



# HIGH GROUND PRODUCTIONS NEWS

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## DEVELOPMENT CONTINUES FOR A MATTER OF TIME...THE MOVIE

We are pleased to report that official development of the film adaptation of *A Matter Of Time* has progressed from the “treatment” phase to actual script writing. Screenwriter Rustam Branaman reports that he is well into the actual script, and feels that he is now approximately halfway complete with the first draft. Once it is complete, we

*“Your story is too valuable and compelling to be anything but an A-list script. The book is a genuine ‘page-turner,’ and the film must be just as powerful. I intend to achieve that level of passion and excellence while in this most critical phase of development.”*

Tonia Madenford  
Director of Film Development

will have four weeks to review and evaluate the material and decide if it’s acceptable. If it is not exactly what we want, which is often the case with a first draft, we then proceed to the “re-write” stage, building upon whatever is useful in the first draft, or we might even choose to reject the it and start over again with another screenwriter...several of whom are available. Beyond the “re-write,” we have the right to call for at least two “polishings” before we submit the final script to directors, producers and “A-List” actors.

Everything in Hollywood and other filmmaking circles revolves around the script, so it is our intention to make absolutely certain that this one is the best that it can be. Tonia Madenford, our Director of Film Development, and Boston film-

maker Jonathan Schwartz, of Interlock Media, Inc., have arranged a team of experts to evaluate the material as it comes out, before we present it to industry executives and top-level talent. More time and effort will be expended on this phase than anything else, since typically a film prospect has only one chance to make it. A poor script, once submitted to industry professionals, is doomed...while an excellent one can create a “feeding frenzy,” particularly in today’s film market where dynamic true stories are in such high demand.



*Tonia Madenford, at work on the set of a recent feature film now in post-production.*

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## CAPITAL RAISE CONTINUES

During the first two weeks of November, Karen Stanwood and Don Kirchner traveled to several locations in Florida and in the San Francisco Bay Area doing capital presentations and following up on prior contacts with investor prospects, preparing for next year's expected publicity campaign. In the meantime, Ron Thelen, Manager of the movie LLC, continues to cultivate and expand on contacts made during the earlier part of this year. At the time of this printing, twelve individuals have expressed their intent to invest, or actually have signed documents to transfer, a total of just over \$150,000 into the movie offering, and two HGP investors

have committed to an additional total of \$45,000 into High Ground Productions, Inc. to cover operations and book publicity.

With just over \$100,000 already received to date for the new (movie) LLC, and four of the mentioned investor prospects committed to or seriously considering investments of \$25,000 each, the Convertible Note phase for that offering will soon close. A straight equity offering will continue after that, until the full \$750,000 for development of the movie is raised. Two very strong prospects have been identified that have an ability to participate in this offering at a 6-digit level. One indicates that they may have

the resources to fund the entire remaining development budget, so with our continued work at the present pace, we could see the entire offering closing by the end of the year.

On another positive note, several shareholders who have made loans to the company in the past have indicated their intention to convert those loans, plus interest, into equity in the company, thus substantially reducing company liabilities and increasing its assets. This is a very positive indication of shareholder confidence and continuing progress for the company.

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## BOOK PUBLICITY AND NICHE MARKETING PROGRAM

As noted in previous updates, the Niche Marketing Program has been temporarily suspended until such time as the company is able to properly fund such a program and to successfully launch its "National Publicity Campaign" next year (see below). The program did succeed, however, in selling enough books and generating sufficient interest among various media and public relations experts to convince us that the book continues to have marketing appeal and salability. This was the primary goal of the Niche Marketing Program, and in that fact alone we feel the program was successful.

