



Dennis Gelbaum Bio

Dennis Gelbaum is an international award-winning Creative Director, Producer, Director, Copywriter, Author, and Inventor. He has worked at the world's biggest advertising agencies and has founded and managed international multimedia companies. He currently consults on major mergers and acquisitions and venture capital investments in the multimedia space.

Dennis has produced hundreds of interactive and immersive events (concerts, tours, festivals, fairs, new product launches, fashion, auto, sports, political...) in more than 35 countries. He has produced and directed over 200 national commercials winning many awards including the Cannes Lion and has worked with the biggest music artists (and venues) on the planet.

Other career highlights include inventing the Buddy Lite Illuminated Safety Leash (the top-selling pet product at Sharper Image) and publishing a novel, 'Beyond Reasonable Doubt' Dennis was featured in '50 Great Writers You Should Be Reading, by Danielle Hampson & Don McCauley. In 1984, Dennis received the Distinguished Alumni Award from American University and established the NAVARAC Scholarship, providing students with services and resources to complete multimedia projects.

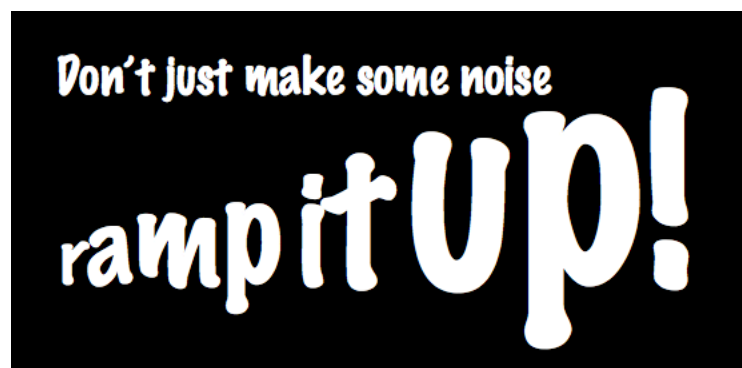
Dennis has held the position (s) of Chief Executive Officer / Executive Creative Director of ramp it up entertainment; Co-Founder and Co-Managing Partner of WENDEE, a music artist development company; Chief Operating Officer / Chief Marketing Officer at Septien Entertainment Group; Chief Operating Officer / Executive Creative Director of Input Group NA; Creative Director, Producer, Director and Managing Director of Tribe Pictures; Managing Partner/Executive Producer at Beaucoup Chapeaux and Talent Solutions and Chief Operating Officer / Executive Creative Director of Tourdesign (a division of Live Nation). Dennis was also the Co-Founder and Managing Partner of the NAVARAC Film Group and Film Realite.

"My favorite projects include co-writing/producing a visually stunning commercial for Alize Bleu, creating/selling/producing/directing 'Get Fit With Alyson' - supporting the launch of the Nintendo Wii/Wii Fit, creating a mobile campaign for a jeans company - looking for the "best ass", introducing a cosmetics company by creating a credit card that looked like a mirror - looking for the "most beautiful face", inventing "FaceLift" - a cleansing pad for men, producing a multimedia campaign introducing Jesse Jeans - "they fit so good they oughta be outlawed", writing, producing fundraising films for Worldfund, directing a multimedia campaign for Texas Special Olympics to help erase the 'R' word, directing a multimedia campaign for Bazooka Bubble Gum, (co-directed the music video that has millions of views) and directing TV commercial campaigns for Black and Decker, Dodge Cars, Firestone, Ford, Jeep, Chrysler, Pepsi, P&G, Mattel, Marvel, Toy Biz, Saban Entertainment (Power Rangers), and hundreds more.

Dennis is currently writing a feature film screenplay, 'The Mona Lisa Conspiracy, a blend of various genres, including mystery, drama, romance, and historical fiction centering around the idea that greed and ignorance can distort the value of even something as beautiful and virtuous as art.

And, Dennis is turning his new poem, 'A Different Kind Of Wonderful' into a power ballad with a big soaring chorus. "It's hard coming up with a new way to write a love song and I think I've done it!"

Dennis Gelbaum, presently the CEO of ramp it up entertainment - an award-winning independent creative and multimedia production company, believes in the power of storytelling to motivate and inspire. From the campfire to the web, authentic stories unite communities, build bridges and create connections. Rooted in the primal, human experience of communication, the company harnesses the power of technology to deliver engaging content to audiences in ways both resonant and meaningful, creating pathways for people, institutions, companies and brands to tell their story. Ramp it up entertainment connects brands to consumers and consumers to brands.





