

## WIDC 2012 Presenting Partners

### CREATIVE WOMEN WORKSHOPS ASSOCIATION (CWWA)



**CAROL WHITEMAN**  
President & CEO, CWWA / Producer, WIDC

A two-time Governor General's Award-nominee and screen industry award-winner for promoting women's equality in Canada, Carol is a co-creator of internationally respected Women In the Director's Chair program (WIDC). Facilitating workshop sessions, providing personal coaching, publishing the annual WIDC newsletter and administering the WIDC awards and fellowships, Carol has helped advance the careers of hundreds of women screen directors, as well as actors and technicians across Canada and internationally. A founding member, President and CEO of Creative Women Workshops Association (CWWA), the non-profit organization that presents WIDC in partnership with The Banff Centre and ACTRA., she has produced over 130 short films at WIDC since its inception in 1997.

Carol holds a BFA with Honours from York University's Theatre Performance program, is a graduate of the Alliance Atlantis Banff Television Executive Program and is currently undertaking her doctorate at Simon Fraser University in Transformational Change in Education. She serves on seven industry committees and advisory boards, and is particularly proud to be serving on the BC Screen-based Media Industry Human Resources Project, a first ever effort to bring together the three media sectors of Film & TV, Animation & Visual Effects and Games, to develop a strategy towards a sustainable and more integrated screen-based media industry in the province. She is also a consultant for professional development and advanced training in the industry, a moderator, and through CWWA has produced the annual Montreal-based Telefilm Canada Feature It! Workshop since 2007, an Official Languages Program initiative designed to advance mid-career Anglophone producers and writers and their feature film projects. [www.creativewomenworkshops.com](http://www.creativewomenworkshops.com)

### THE BANFF CENTRE

**KERRY STAUFFER**  
Film and Media, Executive Director

Kerry Stauffer is the executive director of Film & Media at The Banff Centre. Under Stauffer's leadership, programming initiatives create opportunities in content creation for artists and filmmakers in digital film, media research, music recording, and CD residencies. Programming includes film and new media residency programs, creative training and workshops, as well as self-directed opportunities. Film & Media also produces the Banff Mountain Film and Book Festival.

Prior to joining the Banff Centre, Stauffer was the director of production and program competition for Achilles Media, where she led the respected Rockie Award competition. Through this work, Stauffer developed keen insight into the needs of television and what makes a film exceptional. She has also produced awards shows, executive produced an international congress of arts producers, and participated as an international juror and on international exchanges. Stauffer has also produced and edited national television specials for the Canadian Broadcasting Corporation, and produced, directed, and edited four seasons of the BRAVO Banff Masters series, an in-depth profile of producers, writers, and directors from around the world.

Stauffer holds an honours diploma from SAIT (Cinema, Television, Radio, and Stage) and is a graduate of Alliance Atlantis Banff Television Executive Program. She is also a member of National Training Advisory Council for Screen Based Training, and a board member of Creative Women Workshops.



**JEAN MACPHERSON**  
Film and Media, Program Manager

Jean Macpherson is the program coordinator for the Banff New Media Institute, establishing curriculum design, program planning, scheduling, logistics, set up, and evaluation. Born and raised in Ottawa, Ontario, Jean grew up in a very artistic family and has an innate appreciation for the arts. Jean has previously worked with the National Arts Centre, the Ottawa Folklore Centre, Muse Entertainment, and at various festivals and special events throughout Ontario. Her academic background includes a baccalaureate in Communications from Carleton University as well as an education from the Gaelic College of Celtic Arts and Crafts.

Jean has travelled extensively in Canada and has an ardent interest in Canadian culture, new media, and grassroots marketing. Jean is proud to now call the Rocky Mountains home.

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### THE BANFF CENTRE cont'd



**GRETA HALL**  
Film and Media, Coordinator

Greta completed her undergraduate degree at Carleton University and spent two more years at the university working in their Learning Support and Student Academic Success Centre. She moved to Calgary in 2008 to work at the University of Calgary where she was the coordinator of orientation and transition programs for new students. During that time, she started her Master of Education in Higher Education Leadership which she will be completing this fall. She spent two great years at the university but fell in love with the mountains (and a boy) and found herself at The Banff Centre's Development Office last year working on The Centre's annual fundraiser, the Midsummer Ball. It was a great year but she really missed the student/participant interaction so when this position came up, she couldn't resist. Greta lives in Canmore with her fiancé and our two fur children, Barney and Chowder.



