



AgeNation Productions

A Narrative Overview

For more than 35 years George and Sedena Cappannelli, under the banner of AgeNation Productions, a division of AgeNation, LLC which they co-founded as well as under other organizations that precede it: The Information and Training Company, Allerton Berman and Dean, C&S Productions, Theater Visions, and Earth Alive Network, have been creating and executing a wide range of innovative productions across a number of primary media platforms from Network, Public, Pay Cable Television and Radio to Live Theatrical and Entertainment Events and Conferences.

Their work has also included design and execution of a wide variety of corporate programs ranging from large events in professional sports stadiums to intimate symposiums and C suite programs in remote private retreat environments; from public conferences with casts of internationally known authors and experts to their own workshops, seminars and retreats based on their books.

Along the way they have also developed, written, produced, and hosted regional and syndicated radio programs, innovative pod cast series, global digital summits as well as award winning documentaries, industrial films, and television and radio commercials. And they have co-authored 5 award-winning, best-selling books and their work has included special projects with The Dalai Lama, Golda Meyer, Lech Walesa, Bishop Desmond Tutu, and Mother Teresa.

Their work has also been recognized with Emmy Awards, International Film and Television Festival Awards, Andy and Cleo recognition, multiple national book awards and a host of other honors that speak to the quality and the distinctiveness of their work as well as their commitment to advancing the boundaries of the media they work within and the greater good of the audiences they reach.

George Cappannelli.

George began his career as Creative Director and later President of Allerton, Berman and Dean, A New York Advertising and Public Relations Firm representing the Israel Government, Finish National Airlines, The Danish Tourist Board, Gimbels, MacGregor Men's Wear, The US Navy, The Metro Media Television Network and a number of other national and international clients. Innovative AB&D strategies helped these clients reach new markets, change hearts, influence minds and establish new brand images.

Theater For Television - Under Theater Visions, George's first New York based film and television production company he demonstrated his commitment to advancing the boundaries in both content and format in the media he specialized in and earned a reputation as one of the leading producer/directors of original programming for the emerging Pay Cable and Public Broadcast markets. George produced and directed over a thousand hours of original programming that included his Theatrical Visions Series. This series brought live theater from the heart of Off-Off Broadway and Off-Broadway and from incubators like La Mama, ETC and The Manhattan Theater Club, from the renowned Chelsea Theater Company in Brooklyn, the legendary The Public Theater in Lower Manhattan and also from theaters on the Great White Way to television. It was his belief, and still is, that these vital, creative environments serve as the ground on which many of America's leading actors, writers and directors have their beginning and in which bold, searching and stimulating theater and social dynamism are first presented and then nurtured.

These productions covered the gamut from comedy to musicals, from classic dramas, to satire, and from the contemporary and the experimental. The series received enthusiastic viewer response, favorable critical reviews and was the recipient of a number of awards. Two of these productions, John Gay's, The Beggars Opera and a Donald Ross comedy, Shoot Anything with Hair That Moves earned him the first of two special category Emmys, the first ever presented to original pay cable programming.

A number of the programs in Theatrical Visions also focused on George's passion to support experimental and emerging theater and featured a number of actors and authors who later found their way to the Broadway stage and to Hollywood. These programs included: Answers by Tom Topor, author of Nuts; Wheel Barrow Closers by Lou LaRusso, author of Lampost Reunion and Knockout; Mario Frati's experimental drama The Bridge; Dan Greenberg's How to be A Jewish Mother; Walden Pond by Joseph Renard; The New York Monster Show by Section 10; Touch

By Ken Long and Ken Crozier Billy Hoffer and The Quarterback Sneak by Ken Eulo and Well....Fair by Anne Roby and Sandy Alpert.

In collaboration with Joe Papp, legendary founder of the Public Theater and highly successful Broadway producer, George also demonstrated his commitment to advancing the boundaries of creative expression by helping to create the concept for the first true American Television Repertory Company. And through this same relationship he advanced the feasibility of bringing A Chorus Line, Color Girls and other long running Broadway productions incubated at the Public Theater to television. This, at a time, when competing unions were doing all they could to obstruct these cross-media productions, a practice that thankfully no longer exists.

Music For Television - George's Inside Music was a breakthrough series that combined intimate backstage interviews with stellar onstage musical performances and up close and personal audience profiles, all captured live in the gritty and historic atmosphere of the Gaslight Au GoGo in New York's Greenwich Village. Classical to rock, folk to blues, traditional to avant garde and fusion jazz featuring more than 50 performers including the legendary Dave Van Ronk. Ralph Towner and Colin Walcott from the Paul Winter Quartet and the startling and inventive Sam Rivers were included in this series that also introduced a number of young comedians and actors as hosts who later become household names.

