



*The Fallbrook Film Factory exists to provide anyone with a talent and passion
for films a chance to experience the art of filmmaking.*

P.O. Box 1810 • Fallbrook, CA 92088-1810 • (760) 207-5697

September 24, 2008

Re: Donna Walden

To Whom It May Concern:

I am the Creative Director and Founder of the Fallbrook Film Factory. At the first public presentation of the Factory 'idea', where I outlined the concept and benefits of creating a community-wide, cinematic consortium, I was introduced to Donna Walden. She thought it was a great idea and I invited her to be part of it. That was a little over two years ago.

People think of me as the heart of the organization, but Donna rapidly became the arms, the legs and the head... especially the head!

As my Executive Director and Co-Founder, she organized us into a California 501c3 not-for-profit with full tax exempt status and she help me form the seven person board of directors of distinguished community members. Donna contacted the press and arranged for a brilliant headliner article to be published which frankly, put us on the map. She established our banking account and set up our bookkeeping. She made the rounds of all the key organizations (i.e. Fallbrook Village Association, The Fallbrook Chamber of Commerce, the Fallbrook Area Visitor Bureau, the Fallbrook Arts Alliance, and The Fallbrook/Bonsall Village News, et al), introducing our 'concept' to key community leaders and planners.

When I introduced the idea to her of having a Fallbrook Film Festival, I was thinking of several years downstream but she said since these things take a long time to get established, why not start laying the ground work now. To make a long story short, Donna did the due diligence: the research, the initial planning, budgets, and focus groups then put together a super talented tiger team to produce it. Our first ever film festival opened on April 25 thru 27, this year. We had over 200 international entries, 80 of these films were selected by a team of independent judges, fifty filmmaking teams from all around descended on our little community... and the comprehensive and positive press coverage we garnered, all of which was orchestrated by Donna, was short of a miracle.

When Donna's family relocated to Nevada, we lost our 'Superwoman'. In the world of five star ratings, Donna Walden is a ten!

Sincerely yours,

Ronald C. Shattuck
Creative Director