

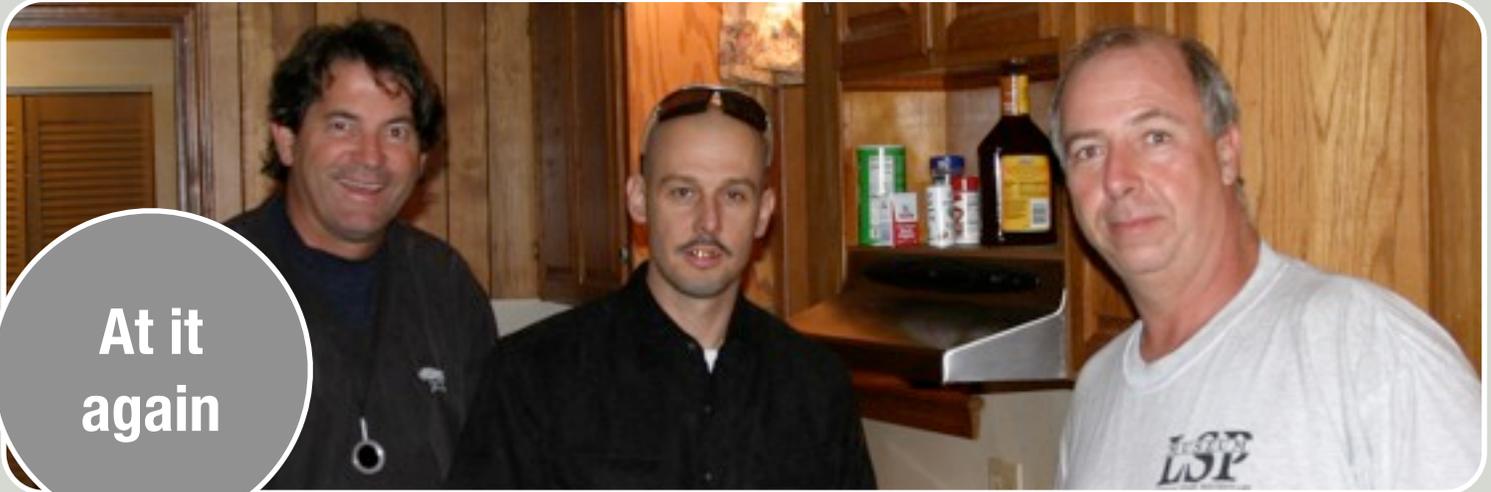
January 2009

FRANCISCO Gonzalez

Director / DP

601-299-2816 www.gonzaflex.com

Newsletter



"HOOD LIFE" DP FRANCISCO GONZALEZ LEFT WITH DIRECTOR ALLEN WOOLEY CENTER AND KEY GRIP DANIEL RECTOR RIGHT

December finds Francisco in New Orleans and Baton Rouge lensing the last 20 minutes of the feature film "Hood life" for Director/Actor Allen Wooley.

"We struck a deal with Allen to finish his movie, for which he needed to supplement the original footage."

He allowed us to bring high production value to the set.

ACME FILM GEAR, and veteran Key Grip Daniel Rector, provided the lighting

and grip gear which was a tremendous help. "We delivered the footage faster and better than expected." Gaffer Allen Parks was always ahead of the game. "He understands my vision and delivers like the professional he is," commented Francisco. Also on the set where Dewey Allen, Wayne Morgan, Wayne White, Shawn Boyd, and Decland Ryan, which were all of great help as well.



THE GONZADOLLY IN ACTION WITH FRANCISCO AND ALLEN WOOLEY

AVOYELLES

Restaurant

I was busy in Baton Rouge shooting a spot for Avoyelles Restaurant. This was my first collaboration with Director Steve Esteb, Director of the film "Dirty Politics." It was a great experience. He loved the "film look" I gave the spot. With the help of my Gaffer Allen Parks, instead of shooting "cliché" food shots, we concentrated in shooting "the experience." The majority of the shots were of great looking people having a fabulous time. I was able to shoot the actors with telephoto lenses without them knowing.



