

An excerpt from the book Capturing Creativity

by Brett Culp



A typical week for Brett Culp might include meeting with the CVP staff, sharing ideas with a local association, and experiencing a wedding shoot first hand.

As all kids do, I wondered what I would be when I grew up.

I told my Dad that I wanted to be rich and asked him what job I should pursue.

He said, "You can make a good living doing anything. You just have to become the best."

No one goes to school to become a wedding video producer. I've never met a kid (except those part of a family video business) that had a dream to create wedding productions. It's almost always a career you trip, fall, and then stumble into. It certainly wasn't the first business dream I had in my life. But after dabbling for a while and then getting a sense of its untested artistic potentials, I got slapped with a passion for the wedding video industry.

I love the artistic freedom that I never had in corporate and broadcast production.

I love blazing new trails and innovating new products.

I love that I'm creating something that does more than make money for some corporation.

I love that my productions will still matter and have relevance decades from now.

I love that I continually get invited to spend time with people on the best day of their lives.

I have a passion for wedding

video production. And while 87% of the United States population wish they had a different job, I am blessed to make a good living doing

something I love.

I believe that any success that CVP has achieved over the years can be attributed to our goal of becoming the best.

Although actually being the "best" is a subjective mark that I hope never to become egotistical enough to believe I've reached, it is the process of striving

to *become* the best that leads to achievement.

The moment you decide that you *are* the best is the moment that you cease to *be*

“The moment you decide that you are the best is the moment that you cease to be the best.”

the best. Because there's always someone working hard to surpass you. Success must be a journey rather than a final destination. I believe that because we have chosen to take this journey, working to create productions that are unique and surprisingly entertaining, our team has built a business that is profitable and exciting to be part of.

If you've been in the wedding video industry long, you have a story of a moment you captured that had incredible value to

your client. Several years ago, I got a call from a bride three days after her wedding, asking if I could urgently make a copy of any footage I had of her grandmother because she

had just passed away. This footage became invaluable to that family as it was the last footage taken of her before she was gone.

We all have stories like this, and it is these stories that make our job meaningful and worthwhile in the grand scheme of life. This moving story, written by Ted Kruger, further illustrates my point:

I have many memories about my father and about growing up with him in our apartment next to the elevated train tracks. For 20 years, we listened to the roar of the train

as it passed by his bedroom window. Late at night, he waited alone on the tracks for the train that took him to his job at a factory, where he worked the midnight shift.

“memories are
man's greatest
inheritance...”

—Ted Kruger

Bio:

Brett Culp is the creative director of Creative Video Productions, a multi-year WEVA Creative Excellence Award winning company based in Tampa, Florida. CVP focuses exclusively on developing innovative digital wedding films. The book “Capturing Creativity” and other CVP education products can be found at www.CVPinspiration.com



RYAN JOSEPH PHOTOGRAPHICS



On this particular night, I waited with him in the dark to say good-bye. His face was grim. His youngest son had been drafted. I would be sworn in at six the next morning, while he stood at his paper-cutting machine in the factory.

My father had talked about his anger. He didn't want them to take his child, only 19 years old, to fight a war in Europe. He placed his hands on my slim shoulders. "You be careful, and if you ever need anything, write to me and I'll see that you get it."

Suddenly, he heard the roar of the approaching

train. He held me tightly in his arms and gently kissed me on the cheek. With tear-filled eyes, he murmured, "I love you, my son." Then the train arrived, the doors closed him inside, and he disappeared into the night.

One month later, my father died at age 46. I am 76 as I write this. I once heard Pete Hamill, the New York reporter, say that memories are man's greatest inheritance, and I have to agree. I've lived through four invasions in World War II. I've had a life full of all kinds of experiences. But the only memory that

lingers is of the night when my dad said, "I love you, my son."

