



## i. karumbah Corporation

A Paradox, inside an Enigma, wrapped in a Tortilla ...

That's i. karumbah. A creative agency that transcends the labels of traditional agency, versus branding, versus digital. If you need it, we supply it.

We do everything a traditional ad agency can do and more, but at a fraction of the cost. If it has words, we write it. If it has moving images, we direct and produce it. If it adorns a website, print ad, label, or packaging, we design it.

Powered by the talent and experience of our founders, i. karumbah also taps a rich pool of skills through relationships with creative professionals worldwide — an expandable staff offering infinite style and budget options.

Our founders have worked both east coast and west, with big stars and seasoned crafts people, creating media for worldwide distribution. We could tell you stories about our film shoot with a touchy William Shatner, or the TV shoot with touchy beluga whales ... about the adventure of shooting a national TV series pilot in a crowded theme park, or the awe of shooting wildlife footage in the

shadow of sleeping volcanoes, deep in Oregon's Cascade Mountains. Between us, we've collected decades of industry anecdotes, so if you need a catchy lead-in for an article, just ask! In the mean time, here's the long story, short: i. karumbah Corporation provides a wide variety of specialized creative and communication management services to business, entertainment, technology, and government clients. We specialize in writing commercials, direct response, television, video, and film, which we also produce. We provide an array of other creative services as well, so check out the services list in this document.

Our pledge to all of our clients, large and small, is the same: innovative solutions, on-time/on-budget operations, professional integrity, and unique approaches to your creative needs.

For more of the story, read on, and check out our website and blog:

[www.ikarumbah.com](http://www.ikarumbah.com) 

### We Supply Creativity to the World's Greatest Clients!

- \* Discovery Communications (The Discovery Channel)
- \* SeaWorld
- \* Discovery Cove
- \* Disney
- \* Disney Vacation Club
- \* Time Warner
- \* Experian
- \* Lockheed Martin Electronics and Missiles
- \* Darden Restaurants, Inc.
- \* The National Safety Council
- \* The People's Republic of China Ministry of Culture
- \* Osceola Heritage Park
- \* AIMS Multimedia
- \* DigitalCurriculum.com
- \* Direct Marketing Resources
- \* Kemper National Insurance Companies
- \* Tvia, Inc., USA

## Renne Leatto

President of i. karumbah Corporation

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Renne's accomplishments have been recognized by listings in several issues of *Marquis Who's Who In America*, *Who's Who In American Women*, and *Who's Who In Entertainment*.

Renne Leatto, President of i. karumbah, wrote her first "book" at age 4 and promptly announced that she would become a writer when she grew up. Being a bossy child, she also wished she could get paid for telling people what to do. In 1982, her blend of talents found the ideal outlet when Renne wrote and directed her first film for an international educational film distributor.


Since then, she's written over 300 programs which have been produced and aired on national television, or used by Fortune 500 companies, schools, and consumers worldwide.

As Director of Creative Development for Sandler Films, Inc., Renne worked with national educational and training program distributors to conceptualize and develop packages of investment-amortized films. She wrote many of the scripts and hired writers to create others – as many as 30 per year – and edited the scripts before production.

In addition to writing, Renne also produced or directed many of her scripts and screenplays, including the pilot episode for the Emmy-winning Discovery Channel series, *Shamu TV*. After her pilot secured a series deal for Busch Entertainment, Renne went on to serve as Head Writer on the show for three years. She has also written for three other series seen on HGTV and national syndication affiliates.

Renne's corporate video credits include infomercials, major product promotions, convention display videos, management and employee training videos, and print collateral for clients such as Disney Multimedia, Disney Vacation Club, The National Safety Council, Darden Restaurants, Kemper National Insurance Companies, Lockheed Martin, and Caterpillar Industrial. She's written for government clients near and far, from the City of Kissimmee, Florida to the People's Republic of China Ministry of Culture.

Renne has worked as a reader for feature film producers and taught workshops on screenwriting and story structure. She's written screenwriting articles for iUniverse Writer's Club online, and the well-respected international screenwriting magazine, *ScreenTalk*. (See article links on our "Get Informed" page). Renne's accomplishments have been recognized in several editions of *Marquis Who's Who In Entertainment*, *Who's Who In American Women*, and *Who's Who In America*.