ADVERTISING CLUB OF DETROIT

Gold – Sohio Gas, “Pistons”

Gold, Silver, Bronze – Dodge Campaign, “The American Revolution”

MOBIUS AWARDS – US FESTIVAL

Best Automotive, Dodge Campaign “The American Revolution”

ART DIRECTOR’S CLUB OF NY

Gold – Dodge Campaign “The American Revolution”

CANNES INTERNATIONAL FILM FESTIVAL

Lion – Best TV Commercial Campaign Black & Decker Corporate

CLIO AWARDS

Jesse Jeans, Campaign “Outlawed”

ANDY AWARD - THE ADVERTISING CLUB OF NEW YORK

Dupont “Weatherguard”, Jesse Jeans “Outlawed”,

Jeep “You Always Wanted One”, FAYGO Beverages “Chief Red Pop”

THE ONE SHOW

P&G “Ivory 100 Years”

US INTERNATIONAL FILM FESTIVAL

Gold – “Alice In Avonland”

ADDY – THE AMERICAN ADVERTISING AWARDS

Gold - Westside Tennis Club, Special Olympics Texas

TELLY AWARDS

Worldfund, Special Olympics Texas, Houston Automobile Dealers Association,

Tourdesign Creative Presentation, The Rellim Tour

AURORA

The Rellim Tour

WEB BUSINESS SEEKER AWARDS

Pegasus Theatrical





It's hard coming up with a new way to write a love song and I think I've done it! I've written "A Different Kind Of Wonderful". I see it as a power ballad with a big soaring chorus. The original poem is included in my new book, 'Going Home', available NOW at amazon.com <https://www.amazon.com/dp/B0DDJ7KDLG> See 'Going Home' Trailer here: <https://youtu.be/H96UsuHplwA>

"The song expresses the transformative power of love and the profound impact it has on the songwriter's life. The lyrics convey a sense of newfound purpose, joy, and fulfillment that comes from being loved, wanted, and touched by someone special. The metaphor of being 'lost' and then 'found' symbolizes the writer's journey of self-discovery and emotional awakening through the love and presence of another person."

Hear the New Music and Arrangement and see the Lyric Video HERE: <https://youtu.be/G5FXtjx97qY?si=I918OH1hV9V9Mbmr>

See the Lyric Video with a Generic Music Track HERE: https://youtu.be/8KHr9g_gZ04?si=6OZhcraHJ_YW05_7

A Different Kind Of Wonderful
Lyrics by Dennis Jay Gelbaum

I never thought I was lost...until you found me
I didn't know I wasn't loved...until you loved me.
I never knew I wasn't wanted...until you wanted me
I didn't know what it felt like to be touched...until you touched me.

I always wondered what was around the next corner
If the grass was greener on the other side
If good things happen to those who wait
If life is what you make of it
If you hang onto your dreams long enough, will they come true

You can learn to dance to your music

Now I know what I've been missing
I've been lost without you.
You make me smile, feel safe and let me be a different kind of wild
I'm insanely in love with you
You're all I think of
You don't even see what you do to me.

You cheer me up
You lighten me
You ignite me
You are a dream come true
You are a different kind of wonderful

When I'm down you pick me up
Lift me high with just one touch
Turn the dark into the light
You make everything feel right
You brighten up my cloudy days
In your arms I lose my way
Every moment feels so true
Just to be here next to you.

I never thought I was lost...until you found me
I didn't know I wasn't loved...until you loved me.
I never knew I wasn't wanted...until you wanted me
I don't know what it felt like to be touched...until you touched me.

When I'm down you pick me up
Lift me high with just one touch
Turn the dark into the light
You make everything feel right
You brighten up my cloudy days
In your arms I lose my way
Every moment feels so true
Just to be here next to you.

You cheer me up
You lighten me
You ignite me
You are a dream come true
You are a different kind of wonderful

I never thought I was lost...until you found me
I didn't know I wasn't loved...until you loved me.

I never knew I wasn't wanted...until you wanted me
I don't know what it felt like to be touched...until you touched me.

(Spoken softly and fade out:)

You've got the light in your eyes,
Shining bright like the sunrise.
You dance to your own music
Lighting up every room
You are a different kind of wonderful.

You are a different kind of wonderful.



ASCAP
DENNIS GELBAUM
ARTIST ACCOUNT
MEMBER ID#: 7591518
IPI NAME NUMBER#: 1260750080
WORK ID#: 927069451



Registered/Copyright:
9.18.24 @5:48AM PDT

DENNIS JAY GELBAUM
PUBLISHER ACCOUNT
MEMBER ID#: 7591517
IPI NAME NUMBER#: 1260749939



Barry Coffing
Founder/CEO
310-738-3800
WeGetArtists.com
barry@music supervisor.com

*“...great song man. Yeah, I'd love to pitch it!
And I'm sure everybody else is giving you
the same reaction...really nice man and
interesting arrangement too...you wouldn't
ordinarily go for that but the lyrics and
melody are so strong you can get away with
it...”*

Some Of The Music Artists I Have Worked With:



Concert Film Executive Produced and Co-Directed by:

01) These Shrouded Temples
02) Diablo Blvd.
03) Senor Limpio
04) King of the Rotten
05) Wiseblood
06) Who's Got The Fire
07) Albatross
08) My Grain
09) Congratulations Song
10) 13 Angels / 7 Days
11) Vote With a Bullet
12) Zippo
13) Long Whip / Big America
14) Shelter
15) Clean My Wounds

CORROSION OF CONFORMITY is:
PEPPER KEENAN - Guitars & Vocals
WOODY WEATHERMAN - Guitars & Vocals
MIKE DEAN - Bass Guitar, Keys & Vocals
JIMMY BOWER - Drums & Percussion
PROGRAM & CREATIVE DIRECTION: PEPPER KEENAN