I love that statement, ". . . memories are a man's greatest inheritance . . .", because it says so much about what we do and why

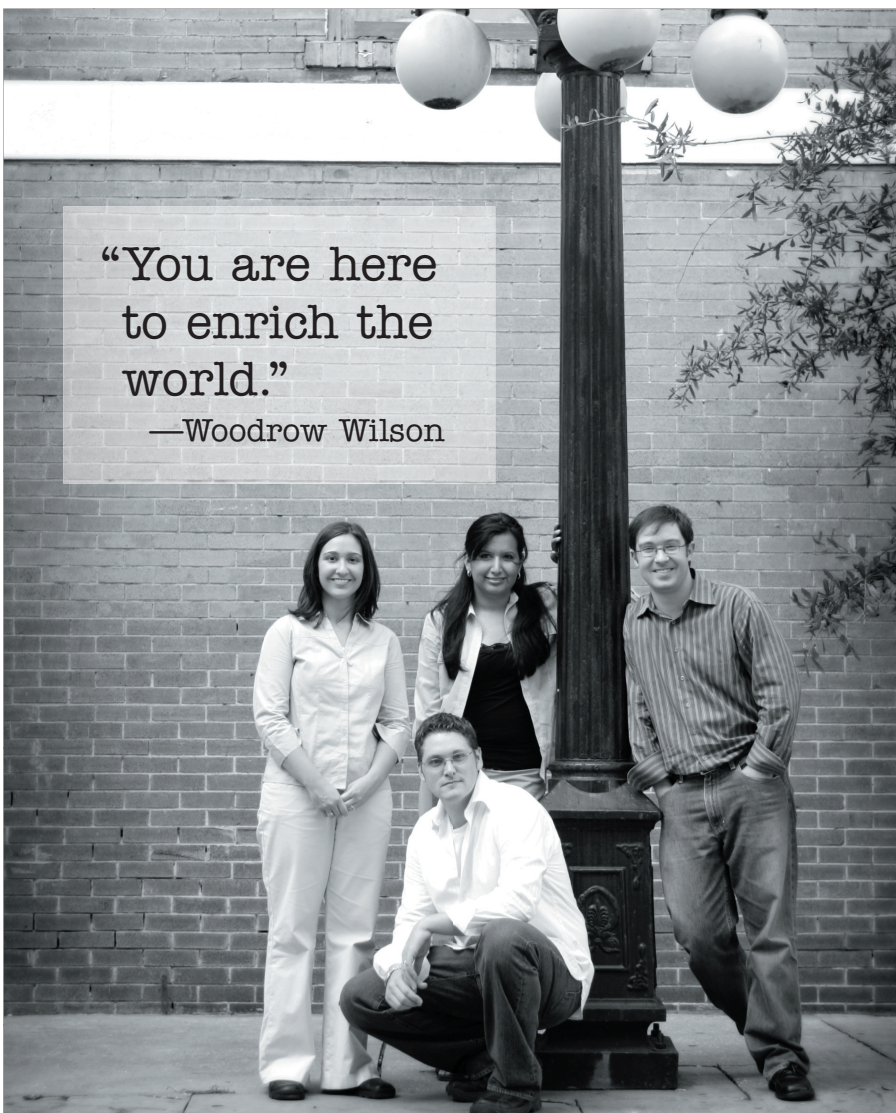
How many times have you captured an "I love you" that will remain priceless to a family for generations to come?

it is so valuable. Like you, I occasionally get discouraged by "bridezillas" and their mothers, and by the steady rise in divorce, feeling that my work might not have as much importance as I think. But remembering the invaluable memories that our company has caught on video is what makes me excited and enthusiastic about my business.

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Woodrow Wilson said, "You are not here merely to make a living. You are here to enable the world to live more amply, with greater vision, and with a finer spirit of hope and achievement. You are here to enrich the world. You impoverish yourself if you forget this errand."

I believe that we have the opportunity to make this a reality for our clients on a weekly basis, and I think we all welcome any new ideas that can bring our industry closer to this grand vision.



The CVP team:(right to left) Brett Culp, Monica Arellano, JT Fannin (kneeling) and Emily Whittlesey

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