Renne writes, directs, and produces video and TV for i. karumbah. She also writes copy and documents of all kinds, and contributes creative and production assistance to graphic design and web projects. 


## Lee Sommie

Vice President of i. karumbah Corporation

Lee Sommie, Vice President of i. karumbah, reminds people of someone they used to know. Remember that kid in grade school, the one who always ran the film projector? And then in middle school, he became the “media kid,” who figured out all the video and computer equipment before anyone else – even the teacher? That was Lee! So it’s no wonder that, at age 19 while still in college, Lee landed a plum job as assistant film editor with Sandler Films, a busy west coast film and video production company. By age 20, he’d become a film editor, cutting educational and documentary films for international distribution. By age 21, he had risen to Post Production Supervisor, managing three film editors, two assistant editors, and coordinating the workflow for up to thirty films a year. From there, he made an easy leap to film producer, helping the company negotiate sponsorship contracts and corporate product placement deals. Later, Lee produced video and television for clients such as AIMS Multimedia, Busch Entertainment Corporation, and Discovery Cove.

During the digital media explosion, Lee found himself in demand as a multimedia consultant for some of the world’s largest corporations. His growing technical expertise

contributed to the research and development of such cutting edge projects as Time Warner Cable’s Full Service Network. As an interactive television and web producer, Lee became part of the world’s first large scale interactive television experiment, which offered a wide range of on-demand services to consumers in a test community – years before the rest of the world had ever heard the term “broadband.”

For i. karumbah, Lee produces and designs web, print, interactive, and video/TV projects. He also co-writes video and television with Renne. Lee’s uncommon mix of visual creativity, uncanny grasp of new technologies, and business communication savvy makes him an invaluable consultant to businesses, large and small. He knows what a project needs – and doesn’t need – for efficient productivity. He also knows how to get it as inexpensively as possible. He can work alone or organize and manage a team of workers. If a project needs a specialized set of skills not readily available, Lee can locate and contract an expert, managing the work to guarantee the quality of the final product. 

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## our services

### writing

...if it has words, we write it

- » video scripts
- » tv screenplays
- » theme park videos
- » documentaries
- » speeches
- » live events
- » music lyrics
- » design guidelines
- » web content
- » manuals
- » books
- » educational videos
- » training manuals
- » research
- » employee training
- » management training
- » safety training
- » interactive training
- » print copy
- » promotional/pr
- » ad copy
- » direct mail
- » brochures
- » branding
- » product packaging
- » product demos
- » display kiosks
- » search engine optimized copy

### graphic design

electronic & print

- » logos
- » direct mail
- » brochures
- » ads
- » television graphics
- » websites
- » icons
- » business cards
- » letterhead
- » envelopes
- » desktop publishing
- » press kits
- » product packaging
- » book covers
- » manuals
- » booklets

### web/interactive design & production

animation, websites & software demos

- » websites
- » search engine optimization
- » animated banner ads
- » flash & gif animation
- » streaming audio & video
- » on-demand web presentations
- » online learning systems
- » email newsletters
- » PowerPoint presentations
- » interactive software demos
- » interactive cd/dvd
- » web application gui design
- » splash screens
- » branded screen savers
- » online help systems

### video & film production

SD/HD/16mm/35mm

- » script writing
- » directing
- » producing
- » editing
- » post-production
- » duplication
- » packaging

### communication management services

...world-class consulting, Fortune 500 credentials

- » project team building
- » print production
- » adobe acrobat pdf conversion workflow & optimization
- » templates & style guides for workgroups

## awards & accolades

### Shamu TV, series pilot episode

Written and directed by i. karumbah's Lee Sommie and Renne Leatto, the *Shamu TV* series pilot secured the show's cable network deals for Busch Entertainment Corporation. The show became a weekly feature on The Discovery Channel and Animal Planet; Renne and Lee have creative credits on numerous episodes.

