

## Press Kit For “Hearts Desire”

### Synopsis

A soldier, a mourning widow and a young boy all yearn for what seems to be missing in their lives, and when they enter a newly-opened shop in an effort to possibly find it, the proprietor, Cyrus Banks, gives them exactly what they need. Unbeknownst to them, the price to achieve what their hearts desire is rather steep...

### Background

“Hearts Desire,” (<http://www.imdb.com/title/tt1836811/>) written and directed by Jim Idema, shows a curious side of human nature that many of us experience but very few understand; the price we have to pay to get what we really need.



Arlie Hammons and Carrie Bradstreet in a scene from “Hearts Desire”  
Photo by Circle Square Studios

The film was shot entirely in West Michigan by Emmy-winning videographer Dan Salas and his team of experienced camera and sound men, while co-producer Rebekah Fuller, a talented actress in her own right, cast the film which features extraordinary performances by local talent Arlie Hammons, Carrie Bradstreet, Nate Topie, Ben Schaal and Brandon Idema.

Film veteran makeup artist Dawn Butler and her staff provided the exceptional makeup work. Dawn’s credits include work on the Ben Stiller film, “30 Minutes or Less,” 50 Cent’s “Caught in the Crossfire,” and many other films.

### **Brandella Films Mission Statement**

“Brandella Films is committed to making movies that people actually want to see using local talent and resources as much as possible.

“While our films may not necessarily be for everyone, we pledge to create high quality and profitable films that engage and entertain our audiences wherever they may be.”



A scene from “Hearts Desire.” Photo by Circle Square Studios

## **Primary Crew Profiles**

### **Writer/director, co-producer**

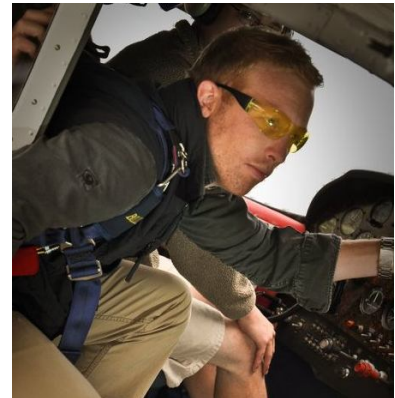
This is Jim Idema's second project with Brandella Films, a production company he formed in 2008.

The first, "Respect for the Dead," (<http://www.imdb.com/title/tt1387265/>), also written and directed by Jim, was well-received at the Muskegon Film Festival in 2009.

Jim is a freelance writer with over twenty published articles, six screenplays, and the how-to book "Know When to Hold 'Em – A User's Guide to Texas Hold 'Em Poker" (available on Amazon.com) to his credit. Jim holds an MBA from Davenport University in Grand Rapids, Michigan.

### **Co-producer, First AD, Casting Director**

Rebekah Fuller, also in her second project with Brandella Films, graduated from Cornerstone University in Grand Rapids in 2004 with a Bachelor's of Arts degree, majoring in writing and minoring in mass communications. Rebekah has also taken script writing and baseline filmmaking classes at Compass Academy in Grand Rapids, and upon completion, was accepted into an elite screen writing course in Los Angeles. Rebekah spent a month in Hollywood learning her craft from industry professionals, and upon her return, continues her involvement in local filmmaking including a stint as Armand Assante's assistant on "The Chaos Experiment" shot in Grand Rapids in 2008, and assistant to the director for "The Genesis Code" shot in Grand Rapids in 2009. She is also a writer and actor for the Grand Rapids-produced sketch comedy show, "You've Got to Be Kidding Me, America."



Ben Schaal in a scene from "Hearts Desire." Photo by Circle Square Studios

### **Director of Photography, Editor**

Dan Salas has been a videographer and photojournalist for over twenty-five years and is a two-time Emmy winner for his work with local television. He is the owner of Vida Video Productions in Sparta and additionally runs the site Positively Michigan, ([www.positivelymichigan.net](http://www.positivelymichigan.net)) where he features the positive side of the people and places in West Michigan.

### **Makeup**

Dawn Butler has been doing makeup and makeup effects for over 13 years. She is a graduate of the Joe Blasco Makeup Training Center, and her work has appeared in over 15 films, commercials and television interviews including "30 Minutes or Less," "Tug,"

“Offspring” and “Caught in the Crossfire” to name a few. She has also done makeup for FOX’s Neil Cavuto, President Obama and NBC’s Chuck Todd.



