



# Beacon Point Productions

A Division of Blugrind, Inc.

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## **Local Volunteer Recognized for Film Talent by International Telly Awards; Jeff Blugrind Earns SIX Awards for Projects about Ladera Ranch**

Ladera Ranch, CA -- The winners of the 29<sup>th</sup> Annual Telly Awards were announced recently. Ladera Ranch resident, Jeff Blugrind, was honored with SIX awards for excellence in film and video production – three in the Informational Program category, two in the Media Promotion category, and one in the Public Service category. With 13,500 entries from all 50 states and around the world, this year's competition was one of the most competitive and successful in the long history of the Telly Awards.

Jeff Blugrind is the President of Beacon Point Productions. He is also the host and producer of FOCUS ON, a video documentary series which shares with viewers all over the world just what goes on behind the scenes with the technology and infrastructure of communities. Future episodes of the FOCUS ON series may highlight public safety demonstrations, public information outreach, public agencies, and utility companies throughout the country.

The Ladera Ranch Maintenance Corporation (LARMAC) commissioned the first 12 episodes of the series, titled, FOCUS ON: LADERA RANCH. Seven episodes are currently available for viewing on Laderalife.com and five more are currently in production. He also created three advanced trailers for the FOCUS ON series and a public service video for the OC Fire Authority.

Jeff Blugrind and Beacon Point Productions were recognized by the International Telly Awards for two of the promotional trailers, three FOCUS ON: LADERA RANCH episodes, and for the OC Fire Authority Public Service production. Award winning pieces include:

- **The Inquisitor** – The first in a series of three promotional trailers leading up to the premiere of the FOCUS ON series.
- **Hello** – The third and final promotional trailer before the premiere of the series.
- **Follow the Leaf** – Green waste recycling was the topic of the first episode of the original documentary video series.
- **What's Cool at the Pool** – This is the second episode of the original video documentary series, and it focuses on Ladera Ranch's pool automation.

- **Irrigation Automation** – This is the third episode, and it shows how Ladera Ranch is able to economically sustain its 758 acres landscaping.
- **Jessica** – A Public Service Announcement, this is part of a campaign by OCFA Battalion Chief Scott Brown to recruit residents for CEPA Workshops.

“Jeff’s work is worthy of every award,” said Orange County Fire Authority Battalion Chief Scott Brown. “His public service announcement for us will motivate individuals to get involved, learn more and ultimately save lives. I am delighted he and his work were recognized by the International Telly Awards.”

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

A prestigious judging panel of over 40 accomplished industry professionals, each a past winner of a Telly, judged the competition. Chairman of the judging panel, Richard Friley the Emmy and Telly Award winning President of Friley Productions noted, “As judging chairman, our judges are honored to have evaluated such an incredible body of work. The diverse pool of entries represents the best of traditional and online video and was an inspiration to us all. The quality of work exceeded our expectations, even in this challenging overall market, and it is a true accomplishment for our winners.”

Jeff Blugrind is *volunteer extraordinaire* around the Ladera Ranch community. Known for his active representation as a Member of the Board for the Ladera Ranch Maintenance Corporation (LARMAC), Blugrind has succeeded in providing real access to the Board and its many complex decisions. (Blugrind hosted and produced FOCUS ON: LADERA RANCH at no charge to LARMAC.) Blugrind is also a member of the CEPA Task Force with the OC Fire Authority, OC Sheriff Department and Red Cross. Finally, Blugrind serves as the daily parking lot coordinator and master of ceremonies for various school events at Chaparral Elementary in Ladera Ranch.

A Ladera Ranch resident since 2002, Jeff Blugrind has been a small business owner in the event and television production industry for more than 25 years. Married to his wife, Danielle, for 15 years, they have a 9-year-old daughter.

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