

Maslow 2008 WIFV Gala Awards Speech (edited version for Teleprompter)

Thank you to WOMEN IN FILM and VIDEO, and the Board of Directors for this wonderful recognition.

I am honored and humbled to be in the company of so many accomplished and talented producers...who usually receive the Woman of Vision Award. In fact, that's what I always really wanted to do—be an award-winning producer. But after seeing a need in the industry, my career took a different path.

Looking back to the 1970s in Production after college, I took any job I could find...Production Secretary, PA, A.P., Producer, Film Editor, Shooter, Techie, Production Manager, you name it—you know it. That's how most of us here started in the industry. I had worked from NY to Colorado to California. By the time I got to DC, I had an 8 yr old daughter, and I needed work here.

Searching for a job in the industry in D.C. was becoming a fulltime career. Why were there no agencies around that could find me a position in Television I wondered.

Seeing an unmet need in this community on a very personal level, the vision dawned on me: There is a need for a company that *specializes* in TV production staffing for people like me. It **had** to be easier to find jobs for other people than for myself.

And so the vision for a business was born.

I shared this agency concept with friends and colleagues. “Don't be crazy”, they said. “Everyone has stacks of resumes on their desk already. Employers don't need an agency to staff their productions.”

But I knew the need from the reverse side, so I ignored everyone's advice. I was **CONVINCED** there was an UNTAPPED NICHE in the industry: Producers with no time to look at demo reels who needed a crew; an overworked production manager too busy to read resumes needing a terrific Associate Producer TO START TOMORROW, and more busy production companies and studios in similar situations. With a

specialized agency, they could come to “one of their own” to find the right kind of help and talent they needed.

Thus I reinvented my life from an entertainment industry job-seeker to an entertainment industry job-finder. An entrepreneur.

Cut to sitting across the table from a loan officer about to sign my life away.

I said jokingly, “You wouldn’t really take my house from me if I couldn’t pay the loan, would you? I’m a single mother? He smiled politely and said **“Of course we would!!** And that was my first dose of business reality.

Trying to sell my untried concept of a TV staffing and payroll agency to the production heavyweights in DC was daunting. But then it all started to come together. Our first job order came from Rob Henninger. He needed a crew of PAs for his new contract!! Next came a request from Roland House for a videotape librarian. Maslow Media Group was moving from a vision to reality.

Our footprint slowly expanded: more clients, contracts from the federal sector and in the mid 90’s, leveraging the internet with the introduction of **TVGIGSONLINE.com**. It was growing beyond my original vision.

My dreams of creating gorgeous pictures, doing stunning openings and telling compelling stories on screen morphed into CREATIVE TAXES, STUPEFYING INSURANCE and COMPELLING BANKERS TO lend MORE CASHDon’t ever believe that running a business is not a major production!!

THE UNINTENDED CONSEQUENCE of starting THE MASLOW MEDIA GROUP, has been the number of people we have helped in our (?) years in business. It is a proud legacy. Many of those early applicants are still around, only now they’re either our clients, Executive Producers who own their own production companies, or parents of the interns and P.A.’s we are now placing. I see some in the room tonight.

It is not an overstatement to say there is **ONE DEGREE OF SEPARATION** between many of the people in this room and **THE MASLOW MEDIA GROUP**. **We have either hired you, placed you, recommended you or worked for you as a vendor.** This whole process of working with so many talented professionals to help them reach their goals and achieve their own visions has provided the company with a greater and more worthwhile purpose than its original intent.

Being independent was always my goal. Arriving at that reality took a whole lot more time, money, and energy than I envisioned. I believe it is the same for each of you here tonight.

Whether you achieve your goals often depends on following your instincts to meet a need. **TAKE CALCULATED RISKS. BELIEVE IN YOURSELF AND BE COMMITTED TO YOUR VISION.** I could write a book about all the obstacles I met along the way in building the Maslow Media Group. Fortitude chased them out. Nothing could separate me from my plan to succeed.

Every entrepreneur has special people along the road that are crucial to their success. I want to thank my late father and mentor, Lewie, who told me to accept all the credit card offers that came in the mail because you never know when you need quick cash in starting a business; my husband Alan who keeps me grounded, my wonderful and talented daughter Chelsea, Joan Fiddle-- for 12 years the backbone of the Maslow Media Group, and recent addition, Michael Zuckerman, who has made terrific improvements all with a great sense of humor. (Do you want to name your banker here who gave you the loans?)

There is a great saying: **“VISION WITHOUT ACTION IS A DAYDREAM. ACTION WITHOUT VISION IS A NIGHTMARE.”**

Thank you again for honoring me with this coveted Woman of Vision Award!