Later, in collaboration with Mike Lang, Chip Monck and other members of the original Woodstock Team, George help birth an inspired concept to produce a rolling Woodstock spectacular that would bring free musical concert to audiences all across the country during the Bicentennial. He also worked with live event impresario Ron Delsner in New York, and Kenny Gamble and Leon Huff, creators of the Philly Sound, to bring music specials recorded live at unique outdoor venues like The South Street Seaport Museum to television.

Dance For Television - Dance also played an important part in the innovative package of programming George staged and directed for television. Ballet, improvisational movement, mime, and contemporary dance were the focus of productions he brought to the television screen and as always with an eye to stretching the boundaries and redefining possibilities in a medium seeking to differentiate itself from traditional broadcasting.

Specials For Television - His network specials included a three-part ABC Program filmed in Israel on the occasion of that county's 25th Anniversary. An evening of stars at the Tower of David, hosted by Alan King and featuring a stellar cast of performers

including the legendary Josephine Baker. A second night at the outdoor amphitheater in Caesarea where Rudolf Nureyev danced 'The Prodigal Son' with the London's Royal Ballet, and a third night at a small music and arts center, an evening that featured such notables as Isaac Stern, Eugene Schneider and Leonard Rose performing a Mozart Concerto and the evening's piece de resistance, the last living performance given by Pablo Casals who at 96 played his beloved Catalonian 'Song of The Birds.'

George was also instrumental in developing and directing the first US televised presentation of the Canadian Film Board Awards, one of the oldest film award programs in the world. The program was recorded before a live audience at Lincoln Center in New York. Here too George's focus was on bringing innovation to this genre. As a result, the onstage award presentations, plus live and excerpted performance elements were interwoven with refreshingly honest and personal interviews with each of the recipients who included: Sir Richard Attenborough, Ben Kingsley, George Roy Hill, and Glen Close.

Television Pilots - George was also instrumental in developing a number of television concepts and pilots for television including: 'The Secrets of The Great Pyramids', 'The Secret Life of Plants' and a pilot for a 13 Part Series entitled 'The Ancient Secrets of Japan.'

Music Videos - Under the music division of The Information Company, a number of music videos were produced for established stars and groups such as Tom Petty and Foreigner. A number of other music videos were produced to provide young, inspiring artists and groups with the opportunity to reach the next level this success.

Sedena Cappannelli

Sedena spent the first twenty years of her career in film, television and theater primarily in front of the camera.

Commercials - Sedena served as a company and product spokesperson in numerous national and regional television and radio commercials as well as in company produced documentaries and live conferences.

Film and Television - Sedena appeared in a number of films and television programs. Among them, a season on Star Trek the Next Generation, Mancuso FBI, Santa Barbara, LA Takedown and Bad Cats. Some of her films included Joe's Volcano, Tequilla Sunrise, Love & The Midnight Auto Supply, They Live and others.

Theater - Sedena's love of the theater was evident in her membership in The Shakespeare Circle under whose banner she starred as Ophelia in Hamlet, Romeo and Juliet and a number of other classics. She was also a member of the West Coast Ensemble appearing in numerous productions and in a special Century Cable salute to the Shakespeare Circle.

Some of her other featured roles in plays include: Doll's House, Stage Door, Bad Habits, Mad Vincent and Learned Ladies

Producing – Her experience in front of the camera and on stage also stimulated her desire to produce. Early on she honed her producing skills staging a variety of plays in Los Angeles theaters. Among them were Lanford Wilson's The Great Nebula in Orion and Ikky Ikky Nye Nye Nye. She also developed a number of original and innovative concepts for television programming including Earth Alive Network, a new concept designed to bring good news to news programs. Assembling a team of young and talented, writers, comedians, actors and musicians, she brought music, humor and refreshing interviews to this project. The Earth Alive pilot included an ensemble of young rising performers and included the collaboration and support of Ed Asner and Kenny Loggins.

Health, Wellness & Empowerment - Beginning in the mid 90's Sedena began to direct more of her focus to supporting women to improve their health and wellbeing. She developed a series of innovative video programs, workshops and longer retreats here in the US and in various retreat environments around the world. Their goal was to provide women with the opportunity to live more empowering, creative lives, inherit more of their skills, develop whole system health and genuine beauty from the inside out. These strategies were advanced by a unique combination of ancient and contemporary healing practices Sedena incorporated into her work. Portions of this innovative work were also incorporated into a DVD series Sedena produced, directed and starred in called PEP, Personal Energy Program. PEP was purchased for live streaming by Gaiam TV.