PRODUCED BY: Tour-design Creative Services,
A Clear Channel Entertainment Co.
EXECUTIVE PRODUCER: Dennis Golbaum
PRODUCER: Jack Coffey
ASSOCIATE PRODUCER: Davin Harmon
DIRECTORS: Dennis Golbaum and John D. Menzo
EDITED BY: Josh Smith
AUDIO MIXED BY: Warren Ripper for Ripper Island Production
AUDIO MASTERED BY: Seva for Soundcurrent Mastering
DVD PRODUCED BY: Jon Herwin & Jan O'Driscoll for
Leprechaun Entertainment, LLC
DIGITAL ART & MENU DESIGN BY: Leprechaun Entertainment, LLC
DVD AUTHORED BY: Crawford Communications, Inc for
Leprechaun Entertainment, LLC
ART DESIGN: Dean Saults / Praxis Studios
RUNNING TIME: 88 MINUTES

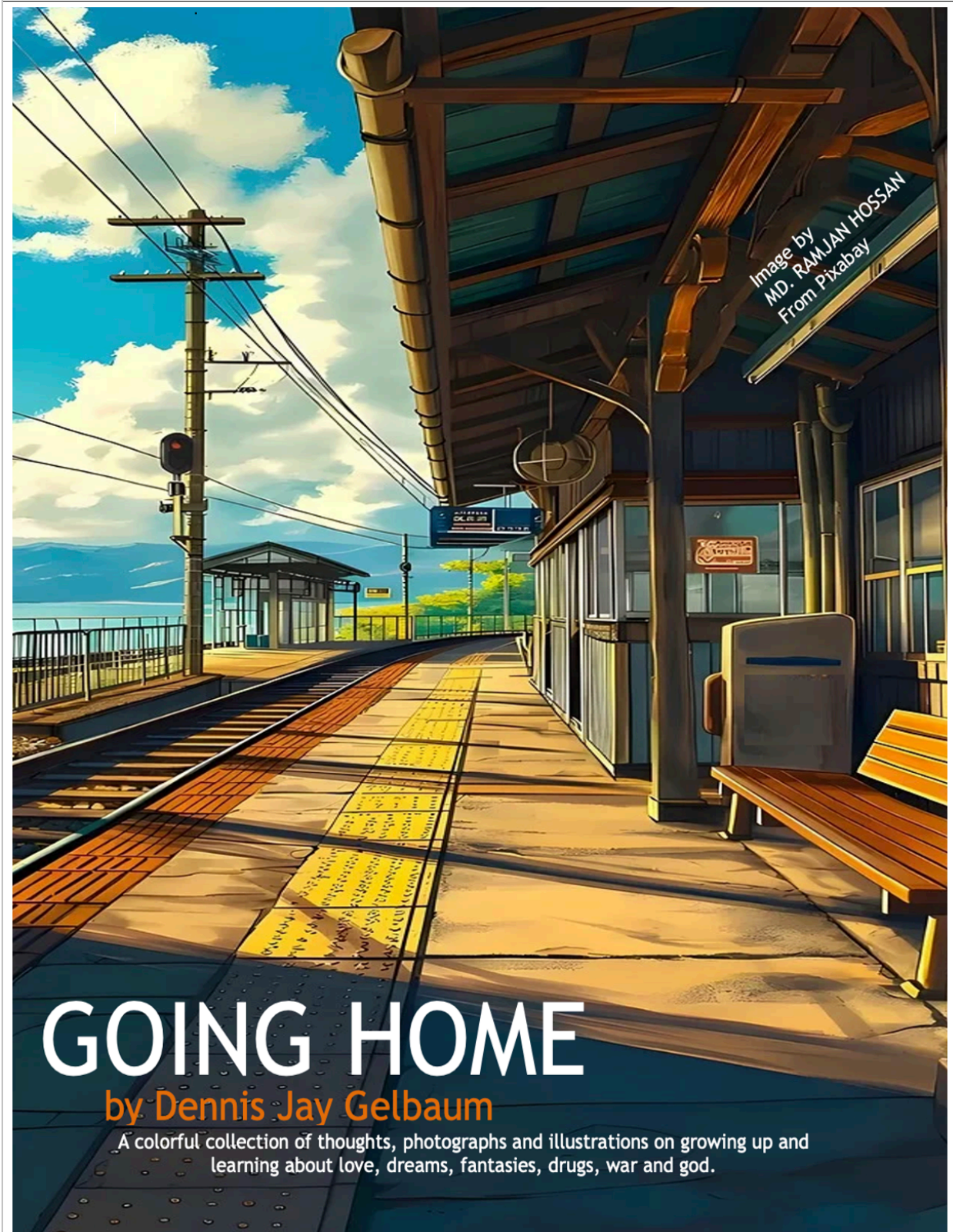
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CORROSION OF CONFORMITY - LIVE VOLUME
THE MOVIE



Author



GOING HOME

by Dennis Jay Gelbaum

A colorful collection of thoughts, photographs and illustrations on growing up and learning about love, dreams, fantasies, drugs, war and god.