**Literary Partners Group.** Efforts to promote *A Matter Of Time* through our "strategic affiliation" with Andrew Greeley and his Literary Partner Group continues, with planning now underway for a full-scale publicity launch in 2007. With funding received from the movie offering, sufficient working capital will be set aside to cover the costs of a minimum 12-city publicity tour, with an additional 12 cities as additional funding is received and sufficient momentum is gained with the media and in various literary circles. Speaking engagements, book signings and appearances on nationally syndicated radio and television talk shows are now being arranged for Don and various members of the HGP team that are likely to increase public, private and corporate interest in the book, the movie and our affiliated nonprofit

organization, Society for Return To Honor. Plans now call for followup appearances in Arizona, Florida, Nashville and Washington (State) during January and February, with the first major push in the San Francisco Bay area in March, to coincide with literary events there and in Los Angeles.

As a former Air Force Public Relations Officer and senior manager with Borders Books and Barnes & Noble Bookstores,



Andrew is in an excellent position to assure full coverage and exposure through his contacts with the military and at the corporate level of major book sellers and distributors. It is expected that Andrew will succeed in getting *A Matter Of Time* into circulation with the Army and Air Force Exchange System ("AAFES"), and into the national bookstore system as we open each major city and region.

Watch our Calendar of events, once our web site is redesigned next month, for upcoming events and developments.

**Jack Hillman.** Our National Sales and Marketing Manager, Jack is working with HGP Board member Jerry Golley, our web site manager and host, to redesign our web site and to research and develop better, more effective methods of Internet sales and marketing of the book, which we believe will lead to significantly enhanced sales via the Internet in 2007.

**Speaking Engagements.** On November 6, as part of Don and Karen's San Francisco Bay Area publicity tour, Don gave a talk to the Viet Nam Veterans of Diablo Valley in Lafayette, which was enthusiastically received. Along with over 35 books sold, a large number of attendees offered their help in promoting the book, the film project and the Return To Honor program. Don received standing ovations at the beginning and at the close of his talk, and even a few tears were noticed in the eyes of these combat veterans who treated Don as a long-lost brother. Arrangements are being made to get Don invited to speak at the St. Francis Yacht Club in San Francisco in December, and at the prestigious Bohemian Club there as well. Various members of the AMOT support group in other cities are working on getting speaking engagements lined up for Don at other locations around the country.

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## PERSONAL PROFILES

*Editor's Note: As part of our desire to share some of the many highly positive experiences that we have had with investors in the original LLC, in HGP, Inc., and in the new (movie) LLC, we have decided to include a profile of some of them to give everyone a sense of the kind of people who are supporting our efforts. Although we would love to feature everyone, it would take us years at one per issue, so please know that in doing this, we are honoring all of them. Perhaps, in the process, we might print a booklet, featuring everyone who wants to be recognized. If you wish to be featured in this format, please let us know. Contact Karen Stanwood, at [Karen@AMatterofTime.org](mailto:Karen@AMatterofTime.org).)*

### PAMELA AND PETER HOLYK, M.D.

Peter and Pam Holyk joined A Matter of Time in September of this year, having attended the IBI Global Free Enterprise Training Forum in July ("706"), and learning about our project there. They immediately seized upon the opportunity to get involved with us, and have hosted two visits of ours to their clinic in Melbourne, FL since then...including a gathering of their friends and associates recently for a catered presentation of A Matter Of Time...the Movie.

A former ophthalmologist who contracted a life-threatening illness, Peter now specializes in preventative health care and

medicine in a private clinic that he and Pam own in Melbourne, where his patients enjoy personalized medical attention to moderate as well as seriously threatening illnesses unlike anything I've seen in either holistic or traditional clinics I've been to over the years.

The Holyks exemplify the hard-working and conscientious, heart-centered people who have been attracted to our endeavors since the beginning. From our first investors many years ago, to the supporters and investors who have come along since then, they are among the most enthusiastic of the many we are proud to include in our growing "family" who are making "A Matter Of Time" and our ongoing work possible.

If you wish to contact them for information on alternative health care, their address and phone number is:

Contemporary Health Innovations  
600 Schumann Drive  
Sebastian, FL  
772-913-0298



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## WHAT YOU CAN DO

High Ground Productions, under its dba, High Ground Publications, will soon to launch a full-out effort to market the book through mainstream publishing, niche marketing and simple but powerful word-of-mouth advertising, while simultaneously promoting the development and production of the long-awaited motion picture version. All the right ingredients and people are coming together to make it happen.

