



PSWIFT's purpose: to empower, promote, and nurture women and men involved in the entertainment, communication, and media industries. Our unique educational, mentoring and networking programs act as an economic and social stimulus for members and the community at large by helping members reach their full potential while attracting new jobs, investment and production to the Coachella Valley.

[Visit Our Website](#)

"The State of the Industry" Annual Meeting *Where are we growing?*

Come join us for an informative panel discussion on the film industry here in the Coachella Valley. Each of the panelists will give us a report card on what has happened in the last year - related to growth of the industry, what is in the plans for the coming year-and how we-all can help!

Tuesday, January 31, 2017
Mission Hill Country Club
34600 Mission Hills Drive, Rancho Mirage
(Entrance is off Dinah Shore)
11:00 am Registration
11:15 am Welcome & Lunch Served
11:45- 1:00pm- Panel

Kate Anderson, Director of PR - Agua Caliente Band of Cahuilla Indians

Kate Anderson, Director of Public Relations for the Agua Caliente Band of Cahuilla Indians, has more than two decades of experience in public relations, marketing and film. As Director of Public Relations, Ms. Anderson operates the Agua Caliente Film Office and serves as the liaison to all filmmakers and photographers working on the Agua Caliente Indian Reservation.

The Tribe annually supports the Palm Springs International Film Festival and the Native FilmFest.



[Link to Additional Resource](#)

Bettina Breckenfeld and Stephanie Stethem - Riverside County Film Commissioners

The Riverside County Film Commission (RCFC), operating under the Economic Development Agency of

Riverside County, is recognized by the California Film Commission, as the official advocate for filming interests in our region. RCFC is also a member of FLICS (Film Liaisons In California, Statewide.) A FLICS designation recognizes the staff of RCFC for their knowledge of all issues that affect production in our area. Our office is dedicated to providing you with professional, expedited, concierge service, and we look forward to assisting you with your film projects from start to finish.



[Link to Additional Resource](#)

Sheri Davis, Director - PS Film Alliance

Sheri Davis was previously the Director of the Inland Empire Film Commission and helped create the Big Bear Lake Film Office - the oldest film office in the region. She was with the Inland Empire Economic Council during the launch of the San Bernardino County Film Commission, and with the Inland Empire Economic Partnership when the IEFC was created. Sheri lead the way for the Inland Empire to generate over \$1.54 billion in filming revenue from 1995 to 2013, and is co-founder of the Annual California On Location Awards - a widely recognized event that celebrates filming in California and honors those who make it happen. Under Sheri's leadership, the IEFC was the first Regional Film Commission to sign an agreement with the Bureau of Land Management to facilitate the public lands to be more film-friendly..



[Link to Additional Resource](#)

Mary Jo Ginther, Director - Palm Springs Bureau of Tourism

Mary Jo is the Director of Tourism, part of the SMG Palm Springs team, for the last ten years. The Bureau is the City's official destination marketing organization, and Mary Jo and her team work to promote the unique character and personality of Palm Springs to overnight visitors in the international, national, direct flight and drive markets.



Mary Jo joined the Bureau after a twenty year career with Hyatt Hotels, joining the Bureau after her role as General Manager of the Hyatt Palm Springs. She also served for three years as the President of the Palm Springs Hospitality Association

[A Link to Additional Resource](#)

Jan Maguire, Film, Arts & Entertainment Manager - Greater Palm Springs Convention & Visitors Bureau

In her position, Jan represents the region, in partnership with the Riverside County Film Commission and nine Coachella Valley cities, to attract film, television and all visual media projects for on-location production. She also works closely with the arts and culture community to promote cultural tourism in the destination.



[Link to Additional Resource](#)

Richard "Kip" Serafin, Principle - The Kip Group /Locations 760, Showcase 760 and Hotel Lautner

Richard "Kip" Serafin - founder of The KIP Group has been involved in the film industry as Executive Producer, producer and product/art placement in films & commercials. Kip is one of the highest regarded Location Scouts in the Coachella Valley. His Locations 760 company works with several high-profile properties for photo/film/tv shoots and corporate events including the Dinah Shore Palm Springs Estate, The Lautner Compound and many others. One of his biggest coups was the Louis Vuitton event at the Bob and Dolores Hope Estate and front-cover magazine shoots from all parts international. Clients include Amazon, Fendi, Harper's, Vogue, Bentley, BMW, Intel, YSL and more. Along with PPS Productions, Kip is involved in a new TV show - Positively Palm Springs - airing this February on NBC and an independent feature film- Palm Swings - being released in 2017..



[Link to Additional Resource](#)

Save the Date for PSWIFT Upcoming events!

The Oscar Party on El Paseo - February 26, 2017 / [Purchase Tickets](#)
For more information, visit or website at [PSWIFT.org](#)

Palm Springs Women in Film and Television | PO Box 1502 Cathedral City, CA 92235 501(c)(3)
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