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MINNESOTA FILM & TV BOARD NAMES NEW BOARD MEMBERS

(St. Paul, MN, July 23, 2007) – The Minnesota Film and TV Board (MFTVB), a public/private agency that exists to build and promote the state’s moving image industry, has named five new board members: Susan Adams Loyd, Bill Anderson, Dan Reardon, Mohsen Sadeghi and Jill Sweiven.

- Susan Adams Loyd has had a 25-year management career in television programming, promotion and production. Since August 2006, Loyd has been vice president and general manager of WCCO Television, where she oversees 200 employees who produce top-ranked newscasts. Prior to WCCO, Loyd served as vice president and general manager of WAWS FOX 30 and WTEV CBS 47 in Jacksonville, Florida. She has also worked in television in Orlando, Florida and for KARE 11 in Minneapolis as director of programming & research.

“I come from a production background and think of myself as a creative person,” said Loyd. “Now with years of managing and business experience, I’m hoping to bring an artistic and business perspective to the job of stimulating opportunities for the arts, film and video production community.”

- Bill Anderson is vice president of Yellow Tag Productions, the internal production arm of Best Buy Co., Inc. An 11-year Yellow Tag veteran, Anderson leads a team of producers, writers and directors that produce hundreds of film and video projects each year, as well as live company events. Prior to Best Buy, Anderson worked for Creative Edge, in Atlanta, where he wrote, produced and directed projects for clients that include Home Depot, AT&T, and MCI.

"Best Buy is an important part of the production scene in Minnesota," said Anderson. "And I'm excited by the opportunity to extend that influence and play a more active role in nurturing and inspiring great work outside our traditional boundaries."

- Dan Reardon has 20 years of experience in the financial services industry, including: securities, institutional brokerage and investment banking. He has held positions at Dean Witter Reynolds, Pru-Bache Securities and NDX Financial. He also has served as a consultant and board member for several start-ups and early stage companies. He currently is a director for Bremer Financial Corporation, a Trustee of the Otto Bremer Foundation and chairman of the Center for Rural Policy and Development.

“This is a tremendous organization that is focused on supporting and building the thriving film and TV industry in the Twin Cities. The organization’s mission is in-line with that of the Otto Bremer Foundation by serving the communities in the form of grants and program-related investments,” Reardon said.

- Mohsen Sadeghi has more than 40 years of experience in the film, television, broadcast and commercial production industry. Sadeghi is founder and president of Pixel Farm, Inc., an award-winning state-of-the-art post-production and visual effects company in Minneapolis with divisions including music composition and sound engineering and a fast-growing interactive website division. Pixel Farm’s clients include BMW, Porsche, Sprint, Citibank, Target and Best Buy. Sadeghi is a partner in Eventide Entertainment, a feature film finance and development company, with independent producer Christine Walker.

“Having worked in the industry for decades in New York, LA and now Minneapolis, I’m familiar with the feature film business and the work it takes to get them done,” said Sadeghi. “Understanding the needs of feature filmmakers along with my knowledge of what’s available in the Twin Cities are resources I hope to provide production companies that come to Minnesota.”

- Jill Sweiven is a partner and producer/creative writer for Gunflint Productions. She also is a training, public relations and marketing consultant for a number of businesses and provides event planning and creative writing for commercial and industrial projects. Prior to that, she was a program coordinator with Northwest Airlines for its VIP Charters and Inflight Services.

“My greatest hope is to bring my corporate experience and wrap it in with creative experience to better maintain the film industry in Minnesota,” said Sweiven.

These new board members join board officers: MFTVB president Victoria Wozniak, Loose Ends Inc.; MFTVB vice president Rick Ouellette, Create Strategy; MFTVB secretary Steve Helland, Fredrikson & Byron; and MFTVB treasurer Mark Schneibel, Copeland Buhl & Company.

Board member terms are for three years. Continuing MFTVB board members include: Dale Bosch, Bosch Media; Elizabeth Feuerborn, CSM Lodging; Rick Fuller, Harder Fuller Films; Jim Gelb, Twist Films; Doug Hamilton, Moorhead State University-Moorhead; Shawn Hamilton, AFTRA; Trevor Lawrence, Teamsters Local #638; B. John Lindahl; Terry Mattson, Visit Duluth; Christine Onesky; Patrick Owen, IATSE 490; John Rajkowski, MN Department of Labor & Industry; Daniel Reardon, the Otto Bremer Foundation/Bremer Financial Corp.; John Soberg, Path Points Inc.; John Stout, Fredrikson & Byron; Christine Walker, New Globe Films; Greg Winter, Blue 60 Pictures; and John Lick, Target Corporation.

About the Minnesota Film & TV Board

The Minnesota Film & TV Board is a nonprofit public-private partnership funded by the State of Minnesota through Explore Minnesota Tourism and private contributions. Its mission is to promote the art and commerce of the moving image industry in Minnesota. Since its incorporation in 1981, the Minnesota Film & TV Board has sought to create and support Minnesota jobs in the production industry. For more information, visit the MFTVB website at www.mnfilmtv.org.

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