

## **The Visual Effects Society (VES) Announces the 2008 Board of Directors Officers**

### **Jeff Barnes of ComputerCafe Group is New Chair**

**Los Angeles, January 11, 2008** –The Visual Effects Society (VES), announced the 2008 Board of Director officers who were elected at the January 9, 2008 board meeting. The list of new officials includes Jeff Barnes, Founder and CEO of ComputerCafe Group, as Board Chair. Barnes replaces the previous chair, Jeff Okun, who has reached his term limit.

“I am honored to have been elected Chair of the VES,” states Barnes. “The VES has the opportunity and momentum to reach out in unprecedented ways to studios, filmmakers, ad agencies, game developers and the technology sector to shape the future of visual effects. I have great respect and admiration for the talents and contributions of the global visual effects community and look forward to working on their behalf.”

“I look forward to working with Jeff Barnes as our new Chair,” states Eric Roth, VES Executive Director. “He is an extraordinarily talented guy and is well suited to be the voice of the entertainment industry’s defining resource for visual effects.”

### **The 2008 officers of the VES Board of Directors are:**

#### **Chair: Jeff Barnes, Founder and CEO of ComputerCafe Group**

Jeff Barnes is co-founder and CEO of the ComputerCafe Group and has broad oversight of the operations of its feature effects division, CafeFX, and its Santa Monica-based commercial visual effects and design studio, The Syndicate. Barnes also provides management support and development input for Sentientia Entertainment, the company’s feature film production division.

As a visual effects production executive, his credits include *The Kite Runner*, *Evan Almighty*, *Spider-Man 3*, *Ghost Rider*, *The Departed*, *Pan’s Labyrinth*, *Art School Confidential*, *King Kong*, *Memoirs of a Geisha*, *Mr. and Mrs. Smith*, *Sin City*, and *The Aviator*. He was also executive producer on Sentientia Entertainment’s first feature film, *Danika*.

Barnes was instrumental in forming the creative and financial partnership with director Guillermo del Toro to co-produce the Academy Award®-winning *Pan’s Labyrinth* through Sentientia Entertainment, further evidence of his vision and leadership. Barnes is an invited guest at conferences and film festivals around the world.

#### **First Vice Chair: Carl Rosendahl, private consultant and Carnegie Mellon University faculty**

Carl Rosendahl, was a founding member of the Visual Effects Society (VES) and former Board Chair. He was the founder of Pacific Data Images (PDI), which was later bought by Dreamworks. At PDI he received multiple Emmy Awards and in 1998 was recognized with a Technical Achievement Academy Award for PDI’s contributions to modern filmmaking. After leaving PDI, Carl joined Mobius Venture Capital (formerly Softbank Venture Capital) where, as a Managing Director, he focused on investments in the technology and media space.

#### **Second Vice Chair: Richard Winn Taylor II, Cinematic Director/Electronic Arts LA & World Wide Cinematic Consultant/EA**

At EA, Taylor designs and directs the NIA (None Interactive Scenes) in games as well as the real time game play cameras in PC and console games. He is a member of the DGA and has directed live action commercials and special effects for over thirty years. He has directed animation and computer graphics for over 25 years.

**Treasurer (re-elected as Treasurer): Ray Scalice, VP & General Manager/Pixel Magic**

Ray Scalice is a founding member of the Visual Effects Society. Working behind the scenes for over 25 years, Ray has served in various management positions with Lucasfilm, ILM, Walt Disney Pictures, Pacific Title Digital, and currently with Pixel Magic. He holds an MBA degree from Golden Gate University, San Francisco, CA.

**Secretary (re-elected as Secretary): Pam Hogarth - Director, Industry Relations/Gnomon School of Visual Effects**

Pam Hogarth is director of industry relations at Gnomon School of Visual Effects, a school specializing in training for careers in high-end computer graphics for the entertainment industries. Before joining Gnomon, she was Director of Digital Media Institute. She has served two terms on the Board of Directors, the Strategic Planning Committee and is Co-Chair of the Education Committee of the Visual Effects Society. She is also a co-founder and Steering Committee member of the Alliance of Digital Effects Production Trainers (ADEPT).

**About the VES**

VES is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to upholding the highest uniform standards and procedures for the visual effects profession. Now celebrating its 10th anniversary year, VES is the entertainment industry's only official trade organization representing the extended community of visual effects practitioners including supervisors, artists, producers, technology developers, educators and studio executives. Its 1,600 global members contribute to all areas of entertainment from film, television and commercials to music videos, games and new media. VES strives to enrich and educate its members and the entertainment community at large through many domestic and international events, screenings and programs. Visual effects professionals constitute a vital creative force in content creation and are literally shaping the future of entertainment.

###

**MEDIA CONTACT:**

W. Jason Grimley  
Sr. Account Executive  
Spelling Communications  
2211 Corinth Ave. #210  
Los Angeles CA 90064  
310-477-9500