



PRINCETON GRAD, SUPERMODEL.....CULT MEMBER.

A FILM BY BRENT HUFF

EDITED BY PETE SEPENUK DIRECTOR OF PHOTOGRAPHY FREDERICK BOURBON
CO-PRODUCERS JOSEPH F. HART AND PABLO GARRAHAN
ASSOCIATE PRODUCERS KIRBY CONN AND FREDERICK BOURBON
MUSIC BY JEFF CARDONI MUSIC SUPERVISOR KEVIN HOULIHAN
PRODUCED BY HOYT RICHARDS AND SHAWN HUFF
WRITTEN BY PETE SEPENUK AND BRENT HUFF DIRECTED BY BRENT HUFF

SYNOPSIS

Welcome to the Beyond is a documentary film that follows the complicated life of Hoyt Richards. Hoyt grew up privileged, spending summers in Nantucket. He graduated from Princeton, became the first male supermodel and was a member of the controversial cult, Eternal Values. The cult members believed they were Aliens from the star Arcturus. During his time in the cult, Hoyt lost his family, four million dollars - and nearly his mind. This is the story of Hoyt's fight to regain his life.

DIRECTOR'S STATEMENT

In the 1980's I was represented by Ford Models in New York City. During this time it was wildly rumored there were other Ford Models involved in



a cult called Eternal Values. Members of this cult were not only fashion models but many of them had attended Ivy League schools. In March of 1990



Vanity Fair published an expose' about Eternal Values titled, *The Ford Models and the Alien from Arcturus*. The article was the talk of the town in the fashion industry.

Fast forward to 2012 when Ford Models approached me about filming a Model's Reunion event in Beverly Hills. I interviewed model icons such as Cheryl Tiegs, Esme and Barbara Minty. During the event I nudged my Director of Photography and pointed across the parking lot to a striking male model and said, "That's Hoyt Richards, he was in a model's cult! Let's go get him!" Hoyt was very open to discussing his time in the cult and the damage it caused him and his family. It was from this discussion with Hoyt that *Welcome to the Beyond* was born.

BIOGRAPHIES

BRENT HUFF - DIRECTOR

This has been a very busy year for writer/director Brent Huff. Brent just finished his documentary film, Welcome to the Beyond. The film is a shocking look at the life of Hoyt Richards. Hoyt achieved icon status in the modeling industry after graduating from Princeton University only to be brainwashed by a controversial cult based in New York City.

Brent also recently directed the reality show pilot **23** in San Francisco. Brent developed **23** with Lisa Ling, Steve McPherson and Sam Sokolow. **23** follows six millennial's living in San Francisco looking to be disruptors in the tech industry.



Brent's much anticipated documentary, It's a Rockabilly World was released in the fall of 2016 by Virgil Films. It's a Rockabilly World became the #3 music documentary on iTunes shortly after it was released. This film explores the fascinating subculture of Rockabillies. Rockabilly is a global phenomenon that embraces some of the most colorful characters you'll ever see as well as the finest music.

In 2014 Brent met success with Chasing Beauty, the hard hitting documentary film that reveals the dark side of the modeling industry. After the film premiered on Logo TV, Chasing Beauty quickly became the #1 documentary and #1 independent film on iTunes. Chasing Beauty also enjoyed a successful run on Netflix. BuzzFeed named Chasing Beauty one of the top 10 fashion documentaries ever made.

In 2013 Brent's controversial film Behind the Orange Curtain illuminated the prescription drug epidemic that is killing so many of our youth today. The film has been called: powerful, important, eye-opening and frightening. The film continues

to be screened across the country and has been endorsed by numerous politicians including Dianne Feinstein, Mary Bono Mack and Mimi Walters.

Brent has written and directed numerous scripted features including Cat City, Last Will, 100 Mile Rule, Welcome to Paradise and Serbian Scars to name a few.

Brent has collaborated with some of the top actors and talent in the industry.

