



the home of





Vision

The vision of SON is to build the world's preeminent Christian community creating mainstream, commercially viable media content.

We believe that fulfilling this vision will result in a positively impacted culture composed of citizens who are receptive to both the consideration of worthy principles and living out those principles. Our focus is staunchly on helping content creators engage *all* people with captivating, values-driven, thought-provoking content.

About Us

SON: The Spirit of Naples and Southwest Florida Inc. is a non-profit, tax-exempt, 501c3 corporation that exists to help create inspiring, thought-provoking, society-shifting media of all types. We accomplish this through in-house and partnership-based education of writers, production of film and TV projects, publishing of books, management of artists, and promotion and distribution thereof.

We are a community that understands content creators who do not divorce the spiritual self from the creative process when that spiritual side becomes unwelcome in the culture. We find significant value in the transformative power of story and are intent on working with content creators to unleash that force into today's cultural darkness.

Why do we need SON?

We passionately believe that writers are the coolest artists on the planet. We see, though, that writers who happen to also subscribe to a Judeo-Christian

lifestyle are being marginalized. Their novels and memoirs sit in an out-of-the-way section of the bookstore. Their screenplays are either punched up with unbelievable altar calls or whitewashed of faith entirely. The former is then marketed as a product that the believing audience should "support" (because nobody else will), and the latter may get a wide release but achieve little impact since the soul of the story was removed. And don't even get us started on television.

Since those on our team have worked in these industries for years, we know we played a part in the segregation of people of faith from the mainstream entertainment industry. And we purposed to do our part in fixing what we helped to break.

We decided to come alongside writers and stories that belong in the public square.

Our help takes many forms, from instruction to relationship-building and even our current pursuit of building a 184,000-square-foot production studio here in southwest Florida. We're serious about our commitment to assist writers in creating content that positively impacts the culture, wakes people up, and causes audiences to laugh and think and consider.



The detailed history...

In the spring of 2011, the Rev. Dr. Robert Scudieri of Faith Lutheran Church, Naples, had an idea about Christians in filmmaking. Up in Nashville, Tennessee, Rebeca Seitz and then business partner, Steve Feldman, an Emmy-winning director, were having the same kinds of ideas. The three came together over a dinner at the home of James and Grace Seitz in Naples, where the thought of holding a film festival arose to judge whether the local community had any interest.

The festival took place February 24, 2012, and Rebeca and Steve brought Micheal Flaherty, President of Walden Media, to be the keynote speaker at an opening dinner on Friday and a panelist for Saturday's events. To introduce festival-goers to the wide conceptual range of Christian films and filmmakers, we screened *The Grace Card* and *Of Gods and Men* with a lively discussion following amongst the audience and panelists. Other panelists included Howie Klausner (Space Cowboys), writer, director, and producer of *The Grace Card*, and Michael Joiner, star of *The Grace Card*.

By the end of day two, the festival organizers could see that, yes, a large and sincere interest existed among the southwest Florida population. Over the next two years, SON held additional screenings and events, bringing producers, writers, and stars to town. Audiences grew. Membership grew. And then, one supporter gave the SON team an idea.

"You should build a movie studio. Right here. *Make* the media you're describing. Give those filmmakers a place to make more media, too."

Her idea spurred research, meetings, education, and a serious stretching of the SON leadership team. We crisscrossed the country, meeting with entertainment industry executives. They crisscrossed back, coming to our area to look around and give us their informed opinion on the feasibility of building a large-scale production facility here.

As word spread in the community that a studio could be built, interest in SON picked up further. Rebeca Seitz – who until then had been leading SON on a part-time basis *pro bono* – donated her nine-year-old for-profit media company Glass Road Media & Management to SON and began to work full-time at SON.

Overnight, SON went from a small non-profit bringing awareness to outside content creators and media to an entity creating its own media, managing its own writers, and more.



THE PRODUCTION DEPT.

While we pursue development of a handful of production projects, we are also moving forward with the build of SON Studios. Phase One is estimated to take 18 months, cost \$41M and include roughly 184,000 square feet of space on 10-15 acres.

