



OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS



2014 SUMMER NEWSLETTER

MESSAGE FROM THE CEO CRAIG C. DARIAN

"Education without wisdom is analogous to having speed without direction. You usually get nowhere fast, or to a place where you wish you had cut in another direction."

The message: Really think and "turn the Kaleidoscope" a few times before you act on emotional impulse. The changing picture might change your optics and affect how you act under the circumstances.

With so many of our best & brightest having just graduated from exceptional academic institutions, it's an important reminder that while education has the potential of opening many doors, it is wisdom that guides us what to do once we get in. Equally relevant, it guides us as to whether or not it's a door worth opening in the first place.

I like to think of education and intelligence as corresponding with our brain...; while wisdom and imagination correspond with our soul. That is, the difference has more to do with who we are, rather than what we're taught.

Business Tenets vs. Philosophical Tenets -- Are they mutually exclusive? I don't think so. What I've found in business is that when people agree philosophically on their respective objectives, deals get done; whereas, when they significantly differ, deals fail and people become resentful.

Publishing mogul, B.C. Forbes, used to say: *"With all thy getting, get understanding."*

On point, understand others. Understand situations. And understand that there is more to life than the pursuit of money and possessions. Money should not be the purpose of your objectives...; money will be the inevitable by-product of being the best. And being "the best" does not rest exclusively with being smart. There is good wisdom in this, and a lesson worth remembering.

CRAIG

ALBERT SWEET RECEIVES HONORARY DOCTORATE DEGREE FROM TECHNION UNIVERSITY

Company Co-Chairmen, Albert Sweet & Craig Darian, enjoyed a busy two week trip to Israel. In a toast to Mr. Sweet, Mr. Darian said, in notable part, *"Well, the scarecrow finally got his diploma. And if you follow the metaphor from The Wizard of Oz, you'll recall that it wasn't the diploma that made the scarecrow smart; rather, it simply validated that he was always smart."* So, too, was the Honorary Doctorate Degree bestowed upon Albert Sweet by the Technion University in Haifa, Israel. Mr. Sweet was recognized for his body of accomplishments in both business and humanity. He was joined by Harvard Law Professor, Alan Dershowitz and seven other very worthwhile recipients during a stunning ceremony on June 16, 2014. While in Israel, Mr. Sweet & Mr. Darian additionally met with several dignitaries, including: General Amos Yadlin, Director of INSS at Tel Aviv University and Former Head of Israeli Intelligence and Former Head of the Israeli Air Force...; Nobel Laureate, Prof. Aaron Ciechanover...; Technion University President, Prof. Peretz Lavie...; Hebrew University President, Professor Menahem Ben-Sasson ...; Hadassah Medical Center, Director General, Prof. Tamar Peretz -Yablonski, ...; National Insurance Institute, Director General, Prof. Shlomo Mor-Yorsef...; Ben Gurion University President, Prof. Rivka Carmi...; and Rabbi Ephraim Shore of Aish HaTorah. Mr. Sweet said, *"I've been honored to receive many acknowledgements from many outstanding organizations throughout my career, but nothing compares to this honor bestowed upon me by the Technion."*

WOMAN AGAINST GUN VIOLENCE PRESENT CRAIG DARIAN & ALBERT SWEET WITH "COURAGEOUS LEADERSHIP" AWARD

Albert Sweet and Craig Darian were honored with the "Courageous Leadership Award" by the Women Against Gun Violence (WAGV) at its 20th Anniversary Luncheon on June 9, 2014. Mr. Darian and Mr. Sweet were very instrumental in bringing the T.A.L.K. Program into several elementary schools throughout Los Angeles County, which teaches kids about gun safety.

Pictured Left Ann Reiss Lane (Women Against Gun Violence, Chair Emeritus and Founder), Craig Darian and Albert Sweet



OCCIDENTAL STUDIOS PLANS TO EXPAND

Occidental Studios enjoyed a record-setting year in 2013 and is staying on a great path as we finish the first half of 2014. With the addition of our newest 20,000 sq.' sound stage & production center, Occidental has serviced a wide range of television and motion picture productions for Fox, Disney, and a host of other studios and networks. We have increased our lighting & grip inventory and acquired extra parking to support our 12 stages located throughout Hollywood, North Hollywood, and Van Nuys. Likewise, we have an eye on further expansion. With competitive pricing, high quality facilities, and superior service, Occidental Studios is helping to keep production in Los Angeles!

PRESIDENT BARACK OBAMA MEETS WITH ALBERT SWEET & CRAIG DARIAN

In May of this year, Albert Sweet met with President Obama at a private reception at the home of Magic & Cookie Johnson; and in June, Craig & Kimberly Darian met the President for a small dinner party at the home of Walt Disney Company Motion Picture Group Chairman, Alan Horn & his wife Cindi. Among the many attendees were Barbara Streisand & James Brolin, Robert Iger, Jeffrey Katzenberg, Haim Saban, Nancy Pelosi, Minority Speaker of the House, and roughly 70 others.

LIGHTING & GRIP SERVICES FOR EVERY PRODUCTION

Whether a long-running TV series, a challenging feature film, or simply a one day shoot, Occidental Lighting & Grip approached every project with the same degree of focus and professional support that every production deserves. We strive to meet the ever-changing demands of your production by offering top notch service..., and our \$5 million+ inventory is ever-expanding. Please call us for a quote.

PROP SERVICES WEST (PSW) EXPANDS ITS INVENTORY

Prop Services West (PSW) has been expanding its inventory in our North Hollywood showroom, and is proud to be a full service prop house that rents home furnishings to the Entertainment Industry. PSW has long been a favorite among Set Decorators, Production Designers, Art Directors, Prop Masters and Still Photographers, and it boasts a host of credits in television series, feature films, and commercials. As a small "reward" to our many faithful shoppers and newest visitors, PSW has given our shoppers a \$10 Gift Card to such popular venues as: Starbuck's, In-N-Out, Ralph's, AMC, Lowe's, Chipotle -- adopting a different theme each month. It's our way of saying "Thanks For Coming In!"

Earlier this year, PSW said "goodbye" to our friend and former GM, Gary Lustgarten, and we said "hello" to our longtime employee, Silvia Ceballos, who took over operations. Silvia has worked at PSW for the past few years, and previously worked in our Real Estate Group for several years beforehand. Please join us in wishing Silvia and her team a great future, please welcome us in wishing Silvia and her team a great future, and please come by anytime.

As you consider the needs of your next project, think of Occidental Entertainment Group Holdings, Inc. Our teams of professionals are here to serve you! For more information, please call (323) 464-0055.

**For More Information On Our Company & Staff
Please Visit Our New Website: OccidentalEntertainment.com**

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