Gaffer
Allen
Parks



ACME FILM
GEAR AT
WORK



It's the People

What I love most about this business is the incredible synergy that arouses from the camaraderie and willingness to work hard. People from all walks of life working together for a common cause.



With Director
Steve Esteb



Hi or low,
whatever it
takes to
get the
shot



The Film



THE BEST CREW & EQUIPMENT FROM ACME FILM GEAR



With
my friend
Daniel



UNDER PRESSURE

Working in the film industry for me has been a joy. I tell my clients that since I was 16 (when I first started) *"I have not worked a day in my life."*

CREW IS EVERYTHING

I count on my long time friend, Producer and Key Grip Daniel Rector to put together the right crew and equipment for the job. Daniel's co. ACME FILM GEAR delivers.

BECAUSE IT'S TRUST

Allen Wooley, the director, wanted a look and he trusted I would deliver beyond his expectations. At the end of the shoot he just knew it was right.



FIT EXPRESS SHOOT

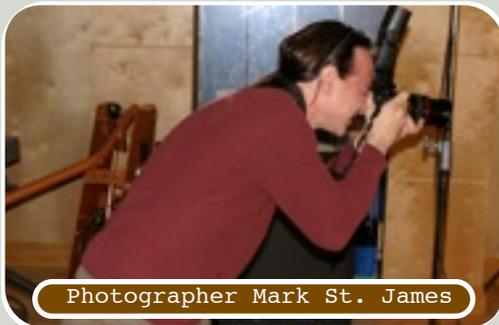
**Mandeville-The set for
Fit Express & First Degree
Fitness of North America**

My Friend and Producer for ACME Film CO. of New Orleans, Daniel Rector and I met with his friend Kevin Cavaretta for an ambitious 1 day, 5 video shoot.



Paul Trodd & Kevin Cavaretta

A long day of work netted 5 high definition videos for FIT EXPRESS



Photographer Mark St. James

Looking to increase their market share and web image, Fit Express of Tupelo, MS, wanted a warm look for the 5 machines they are promoting. I like the big bounce lights and used the Gonzadolly to give them high production value. We projected a

gobo on to the wall to identify the product, and color corrected the high definition image for a warm look. The editing was done at Ralph Madison's in New Orleans. He did a terrific job, and the client was delighted with the finished product. Thanks Ralph!

A long and fun shoot



President David Chapman & Spokesman Paul Trodd

SOUTH MS. SPORTS COMMISSION

I was busy in December shooting for Scott Ratcliff for their upcoming commercials.

We shot interviews with prominent business people and politicians from the MS Gulf Coast & Jackson. My directing skills and abilities were necessary to create a comfortable environment for the interviewees, and we got the best out of them in a short time.

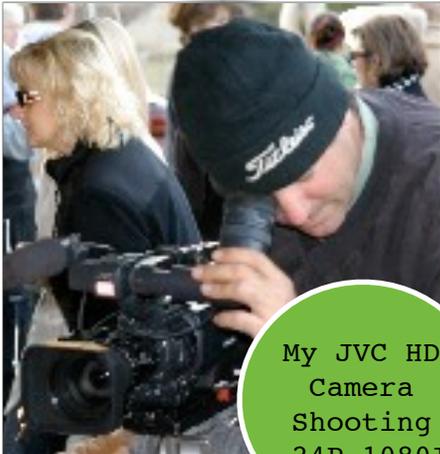
Over 20 interviews were filmed, and we worked fast using Cool Lights and the Taco cart to carry equipment around. The footage was edited by Mike Cumbersmith and copy written by Scott Ratcliff and JD Gray.



with Scott Ratcliff & my grip truck in the background

Bradford-O'Keefe Christmas Vigil

Christmas is a time of reflection and a time for Bradford-O'Keefe Funeral Homes to pay honor to the departed with their Annual Vigil. The evening was cold but the lighting beautiful which gave me the opportunity to do some beautiful candlelit footage as well as some Jib shots at sunset.



My JVC HD Camera Shooting 24P 1080I



Pastor Roger Allewine & Bradford O'Keefe Vice president Bubba Lang



COMING NEXT NEWSLETTER

Heritage Funeral Homes



CULT DRINK



The Keith Huber Story



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