

**FOR IMMEDIATE RELEASE: March 20, 2007**  
**CONTACT: Steven M. Opsanic**  
**PH: 814-873-5069**

ERIE, PA. – The Great Lakes Film Association is proud to announce that Kelly C. Hecker shall assume the position of Director of the Great Lakes Independent Film Festival effective April 2, 2007.

Ms. Hecker has been a member of the Great Lakes Film Association serving as the Secretary/Treasurer of its Board of Directors since 2005.

While working closely with the Executive Director in all areas of the association, Ms. Hecker has assisted in the administration of the Great Lakes Independent Film Festival since 2005.

Ms. Hecker is a seasoned professional and an effective decision maker, who is capable of quickly evaluating available alternatives in a logical and professional manner, resulting in a positive outcome. Ms. Hecker has excellent communication, listening, and negotiating skills coupled with the ability to effectively establish and maintain rapport with all levels of personnel, management, and clients.

Prior to joining the Great Lakes Film Association team, Ms. Hecker had spent many years working in the medical management industry, devoting years to the enhancement of the quality of life for seniors. As a graphic design artist, Ms. Hecker has productively contributed her artistic talents to other areas of the organization as well.

Ms. Hecker is a person with a passion for the arts, and the ability to take initiatives that shall contribute to an eclectic and successful film festival experience. Some of Ms. Hecker's duties shall include interfacing and acting as a liaison with sponsors and other funding sources, assist in gaining sponsors and funding for the Great Lakes Independent Film Festival as well as fulfilling sponsor's contracts.

Ms. Hecker shall coordinate various events throughout the Film Festival including Opening and Closing Nights as well as Sponsor and Guest Receptions.

Ms. Hecker shall assist in festival programming and assist the Executive Director in the day-to-day operations of the Great Lakes Independent Film Festival.

The Great Lakes Film Association is sure that while working to maintain the vision and further the mission of the Great Lakes Independent Film Festival, Ms. Hecker shall lend her own artistic influences, adding new dimensions and aspects to the event that will ensure a much more successful festival season.