### Emmy Award

Outstanding Achievement  
Children's Programming  
*Shamu TV: Habitat Is Home*  
Discovery Channel, Animal Planet

### Emmy Award

Outstanding Achievement  
Children's Programming  
*Shamu TV: Awesome Animal Companions*  
Discovery Channel, Animal Planet

### Emmy Nomination

Best Educational Series  
*Shamu TV*  
Discovery Channel, Animal Planet

### TV Guide Review

*TV Guide* selected one of our Emmy award winning *Shamu TV* episodes, *Habitat Is Home*, as its "Best Bets for Kids" – the first ever Best Bets listing for an Animal Planet show.

### Documentary, Educational & Training

#### Gold CINDY

International Association of Audio Visual Communicators  
*AIDS and Kids: The Whitney Project*

#### Telly, Bronze Award

*AIDS and Kids: The Whitney Project*

#### Gold CINDY

International Association of Audio Visual Communicators  
*Workplace Violence: Employee Awareness*

#### Telly Award Winner

*Harassment in the Workplace: Employee Awareness*

#### First Place

The National Safety Council's Media Awards  
*Driving Under the Influence: It Could Never Happen To Me*

#### Golden Babe Award

Chicagoland Educational Film Festival  
*Dolphins, Our Friends From The Sea*  
*Microbes: Bacteria And Fungi*

#### Gold Apple

National Educational Film Festival  
*Newton's Laws Of Motion:*  
*Demonstration Of Mass, Force & Momentum*

#### Silver Award, Houston International Film Festival

*A Week In The Life Of A Chinese Student*

#### Silver Medal

International Film & TV Festival of New York  
*A Week In The Life Of A Chinese Student*

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## raves

People talk - and here's what they say about us ...

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"The Gala Grand Opening video was great – it got a standing ovation! To bring you on as our scriptwriter was perhaps the best decision we made."

**Robb J. Larson**

*Director of Sales and Marketing  
Osceola Heritage Park*

*Referring to the video and speeches i.karumbah wrote for the Grand Opening Celebration of Osceola Heritage Park, a \$90 million, 120-acre sports, recreation, and exhibition complex in Florida.*

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"SeaWorld Sensations, written and directed by Renne Leatto and Lee Sommie, has been by far the most popular and best-selling theme park souvenir video ever produced for SeaWorld of Florida."

**William T. Adams**

*Vice President of Merchandise  
SeaWorld of Florida*

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"The City of Kissimmee could not be more pleased with the work i.karumbah provided. The final video is professional and informative and has received rave reviews from the Department of State, Bureau of Historic Preservation, and from our local community."

**Amy Carbajal**

*Historic Preservation Planner  
City of Kissimmee, Florida*

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"Since 1983, Renne Leatto has written dozens of programs for our video collection, for several different markets. Regardless of the target audience or complexity of the subject area, she has brought the same thoroughness and insight to every project. She does intensive research and becomes an expert on the topic, identifying the information important for our audience to know, then communicating it succinctly and compellingly -- while entertaining at the same time. The Sexual Harassment Series and Workplace Violence Series she created for us have been among our all-time bestselling titles."

**Michael Wright**

*Vice President Production  
AIMS Multimedia and its divisions  
Pied Piper Media and  
DigitalCurriculum.com*

*One of the world's largest distributors of educational and training films, videos, and internet video-on-demand.*

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"I've worked with Renne on multiple projects, usually with tight deadlines and demanding clients. Her professionalism and attention to detail help make them easier to accomplish – and always on time!"

**Linda Mount**

*Marketing Executive*

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"Renne Leatto is one of those well-rounded, imaginative all-stars that any media manager would crave. In my 20 years of TV production experience, I have rarely encountered someone with the natural instinct Renne has for making the right choices in scriptwriting and production. Renne has an incredible gift for looking beyond the obvious that others see and finding a better, more effective, more entertaining way of communicating."

**Scott Carrico**

*Television Producer*

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"Renne converted our 36-segment basic outline into the scripts we needed for a video assessment, part of a management selection process. Not only were her scripts realistic and appropriate, but she delivered them on a very tight deadline. She took sensitive topics and communicated them so that observers would clearly understand the issues and not be offended. Her work was outstanding."

**Kevin Cottingim**

*Training and Development Executive*