- Four main stages
- Post-production wing
- Education space for writers
- Offices for outside production personnel
- Costume department
- Set design warehouse
- Backlot

Projects In Development:

- **SHIFTING TIDES (\$1M)**

Made-for-TV movie written as backdoor pilot for TV series

- **WOODY (\$20M)**

WWII-era film inspired by the life of real estate mogul L.K. Wood

- **STUDIO BUILD**

Our architecture and planning firm is Los Angeles-based **Bastien and Associates, Inc.** Their other studio build projects have included CBS Studio Center in Studio City, California; Dreamworks SKG in Playa Vista, California; Universal Studios in Universal City, California; Warner Bros in Burbank, California; Central City Studios in Chicago, Illinois; Dubai Studio City in Dubai, United Arab Emirates; Icon Studios in Glendale, Arizona; James Cameron's Lightstorm Entertainment, Inc. in Manhattan Beach, California; Los Angeles

Center Studios in Los Angeles, California; Manhattan Beach Studios in Manhattan Beach, California; Santa Fe Studios in Santa Fe, New Mexico; and Paramount Pictures in Hollywood, California.





THE PUBLISHING DEPARTMENT

Sometimes, it makes more sense for a writer to independently publish a book rather than going the traditional route. This means the writer will need professionals to fulfill all the tasks required to bring a book to market. SON provides that professional team of editors, graphic designers, typesetters, printers, sales staff, publicists, marketing experts and more to take a book into the marketplace and help it achieve maximum cultural impact.

The Process:

Our publishing process begins 10-12 months prior to the book's release. The writer provides a manuscript and SON begins a content edit thereof. Content editing generally takes 1-3 months. When content is locked, SON provides a line edit of the manuscript to clean up grammar, punctuation, and typos. After line editing, the writer and SON take one more look at the manuscript in an effort to find any overlooked mistakes. The manuscript is then locked and sent to typesetting.

While the typesetter creates a file that is usable by the printer, the graphic design team creates a full cover wrap (front, spine, and back) for the book. The writer is generally given 3 possibilities for the cover. Tweaks are made to the chosen cover to get it just right. The cover design process takes 1-4 weeks.

While editing and graphic design happen, SON is also obtaining copyright registration with the Library of Congress for the project (in the writer's name and ownership) and assigning an ISBN to the book.

Once the cover is final, SON's distributors input the necessary data into e-tailing platforms such as Amazon and BN.com to ensure the book's presence in these outlets. SON creates a sales sheet which is used by the distribution team to present the book to brick-and-mortar store buyers as well as online buyers. Quantity is determined and a print order is placed.

Six months prior to release, the promotional department begins its campaign to secure reviews and interviews in media. This media coverage is coordinated to hit 1-2 months prior to release in trade media and the month of release and immediately thereafter in consumer media.

In 2016, SON will release *L.K. WOOD: As Everyone Should*, the biography of St. Louis real estate mogul L.K. Wood.



THE EDUCATION DEPARTMENT

Our students are mentored through their coursework to be award-winning, successful entertainment industry professionals. Using the Edvance360 online platform, the student and mentor communicate regarding each assignment to ensure the student finishes the course with a strong understanding of the material presented therein. All mentors are respected professionals with proven track records.

Intro to Publishing – 4 Weeks, 4 Lessons

Learn the players and process of publishing a book, both independently and traditionally. Includes frank presentation of pros and cons of indie and traditional publishing.

How to Work with an Editor – 4 Weeks, 4 Lessons

Handing your “baby” to a stranger is hard, even more so when your baby is returned with red lines and suggestions throughout. Those who have been in the industry a while know that editors are not the enemy; they desire your success as much as you do. By gaining an understanding of what the editor/author relationship should look like, and how to tend the garden where it grows, you’ll soon find yourself creating memorable projects and a lifetime camaraderie.

How to Write a Novel – 8 Weeks, 8 Lessons

Novel writing can be fun, but it can also be an effort in frustration without a clear understanding of the elements involved. While readers don’t know terms like “tone,” “voice,” “character arc” and “tags,” writers should. But knowing the terms doesn’t mean you know how to integrate them into your story. How to Write a Novel takes writers step-by-step through everything from the elements listed above, then adding the ingredients for making your writing experience one you’ll easily remember, resulting in a novel your readers won’t easily forget.

How to Write a Nonfiction Book – 8 Weeks, 8 Lessons

Nonfiction books are the first choice for many readers. Through their pages, readers learn, experience, encounter the unexpected, and are changed in the process. Nonfiction also has a long shelf life. In this set of eight lessons, the writer will learn the ins-and-outs of the Nonfiction Universe; learn how to wrangle ideas, build a ladder of communication to the reader, do research, learn the anatomy of the chapter, paragraph, and sentence.



