

Carl Zucker – AICP National Board – Statement of Purpose

Coming from many years as a Freelance Producer/AD I became involved with the AICP after starting to work at payroll services. I've been on the East and National Boards at various times over the past twenty years and have always been interested in education and communication within the organization and industry. I would like to continue and expand that involvement, continuing to serve as an AICP Associates representative to the National Board.

As AICP East Associates Representative, I've been involved with the Business Affairs Committee helping to design the AICP versions of the NY and CA Wage Theft Prevention Act Notices. I also helped the AICP Digital Business Affairs Committee create their Independent Contractors Whitepaper and have been involved with Associates events such as the Meet the Producers, the Fringes Town Halls, the Associates Member Survey and the recent AICP East HR Town Hall. I'm also interested in finding a way, to include Associate Member companies in the PHBP health insurance plan which could save them substantially on their staff health insurance. The TEAM Companies support my involvement in the AICP as an AICP Supporting Partner.

The industry is always changing and as some things become simpler and easier, invariably other things become more complicated. The Mission of the AICP is to "provide representation and information that will enable AICP General and Associate Members to run their business more efficiently and effectively." That fits closely with my personal goals of helping to keep my clients informed and their businesses running smoothly.

I've come to realize that while the main focus of the Associates is to market their services to the General Members, there is knowledge and expertise among them that can be beneficial to share. I'd like to find ways for Associates to more effectively share their knowledge.

The National Board is charged with addressing the overall running of the organization and dealing with the broad national issues. I believe that with my experience on both the production and vendor sides of the industry, I can provide effective representation of the AICP Associates interests and perspectives.

Carl Zucker – Business Biography

Carl Zucker Consulting



With over twenty years of Business Affairs, Sales and Marketing experience in entertainment industry payroll as well as eighteen years working in production, I believe I have a distinctive perspective on the industry. I've now started Carl Zucker Consulting, utilizing my skills and insights to support industry companies in understanding the complexities of labor law and union contracts.

As an independent consultant, while still supporting The TEAM Companies and their clients I am available to any company looking to better understand employer compliance obligations, union contracts and relations with any industry payroll services. This new structure will also allow me more time to involve myself with AICP programs such as the Production Training Seminar and the recent HR Town Hall which I moderated.

A bit of my background. I majored in Photography at the Rochester Institute of Technology (RIT) and started in the industry as a Still Photography Assistant. I moved into Location Scouting for print and TV commercials for two years on staff at Horn-Griner Productions and freelance for four years. I eventually became a DGA Assistant Director/Location Manager on nine feature films. Returning to TV commercial production as a Freelance Producer/1st AD, I worked on over 400 TV commercials. In these roles I worked in virtually every state as well as several countries in Europe and in Japan. During this time I also served on the Directors Guild of America East-AD/UPM Council for over eight years.

I moved onto the vendor side of the business in 1989 working at IDC Services, which later became Entertainment Partners and eventually becoming VP of Sales and Marketing at Media Services. In this role I created the ShowBiz Commercial Guide, which provides abstracts of TV commercial industry union contracts and labor laws. I worked at CAPS Payroll as VP of Sales and Business Affairs for four years and for The TEAM Companies from 2013-2018. I've served on the AICP East and National Board of Directors, the AICP Business Affairs Committee and am a founding member and Vice President of the New York Production Alliance (NYPA).

The common thread of my career has been creative problem solving. This has been my focus in photography, producing, AD'ing, payroll sales, business affairs or working with industry trade associations.