**CASSANDRA PIROUTZ**  
Film and Media Workstudy Line Producer

Cassandra hails from Burlington ON and recently graduated from the University of Waterloo with her Honours in Drama and Music. There was little downtime in her undergrad between taking up jobs as Assistant Stage Manager, Arts Orientation Week Director, Student Ambassador, Volunteer Coordinator and Residence Life Don – just to name a few! Cassandra is very much enjoying her time at The Banff Centre as Cultural Administration Work Study, which provides her the opportunity to engage with talented artists and world renowned faculty, as well as assist with the production and logistics of some extraordinary programs and events. She is thrilled to be part of the Film & Media department and looks forward to developing a career in arts administration, both in Canada and abroad.

### ACTRA



**HEATHER ALLIN**  
National Councillor & ACTRA Toronto President

Heather Allin is appearing in *Small Town Murder Songs*, by acclaimed Director Ed Gass-Donnelly, and in *let him be* as the supporting character Babs Barker. Allin is also in *George Romero's Survival of the Dead*, she's shot episodes of: Dan for Mayor, Flashpoint, The Ron James Show and has just shot an episode of Degrassi: The Next Generation, with Charlotte Arnold and Stephen Brogren.

"It's breathing life into an paper being and building her from scratch, bringing her to life, that interests me most as a performer."

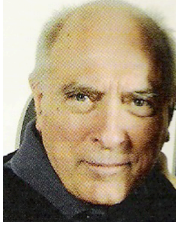
She has worked with such stars as Hugh Dillon, Amy Jo Johnson, David Paetkau, Michael Cram, Charlotte Arnold, Ron James, Peter Stormare, Aaron Poole, Fred Ewanuick, Paul Bates, Marcia Gay Harden, Ray Romano, Gene Hackman, Rip Torn, Elizabeth Perkins, Scott Bakula, Athena Karkanis, Tom Selleck, Kate Levering, Elizabeth Peña, Caroline Dhavernas, and Kathleen Munroe.

Her Film and TV Credits in addition to the above include: Stone Cold; Wonderfalls; What Girls Learn; Suburban Madness; Welcome to Mooseport; Kevin Hill; Witchblade; The Fugitive Kind; Eu·tha·na·sia.

Theatrically, Allin has just performed the role of Barbara in the new Canadian play *Goodnight Amherst*; and previously helped develop the role of Stella in the new Canadian play *Asleep at the Wheel* by Jordan Hall. To date, she has work-shopped to performance, six new Canadian plays. Allin's stage credits include: Lucy, Lying on the Escarpment; Clarence and Queen Elizabeth, Richard III; Amelia, Comedy of Errors, Lady Capulet, Romeo & Juliet, and Aggie Rose, Boiler Room Suite.

Born in Toronto where she continues to make the city her home, she has been acting professionally for over 17 years. Allin is a proud supporter of Canadian Artists, their creativity, generosity, and dedication to the work. She is deeply involved in the Campaign for Canadian Drama. As President of ACTRA Toronto, she oversees an Actor's union serving over 13,000 members; she is on the board of ACTRA National and PRS/SRD, with 21,000 members. She is both board and founding member of the Creative Arts Savings and Credit Union; a member of the ROI board; the Advisory Board for the Seneca Drama program; a former board member of Green Screen Toronto; a former board member of Shakespeare in the Rough, a visual artist and an avid skier. She was a member of the WIDC 2011 Acting Ensemble in Banff.

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**BRIAN GROMOFF**  
**Past National President & ACTRA Alberta Councillor**

Brian Gromoff is an ACTRA Alberta Councilor and Past President of ACTRA Alberta, as well as Past President and former Treasurer of ACTRA National. Brian has been ACTRA's Liaison to The WIDC Workshop since its inception in 1996/97. As Treasurer of Creative Women Workshops Association, Brian has provided guidance on overall programming and budgeting along with participant and faculty adjudications. Brian is also a respected actor based in Calgary, Alberta with numerous film and theatre roles to his credit. In 2002 he was nominated to the Order of the University of Calgary for his outstanding contribution to the university and the community at large as he successfully headed U of C's Standardized Medical Patient Testing Program for over a decade.