Article Writing – 6 Weeks, 6 Lessons

Article writing can be a lucrative field for writers. It also helps hone your craft and increase your professionalism as you learn to work with editors, meet deadlines, and hit word counts. But how do you sell articles? This course teaches you how to find ideas, keep track of the process, and get your words published.

Writing the Memoir – 8 Weeks, 8 Lessons

You have an incredible story that inspires or teaches – but how do you know what to share and what to leave out? Do you name real names? Real places? What if you can't remember the details? Where do you even start? This course answers all those questions and more so that you are equipped to tell your story.

Build your Platform – 6 Weeks, 6 Lessons

If you have tried to get published in the last 10 years, you have heard the word platform. These days you have to have a platform to get published. But what does having a platform mean exactly? How does an ordinary person build one?

Get Media Ready – 4 Weeks, 4 Lessons

Learn interview tips and techniques, what elements are necessary to be in place for producer consideration, how to speak in soundbites and stay on brand, and what to do after the interview.

Courses Coming in 2016:

- How to Write a Screenplay for Feature Film
- How to Write a Screenplay for Television Pilot
- Intro to Writing as a Profession (college-level)

Whether you want to improve your writing skills or begin a writing career, SON Studios walks the talk. I learned many skills of the trade and received excellent mentoring from the highly professional staff.

Jane Rittenhouse, Student

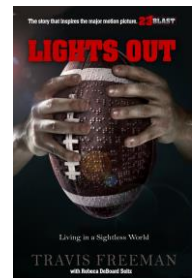


THE MEDIA RELATIONS DEPT.

Headed up by veteran entertainment industry publicist LeAnn Hamby, the Media Relations Department helps garner awareness for the products and people who embody SON values. It also helps outside entities consider the promotional potential of a product *during its creation*, so that distribution is more easily achieved in the end.

In 2015, SON helped to secure media coverage, appearance and speaking opportunities, screenings, advertising placement, and more for:

- Travis Freeman *speaking engagements, brand management, intellectual property management, public relations for book Lights Out*



- *Unselfish* coffee table book by Paul Parkinson *public relations for launch*

- *Unbound* novel by J.B. Simmons *online media promotional assistance*

- *The New Vintage Family* book by Drenda Keesee



promotional campaign

- Albert Schweitzer DVD release *promotional campaign*

- Going On Vocation DVD release *promotional campaign*

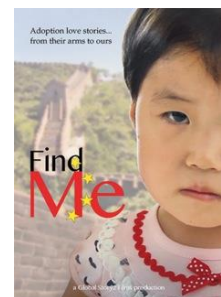
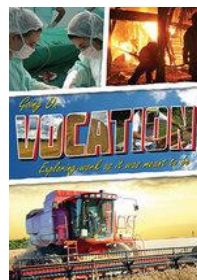
- Find Me DVD release *promotional campaign*

- Joseph DVD release *promotional campaign*

- Torchlighters DVD release *promotional campaign*

- Until Forever DVD release *promotional campaign*

- This Changed Everything DVD release *promotional campaign*





THE ARTIST MANAGEMENT DEPT.

SON provides agency representation and career management to a small, specifically chosen group of content creators. These individuals subscribe to the Judeo-Christian ethics and values that SON embodies and embed those values into their mainstream, commercially-viable approach to media creation.

A selection of the writers and projects we currently represent includes:

Mark Hancock, CEO and TrailLife USA

Creating books for tween and teen boys as well as adults that explore the concept of growing from boyhood into manhood, and the elements necessary for that successful transition – namely, a father figure.

Eric Eichinger, Senior Pastor of Bethel Lutheran Church, Clearwater, FL

Eric is the creator of a book and film sequel to the hit movie “Chariots of Fire”. The projects have the full endorsement of the family of Eric Liddell.

Rachel Keener

Keener writes incredible Southern tales that explore the dynamics of relationship and character.

Previous titles: The Memory Thief and The Killing Tree from Hachette Book Group (Center Street)

Heather Day Gilbert

An indie publishing phenom, Heather Day Gilbert writes contemporary suspense and historical (Viking) stories that have also drawn a film option offer from a long-standing LA-based production company. Previous titles: God’s Daughter, Trial by Twelve, Miranda Warning, all indie published.