Sadness Disgust Love
Kindness Anticipation
Boredom Anxiety Surprise
Shame FEAR Happiness
Envy Awe JOY Calmness
Disappointment PRIDE
Anger
Embarrassment Excitement
ENJOYMENT Amusement Contentment

GOING HOME

by Dennis Jay Gelbaum

A colorful collection of thoughts, photographs and illustrations on growing up and learning about love, dreams, fantasies, drugs, war and god.

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<https://goinghomejourneybydig.blogspot.com/2024/08/now-im-going-home.html>

"Going Home captivates with a vivid blend of poetry, photographs, and illustrations, exploring the spectrum of adult disillusionment while celebrating the beauty of family, love, and dreams through a reflective and colorful lens." –[NewInBooks.com](https://www.newinbooks.com)

'Going Home' continues the journey I started in my first poetry collection, 'Something About Going Home' with illustrations by Christina Qualiana. 'Going Home' is a colorful collection of thoughts, poetry, photographs, and illustrations on growing up and learning about family, friendship, love, sex, dreams, fantasies, drugs, war, and god. 100% of revenue is being shared with artists from Freepik and Pixabay who provided photographs and illustrations. Dennis Jay Gelbaum was the Art Director/Book Designer with Abdul Rehman.

'Going Home' is particularly recommended for those who appreciate deeply personal, emotive poetry that speaks to the human condition. Readers who are navigating their own life's complexities or are drawn to narratives of emotional resilience will find solace and connection within these pages. It is ideal for poetry enthusiasts and those seeking to reflect on their own experiences of love and loss.

The e-book, paperback, and hardcover are available NOW at [amazon.com](https://www.amazon.com)

The world is full of natural and artificial wonders that are beautiful and colorful. Every color people see is actually inside their head ... and the stimulus of color, of course, is light. As light pours down on us from the sun, or from a light source in our home, objects and surfaces absorb some wavelengths of light and reflect others.

Let's face it: being an adult can feel like a bit of a disappointment compared to what we pictured the future would be like when we were kids. The burden of adult responsibilities and the restrictions imposed by our realities can make being a grown-up downright unappealing compared to the freedom we imagined we'd have.

Press Release:

<https://www.issuewire.com/its-time-for-me-to-be-going-home-1807918005524551>

<https://www.openpr.com/news/3717284.html>

Available on Amazon.com as an E-Book, Paperback or Hardcover.

Order it here:

<https://www.amazon.com/dp/B0DDJ7KDLC>

(<https://www.amazon.com/dp/B0DDJ7KDLC>)

Video

<https://youtu.be/H96UsuHplwA>

Visit the blog:

<https://goinghomejourneybydig.blogspot.com/2024/08/now-im-going-home.html>

THE MONA LISA CONSPIRACY

Story by Dennis Jay Gelbaum
Screenplay by Dennis Jay Gelbaum



In the cutthroat world of high-stakes art, an internationally renowned art investigator, finds herself in a life-threatening situation as she matches wits with the unscrupulous and corrupt kingpin of the 100-billion-dollar art industry, rewriting history as she exposes a 500-year-old syndicate of forgers and Leonardo da Vinci as a fraud. When a long-lost journal of Leonardo da Vinci is discovered at his home, the Chateau du Clos Luce in Amboise, France, she races to reveal the truth behind art history's greatest mystery before forces tied to da Vinci's estate can stop her. Her relentless pursuit of the truth will cost many powerful men billions of dollars and change the artworld forever. And it might even end her life.

The Mona Lisa Conspiracy is a blend of various genres, including mystery, drama, romance, and historical fiction. A few films that share elements with The Mona Lisa Conspiracy include The Da Vinci Code, Thomas Crown Affair, Shakespeare in Love, Girl With A Pearl Earring, Inferno, The Illusionist and Midnight in Paris.

“The art world is corrupt. It's managed completely by the rich as a plaything; It likes to appear concerned with the poor, social problems, etc., but is not and usually acts against social interests; many 'prestige' institutions, museums, galleries, etc., are really around in order to increase the value of paintings for the private gain of collectors, investors, and sometimes, artists; many of the rich, society people who control things have no real background in art, or anything else, the picture of superficiality and 'good' manners; the 'auction houses,' again run by the banks, really, and staffed by wise-ass society girls, otherwise unemployable, overeducated, and flunkie art historians.”

ARTIST JOSEPH GRIGELY QUOTING
AMERICAN ART CRITIC GREGORY BATTCKOCK.

<https://themonalisaconspiracybydjg.blogspot.com/2024/09/the-mona-lisa-conspiracy.html>

Highlights and Key Scenes:

- The opening sequence cleverly establishes the script's core themes of corruption and greed within the art world, setting the tone for the ensuing story. The opening scene sets a mysterious and intriguing tone, immediately drawing the audience into the story. The use of a narrator quoting an art critic sets a thematic tone for the screenplay.
- The flashback sequences, particularly the one that reveals the discovery of da Vinci's lost journal, provide a crucial backstory and intrigue, adding layers to the main narrative. A stronger backstory for the antagonist, Jones, would add more depth to his character.
- The relationship between Evans and Farina adds emotional depth to the narrative.
- The scene where Farina reveals his past as a forger to Evans is tense and suspenseful, highlighting the hidden dangers and complexities of the art world. This scene effectively combines suspense, intellectual dialogue, and moral ambiguity. The scene's setting, the intimate conversation between Evans and Farina, and the shocking reveal of Farina's secret all contribute to a compelling and thought-provoking moment that captures the essence of the screenplay. The dialogue is sharp and insightful, exploring complex themes of truth and deception, and leaving the audience questioning everything they thought they knew about the art world.
- The scene where Evans discovers the surveillance cameras in her apartment is paranoid and suspenseful, highlighting the danger she is in.
- The scene where Dahlman warns Evans about the dangers of Abella is tense and ominous, highlighting the power and secrecy of this organization.
- The scene revealing the story of the unfinished vs finished bridge is intriguing and elevates the story.
- The auction scene is intense and well-executed, showcasing the high stakes and tension of the plot.
- The revelation that the Mona Lisa sold at the auction is a fake and the true painting is in the hands of Davis, a mysterious art collector, introduces a major plot twist that shifts the focus of the story. Davis is associated with the secretive organization Abella which adds a layer of intrigue and mystery to the story. The reveal of the true Mona Lisa and the potential for a major scandal add a thrilling layer to the narrative.
- The scene where the FBI raids GAC headquarters is dramatic and chaotic, highlighting the consequences of Jones' actions and the downfall of his empire. The climax is satisfying and provides a strong resolution to the story.
- The scene where Jones commits suicide is tragic and heartbreaking, highlighting the destructive nature of greed and ambition while leaving room for the possibility of a larger art world revolution.
- The final scene ties up loose ends and provides a hopeful note for the future of Evans and Farina. The screenplay ends on a satisfying note, leaving the reader with a sense of closure while also suggesting the ongoing impact of Evans' actions and

the potential for further revelations. This open-ended conclusion leaves room for the possibility of a sequel or a continuation of the story.

Notable Points:

- The script utilizes split screens effectively, juxtaposing Evans' actions in the ARTnews offices with the events in the Cambi Casa d' Asti offices, providing a sense of parallel narratives unfolding simultaneously. This technique heightens suspense and allows the viewer to follow multiple plotlines at once.
- The script effectively uses montage sequences to convey information, advance the plot, and transition between scenes, helping to maintain the overall pace.
- The use of holographic technology to reveal the secrets of Leonardo da Vinci's life and work adds a unique and engaging visual element to the story.
- The screenplay effectively uses multiple locations and settings, showcasing the global reach of the art world and the conspiracy unfolding within it.
- The screenplay blends elements of thriller, crime, art world drama, and conspiracy, making it appealing to a wider audience and offering a unique viewing experience.

Conclusion: The screenplay exhibits a strong emphasis on sharp dialogue, complex character interactions, and high-stakes drama. It utilizes a fast-paced narrative style that keeps the audience engaged and guessing, often exploring themes of power dynamics, moral ambiguity, and deception. The scenes frequently feature intricate plot twists, suspenseful pacing, and complex moral dilemmas, creating a dynamic and thought-provoking experience for the viewer.





Live Virtual Hybrid Events

I supervise event design and production, (festivals, conventions, meetings, product launches, press conferences, political events, concerts), live remote & studio film, video and audio production & post production, negotiating contracts (including talent), rates and oversee contractors and vendors, union and non-union, budgeting and scheduling. I specialize in turnkey event production.

Clients have included Septien Entertainment Group, Robert Graham, City of Hoboken, Zylie & Friends, Kingonomics, SAP, BASF, GM, Ford, Chevy Racing Team, Detroit Metro Zoo, Clear Channel Radio, AOL, MTV, VH1, FOX Sports, BRAVO, UPN, WWE, VW, ESPN, A&E, Greektown Casino, MGM Casino, Foxwoods Resort and Casino, Miller Beer, AVON, Texas Special Olympics, Music Choice, US Open, Chicago Museum of Science and Industry, USA Synchronized Swimming, International Brotherhood of Teamsters, Quicken Loans, Cedar Point Amusement Park, Fiesta Mexicana, University of Central Michigan, Detroit Metro Visitors Meeting and Convention Bureau, Lions Club International, Detroit Metro Schools, Michigan State Fair and Performance Centers and Venues throughout North America.

I create and produce original, multimedia live events/interactive branding experiences, for two to hundreds of thousands of participants. These events engage, motivate and inspire. From the theatrical to the practical, from a single speaker to a symphony orchestra, I bring a little magic to each and every event I produce. With over 20 years of proven experience in building brands, I get results. I have taken my award winning creative and production skills, married them with alternative distribution strategies, including the web, mobile, social media networking and barter distribution to come up with a unique business model that is helping the best and brightest companies cut through the clutter. I connect brands to consumers and consumers to brands.

NOBODY EVENTS BETTER!

Interactive and Immersive Experiences

Inventor:

The Orange County Register **SMALL BUSINESS** Saturday, April 8, 1995

Small Business Spotlight: Buddy Lite Safety System Products Inc.

Proprietor: Dennis Jay Gelbaum
Business address: 6 Calella, Laguna Niguel
Telephone: (714) 363-1354

Type of business: A manufacturer of illuminated safety products. The company specializes in manufacturing and distributing personal safety products, featuring an electroluminescent light source, which is called EL. The products include the Buddy Lite illuminated safety leash, the illuminated safety belt, the emergency car kit, the home safety strip and others.

