

HPA

TECH RETREAT 2024

“All Star” Extreme Panel



Kari Grubin, Moderator
Membership Services Director,
Trusted Partner Network
HPA Board Member



"All Star" Extreme Panelists!



Jillian Arnold
President, *IATSE Local 695*
Mission Critical Media



Chris Steblay
Executive Producer + Creative Director
Uncle Toad's Media Group



Christopher Lockett
Cinematographer, Director,
Photographer,
Singer-Songwriter



Jordan Velarde
CEO/Founder
Uncle Toad's Media Group

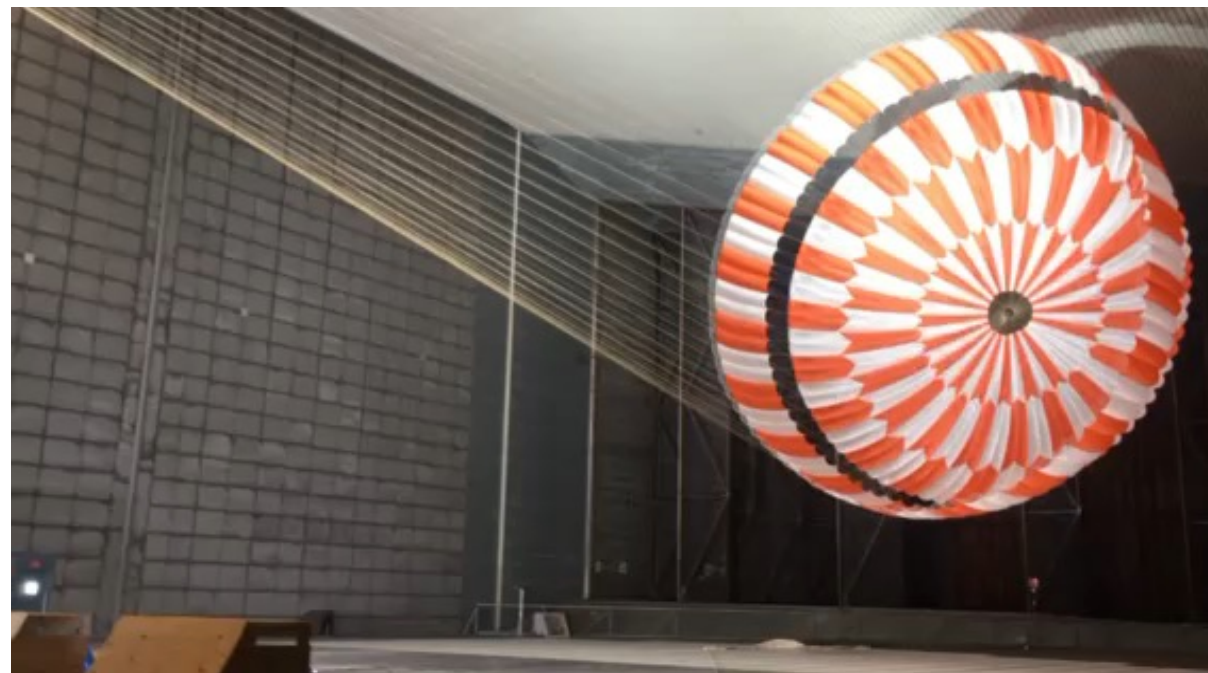
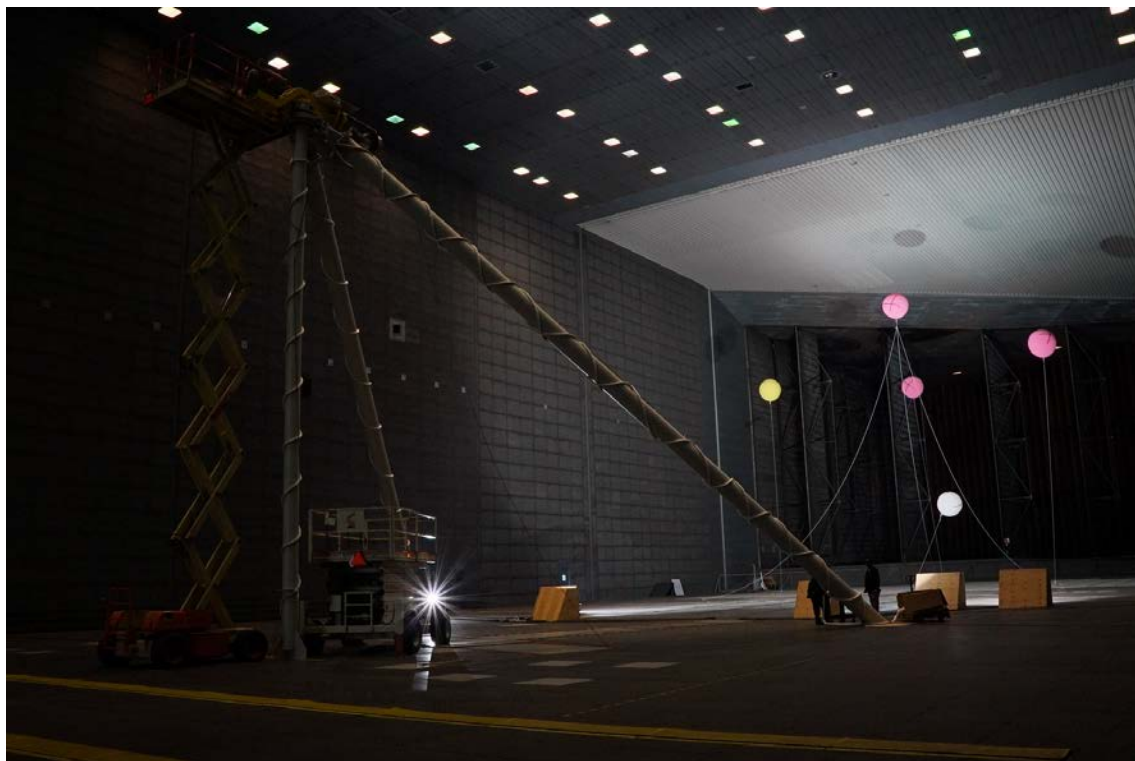
Jillian Arnold