Travis Freeman

After losing his eyesight at 12-year-old, Freeman returned to the football field, playing every season until his high school graduation. His story inspired the film “23Blast” and is fully told in his biography Lights Out: Living in a Sightless World.

"A spiritual war rages whenever the Church proclaims its voice from the side-streets into the main-streets. SON Studios serves as a creative bootcamp equipping Christians to better advance the message. Their seasoned professionals excel at speaking the truth in love, as they hone your existing unique skills, and train you to position your project in a competitive marketplace."

~ Rev. Eric Eichinger



LOCAL EVENTS

While SON is a national organization with members in 21 states and students in many more, we are a Naples-based non-profit and committed to growing our footprint in the vital Southwest Florida area. To that end, SON holds local events and programs from time to time.

SONday Monday



Once per month beginning in February 2016, SON will screen a film at the luxury theater Paragon Pavilion in Naples, FL. SON will also bring someone from the film to the screening, who will conduct Q&A with the audience after the screening. These films are mainstream, commercially-viable films embedded with Judeo-Christian values.

Fundraising Luncheon

SON will hold its inaugural fundraising luncheon at The Club at Pelican Bay on Wednesday, February 24, 2016, at noon. Featured speakers are Rev. Eric Eichinger and Dr. Travis Freeman.

In-Person Educational Courses



From time to time, SON holds local, in-person courses such as “How to Write a Novel” and “How to Write a Memoir.” Mentors are brought in from out-of-town to assist in teaching these classes. This initiative began in Fall 2015 with “How to Write a Memoir” co-taught by Dr. Travis Freeman and Rebeca Seitz, followed later by “How to Write a Novel” co-taught by Eva Marie Everson and Rebeca Seitz.

We all need direction sometimes. Like a compass needle, this class (How to Write a Memoir, In-Person Course) helped to move my needle in the right direction. In a small setting, I was able to ask questions and get answers from experts who know. I enjoyed the behind the scenes look of how a memoir is put together.

Evelyn Mann, Student



Board of Trustees

SON operates under the authority of its Board of Trustees. Board members serve a one-year term with option for renewal each year as voted by the other members.

Rebeca Seitz (President & CEO)



Rebeca serves as President and CEO of the nonprofit SON: Spirit of Naples and Southwest Florida, Inc., the home of SON Studios. In 2005, Rebeca founded Glass Road Public Relations as the first U.S. firm committed to promoting story-driven works created by Christians. Later growing to become Glass Road Media, GR secured coverage for authors on a variety of media outlets including “The Today Show,” USA Today, The Blaze, CNN, FOX, Southern Living, The 700 Club, National Public Radio, and numerous newspapers and radio shows. Rebeca began her career by serving as the first dedicated publicist for the fiction division of Thomas Nelson Publishers, one of the top ten publishers in the world and now a division of HarperCollins Publishers.

Rebeca is also an award-winning writer and co-author whose works include *Lights Out: Living In a Sightless World* (the story that inspired the major motion picture *23 Blast*); *First Blush* (indie-published), *Prints Charming* (Thomas Nelson), *Sisters, Ink*; *Coming Unglued*, *Scrapping Plans*, and *Perfect Piece* (all B&H Publishing Group/LifeWay). For two years, she served as co-host of “Deeper Living,” an interview-style television show featuring writers, artists, and artisans filmed in Atlanta and aired nationwide via SkyAngel and other networks.

She has appeared on a variety of outlets including CNN, NPR, The Huffington Post, FOX News, “The Laura Ingraham Show,” “The Glenn Beck Show,” The Blaze, The Washington Times, and more. The former FRC Witherspoon Fellow for Media and University of Tennessee University Scholar holds a Master’s in Mass Communication and a Bachelor of Arts in Communications and Political Science.

Grace Seitz (Founding Member)



A native Floridian, **Grace Seitz** enjoyed a long, fruitful career as an obstetrical nurse in the Chicago area, then taught nursing for six years in Naples and helped bring many Neapolitans into the world at a freestanding birthing center before retiring in 1992. Together with her husband James Seitz (former Vice President, Northern Trust Bank, and member of the Philharmonic Center for the Arts Board for 16 years), she is a long-time Naples resident and patron of the arts. She was President of the Naples Philharmonic League from 2002-04, the organization which raises funds for the Naples Philharmonic Orchestra. She is a lifelong member of the Lutheran Church/Missouri Synod and is currently the first female Vice Chairman of the Church Council at Faith Lutheran Church, Naples. She served on the Volunteer Council of the League of American Orchestras 2004-10 and as Conference Chairman for the Volunteer Section of the League’s annual conference in Chicago in 2009. She remains a sustaining member.



