

# PCADV

The Professional Care Alliance  
of the Delaware Valley, Inc.

Collaboration. Education. Resources . . . in Senior Care.



## *Eleventh Annual Spring Luncheon*

Wednesday, May 10, 2017

*The Merion Cricket Club  
325 Montgomery Avenue  
Haverford PA 19041  
[www.merioncricket.com](http://www.merioncricket.com)  
610.642.5800*

# Sharon Pinkenson



**Sharon Pinkenson**  
*Executive Director, GPFO*

Sharon Pinkenson has served as the Executive Director of the Greater Philadelphia Film Office (GPFO) for more than 25 years. She is responsible for all aspects of the office, founded in 1985. On July 1, 1992, she successfully spun off the municipal film office as a multi-county driving force for economic development, a non-profit corporation that has generated more than four billion dollars during her tenure. Ms. Pinkenson markets the City of Philadelphia and the surrounding region to the film, video, and television industry, and coordinates every aspect of production from cast and crew, support businesses and locations to community relations, and government services and incentives, while enhancing the region's

reputation internationally on both the big and small screen. She also directs local goods and services to productions; publishes the astoundingly popular website [www.film.org](http://www.film.org); and advocates for the growth of Philadelphia's indigenous film community through the Greater Philadelphia Filmmakers program. She also shepherds an exciting partnership with the Kimmel Center for the Performing Arts featuring state of the art screenings at the Perelman Theater, a first for the Kimmel Center. Sharon was also instrumental in the passage of the Pennsylvania Film Production Tax Credit program that continues to be one of the best and most sustainable incentive programs in the industry, and has cemented Philadelphia's reputation as one of the best media production centers in the country. In July of 2016, she launched Billy Penn Music (BPM), a music synch agency, wholly owned by GPFO, which represents all genres of musical artists with Pennsylvania roots for licensing in films, TV shows, TV commercials and online ads.

A lifelong Philadelphian, Ms. Pinkenson graduated from the Philadelphia High School for Girls and Temple University. Her business career began with the successful launching of Plage Tahiti, a trend-setting boutique in Center City. She designed and manufactured a women's apparel collection under the Plage Tahiti label for several years. Her clothes were sold nationally in stores like Bloomingdale's and Strawbridge & Clothier, and she was the recipient of several design awards. Prior to her appointment as Executive Director of the GPFO, Ms. Pinkenson worked as a costume designer and wardrobe stylist in the film industry. Among her feature credits are *Mannequin II: On the Move*, *Renegades*, *Christmas on Division Street*, and *Confessions of a Suburban Girl*. She is the first Film Office director to come to the post directly from film production. Her complete filmography as Executive Director of the Greater Philadelphia Film Office can be found on IMDB. Married to businessman Joseph Weiss, she has (drum roll please) three married daughters, three granddaughters and has been a resident of Center City Philadelphia since 1964.



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## *The Eleventh Annual Spring Luncheon*

Featuring Keynote Speaker: Sharon Pinkenson

*Executive Director, Greater Philadelphia Film Office*

Wednesday, May 10, 2017

11:00 a.m. to 2:30 p.m.  
Cash Bar

The Merion Cricket Club

325 Montgomery Avenue • Haverford PA 19041

[www.merioncricket.com](http://www.merioncricket.com) • 610.642.5800

\$50 per person, members;  
\$60 per person, non-member  
\$70 per person (*for reservations  
after the May 1st deadline.*)

*RSVP – Attendance by reservation ONLY. No walk-ins please.*

*Valet Parking & Elevator Available*

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## Eleventh Annual Spring Luncheon

Wednesday, May 10, 2017

11:00 a.m – 2:30 p.m.

### Entrée Choices:

Please select one

\_\_\_\_\_ Chicken Francaise

\_\_\_\_\_ Broiled Salmon

\_\_\_\_\_ Vegetarian Napoleon

\$50.00 per person, member

\$60.00 per person, non-member

\$70.00 per person *(for reservations  
received after the May 1st deadline)*

## TWO ways to RSVP

Credit Card payments accepted online at  
[www.mypcadv.org](http://www.mypcadv.org). Mail check payable to **PCADV**  
with **RSVP** in the enclosed envelope.

Please respond by May 1, 2017

\_\_\_\_\_  
Company

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Contact Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-Mail

\_\_\_\_\_ @ \$50 per person, member = \$ \_\_\_\_\_  
Number of Attendees

\_\_\_\_\_ @ \$60 per person, non-member = \$ \_\_\_\_\_  
Number of Attendees

\_\_\_\_\_ @ \$70 per person *(for reservations  
received after the May 1st deadline.)* = \$ \_\_\_\_\_  
Number of Attendees

Enclosed is **my check** in the amount of \$ \_\_\_\_\_  
made payable to PCADV.

For further information, please visit [www.mypcadv.org](http://www.mypcadv.org)  
or call Mimsye Katz at 610-639-5623.