



We give wings to your ideas™

UT OFFICE 435.750.0909

TN OFFICE 615.852.0949

www.fireflyfilmvideo.com



We give wings to your ideas™

UT OFFICE 435.750.0909

TN OFFICE 615.852.0949

www.fireflyfilmvideo.com

FireFly Power...

At FireFly, we continue to develop the art of seeing... Our vision offers an innovative alternative to print, film and HD video production--creating high quality, impactful productions or media that wows your audience. Whether you are doing a music video, a TV pilot, a feature film, or a commercial or marketing piece, "we give wings to your ideas". We'll help you design your print or web project or your video or film production to enhance your desired message and marketing outcome; all at a reasonable price.

FireFly is a creative team with the talent, expertise and passion to tell your story and deliver your message. Whether you have a clear idea of the message you wish to convey, or not even an inkling, we make it easy for you. We take your project through the process, from creative concept, scripting, and location scouting, to shooting, editing, graphic treatment and delivery. Once you work with us, you will soon discover that one of our greatest strengths is creativity—especially where your budget is concerned.



Together our team of producers, writers, directors, photographers, editors and graphics experts offer more than 150 years combined experience in the industry.



Bill Cobbs - feature film "HeartStrings"



LONESTAR music video - "Let Me Love You"



Services...

FireFly is a turnkey, full creative production company. We can help you craft what ever project you need to have created; film, video, print, or web based, FireFly delivers quality services while giving you the biggest bang for your buck.

For Film and video projects, we believe that two of the most crucial elements to impactful and emotional images are light and motion. We can acquire your quality images on film or video-- HD, 24p, 16mm, 35mm or whatever format is required. But these cameras don't automatically make great images... it takes the skills of lighting, composition, visual design, and the art of motion to create the desired look and feel. Which is where FireFly comes in. We pay particular attention to each image so your production has the inspiration, motivation and impact from the very beginning.

With AVID's technology and FireFly's creative staff your raw footage, graphics, narration and music can be mixed together to create messages for many different venues. Your images can be used to make a commercial, presentation, DVD-ROM's, sales training video, point of purchase video, retail video, streaming video for your website, looping lobby video and trade show attention getter. Or maybe you're after a music video, TV pilot or feature film. The list of possibilities grows larger every day and FireFly is ready to deliver your message.



Alex Harvey & Tanya Tucker - Road to the Song



Alex Harvey - Road to the Song



Meet some of the team...

Founder & Owner of FireFly/Producer/Director, LaRee Waldron is a veteran in film and video production. LaRee started her career shooting and directing 16mm documentary film on NASA and other defense projects. As a senior producer, she was named to the "Challenger Investigation Team" and Space Shuttle Solid Rocket Motor redesign as the manager of a 17 member team. During the two year investigation and redesign process, her team documented every aspect of the redesign and prepared weekly video updates to congress. Her findings of that tragedy were included in the final Scowcroft Report. In 1995, LaRee left that industry in search of something more creative and fulfilling and was instrumental in founding FireFly Productions.



LaRee has directed and produced everything from NASA Documentaries to infomercials to commercials to music videos to TV Pilots. Her unique 30 year journey in the industry has helped her develop an artistic eye that has brought her many awards and set her apart as a top female director. As a part owner of FireFly Productions and FireFly Film & Video, LaRee's eye, direction, attention to detail and dedication to her craft has made visual and audio magic happen for clients such as; NASA, Sears, Altec Lansing, Reebok, NordicTrack, Deseret News, Rotary International, MTV Sport and many more.

With new innovation constantly on the rise, LaRee worked with live streaming when it was just in its infancy. Her eye for detail, ingenuity, and dedication to her craft she helped make a live stream possible over ten years ago with Steve Young leading a workout that streamed to a group exercising across the country with Steve controlling the treadmills of the group he was streaming to. LaRee has also directed the live broadcast of large scale stadium and theater events with eight to ten camera satellite uplinks.

Director credits include: *To Launch A Thousand Ships* documentary for NASA, *Getting Crazy at Tony Grove* (a 75 minute title about extreme snowmobiling), *Extreme Makeover: Home Edition* behind the Scenes Documentary, Workouts with Jillian Michaels, LONESTAR *Let Me Love You* music video and TV Pilots *Road To The Song* and *Celebrity Petz*.