Rich Iott (Member)



Ohio-born businessman Rich Iott began working in the eighth grade at the small, local group of grocery stores which his father had started in 1946. By the time Iott retired as President and CEO in 2000, the chain had grown to a regional powerhouse of 75 stores in two states with over 4,500 employees and doing nearly \$750M in annual sales. Following “retirement,” Iott partnered into several different businesses, but his real passion was the motion picture industry. His first venture was the feature *Deal* (Seven Arts/MGM, 2008), starring Burt Reynolds, Shannon Elizabeth, Bret Harrison and Jennifer Tilly.

Iott and his production company, Braeburn Entertainment, Ltd. have helped produced numerous projects, including

- *Hallowed Ground* (Icon Film Distribution/Syfy Channel, 2006) starring Jaime Alexander
- *Never Cry Werewolf* (Peace Arch Releasing/Syfy Channel/Phoenicia Pictures, 2007) featuring Nina Dobrev and Kevin Sorbo
- *Call of the Wild 3D* (Vivendi Entertainment/Voltage Pictures, 2009), directed by Richard Gabai and starring Christopher Lloyd, Wes Studi, Aimee Teegarden, and Timothy Bottoms. First family-friendly 3D film in history to be shot entirely in live action without special effects or animation.
- *Beauty and the Beast* (Syfy/Universal/American World Pictures, 2009) starring Estelle Warren and Rhett Giles
- *Beautiful Boy* (Anchor Bay Films, Lightning Entertainment, 2010) starring Michael Sheen, Maria Bello and singer/songwriter Meatloaf
- *Insight* (2011), a psychological thriller starring Christopher Lloyd, Sean Patrick Flanery, and Natalie Zea
- *Imaginary Friend* (2012), another psychological thriller starring Lacey Chambert, Amanda Shull, and Ethan Embry
- *In the Dark* (2012), an homage film similar to the famous 1967 film *Wait Until Dark*, starring Elisabeth Röhm, Shannon Elizabeth, and Sam Page.
- *Alongside Night* (2014), adaptation of J. Neil Schulman’s award-winning novel about the final economic collapse of the United States as seen through the eyes of the 16-year-old son of a Nobel Prize winning economist who is critical of the administration’s policies and mysteriously disappears, starring Kevin Sorbo
- *Lost After Dark* (2015), an homage to 1980s slasher movies starring Robert Patrick and David Lipper
- *Standoff* (2015), starring Laurence Fishburne and Thomas Jane

Iott and his wife of 30-plus years, Chris, have two adult children and enjoy life in rural Ohio with their five cats. When he’s not making movies, teaching gun safety classes, tinkering with vintage Corvettes, or flying, you’ll find him motoring the back roads on his Harley.



Gregory Seltz (Member)



Gregory Seltz is the Speaker of “The Lutheran Hour,” the longest-running gospel radio program in the United States, which airs on over 1,350 stations.

Seltz has a long history of using his skills to bring Truth to the world. He writes and narrates a variety of Lutheran Hour Ministry’s video and television productions, as well as speaking for the ministry at various conferences and gatherings in the United States, the Middle East, South America, Europe, and Australia. As the Speaker, Seltz serves as the organization’s spiritual leader, evangelist, and ministry emissary.

Before joining Lutheran Hour Ministries, Seltz most recently served as the Director of the Cross-Cultural Ministry Center and Professor of Theology at Concordia University in Irvine, California, as well as serving congregations and ministries in the metropolitan Los Angeles area. Prior to his work at Concordia, Seltz was the Executive Director of Life’s Journey Ministries, Manhattan, New York, an urban, not-for-profit evangelism and leadership training ministry.

While in New York City, He also founded Church for All Nations-LCSM, the city’s first new Lutheran mission start in more than 40 years. Before New York, he helped launch churches and schools in Dallas, TX as well as leading a large congregation in the Tampa area, Immanuel, Brandon, FL.