When opened: October 1994

Why you started this business: Safety is a major concern of everyone. I saw a need in the consumer market for products that would fit into a safety category which I call limited-light situations. When you have to do things in the dark, it generally seems spooky in that you're never too sure if something is going to jump out at you or if you're going to find someone lying in wait for you. I wanted to change that. So I came up with the idea of the Buddy Lite, a source of illumination, to help overcome that feeling of being unsafe.

Where did you get the idea? I have a dog, which I walk each night, so I carried a flashlight. A flashlight is cumbersome and really ineffective. I knew of a technology dealing with electroluminescence and decided to try applying the technology to my dog's leash. When the first prototype was completed, the results were incredible. I could see where I was walking and what I was walking into. The light was cool to the touch and didn't attract bugs.

What was the biggest hurdle? The hurdle was threefold. How to manufacture cost-efficiently, put the components together to have cost-effectiveness and how to make the product cost-attractive.

How much time did it take to get from idea to open doors? A little over a year.

How much did it cost to get started? About \$75,000.

Where did you get the money? Savings and investors.

What is your expected revenue for the year? \$1 million.

Is this your first business? No. For the past 10 years I have been the president and managing partner of The Navarac Film Group Ltd. I have also owned restaurants and film-production companies.



MARK AVERY/The Orange County Register

WHEN YOU HAVE TO DO THINGS IN THE DARK, IT GENERALLY SEEMS SPOOKY IN THAT YOU'RE NEVER TOO SURE IF SOMETHING IS GOING TO JUMP OUT AT YOU OR IF YOU'RE GOING TO FIND SOMEONE LYING IN WAIT FOR YOU. I WANTED TO CHANGE THAT.

Dennis Gelbaum and his dog, Bentley, show off the Buddy Lite leash

To whom did you go for advice? I listened to everyone who had an idea or an experience to share.

Did you write a business plan? Yes. It detailed such things as the proposed product line and extensions, and a lengthy cost analysis.

THE SHARPER IMAGE CATALOG

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Includes transmitter, collar with batteries and 2 sizes of probes, antenna wire, Velcro® strip, and instructions.

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a crib, etc. Now as your
computerized receiver
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learn to stay away. For in
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☎ **Safety Zone Training**

☎ denotes a price available by

Cool-luminescent leash and belt glow brilliantly at night.

The brilliant glow of this illuminated leash and belt makes you highly visible at night and in dim light. Both use a new, cool-to-the-touch electroluminescent strip lamp with a rated life of 20,000 hours.

The 6' leash lights up a 7-15 foot area around you, helping you see where you are going. Amazingly, the illuminated strip is visible from as far as 3 miles! For added protection, a reflective stripe directs a high proportion of headlight glare back at the driver. You and your pet stand out like a beacon!

Strong nylon webbing leash is made in USA. Runs 12-26 hours on one 9v battery (not included), contained in a compact nylon pouch. One-year warranty.

The radiant green light of the belt is visible up to 5,000 feet — from the front, back, and both sides. You also stand out in low light conditions such as fog, rain, dusk, sunrise, etc. Twin reflective stripes maximize visibility. Perfect for runners, walkers, cyclists, skaters, etc.

Durable polypropylene belt is water-resistant and adjustable up to 42". Weighs only 6.2 oz. and doesn't bounce when you jog. Runs over 150 hours on 4 AA batteries (not included). Imported. 90-day warranty.