The team continued...



Owner & President of FireFly/Producer, Ronda Thompson has been a producer for 30 years. Ronda began her career in theater, modeling, and vocal performance, and eventually earned a degree in Broadcasting with a minor in music. She traveled throughout the U.S., Russia and Poland performing in shows where she learned the importance of producing. As a former Miss Iowa, she consulted with contestants training them for the Miss America competition in talent performance, interview, and image.

She cut her teeth as an on-camera talent in the Midwest television industry. As a former Miss Iowa, she served on the Board of Trustees for the Miss Iowa Pageant and worked with contestants training them for the Miss America competition in talent performance, interview, and wardrobe. Ronda took over management of a group of failing businesses where she focused on improving operations and marketing efforts and in one year sold the companies as profitable businesses.

After moving to Utah, she worked for 12 years as a business executive focusing in business administration, creative marketing, public relations, operations, strategic planning & master planning and fundraising while continuing to use her voice-over and on-camera talents. During those years, Ronda completed leadership training through the Fieldstone Foundation Leadership Network and was trained in operational and strategic planning from one of the best, Lester W. B. Moore, former V.P. for Bain Capital.

Ronda also produced large-scale events and live multimedia concerts including *The Festival of the American West*, *The West: American's Odyssey*, Rotary International Conference concerts and events, *A Day of Celebration*, Michael Martin Murphey's *Sagebrush Symphony* and *Cowboy Christmas*, *Cowboy Buckaroo* with Waddie Mitchell and Don Edwards, *Rider's In the Sky* to name a few.

In 2004, Ronda joined FireFly and once again immersed herself in all aspects of video and film production. As a part-owner of FireFly Productions and FireFly Film & Video, Ronda has devoted her vast experience to managing the myriad, minute details of each project and the business aspects of the FireFly offices. Producer credits include *Extreme Makeover: Home Edition* Behind the Scenes Documentary, *Workouts with Jillian Michaels*, LONESTAR music video *Let Me Love You*, TV Pilots *Road to the Song* and *Celebrity Petz*.

Some of our favorite clients:

ABC's Good Morning America

NBC's The Today Show

Home Shopping Network

ABC Extreme Home Makeover

NPS Pharmaceuticals

ATK Trikeet Defense

NASA

Celebrity Petz (TV Pilot)

ICON Health & Fitness (Their brands include: Nordictrack, Proform, Reebok, HealthRider, Weider, Weslo, Freemotion, Epic and Jillian Michaels)

MTV Sports

Walmart

LONESTAR

SEARS

Altec Lansing

The Sports Authority

Rotary International

Road To The Song (TV Pilot)





Here's what our clients are saying:

"Great creative team! We work with many production companies but Firefly always develops and produces highly creative, relevant and professional work."

Grant Barbre, President, NorthStar Studios, Nashville, TN

"Firefly has been a critical partner to our success for well over a decade. The creativity, professionalism, and content delivered are consistently at the highest level while being a great value. My expectations are always met and usually exceeded. I enjoy working with Firefly and am confident you will too."

Jay Wright, Marketing Director,

ICON Heath & Fitness, National Headquarters, Logan, UT

"What a beautiful video you produced! 'twas masterful the way you wove together so many voices, so many faces, such rich content—you made us all look very good. The film flowed smoothly and time stood still while I watched it. What an accomplishment—to make a film an exercise life suspension."

Elizabeth Guss, Owner, Cohesion

"Your work is exceptional and several community groups expressed an interest in getting copies for presentations. You have the patience of Job in working with 30 different schedules and then trying to weave it all into a cohesive story. But it's a masterpiece."

Jan Hemming

President, National Association of Women Business Owners/ Salt Lake Chapter

"You are a very hard working and passionate group of people. You always deliver more than we ask for."

Christopher King, Artistic Director, Altec Lansing, Inc., Milford, PA

"What a FABULOUS video you produced for the foundation! I am very impressed and I hope we can work with you again in the future. I enjoyed getting to know you better. Thanks for everything."

Debbie Ostrander

Communications Specialists, Logan Regional Hospital, Logan, UT

"FireFly always makes us look good. They are hard working, creative, and always give us a great price for the quality of work they do."

Jim Wall, Publisher/CEO, Deseret News, SLC, UT