Seltz holds a bachelor’s degree in New Testament Biblical Languages from Concordia University in Ann Arbor, Michigan, plus a Master of Divinity in Systematics-New Testament and a Master of Sacred Theology in Systematics from Concordia Seminary in St. Louis. He is presently ABD in the Ph.D. program in Urban Theology and practice. He and his wife, Marie Yvette, have been married for 29 years and have one daughter, Devin Marie.

Mark E. English



Mark E. English began his 43-year security industry career in Indianapolis, Indiana following seven years with Indiana Bell Telephone Company. Mark earned his economics degree at DePauw University. He has additional education, including graduate credits, from Indiana University and Butler University. Also, Mark completed the Securities Industry Association Institute at Wharton Business School. He has lived and worked in Naples since 1983.



Our Staff

Rebeca Seitz – President & CEO (bio in Board of Trustees)

LeAnn Hamby – Vice President of Media Relations



LeAnn Hamby is the Vice President of Media Relations for SON Studios. She has worked with authors like Jack Hayford, Melody Carlson, Chris Fabry, and Angela Hunt and publishing houses such as Charisma House, Howard Books, Tyndale and Abingdon Press. Before joining SON, LeAnn was the Director of Publicity at Glass Road Media & Management and Publicity Coordinator at Charisma House where she pioneered the publicity efforts for its fiction imprint, Realms. Her authors have appeared on TBN's *Praise the Lord*, Daystar's *Celebration*, *The 700 Club* and *Life Today*. Email LeAnn at LeAnn@SONStudios.org.

Julie Boynton – Executive Vice President



Although not a writer herself, SON Studios Executive Vice President Julie Boynton has always loved helping writers find their voice and communicate with that voice to others. After school (she studied culinary arts because she loves to cook), she worked at a bank for three years. She then joined the staff of Christian Writers Guild where, over the course of six years, she worked as an administrative assistant, manager of in-house accounting, and director of marketing. In addition to those duties, Julie was the connector between the mentors and students. Julie and her husband Brandon, who is serving our country in the US Army, make their home in Pueblo, Colorado with their three dogs and two cats. Email Julie at Julie@SONStudios.org

John Leatherman – Corporate Communication Editor

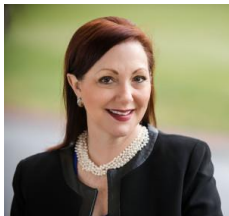
John Leatherman is a freelance writer, editor, cartoonist, and cruciverbalist. He has written several award-winning fiction pieces and holds a Brainbench.com certification in Editing and Proofreading and a Christian Editor Network certification for Content and Line Editing. He is a member of the Fellowship of Christian Writers, American Christian Fiction Writers, and Word Weavers (Orlando chapter). When not fighting grammar crimes, Mr. Leatherman maintains a secret identity as a software consultant with two kids. Email John at John@SONStudios.org.





Professional Consultants

Eva Marie Everson – Education Consultant



Eva Marie is a multiple award-winning author and speaker. She is one of the original five Orlando **Word Weavers** critique group members, an international and national group made up of critique chapters. She served as the original president of the core chapter and is now president of **Word Weavers International, Inc.** In addition to her many interests within the industry, Eva Marie serves as Independent Consultant to **SON Studios**, an organization designed, in part, to educate and equip writers. Eva Marie is a wife, mother, and grandmother. She lives, works, and finds respite in her lakefront home in Florida. She enjoys reading, knitting, traveling, hiking, and singing along with music on the radio. She is pretty much owned by her dog, Poods.

Jonathan Clements – Management Department Consultant



Jonathan Clements has worked in the entertainment industry for nearly 20 years, building what has become an extensive skill set that includes artist management, development and career consulting. In 2010, he founded Wheelhouse Literary Group, whose goal is to assist clients in reaching audiences with values-driven books, film, and other media projects that contain hopeful messages. Wheelhouse represents commercial and literary fiction in the general areas of inspirational, historical, contemporary, and military. In the non-fiction realm, Wheelhouse represents biography/memoir, sports, political, current events and pop culture non-fiction—all with a values-friendly approach. The coffee-loving Jonathan makes his home with his wife and children in Nashville, Tennessee.



If you have questions about SON or SON Studios,
or would like to become involved in our mission,
please reach out to Rebeca Seitz at (239) 403-0203
or via email at rebeca@sonstudios.org.