

ES Agency: Press Room -Contact: Barbara Bitela, PRESIDENT/CEO/ES Agency
Ed Silver: Chairman/ES Agency *WGA*AFTRA
For Immediate Release

Barbara Bitela becomes President/CEO of ES Agency*WGA

Roseville, California –President of ES Agency Ed Silver, who started as a financial advisor for his clients and spent the bulk of his 35 yrs in show business entertainment management based in West LA and Beverly Hills, has promoted his VP Barbara Bitela, to President and CEO effective May 15, 2009.

“I began training her when the strike began, so as I was her mentor, time was of the essence. We knew the strike would end and Babz would have to be thrown into the mix and be ready. She has brought energy, passion for the writer, and a real joy to our agency and our clients are the direct beneficiary.”

Silver continued, “We have access to the studios, even though we are in Northern California; our business functions as if we are on the 9000 block of Wilshire Blvd. She is very assertive when it comes to working the phones, faxes and emails to bring our script portfolio to the world. We want to alert the talented individuals out there that we are always on the lookout for great writers who understand and know the business side of all this ‘show’”.

Among Silver’s recent ventures, his literary clients include: Keith Richardson, (*The Secret of the Butterfly Lovers* due out April 2007), published by Red Wheel Weiser. Local award winning playwright and screenwriter Richard Broadhurst has penned the script based on the book, and has many others. Broadhurst has been produced, optioned and teaches writing and acting right here in Sacramento.

Barbara just penned an option for Craig Sabin (WGA) for his script *Overkill*.

Barbara Bitela began as a publicist and is an award winning author and writing coach. Her novel *Full Moon Morning* is now as a spec script written by optioned screenwriter Debe Scott—a client of Ed and Babz.

“As I continue to get her ramped up with all the new contract information coming to us, Babz will be the face and depth of the agency. She’s my ‘go to’ when it comes to the pulse of the client, while I educate her on the ‘pulse’ of the business. She brings an ethical protocol, a solid coach mentality and temperament, and her greatest skill is an eye for a great writer’s voice on the page. The WGA should be proud of what we’ve accomplished here; I know I am.”

For more information please call Babz Bitela for details.

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