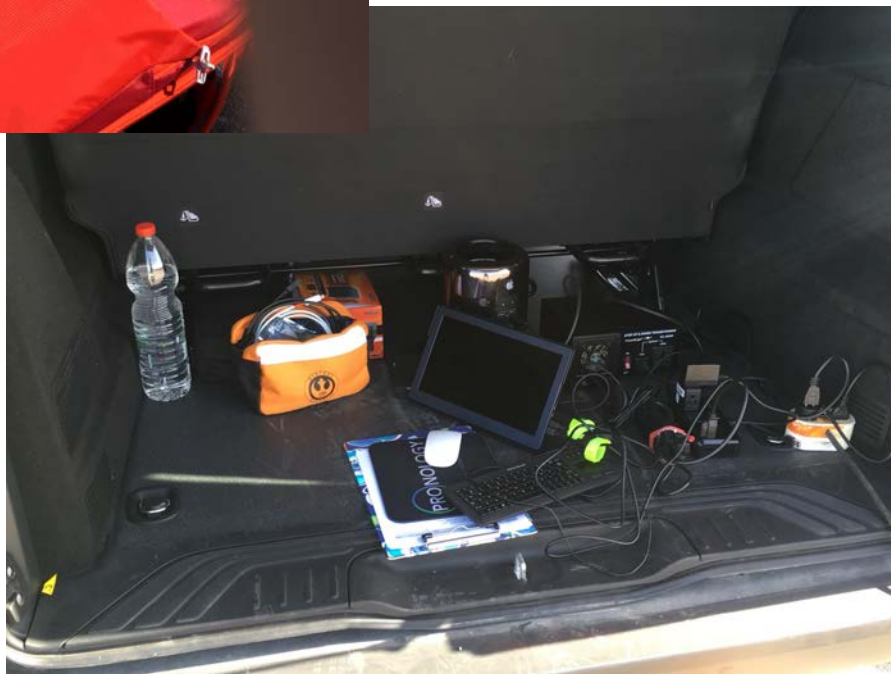


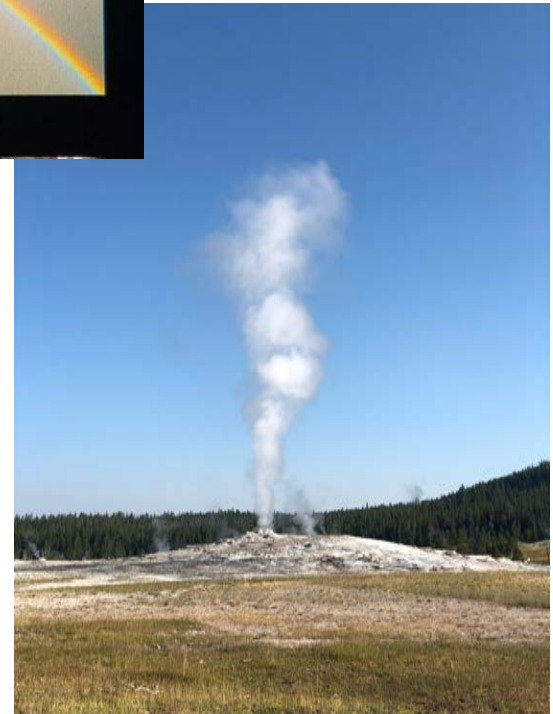












Christopher Lockett

Stay Flexible.

Physically, yes.

But mentally, too.



Adopt a global approach.

Engineers build gear for studios, not this. Making it work here is *your* job.

So is making *you* work here. Gear, mind, heart, philosophy, body, story.



It's a big world, go photograph it.

I've shot in Timbuktu, The Amazon, and Iceland in winter.

Prepare logistically and mentally. ***But be prepared to wing it.***

Not an oxymoron.



It might hurt. So what?

Expect to be overwhelmed.

Rise to the occasion. You could have stayed home. But there is nothing safe in watching TV.

Do the thing, then figure out how you feel about it after.

Embrace the suck. Then laugh in its face.



Find one shot that tells the story

You rarely get second takes
in the field.

If you don't understand it,
you can't photograph it.

If the story is tragic, or
challenging, don't be afraid
to show it, but...



Poverty porn is obvious, boring, and entitled.

This little girl was mugging for my camera in an aid camp after the 2010 earthquake in Haiti.

We find joy, even in tragedy. It's what we do as humans. Everywhere. Every day.



Your extreme is someone else's life

This is an adventure to me. To this boat captain, it's just a commute. Behave accordingly.

(play boat over log video)

No, really... embrace the suck!



Enjoy the ride.

Always. Thoughtfully.

As far as anyone knows, this is our only shot at this thing called life.

(play boat between trees video)

Chris Steblay and Jordan Velarde

Off the grid REMI Production.

The Natural Selection Tour is the world's most premier backcountry snowboarding tour, taking place in sometimes very remote and extreme terrain. Producing live sports programming in these conditions pushes technology to the edge.



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For more information, please connect with us!



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Jordan Velarde

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Chris Steblay

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The logo consists of the letters 'H', 'P', and 'A' in a bold, white, sans-serif font. The 'H' and 'A' are tall and narrow, while the 'P' is shorter and wider, creating a balanced, symmetrical design. The background is a vibrant gradient of blue and orange, with a series of white, curved lines at the bottom that resemble a stylized landscape or a series of steps.

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