STEVE McPHERSON - EXECUTIVE PRODUCER



Throughout a 25 year career in entertainment he has held positions at Witt/Thomas/Harris Productions, FOX Broadcasting, ABC Productions, NBC and most notably he was President of ABC TV Network and Studios at The Walt Disney Company. At ABC he is credited with the greatest turnaround in industry history from 2004-2007 in taking ABC from 4th place to first in the coveted 18-49 demographic and erasing a 500 million dollar deficit to turn over a billion dollar profit. He is personally responsible for an unparalleled list of classic TV shows: Starting by developing and launching the CSI Franchise and then going on to bring to the small screen DESPERATE HOUSEWIVES, MODERN FAMILY, LOST, GREY'S ANATOMY, SCRUBS, MONK, THE AMAZING RACE, SHARK TANK and DANCING WITH THE STARS to name only

highlights. He is regarded as one of the most influential programmers of his generation and heralded for his unrivaled business savvy. He is best known for his creative passion in support of the talent visionaries he has worked with through the years. His programming has garnered more than 50 TV Emmys' and won "Best Show" in every category respectively - Comedy, Drama, Animation and Unscripted.

Since stepping away from TV in 2010 he has served as CEO of McPherson Global Ventures, a venture capital and incubation vehicle. As an initial piece of business for MGTV and perhaps most notably he helped fund, launch and now advises for FIRST MEDIA, (www.1st.media.com) one of the preeminent Multi-

Platform entertainment content publishers worldwide. They now receive over 2 billion 100% organic views per month with verticals like SO YUMMY, BLOSSOM and BLUSHER. They have garnered more than 100 million fans and growing. They additionally own and operate BabyFirst TV and Zumbini. They also have the honor of having created and distributed the most viral video ever on Facebook. They currently work with numerous top Brands throughout the USA: Walmart, Bed Bath & Beyond, Target, Proctor & Gamble, etc..

Under the MGV umbrella he has also launched two successful non-entertainment enterprises to date.

PROMISE Wines - (www.promisewine.com) - Harboring a long-time passion for wine, along with his wife Jennifer, Steve founded a Boutique Wine Label. The wine is named after the promise he made to his wife to pursue his dreams of becoming a vintner. Since its launch, PROMISE has garnered commercial success and has been lauded with critical acclaim in a variety of publications, including Wine Advocate - Robert Parker, Robb Report and the Napa Valley Register.

STILLHOUSE Spirits - (www.stillhouse.com) - McPherson is a founding partner in this enterprise. The brand launched in 2010 and has since gone on to national distribution success and critical acclaim as “*America’s Finest Whiskey*”.

Steve has been recognized for his achievements and honored with numerous awards, including the Directors Guild of America's Diversity Award, honoring his outstanding commitment to and leadership in the hiring of women and minorities in DGA categories. He was given The Executive of The Year award by the Caucus for Writers, Producers and Directors of America. He also received the Academy of Television Arts & Sciences Committee on Diversity's first Televisionary Award in recognition of his commitment to diversity both on-screen and behind the scenes in the 2004-05 television season. He was named the 2006 Television Showman of the Year at the International Cinematographers Guild 43rd Annual Publicists Awards, in recognition of his outstanding stewardship of the ABC network in 2005. He currently holds various Board and Advisory positions.

SHAWN HUFF - PRODUCER

Shawn was one of the producers of Chasing Beauty (2013), an award-winning documentary on the dark side of the fashion industry. Chasing Beauty spent



three weeks as number 1 on iTunes. Welcome to the Beyond, chronicling the devastating impact of cult involvement and subsequent recovery is Shawn's most recent project. Welcome to the Beyond is currently screening at festivals.