The most crucial element in all of this, however, is you...all of our readers, partners and supporters. Just buying a copy or two of the book and getting a few others to do the same right now can help push us over the top to success. If you hear of someone or some circumstance that you feel might help, let us know. Even the simplest, innocuous contact or connection can open doors to opportunities unknown to us or unavailable otherwise.

Here are suggestions for what you can do:

- Buy one...if not two...copies of the book, available on the website at half-price once you have purchased the first book. These make excellent gifts, especially at that price.
- Get your friends, neighbors, family members, co-workers and church or civic group associates to buy the book. Give them the web site address, where they can get a 20% discount right now by using code #R20.
- Help us find speaking engagements for Don... paying and non-paying. He's developing an excellent reputation as a motivational speaker, and much can come from the simplest talks he gives. Contact Karen Stanwood, at 360-945-2485 for more information.
- Talk to your neighborhood bookstores about getting Don there for a book signing. Show them a copy of the book, or get them to go to our web site ([www.AMatterofTime.org](http://www.AMatterofTime.org)).

*AMatterofTime.org*).

- Get your social, civic and/or church groups to consider buying multiple copies of the softcover version of the book for use in the inmate classes now being scheduled.
- Contact anyone you know in law enforcement and corrections to let them know that we have a program that reduces incidents of violence and difficulty with inmates, and get us their contact information...and get them to watch the "Channel 12" video footage on our web site.
- Contact your local radio and television stations to introduce them to the Return To Honor program...and again, get them to watch both videos on our web site to see how their counterparts in other cities responded to the program, and to Don's book.

[www.amatteroftime.org](http://www.amatteroftime.org)

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# EDITOR'S NOTES

In writing the new "Personal Profiles" article on the preceding page, it came sharply to mind that there are several...if not many... other people who have contributed largely to this endeavor since the beginning who deserve recognition. Among those people are three in

particular I wish to honor who have each done more to help me keep this endeavor alive than any other single investor, officer, shareholder or supporter. To them, and to all of the many supporters and investors involved with us, I extend my heartfelt appreciation.



*Nancy Sweet*

**Nancy Sweet, Co-Founder and Corporate Secretary.** No one knows how much Nancy has given to, and sacrificed for, this endeavor to keep things going. A consummate organizer and meticulous administrator who happens to also be a fine artist and musician, Nancy has seen it all...from the fledgling beginning when the book wasn't even a manuscript to the point where she now sees us negotiating with filmmakers, doing book signings and depositing checks for \$25,000 at a time, she has done so much to bring and sustain value to the process, and has worked side by side with me to give it life and keep it going. We collectively owe a great deal to her willingness to trust, have faith and keep giving up increasing slices of her home, personal life and financial well-being in support of this venture.



*Karen Stanwood*

**Karen Stanwood, Vice President of Public Relations.** Karen first attended a capital presentation at an IBI Forum in August of 2002, and in September of last year made the decision to join the company as a book marketing consultant. We quickly realized that Karen's skills and abilities to communicate with and motivate people of all backgrounds far exceeded our expectations and hopes, and Karen discovered that there was much more to this endeavor than merely a book. Since that time, Karen has invested much time, effort and money with us, and has been tireless in her efforts to spread the word about the book, the movie and the Return To Honor program. In one year's time, she has brought more credibility and momentum to the process than we have generated in the past five years. Watch for amazing developments to come from the seeds she has been planting for and with us.



*Ted Poitras*

**Ted Poitras, Board Member.** As one of the earlier investors of High Ground Productions, Ted has seen it all...and has given more than any other investor in terms of constant support, advice and ongoing resources. As a member of the Board of Directors and a successful businessman with a radio broadcasting and award-winning book editing background, as well as a 25-year history in prison ministry work, Ted has provided critically needed guidance and insight, and numerous incremental loans and investments that have kept the company going. Many thanks to Ted...and to his wife, Kay, who lovingly stands by his side and makes it all worthwhile.