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## Brothers begin feature-length film in Avondale

**Beth Cochran**  
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Running around a movie set among big-name celebrities, two Valley brothers are finally making their dreams come true.

Brian and Dean Ronalds are co-producing a feature-length film called *NetherBeast Incorporated* at Hollywood Phoenix Studios in Avondale. It began production Monday.

"It's me and my brother's first feature," said Brian Ronalds, who is co-starring in the film. "We've done nine short films, and one of the short films did so well that it got expanded into a feature."

The Gilbert brothers hope that the cast of Robert Wagner, Darrell Hammond, Steve Burns, Jason Mewes, Amy Davidson and Judd Nelson will attract a good viewership to the comedic vampire tale.

"We're very excited because we have a lot of great names and faces working on this project," Ronalds said. "We didn't want to make a feature without them. Why do people go to see movies? To see who's in them."

Prior to this film, Ronalds said he and his brother primarily worked with dramas. When their writer, Bruce Dellis, sent over this script, he said he knew it would be a hit. He convinced his brother to shift gears and take on the comedy.

"It was kind of a funny thing," he said. "My brother and I were working with this writer on a drama and the writer sent over a script called *The NetherBeast of Berm-Tech Industries, Inc.* I looked at the script and I thought, 'This is hilarious.' So we sent it out to film festivals and it started getting accepted. I think it's been in about 35 festivals."

Both Brian and Dean have shared a passion for acting and filmmaking most of their lives. And even when they took on engineering jobs at Qwest Communications, they still found time for their first love on the side. But when they found someone who would invest in the film, they were able to leave their day jobs and devote all of their time to *NetherBeast Incorporated*.

"We both had great careers," Ronalds said. "But I would hate to look back when I'm 40 and say I wish I would have taken that opportunity."

He said they hope to have the film, which they plan to shoot in only 18 days, ready by the beginning of next year.

"We'd like the film to be released in January," Ronalds said. "We're trying to get it into Sundance (Film Festival), but we don't know if we will make the deadline. So we might do a premier in Hollywood."

Even though this is a big step in their filmmaking careers, Ronalds said he doesn't suspect he and his brother will ever make the move to Hollywood.

"I don't see me and Dean really getting out of Gilbert," he said. "As long as we're able to create projects that people want to go see and we have the resources here, there's no reason for us to move.

"I think it's very important just to show people that a couple of locals can actually bring a team of this caliber together and create a hilarious vampire-office comedy."

By using the Avondale studio to produce the film, the brothers are helping advance Arizona's push to promote film production, which got a boost in 2005 when the Legislature established the Motion Picture Production Tax Incentives Program.

Avondale Mayor Marie Lopez Rogers couldn't be more thrilled.

"We're really glad to see this new film being shot there," Rogers said. "It's good for the economy, it's good for the area, and we hope it will mean new jobs out here.

"I know the governor has always stressed that (film production) would be great for the state. If Avondale has a studio that can help out, I think that would be great for all of us. And who knows, Avondale could well be on its way to becoming another Hollywood."

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