☎ **Buddy Lite**

Illuminated Safety Leash

\$40 #XH200

☎ **Lightning Belt**

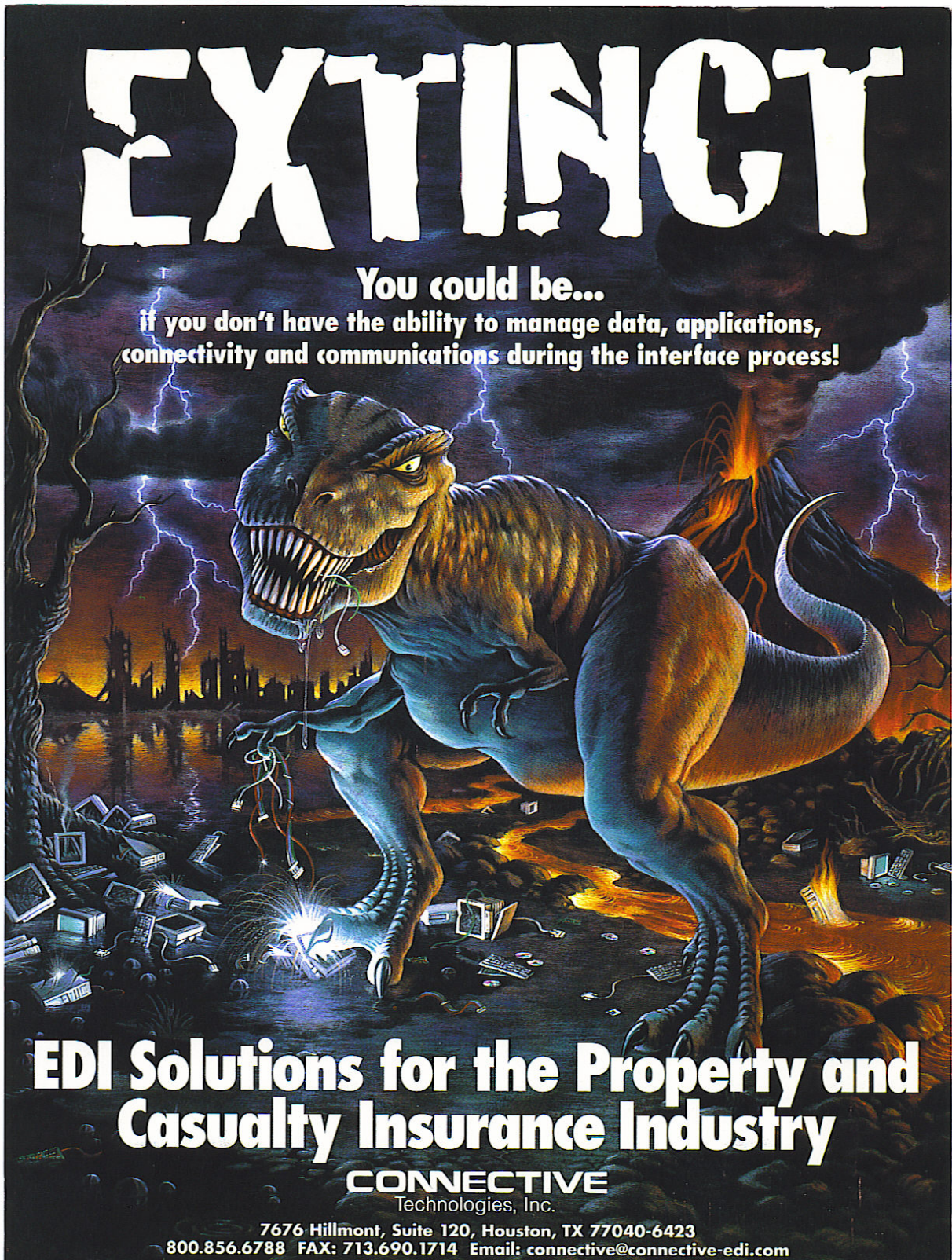
\$30 #XP101



Dennis Directs Kids and Launches Fun



Favorite Print Ad:



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connectivity and communications during the interface process!

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Technologies, Inc.

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800.856.6788 FAX: 713.690.1714 Email: connective@connective-edi.com

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For more than 35 years we've been conducting our business the same way...



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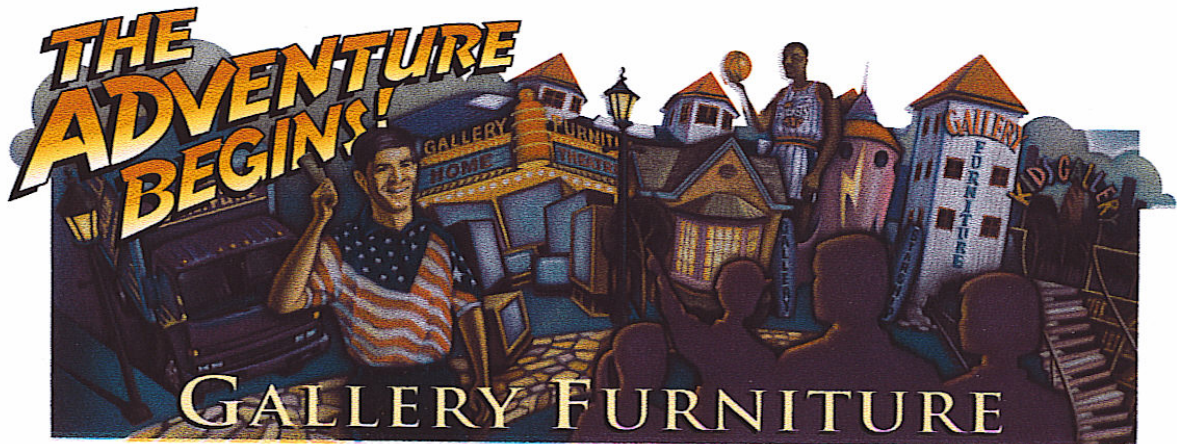


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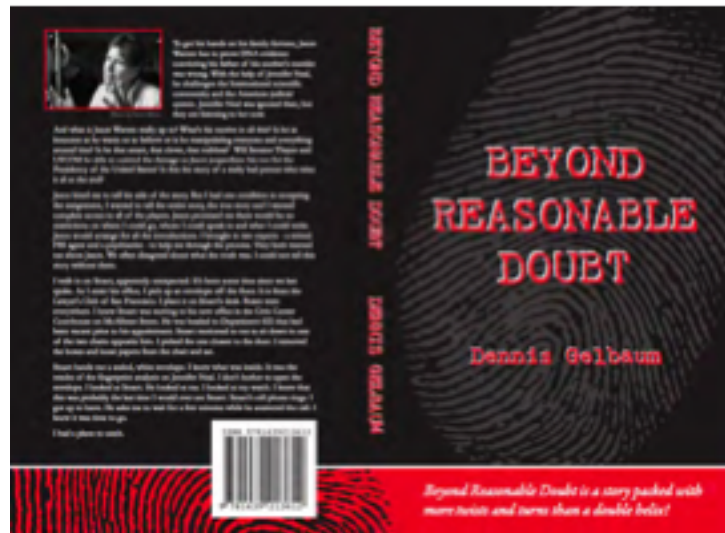
800-324-9992 (FAX#) 713-946-5446
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Author



Dennis Gelbaum is the author of 'Beyond Reasonable Doubt' - a character driven, mystery-thriller with more twists and turns than a double helix. Check out the trailer at <http://www.youtube.com/watch?v=cQ7zNzHJsDI>.

