



## Boomer Connection Television Series Pitch

### Who

Boomer Connection is a television series produced by BIC Media Solutions and Provicom TV (Houston).

### What



BOOMER CONNECTION is a half-hour weekly television series that shares fun, inspirational and motivational experiences of seniors - the baby boomer generation and beyond. Sizzle Reel:

<https://vimeo.com/396539005/ef40417f8d>

### Synopsis

Boomer Connection is a half-hour weekly television series that shares fun, inspirational and motivational experiences of the baby boomer generation and beyond, showcasing senior careers, retirement and leisure activities from those that devote their time, expertise and resources to play a significant role in helping others find greater faith, hope, peace and happiness. There is life after 60!

### Format

Weekly ½-hour television show that travels the US in search of meaningful and interesting stories involving seniors. Hosted by Gail Stolzenburg, Houston-based speaker, author and success coach, interviews focus on celebrating seniors – their accomplishments from the past and their future goals to inspire us all.

### Where

The potential distribution for this series is huge as there is so little produced content for seniors. Our roll-out begins regionally on local independent broadcast stations in Texas and Louisiana as this is the quickest go-to market strategy. We are currently in discussion with several Christian and secular national broadcast networks such as Family Channel, A&E, Ion Plus, Lifetime, RFD, WeTV, Hallmark Channel, INSP; as well as multiple OTT subscription television networks such Netflix, Amazon Prime, and Crossflix, with the goal of reaching over 100 million households.



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### When

Series began production in February 2020 with a launch date of April 25 2020.

Current air dates (more to come)

Houston: CW Ch 39 Saturday April 25 11-1130A; Saturday May

National: UPTV (check your local cable listing) Saturday May 2

### Why

With a longer life expectancy and 10,000 individuals a day reaching the age of 65 this equates to both 74.1 million “Baby Boomers” currently and they’re being the largest living adult generation. Seniors are seeking content that speaks to them, on traditional broadcast and cable television and the new subscription channels like Netflix. BIC Media Solutions, a media leader in inspirational and faith-based programming, intends to fill the gap by bringing appropriate senior programming to the masses. The purpose of the show is to help seniors enjoy life to the fullest and others to better appreciate the role seniors play in our society and our economy.

### How YOU can be involved

1) **Investment Partners** – to help fund the production of the series and enable us to market the series to networks and to advertisers

2) **Advertisers** to fill in 8-11 minutes of advertising time (BIC Media Solutions and Provicom TV can help to produce a custom :30 or :60 commercial/advertorial for your business)

3) **Filming locations and talent** featuring Inspirational seniors, activities, and experiences to showcase the senior lifestyle. View our production samples here [Leisure Connection 1: Keels and Wheels](#), [Leisure Connection 2: Sailing Angels](#).

[PRESS HERE TO VIEW THE SIZZLE REEL](#)

**To be involved or to suggest talent and locations to feature please contact Earl Heard**  
[earlheard@bicalliance.com](mailto:earlheard@bicalliance.com) OR CALL 281.538.9996.

**BIC MEDIA SOLUTIONS** is the leader in branded marketing and advertainment for the energy sector and Christian marketplace. Books | Videos | Films/TV | Events | Speaking Engagements. [Watch the sizzle reel!](#)

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## Initial Interviewees – Episodes 1 & 2

### Gail Stolzenburg (Host)

Gail Stolzenburg is a certified professional networker and founder of Texas High Achievers, which hosts events featuring international speakers. He is a senior resource consultant focusing on wellness and wealth, a columnist for Houston's Small Business Today Magazine and host of the Houston West Chamber of Commerce Personal Development Networking events. Gail is a past emcee for hundreds of events including several Olympic Games, a published author on topics of wellness and wealth, and is soon being inducted into the USA Judo Hall of Fame.

### Hank Moore

As the nation's only **Corporate Strategist™**, Hank Moore works with boards of directors, CEOs and executive teams of corporations guiding them toward a profitable vision and increased shareholder value. A former White House advisor, with a 30-year track record of consulting organizations, Hank Moore's presentations directly impact companies' future progress, ways of relearning old knowledge and applying Big Picture vision.

### Marcello Marini

In 1971 Marcello began the first Spanish language television talk show in Houston for KHOU TV Channel 11. Marcello is considered as one of the pioneers of Hispanic Television in the United States. As a Restaurateur, Marcello and his wife introduced their famous Argentinian Empanadas known as "The New Adventure for the American People".

### John Bird

In 2003 John was inspired to create a custom Bible geared for the oil and gas industry called *God's Word for the Oil Patch, Fuel for the Soul*. There are now over 350,000 copies in print in



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English, Spanish and Portuguese. There is also a free app called Oilfield Bibles where the testimonies can be heard in all four languages.

### Red O'Laughlin

Red O'Laughlin is a retired Navy Captain, international speaker, author, and independent publisher. His expertise is in health and wellness, specializing in longevity. He researches the chemical cause and effect relationships of disease generation at the cellular level. You must treat the cause of a problem to correct it. Red is also the author of two major books on senior health and wellness - Longevity Secrets For Healthy Aging (How to live to 100, with body of a healthy 50 year old and the mind of a 25 year old) and The Joy of Ageless Health (How to be healthy, vibrant and active as you age).

### Dave McCabe

Dave McCabe is the Founder and CEO of the Sailing Angels Foundation which serves special needs children & adults; additionally, he is the owner of the Blue Marlin Sailing School. Both organizations operate out of the Portofino Harbour Marina, in the Kemah area. In 2011, the non-profit "Sailing Angels Foundation" was formally established. The patrons come to enjoy this unique "hydro-therapy" sailing experience where they are provided the opportunity to 'work' to the best of their abilities.

