



Larry Jordan & Associates

## **FOR IMMEDIATE RELEASE**

### **Contact:**

Bill Frank

Larry Jordan & Associates, Inc.

(818) 879-5105

[bill@larryjordan.biz](mailto:bill@larryjordan.biz)

---

## **Larry Jordan Speaks at the Wedding & Event Videographer Association Expo in Las Vegas on August 13-15**

Agoura Hills, CA (August 8, 2007) The Wedding and Event Videographer Association (WEVA) has invited Internationally-renowned editor, director, and trainer Larry Jordan to speak three times at the International Expo in Las Vegas, NV, August 13-15, 2007. Jordan will speak to the members about Apple's Final Cut Studio. He will be showcasing Final Cut Studio 2, the editing software suite comprised of Final Cut Pro 6, Motion 3, Compressor 3, DVD Studio Pro 4, Soundtrack Pro 2 and Apple's new application, Color. This production suite is completely upgraded to retain its leadership position as the professional choice for high-performance digital nonlinear video and film editing. WEVA members will be among the first in North America to be trained on the new application by Jordan.

"We're delighted to have Larry as a speaker at this year's convention," said John Zale, Wedding & Event Videographer Association's Director of Educational Development. "Our members that have heard Larry speak before give him glowing reviews for his Final Cut knowledge and presentation style. Larry will present three times throughout the EXPO to offer our members as many opportunities to hear him speak as possible."

"The Wedding and Event Videographer market is huge," said Jordan. "We're delighted to be meeting with them to present tips, techniques and skills they can use to differentiate themselves from the competition."

### **About Larry Jordan & Associates, Inc.**

Based in Southern California, Larry Jordan & Associates, Inc. provides consulting, training and support for editors and post-production firms using Apple's Final Cut Studio suite of products. The company was founded by Larry Jordan, a producer, director, editor, consultant, and an Apple Certified Trainer, with over 25 years video production and post-production experience. He is a member of both the *Directors Guild of America* and the *Producers Guild of America*. In addition to authoring over a dozen tutorials and

books on Final Cut, Jordan is also the founder and editor of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. Jordan combines his extensive production experience with his teaching skills to bring a wide-ranging, real-world perspective to his seminars.

###