

# SELLING HAPPINESS

A Documentary Film For PBS



Few machines have transformed the way we live quite like the automobile. Today, we take the success of the technology for granted, but during the car's early days upheaval was the norm. Hundreds of manufacturers fought to rise to the top of this new ultra-competitive industry, but the vast majority failed. Famously, Henry Ford surged ahead of his competition with his development of the Model-T, a car that was rugged and affordable to the masses. Despite the car's advantages, it would take the rise of a

new kind of American entrepreneur to ensure its success, the car dealer. It would be the dealers that would connect these new machines to communities around the country. At a time when people were hesitant of trading their horse for a car, it would be the dealers that would teach people to drive. Today, there are well over 30,000 car dealerships in the United States, but when the car was new, these entrepreneurs took an incredible risk.

[\*Selling Happiness\*](#) is a half-hour PBS documentary that follows the risks taken by the Hofweber-Hammes family through three generations in the business. Throughout the 20<sup>th</sup> century, the family would adapt to the changing role of the automobile in American Society, and in doing so, change the very industry of which they were a part. *Selling Happiness* is the latest collaboration between filmmakers Pat Wisniewski and Tom Desch

and Lakeshore Public Media. Earlier collaborations have included the award-winning *Everglades of the North: The Story of the Grand Kankakee Marsh*, *Shifting Sands: On the Path to Sustainability*, *An American Home: Frank Lloyd Wright's B. Harley Bradley House*, and most recently, *The Lively One: Dick Brannan's Rise to Drag Racing Fame*. All of these films have aired on PBS stations across the country and are regularly broadcast in the Chicago/Northwest Indiana market area on Lakeshore PBS.



## FILMMAKER BIOS



**PAT WINIEWSKI** (Producer/Director/Writer) a former steelworker from Chicago's South Side is a two-time Emmy nominated documentary filmmaker that has produced and directed numerous films for PBS. Her award-winning work has aired on stations from coast to coast and screened at film festivals around the country. She recently completed *The Lively One* which tells the story of an unlikely hero in the sport of drag racing. In 2016, she produced and directed the environmental documentary *Shifting Sands*. That film helped inspire an Act of Congress to change the designation of the Indiana Dunes National Lakeshore into a full-fledged National Park. In 2013, Pat produced *Everglades of the North*, a national PBS documentary about the demise of one of the largest freshwater marshes in North America. When not making documentaries, Pat enjoys entertaining her grandchildren with her husband Geno in their home in Valparaiso, Indiana.

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**TOM DESCH** (Producer/Director/Writer) was raised among the cornfields of Herscher, Illinois and he creates films that feature stories from the American Midwest. He produced, wrote, and directed *An American Home* which tells the story of the B. Harley Bradley House- a structure that helped launch the career of famed architect Frank Lloyd Wright. The film garnered him a regional Emmy nomination for outstanding achievement in writing. His multiple roles as a producer/writer/editor on *The Lively One*, *Shifting Sands*, and *Everglades of the North* earned him two more Emmy nominations. *Everglades of the North* also helped to inspire a National Wildlife Refuge in Illinois. Tom is currently working to complete the PBS documentary *The Field* which follows the decades-long debate surrounding a proposed airport for Chicago's South Suburbs. When not making documentaries, Tom is a sucker for architecture tours, and he lives in Chicago's Hyde Park neighborhood with his lovely wife Victoria and two of the cutest dogs in the world.

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A Documentary Film For PBS  
Sponsorship Levels\*

## \$10,000

15 Second Underwriting Commercial at beginning and end of program  
(must meet PBS guidelines)  
10 Tickets to premiere event  
Company Logo Featured prominently on film's marketing materials & website  
Logo on inside of DVD packaging  
20 DVDs of completed film  
Poster signed by the film's producers

## \$5,000

Stand-alone prominent placement of company logo in program's underwriter bed  
6 tickets to premiere event  
Company logo included on film's website  
Logo on inside of DVD packaging  
10 DVDs of completed film  
Film Poster

## \$2,500

Logo included on slate shared with other sponsors in the program's underwriter bed  
4 tickets to premiere event  
Company Logo included on film's website  
Logo on inside of DVD packaging  
5 DVDs of completed film

## \$1,000

Company name listed on slate shared with other sponsors in the program's underwriter bed  
2 tickets to premiere event  
Company name included on film's website  
Company name listed on inside of DVD packaging  
2 DVDs of completed film

\*ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE THROUGH LAKESHORE PBS

To contribute make checks payable to:

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c/o Tom Desch  
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