

- Entertainment Services
- Technology Support
- Publicity Services

You do what?

The true Hollywood story of GLD Enterprises & Productions

By Managing Director Gery L. Deer

Photos by John Velbeck



Ok, so the Hollywood part is pretty small, but you read the header didn't you? The story of the beginnings of our business spans more than 20 years. Chances are good that you only know one portion of what we do at GLD Enterprises.

It all started in 1984 when a disk jockey who had heard me play piano in a local talent show enlisted me to perform at a nearby restaurant playing piano every Friday and Saturday night. I kept the job through my final year of high school and into college.

I started playing the piano on my own at the age of 12 but never learned to read music. At the same time, I was learning the whip and got my first computer at the age of 13. I learned both of those skills on my own as well. I began writing for newspapers while in college and from there on the stage was set for a future no one imagined. GLD Enterprises & Productions is a blend of my variety of experience and education.

The fact is, most of us 'fall' into our careers because of circumstances. The decisions we make determine our fate, whether it's earning a law degree or working at Wal-Mart. Even spending 15 years studying medicine, doesn't necessarily mean we have to take a job as a doctor. I have simply chosen to apply my skills and experience to working for myself and my family, rather than making another company's CEO rich.

The proverbial 'gold watch,' so common to our fathers and grandfathers is a rare goal in today's job market. Workers who manage to keep a job for 15 years or more at the same company are fortunate these days. Unfortunately, they also end up with a lot less to show for it. You don't even get a gold watch anymore.

Many traditionally-minded individuals generally think that people like me lack focus or direction. In reality, the opportunities to do different things using all of the skills I had accumulated over the years became my focus and my career. While working for yourself involves a certain amount of risk and sacrifice, I don't experience the same types of stress that those in a traditional line of work might.

I never played the corporate game very well. To me the experience was often artificial, demeaning, and humiliating, too. I'm just not good at 'sucking up' to supervisors (notice I don't say "bosses") who were often not even qualified to do their own jobs, much less criticize how I did mine. I think of them when I want to be mindful of what *not* to do in running my business.

Using all of my experience and education to benefit my future is pretty cool too. I mean, one day I'm a news reporter, the next I'm a casting director. One day, I find myself standing on a stage in Hollywood in front of millions of people snuffing out candles with a whip on TV. The next day I'm setting up a wireless network in a doctor's office. (*I told you there was a Hollywood reference!*)



The 'jack of all trades and master of none' perception is a constant hurdle as well. I consider myself quite good at what I do or I certainly would not feel comfortable charging for my work. My clients will have to be the judge of my skill and professionalism.

Today, GLD Enterprises & Productions can provide entertainment, whip and western arts lessons, business coaching, writing and publicity services, and, under our subsidiary Deer Computer Consulting, Ltd., computer support services.

If you've never used our services, give us a try. If you have, we thank you. Ω

TRIVIA: "GLD" are Gery's initials. They are also his father's initials and his brother's initials.

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Annie Oakley Western Arts Showcase will continue in 2008

For the last five years GLD Enterprises & Productions has produced a Wild West arts event in Greenville, Ohio during the Annie Oakley Days festival on the third weekend of July.

Now that the Wild West Arts Club has officially shut down, the question has come if the AOD event will continue. The answer is a resounding "YES." With a few changes.

Beginning October 1, 2007, GLD Enterprises & Productions is offering the opportunity for businesses to help sponsor the event. In return they will receive an ad space on our program, 30-60 second live commercials over the loudspeakers at the event, 2 tickets to the awards dinner and show, and a web link on all 5 GLD Enterprises – related websites. Sponsorships range from \$50 to \$250.

The 2007 event gained the attention of the Annie Oakley Center museum. With enough support, next year's event will rival the national WWAC convention.

The AOWAS will be July 24-27, 2008. It is open to the public. For complete details, call GLD Enterprises or go online to www.ohiowwac.org. Ω

The wedding package deal.

Let's face it. Weddings, while a major part of life, are expensive and stressful affairs that can bleed a family dry on money and patience. But for many people looking for a simpler way, GLD Enterprises may just have the solution.

GLD Enterprises can offer a wedding package that consists of a licensed minister to conduct the ceremony, a digital photographer, and a DJ, band, or variety act for the reception entertainment. Plus, it can often be booked as late as one week prior to the wedding!

The WEDDING PACK offers the bride and groom a great way to buy services in a bundle and save a ton of money. Get a custom ceremony, great photos, and great entertainment all from one vendor. The average cost is less than \$1000.00 for all three services. Call or email for detailed information. Ω

Upcoming Events

Visit WWW.GLDENTERPRISES.NET for complete details.

October 6 – Gery L. Deer will be working on a film set in Ann Arbor, Michigan. The independently-produced comedy western will feature segments of Gery's whip work. Due for release in March '08.

October 13 – 1PM – 5PM Client Appreciation Open House at the GLD Enterprises & Productions studitho. Enjoy refreshments, door prizes, and a special presentation at 2:30PM called "Work to Live." Call 937-902-4857 to RSVP by Oct. 12.

October 27 – Gery L. Deer & Scout appear at Hauntfest on Fifth 2007 in the Oregon District downtown Dayton. Gery will also be hosting the event's first-ever live costume contest. Event starts at 6PM until 1AM. Admission. \$10.

Brothers & Co. Entertainers More than just pretty faces



There are literally dozens of garage bands out there, but this is not one of them. The Brothers & Co. Entertainers has a lot more to offer an audience than recycled oldies.

The "boys in black" have changed a great deal since they started out in 1995. They come from an 'old country' beginning but now 4-part harmonies and their slick black outfits have become trademarks.

Having been compared to The Statler Brothers, their show is fun, interactive, entertaining, and unlike anything else on the stage today. They're available for parties, holiday events, corporate shows, and festivals. Call for information or go online to www.thebrothersandcompany.com. Ω