Shawn has also devoted herself to the non-profit, Rettsyndrome.org. Rett syndrome is a post-natal neurological disorder that affects 1 in 10,000 female births leaving them speechless, and wheelchair bound for life. Shawn launched the West coast LA Feast and Fundraiser benefiting Rettsyndrome.org. Along with fundraising, Shawn and her husband, Brent Huff, an award-winning film maker, have produced and directed multiple videos documenting Rett girls, their families and the physicians that are devoted to

finding a cure for the disease. Shawn and Brent are currently finishing a short film on one family's journey battling Rett.

Shawn Huff began working as a fashion model at the age of 16. She was discovered by a French modeling agent while living in New Mexico and began her career as a model in Paris. Shawn worked all over the globe appearing on numerous magazine covers and working with the top modeling agencies. At 17 years of age Shawn moved from Paris to New York where she was quickly signed by legendary modeling agent Eileen Ford.

Shawn also appeared in over 200 commercials and was the spokesperson for such products as Special K, Fred Meyer, Colgate, Physician's Formula, L'Oreal, Ford and Barclay's Bank. ABC television met with Shawn and offered her a development deal with the network. Shortly after signing with ABC Shawn became a series regular on the show McKenna opposite Jennifer Love Hewitt. Shawn has also starred in over a dozen films with some of today's biggest stars

PETE SEPENUK - WRITER/EDITOR

Belly-Up Productions was launched in 1995 by CEO and President Pete Sepenuk, which produces features, television shows, commercials, promos and trailers. Pete has worked with directors Steven Spielberg, James Cameron,

George Lucas, Clint Eastwood, Robert Zemeckis, Oliver Stone, Richard Donner and Brian DePalma.

Pete edited the feature films WELCOME TO PARADISE with Brian Dennehy, SERBIAN SCARS with Michael Madsen, and CAT CITY with Brian Dennehy and Julian Sands. Pete co-wrote and edited the hit fashion documentary feature, CHASING BEAUTY, which hit #1 both on the iTunes documentary and independent film chart, and hit #2 for all rentals on iTunes. It also played in several film festivals worldwide and was voted one of the top 10 fashion docs of all time by BuzzFeed. His latest film, I SEE YOU, will be released in February 2019.



Recently, he produced and directed spots for DISNEY, THE WALKING DEAD and GHOSTBUSTERS, and as a voice-over actor, is currently on three original Netflix series and an Amazon Prime series.

JOSEPH F. HART - CO-PRODUCER



Joseph Hart is a California attorney who has been representing independent filmmakers and other creative talent for over 35 years. His practice is primarily entertainment-based and includes work on films, television shows, music, and digital media. Joe's clients are comprised of screenwriters, directors, producers, actors, playwrights, photographers, and visual artists. Areas of expertise are copyright law entertainment litigation, intellectual property, and contracts. He lives in Los Angeles with his wife, Linda, an artist.

PRODUCTION NOTES

Emotionally Charged.

When former Princeton Grad and male supermodel joined the Eternal Values cult he severed all ties with his family. He did not speak with his family for 20 years. When Hoyt was young his family was very close but losing a son or brother to a controversial cult was devastating. Now that Hoyt escaped from the cult and is mending fences with his family how would they respond? Would I be able to get the family to reveal their true feelings on camera? This turned out to be far more emotional than I ever expected. Hoyt was definitely not happy with everything his family had to say. The story of Hoyt Richards is very similar to that of the prodigal son. Hurt feelings, love and compassion with family and friends are still there as is the mystery of Hoyt Richards.

THE TRAILER AND PUBLICITY

The trailer

<https://youtu.be/Wp-ZsXEQjy0>

Good Morning LaLa Land

<https://vimeo.com/294192720>

GALLERY



Hoyt Richard with
director Brent Huff
filming on the beach in
Nantucket.

Former model and Eternal Values Cult founder, Frederick Von Mierers.



The Hoyt family.

Hoyt with his brothers Christian and Garth.





Apartment 4N, headquarters for the Eternal Values cult in New York City.



Hoyt on a modeling assignment.



Hoyt on the football team at Princeton University.

The Hoyt family spent summers on Nantucket.



FILM FESTIVALS



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