthand (producer), Mike Hepp (electric), Layton Burton (DP), Gord Hearn (grip), Daniel Shingoose (key grip) and William Generoux (grip). Seated are the Bionic Bannock Boys themselves, Cory Generoux, Sean Dean and Keon Francis.



Saskatchewan Roughriders 2011 Commercial



Director Tom Davidson (left) and DP Layton Burton on the set of the 2011 Saskatchewan Roughriders commercial

Blue screen was utilized to separate many Riders fans from the background as they took the Rider Pledge. Phoenix Advertising Group provided the creative and Caffeine Commercial Productions produced the spot. It should be noted that Layton clearly didn't get the message about the correct jersey to wear for the shoot. Layton struggled with the first round elimination of his hockey team from the 2011 Stanley Cup Playoffs. William F. White has proudly supported the Riders' commercial campaigns for the last six seasons.

Wapos Bay

Wapos Bay recently wrapped the final installment of the franchise with the production of a TV movie. Previously, the Gemini award winning production team produced 5 seasons of the TV series. The production utilized painstaking stop motion animation techniques to tell the stories of the good folks of Wapos Bay. Whites is proud to have been the lighting and grip supplier to this show. We look forward to their new series "The Guardians" which will begin shooting this fall.



L/R: Peter Christiansen (DP), Dennis Jackson (Creator, Producer, Director), Craig Olsen (lighting crew), Aaron Jackson (lighting crew)

HOBO WITH A SHOTGUN



WFW Feature

Directed by Halifax-native Jason Eisener, "Hobo with a Shotgun" has created a big name for itself among horror aficionados and movie lovers alike. Written by Eisener and Canadian industry veterans John Davies and Rob Cotterill, the feature film humbly began as a fake trailer for the South by Southwest Grindhouse Trailer Competition and quickly won the support of domestic and international fans.

Surrounding a vigilante homeless man who enforces street justice with his 20-gauge shotgun, the plot seems to resonate with both Canadian and international audiences. Some have awarded the film with an unofficial title: "the grossest movie ever made in Canada," a title that seems to bring only pride to the film's creators and those in the Canadian film industry.

Produced by Rob Cotterill, Niv Finchman and Frank Siracusa, the gory film is now a domestic box-office hit that received rave reviews at its 2011 Sundance Film Festival premiere in January.

As a joint production from Rhombus Media, Yer Dead Productions and Whizbang Films Inc. the movie filmed in Dartmouth, Nova Scotia brought together gaffer, Jordan Schella and grip, Will Semple who also contributed to the production.



Director Jason Eisener gives Rutger Hauer the action to deliver justice one shell at a time in this intense scene!

"White's has always been there to support the films we have been making - without their assistance and understanding we never would have been able to make our short film Treevenge," said Rob Cotterill, Writer and Producer, "Hobo with a Shotgun." "Whites has been part of our team from the beginning, and has helped us realize what we have always wanted to do, make movies."



WFW Atlantic's Matt King & Martin Noel, (Special Makeup/blood FX, WFW Atlantic Staff) Henry Townsend, WFW Atlantic CSR Matthew Lynds, Hobo Director Jason Eisener, Writer John Davies, Gaffer Jordan Schella, Producer Rob Cotterill



Getting ready for the big pawn shop scene - L/R: Boom Op/Composer Adam T. Burke, 1st AC Darcy Fraser, Camera Trainee/DMT Scott Thorne, Producer Rob Cotterill, Gaffer Jordan Schella, Grip David "Ratty" Chisholm, Camera John Cochrane, AND at Front Centre DOP Karim Hussain sitting on top of the Doorway Dolly!

WFW Appoints Tim Friese to oversee Atlantic Office



Tim Friese

Tim Friese, William F. White's newly appointed Manager of Halifax Operations is an industry veteran who brings over a decade of production experience to his new role.

Making his debut into the film industry in 2000, Friese began his career as a production assistant working on commercials and eventually ventured into other areas of production including art, electric and grip departments for several companies including the Canadian Film Centre.

In 2009, Friese received the Payback Award sponsored by Playback Magazine, for his outstanding contribution to Canadian Film Centre productions. Tim also holds a Certificate in Documentary Filmmaking from George Brown College in 2010.

"This new role is a big and exciting challenge for me," said Friese. "I'm hoping to contribute fresh ideas to the team and help build continued growth within the WFW Atlantic Office."

FACES AND PLACES



Emma Rayne Ross Born April 21 at 11:59pm 5lbs. 15oz. Father Randal Ross, Mother Stephanie Davy. Daughter of Randy Ross, WFW Calgary Dolly & Crane Maintenance



Greg Jeff's new child at 2 days old - Kai. Beside him is his 2 year old sister Addison and she's looking pretty thrilled to have a new brother!



Linda Wood, Stuart Reid and Ann Mackenzie at William F. White prime-time in Ottawa reception



WFW Toronto Staff Outing to the Whites-Sponsored TIFF Bell Lightbox



WFW VP Sales and Marketing Paul Roscorla, Hollywood Reporter's Etan Vlessing, WFW Chairman/CEO Paul Bronfman and Producer Paul Pope



WFW's Anna Popio, Kerry Leger and Cher Merlo with Pete Newman, wife Jennifer and Robert Walsh at the 2011 CSC Awards



Director Scotty Bergstein, Garin Josey, Director of Photography Shane Hurlbut and PM Trevor Baines at a Screen Gems Studios commercial shoot in Vancouver.



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