George & Sedena Cappannelli - Joint Productions

In the 1990s, George and Sedena Cappannelli also began to turn their attention to a number of social causes and their skills to advancing societal, organizational and individual change. They co-produced a series of large corporate conferences and events as part of a series of innovative strategic and organizational development consulting initiatives. These programs were presented under their Information and Training Company banner for clients that included: NASA, Boeing, Disney, PepsiCo,

Hughes Space and Communications, TRW, The Los Angeles Times, Space System Loral, The Pebble Beach Golf Resort, Sun Microsystems, Oracle, Shaeffer Brewing Company, Magnavox, US Navy, US Post Office, McDonnell Douglas, Lockheed Martin, NOAA (National Oceanographic & Aeronautics Administration), The Department of Defense and others.

The Santa Fe Opera & The Lensic Performing Arts Center – After making late in life and end of life passages with both sets of parents, they also became aware of the enormous challenges facing governments, institutions, businesses and citizens that were being driven by The Demographic Revolution, so to announce their launch of AgeNation and Empower New Mexico they produced and hosted A Musical Celebration Across Generations at Santa Fe Opera featuring the legendary Roberta Flack and Shawn Colvin. A year later they produced The Broadway Series, featuring three award winning productions from the New York Stage: A Tribute To Ella Fitzgerald, Say Goodnight Gracie, and Ethel Merman's Broadway at the Lensic Performing Arts Center in Santa Fe.

In 2012 they began producing and hosting large public conferences under their own Navigating Your Future Brand, as well as their Enlivened Living, and Ageless Wisdom Series brands. These multiple day public conferences are designed to support 'people who weren't born yesterday' and to build bridges of collaboration with younger generations who want to be better prepared for the future they are inheriting. They feature an impressive cast of leading best-selling authors including: Jean Houston, Michael Meade, Gregg Braden, Mark Nepo, Julia Cameron, Sonia Choquette, Gail Sheehy, Amit Goswami, Joan Borysenko, Michael Meade, Barbara Marx Hubbard, Andrew Harvey, Fr. Richard Rohr, Judith Orloff and many more. These conferences have been produced in Santa Fe, Seattle, Chicago, and Denver

Radio Programs

George and Sedena Cappannelli have also produced and hosted three radio programs -Talk About Your Life in Phoenix, AgeNation Radio Magazine launched and syndicated from Santa Fe and Conversations with the Wisdom Keepers on Unity Radio.

They will soon debut their new NPR show on KUNM in Albuquerque. This fast paced radio magazine, like their new PBS series, will be aired under the Ageless Living Banner.

The Ageless Living PBS and Live Conference Series

In an effort to expand the reach of their mission and to keep pace with the rapidly dawning Demographic Revolution that will soon see approximately 50% of the US population as well as the populations of the majority of populations of the industrial countries of the world over 50 year of age at the same time for the first time in history, George and Sedena Cappannelli have launched Ageless Living. This series includes three two day conferences, the first at the KiMo Theater in Albuquerque in March 2018 and the second and third at the Lensic Performing Arts Center in Santa Fe – June and September of 2018. Ageless Living also includes 18 One-Hour PBS Television Specials and a new NPR Radio Magazine Program.

In addition, initial plans are underway to produce a series of age related documentaries to tell the real truth about aging – both the up sides and the challenges, an international live and televised fund raising extravaganza featuring some the leading musicians, performers, actors and luminaries of our time and an Ageless Living Road Show that will bring authors and performers who are in the second half of life as well as younger performers committed to building bridges of understanding and collaboration across generations to large venues in major cities all across the country.

During Season One of Ageless Living, six world class, best-selling authors will each present a One Hour program before a live audience at each of these three conferences. These programs will be recorded before these live audiences and aired on New Mexico PBS, the Presenting Station for the series and also distributed by New Mexico PBS and Westlink to the national PBS Network.

This breakthrough series is designed to:

- Contribute to a much needed state-wide and national dialogue that can help redefine what it means to live consciously and age wisely in the 21st Century.
- Inform, educate, inspire and provide practical and valuable recommendations, life strategies and solutions to individuals who ‘weren’t born yesterday’ (GenXers, Boomers and Elders) and younger people (Millennials and GenY’s) who want to better prepare for the future they are inheriting
- Support local PBS stations across the country in raising funds through their annual fund/donor drives, and
- Raise funds to support local organizations that serve vulnerable elders.

This breakthrough series will feature.

March 16/17 at the KiMo Theater in Albuquerque – with Andrew Harvey, Joan Borysenko, Dr. Larry Dossey, Barbara Marx Hubbard, Master Mingtong Gu and Joseph Gagnon.

June 16/17 at the Lensic Performing Arts Center in Santa Fe - with Jean Houston, Thomas Moore, Gay and Katie Hendricks, David Suzuki, Marianne Williamson and George and Sedena Cappannelli

September 7/8 at the Lensic Performing Arts Center in Santa Fe – with Gregg Braden, Caroline Myss, Bruce Lipton, Lynne Twist, Byron Katie and Fr. Richard Rohr

“For bios, schedules and more visit – www.agelesslivingseries.com/speakers

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