



November 17-10, 2017

TOPICS & INSTRUCTORS

- Networking** - Sally Helppie
- Cable Wrapping & Set Safety** - Luisa Mendoza
- Set Etiquette** - Susana Gibb
- Walkie Etiquette** - Cydney Cox
- Slating** - Alicia Pascual
- Scripts, Sides & Call Sheets** - Dee Evans
- Production Positions** - Laurie Durrett
- Invoices** - Catrina Craft
- Terminology** - Keefer Esteves
- Audio** - Sharie Vance
- Resumes & Post Production** - Vanessa Jimenez

See photos and bios below.



CYDNEY COX

Producer



CATRINA CRAFT

Catrina M Craft is a CPA and the CEO of Craft Entertainment CFO. Her clients have included animation and production companies, independent film makers, actors, musicians, directors, media personalities, and tour/event production companies. Catrina shares with the Entertainment Industry her knowledge of accounting and tax strategies and has been featured on WFAA 8 News, CW33 News, AOL On, Dallas Morning News, The Rickey Smiley Morning Show, and the Michael Baisden Show. Catrina is Treasurer of Women in Film Dallas, Dallas Producers Association, and is the CPA for Texas Association of Motion Media Professional.



KEEFER ESTEVES

Owner, Images for Life Productions



DEE EVANS

Past WIFD President and board member, Dee Evans, is a writer with a strong production background. She gained her experience primarily on independent features.



LURIE DURRETT

Laurie has been in the industry for over 30 years as a director/producer/writer/actor and for nearly ten years she has been a college professor teaching film production and theater.

She is also president/owner of Mockingbird Productions Company in the capacity of writer, producer and director. She is the winner of two Telly awards for industrial films. The past year has been

dedicated to writing full time. Currently she has four scripts completed, and working on a fifth based on a true story.

The arts have been her saving grace for over 40 years. Since her first show at the young age of 4 and ending her education at NYU with a Masters in Human Development and performance. "This industry, with all of its aggravations, joys, tribulations and euphoric moments, I would rather do NOTHING else."

Writing was the last venue I thought I would attempt in this industry, but it's proven to be her most passionate avenue. That's the driving force of this industry, our creative minds. It's the beauty, excitement, passion, grit that drives all of us and nowhere else are we able to share those and other emotions then through writing. Then having those incredible creative moments to come to life on the screen for all to see. What a gift.



SUSANA GIBB

Producer / Actor



SALLY HELPPIE

Entertainment Attorney



VANESSA JIMENEZ

Vanessa Jimenez was born and raised in Dallas, TX. A graduate from The Art Institute, she has an extensive background in Television and Corporate Productions. She is an award-winning visual artist with over thirteen years of experience producing, editing, shooting videos, taking photographs and building motion graphics.

She has been a proud member of Women In Film Dallas since 2015, and in 2016 she served on the board as P.S.A. Chair. As the Chair, she led the all female crew to produce both Spanish and English versions of the public service announcement for the non-profit organization Alliance For Children, which won a Telly Award under the category, promotional piece not-for-profit.

In her spare time, she loves to travel, binge watch TV and enjoys going hiking.



LUISA MENDOZA

Director of Photography



ALICIA PASCUAL

Camera Operator / Camera Assistant



SHARIE VANCE

Sharie Vance is an alumnus of North Lake College's Video Tech program, having earned an associate degree in 2008. She is a freelance video producer, as well as a production designer with Datalus Pictures, a start-up production company based in Denton. She is an adjunct faculty member of Dallas Country Community College.

She holds a Bachelor of Arts degree in interdisciplinary studies from the University of Texas at Arlington and a Masters of Fine Arts degree in documentary film production from the University of North Texas. Her career includes more than 20 years of administrative experience in a variety of industries and three years of teaching.