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Michael Kolowich
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Dear Michael,

It was a real pleasure partnering with you and the DigiNovations team on the farewell film for our retiring head of school, Jake Dresden. Just over a week after the film's screening at the reception honoring Jake, folks on campus, as well as trustees, alumnae/i, parents, and friends of the school, are still abuzz about its allure and impact.

The film was absolutely beautiful. Your suggestion of filming in high-definition and incorporating greenscreen technology really elevated the finished product to another level. Aesthetics aside, the film successfully achieved three important things for Concord Academy—it recognized Jake's service to the school; it honored his legacy; and it emboldened constituent enthusiasm and support for the school's future.

Storytelling drove the film and the eleven constituent "voices" served as wonderful narrators who not only highlighted Jake's key achievements at CA, but also provided a personal account of the man, his family, and his life. It was clear at the outset of the project that you understood the story we wanted to tell, and how and where each of the "voices" would fit—where they would be relevant and how they would be important. Your long relationship with CA as a parent and your familiarity with the school's culture and with Jake was invaluable to us on this project. I will never forget the interview with Jake's mother, Jacqueline, and the care and respect you demonstrated with her. The gift of a second DVD of Jacqueline's entire interview for Jake and his family, in the end, may be more precious than the film itself.

Having worked as a film and video producer in the past, this was my first experience as a film "client" and it was entirely positive. It was easy for me to recognize the level of expertise and professionalism of the entire DigiNovations team. Your innovative ideas and ability to tell an impactful and engaging story were among the key things that made our project successful. I look forward to partnering with you again on other film—or Web—projects for CA.

All the best,

Tara Bradley
Director of Communications