



***LEON SILVERMAN HANDS REINS OF
HOLLYWOOD PROFESSIONAL ASSOCIATION (HPA®) TO SETH HALLEN
Transition in organizational leadership announced at HPA Tech Retreat***

February 17, 2016 (Indian Wells, California) Hollywood Professional Association (HPA®) President Leon Silverman has announced he will be stepping down as president of the organization that he helped found to make room for the next generation of leadership and a newly expanded Board of Directors. In his traditional remarks made today during the opening session of the 2016 HPA Tech Retreat, Silverman also announced that the HPA Board has elected Seth Hallen to succeed him. Hallen, SVP of Global Creative Services at Sony DADC New Media Solutions, has been an HPA Board Member since 2007, working closely with Silverman and the Board on a number of key initiatives and management of the organization. Silverman will continue to serve on the Board of Directors in the newly created role of Past President.

In 2002, Silverman spearheaded a coalition of post production executives to help launch the Hollywood Post Alliance. Originally envisioned as a place where individuals and companies would share information, build a community voice, and provide education, the HPA quickly established its role as an important trade organization. The HPA has grown and taken root under his stewardship, and formalized an alliance with SMPTE in November 2015. Silverman, winner of the Lifetime Achievement Award at the HPA Awards in November, 2015, said, "Launching and leading HPA, shoulder to shoulder with a dedicated and impressive board, staff, and volunteers, has been one of the most exciting and rewarding accomplishments of my career. It has been a true honor to work together with so many colleagues within our phenomenal community, especially during these exciting times of industry transition and expansion. With the stability of our organization, especially now that we are part of SMPTE and with the strength of our newly expanded and reinvigorated Board, it is a terrific time

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to pass the baton to the next generation of capable and committed leadership. Seth is a passionate leader with the focus and vision for the future that is needed to continue the growth of the HPA. Equally important, he is a wonderful friend, and a great team builder. I am proud to be working with Seth and the broadened HPA Board as we head towards a future in which our HPA mission and message is increasingly relevant.”

Newly elected HPA Board Member Bill Roberts, CFO of Panavision, will assume Treasurer responsibilities on the Board of Directors as Phil Squyres steps down from the post he has held since HPA’s founding. Squyres will remain on the Board. The HPA Board of Directors has grown over the past year with a number of key additions, including newly elected Board members Craig German, SVP Studio Post at NBCUniversal Media, Jenni McCormick, Executive Director of American Cinema Editors (ACE); and Chuck Parker, CEO of SohoNet. Wendy Aylsworth, Past President of SMPTE, was appointed as SMPTE representative on the HPA Board. Barbara Lange serves as Executive Director of SMPTE and HPA. The new Board members join Mark Chiolis, Carolyn Giardina, Vincent Maza, Kathleen Milnes, Loren Nielsen, and Vice President Jerry Pierce on the HPA Board of Directors.

Hallen commented on his new role, “The HPA is a unique and important place where creative talent, technical talent, and companies join forces to learn and share as they expand their perspectives and shape our industry. It is a distinct honor to continue the important work that Leon has undertaken for this organization, and I am clearly dedicated to making the next phase of HPA a great one. Enabling our industry to evolve by fueling our community with ideas, opportunity and recognition remains our goal. I look forward to working with our incredibly talented and dedicated board and continuing our collaboration with our colleagues at SMPTE, and the staff, volunteers and community that are the heart and soul of HPA, as we build upon the work of the past 14 years and look toward the future.”

Also today at the HPA Tech Retreat, the Hollywood Post Alliance formally and officially assumed its new moniker - the Hollywood Professional Association. The organization’s new name was revealed last year at the 2015 HPA Tech Retreat, and the transition to the
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Hollywood Professional Association identity formalizes the broader mission and focus of the organization while acknowledging the changing nature of the industry. Along with the name, a new corporate identity was unveiled.

HPA and SMPTE Executive Director Barbara Lange noted, “The nature of the work and responsibilities that our community is engaged in has changed, and will continue to change. After carefully exploring how to address this growth, it became clear that *Professional* more accurately and inclusively identifies the creative talent, content holders, global infrastructure of services as well as emerging processes and platforms. As an organization, we are dedicated to seeing beyond the horizon to the wider future, and bringing a wide array of individuals and companies into the organization. Our new name and identity makes that statement.”

For further information, contact hpaonline.com.

About the Hollywood Professional Association®

Hollywood Professional Association (HPA) serves the professional community of businesses and individuals who provide creativity, expertise, support, tools and the global infrastructure for the creation and finishing of motion pictures, television, commercials, digital media and other dynamic media content. Through its partnership with the Society of Motion Picture and Television Engineers® (SMPTE®), the leader in the advancement of the art, science and craft of the image, sound, and metadata ecosystem, the HPA continues to extend its support of the community it represents. Information about the HPA is available at www.hpaonline.com.

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Media Contact: ignite strategic communications
christine purse - +1 323 806 9696 (Mobile) + 1 818 980 3473 (office)
chris@ignite.bz || jared@ignite.bz