Brandon Idema in a scene from “Hearts Desire.”

### Composer

A West Michigan-based musician, artist and graphic designer, Ross Morgan, another Brandella Films veteran, is the front man for the critically acclaimed band, “Holloway” which released one full-length album, *Illusions*, in 2009 and the EP, *The Gaze Eternal*, in 2010. Ross also is co-owner of

Seaway Sound Studios in Muskegon and has released two solo albums. In addition, Ross

works as a graphic designer, web designer, photographer, videographer, and multi-media specialist. More info about Ross and “Holloway” can be found at [www.hollowayband.com](http://www.hollowayband.com) and [www.morganmodernndesign.com](http://www.morganmodernndesign.com).

### Primary Cast Profiles



Arlie Hammons has been acting for a very long time, appearing in 2010’s “Small Change,” “Vladimir,” “What’s Wrong with Virginia” and “Domino Effect” to name a few. He based his “Hearts Desire” character on a neighbor from his childhood that wasn’t liked or trusted and no one knew why. Arlie thanks Rebekah for seeing this guy deep inside and Jim for allowing him to surface before he really hurts someone...again. Arlie is represented by MP Talent in Grand Rapids.



Carrie Bradstreet was born and raised in the Grand Rapids area. She attended Central Michigan University to pursue broadcasting, but eventually graduated with a Bachelor of Science Degree in Interpersonal and Public Communication and Psychology. Carrie dabbled a little in theater, radio and TV while at CMU, but the acting bug ended up lying dormant for nearly 20 years as she married and raised a family. It was the random act of auditioning for a play in 1998 that reignited her desire to get back into the acting field. Carrie did a couple of plays, some emcee work, local TV shows and some student films. Most recently she has been working with other local talent on a sketch comedy show that airs in the West Michigan area and has shot several TV and website commercials.



Nate Topie has been acting in films, TV shows and on the live stage and even in operas for over 15 years. This is his 13th motion picture and says it has been awesome to be a part of! He is new to the Western Michigan film scene, and it is exciting to him to see it budding quite attractively. Most of his professional work has come as a stage actor or singer and has focused most of his study in Shakespeare. Current ambitions include doing voice-over work and some sports announcing/broadcasting. He also enjoys writing comedy and poetry.



“Hearts Desire” is Brandon Idema’s first speaking role in a motion picture. He had a stint as an extra in the 2008 Brandella Films short, “Respect for the Dead,” and played the part of the Announcer in the Highland’s Middle School stage production of “Charlotte’s Web” in 2007. Brandon is represented by MP Talent Agency in Grand Rapids.



Ben Schaal is a native of West Michigan and a graduate of Northwood University with a bachelor’s degree in Business Management & Marketing. His primary line of work is in energy and sustainability advisory services. In his spare time he enjoys many outdoor adventurous activities and sports including soccer, boating, mountain climbing, biking, and kayaking. Acting is a new hobby for Ben, and he hopes to do more.

**Director’s Statement:** “Sometimes making a film is more about telling a good story than having a life lesson, but with ‘Hearts Desire,’ we actually have both thanks to the extraordinary efforts of our talented cast and crew. We often underestimate the price to get what we really want, and almost never consider the price of what we really need or the price those who would help us will ultimately ask.”

**“Hearts Desire” Produced by Brandella Films, LLC**

**PRIMARY CAST**

Arlie Hammons .....Cyrus Banks  
 Carrie Bradstreet .....Mrs. Wells  
 Nate Topie .....Bradley Samuelson  
 Brandon Idema .....Young Randy Thomas  
 Ben Schaal .....Grown Randy Thomas

**PRIMARY CREW**

First AD .....Rebekah Fuller  
 DP/Editor .....Dan Salas, Sr.  
 Second Camera .....Justin Salas  
 Sound by .....Dan Salas, Sr.  
 Boom/PA .....Dan Salas, Jr.  
 Wardrobe by .....Rebekah Fuller and Jim Idema  
 Hair and Makeup by .....Dawn Butler and Aimie Vredevoogd  
 Still Photography by .....Circle Square Studios  
 Casting by .....Rebekah Fuller  
 Music by .....Ross Morgan  
 Artwork by.....Sid Redlin

Co-produced by .....Jim Idema and Rebekah Fuller  
 Written and directed by ....Jim Idema



[www.brandellafilms.com](http://www.brandellafilms.com)

Website developed by Paul Birza  
 and Nick Olman.