### Jessica Taylor

Jessica Taylor, known by many in the health care and senior industry as the "Dementia Whisperer" is co-owner of Platinum Senior Care, a Certified Dementia Practitioner and Certified Dementia Life Care Coach recognized by the National Alzheimer's Association. She is certified as a trainer for several prestigious dementia care models and continues to build her knowledge and skill set to provide better care for individuals living with dementia.

### Zina Garrison

Zina Garrison is a former US Olympic Champion and tennis professional. In the 1988 Summer Olympics in Seoul, South Korea she earned the Olympic Gold Medal in doubles with Pam Shriver, and then defeated Shriver in the singles to win the Bronze Medal. Zina then continued a professional tennis career. In 1990 she beat Monica Seles and Steffi Graf at Wimbledon in back-to-back matches before losing the final to Martina Navratilova while reaching a career high attaining the Number 4 slot becoming the first African American woman since Althea Gibson to reach a Grand Slam. Garrison retired from professional tennis in 1996, at the age of



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33, having ranked in the top 25 for 14 consecutive years. During her career, she won 14 top-level singles titles and 20 doubles titles.

### John C. Erickson

John C. Erickson, CEO and Chairman of Erickson Retirement Communities created Retirement Living TV with the goal of establishing a dominant one-stop portal for boomers and seniors. Mr. Erickson has been involved in the senior care industry since the early 1970s, acquiring and developing moderate-income retirement housing in Florida and Arizona.

## Corporate Team

### Earl Head

Earl Heard is the Founder and CEO of BIC Alliance which publishes BIC Magazine — North America's largest multi-industry energy and construction publication. He also founded BIC Media Solutions (BMS) with the goal of funding and co-producing meaningful media and events to help individuals and companies find greater faith, hope, peace, happiness and success. His latest endeavor in this regard is Boomer Connection TV – a For Seniors by Seniors TV docuseries which BMS is launching in late spring, early summer of 2020.

### John Zapalac

John Zapalac is the Managing Director of BIC/IVS Investment Banking (IVS), which he joined in January 2007. He is responsible for originating, processing and ultimately closing investment banking assignments. Prior to joining IVS, he was a vice president at McFarland, Grossman & Co., an investment bank. He works closely with the BIC Magazine, BIC Recruiting and BIC Media Solutions entities within the BIC Alliance.

### Mark Peters

Mark F. Peters is the Director of Strategy & Planning for BIC Alliance and BIC Media Solutions. With over 30 years of industry related experience he has been a frequent speaker addressing oil and gas industry issues at seminars, conferences and users groups. He holds a BA degree in psychology from Brown University.

## Strategic Advisors

### Tracy Balsz

Tracy Balsz, Founder of IndieMarketing, is an entertainment marketing consultant providing expert creative strategy in the development, production, and distribution of films and television content. Located in Los Angeles, she has successfully positioned dozens of films and television shows in the marketplace over the last 15 years.

### Jim Schmidt a.k.a. Armadillo Jim

Jim Schmidt a.k.a. Armadillo Jim is a speaker, master of ceremonies, author, producer and tv host. He is also founder and president of the *Put on Your Armor Foundation*. He is nationally known as a frequent television guest known as “Armadillo Jim” and seen live by 2 million children and students across America and Canada with his tame, pet, armadillos and through his educational program called “put on your armor”.

### Hiett Ives

Hiett Ives has over four decades of multi industry success and is a recognized expert within the Trade Events industry. He has developed his ShowDynamics.com trademark, “Event Leads GUARANTEED” promise which is employed worldwide by clients in a variety of product and service verticals. He’s the author of an Amazon #1 Bestseller, *88 Successful Event Strategies*, which provides tips and techniques on staging effective business to business events.

### Jose E. Gonzalez

Jose E. Gonzalez is the Co-Founder Founder/CEO of PROVICOM, Inc. and 4 times Emmy award-winning Producer and Director. He’s one of the founders of the first Hispanic Newscast in the city of Houston for the Telemundo Network. Provicom was the creator of the Internationally acclaimed show *Ritmo Latino* that aired in the US and Latin America for 12 years.

### Rose Gladner

Rose Gladner has been in media sales for over 25 years. Her father always said, “find something you love to do every day and you will never work a day in your life.” Rose has raised monies for countless organizations including Women and Children First, Arkansas Alzheimer’s Association (board member) and Arkansas Red Cross (board member).



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### Brian Beardon

Brian Beardon, CEO of Upstream Marketing helps his clients to determine their target market and how to best reach them. Before starting his online marketing and web development career in 2003, he worked for a number of Fortune 500 companies handling marketing and sales initiatives. With over 17 years' experience with industrial, oil and gas companies, Upstream Marketing is a leader in industrial online marketing. Brian wrote a book titled 52 Tips To Turn Your Website Into A Sales Machine which became an Amazon Best Seller. His goal behind the book was to help business owners understand the power of online marketing.

## Media Partners

### Douglas B. Maddox

Douglas B. Maddox is the Founder/CEO of DBM Communications, Inc. and DBM Films and award-winning Producer and Director. His latest film, Christmas Ranch is on Showtime and Netflix DBM Films distributes award winning films including: Elvis Home Movies (Elvis Presley), The Rack Pack (C. Thomas Howell), and The Bill Collector (Danny Trejo), Undaunted (Josh McDowell), and Christmas Ranch (Francine Locke, Taylor Lyons and Allen Williamson).

### Andre' Moreau

Emmy Award winner Andre' Moreau went from a career as a university fundraiser into television at the age of 27 and never looked back. His career has spanned 36 years working in top markets nationwide, covering hurricanes, earthquakes, Presidents and a Pope. He is currently managing editor and anchor at Louisiana Public Broadcasting, co-hosting "Louisiana: The State We're In" and other programs.