To get his hands on his family fortune, Jason Warren has to prove DNA evidence convicting his stepfather of his mother's murder was wrong. With the help of research scientist and DNA expert, Dr. Jennifer Neal and a team of doctors and graduate students from the USCOM North American Research Center at UC Berkeley, he sets out to challenge the International scientific community and the American judicial system.

Hal Warren was convicted of killing his wife, Ruth, solely on DNA extracted from hair samples and bodily fluids found at the crime scene. The prosecution convinced the jury that the DNA Profile matched and identified Hal Warren as the killer. There were no fingerprints found at the crime scene. There were no eyewitnesses to the crime. In fact, Hal Warren had an airtight alibi. He was someplace else when the crime was committed. But he was convicted and sentenced to life in prison, without the possibility of parole. This illustrates just how strong DNA evidence can be. But what if the DNA results were wrong? What if the DNA samples had been placed at the crime scene to implicate Hal Warren? What if Hal Warren did not commit the crime he was convicted of? And what if the DNA samples belonged to someone else?

Jason asks us to think about this - without the presence of collaborative evidence, how can we trust DNA - especially if he can prove DNA is not only not as accurate as we have been led to believe, but that DNA in fact, might just be the fabrication of scientists and is based more on theory than fact? DNA Profiling has become big business. Think about all those we have found guilty solely on DNA evidence - think about all those we have set free solely on DNA evidence? Think about it.

But what is Jason Warren really up to? What has he done? What is he about to do? What's his motive in all this? Is he as innocent as he wants us to believe or is he manipulating everyone and everything around him? Is he that smart, that clever, that ruthless? Will Senator Thayer and USCOM be able to control the damage as Jason jeopardizes his run for the Presidency of the United States? Is this the story of a really bad person who wins it all at the end?

Jason hired me to tell his side of the story. But I had one condition to accepting the assignment, I wanted to tell the entire story, the true story and I wanted complete access to all of the players. Jason promised me there would be no restrictions on where I could go, whom I could speak to and what I could write. Jason would arrange for all the introductions. I brought in two experts - a retired FBI agent and a psychiatrist - to help me through the process. They both warned me about Jason. We often disagreed about what the truth was. I could not tell this story without them.

I walk in on Stuart, apparently unexpected. It's been some time since we last spoke. As I enter his office, I pick up an envelope off the floor. It is from the Lawyer's Club of San Francisco. I place it on Stuart's desk. Boxes were everywhere. I knew Stuart was moving to his new office in the Civic Center Courthouse on McAllister Street. He was headed to Department 622 that had been vacant prior to his appointment. Stuart motioned to me to sit down in one of the two chairs opposite him. I picked the one closest to the door. I removed the boxes and loose papers from the chair and sat. Stuart hands me a sealed, white envelope. I knew what was inside. It was the results of the fingerprint analysis on Jennifer Neal. I don't bother to open the envelope. I looked at Stuart. He looked at me. I looked at my watch. I knew that this was probably the last time I would ever see Stuart. Stuart's cell phone rings. I got up to leave. He asks me to wait for a few minutes while he answered the call. I knew it was time to go. I had a plane to catch.

Dennis Gelbaum adds - "Jason's story raises so many questions about the accuracy of DNA, the American judicial system, the international scientific community and the big business of DNA Profiling. At times, I found parts of the story difficult to write about, even more difficult to believe. I often wonder, was it always about the money? Was that it?"

Dennis Gelbaum is also the author of 'Something About Going Home', a book of poetry with illustrations by Christina Qualiana. You can check out the trailer at: <http://www.youtube.com/watch?v=dGm-Y0s1IQM>

Dennis Gelbaum, presently the CEO of ramp it up entertainment - an award-winning independent creative and multimedia production company, believes in the power of storytelling to motivate and inspire. From the campfire to the web, authentic stories unite communities, build bridges and create connections. Rooted in the primal, human experience of communication, the company harnesses the power of technology to deliver engaging content to audiences in ways both resonant and meaningful, creating

pathways for people, institutions, companies and brands to tell their story. Ramp it up entertainment connects brands to consumers and consumers to brands.

Interviews with Dennis Gelbaum

<https://voyagedallas.com/interview/meet-ramp-entertainment-plano/>

<https://canvasrebel.com/meet-dennis-gelbaum-brand-strategist-global-event-producer-music-artist-development-management/>

<https://voyagedallas.com/interview/meet-ramp-entertainment-plano/>