



The happiest cow in California
is from **WISCONSIN**

Contents

The Moovie.....	2
The Team.....	3
Screenings.....	5
Testimonials.....	6
Press.....	7
Credits.....	9
Photos.....	11
Contact.....	12



The Moovie

Log Line

The ultimate road trip from Wisconsin to California hauling highly sought after HAPPY COW products. Mike and Kurt, the Happy Cow, rumble through 2,200+ miles of countryside sharing their Wisconsin love with displaced Sconnies. Hilarity ensues.

Synopsis

Go West Happy Cow is a full feature-length, independent mockumentary, inspired by the lack of out-of-state distribution of New Glarus Brewing Company's award-winning Spotted Cow Beer and the Wisconsin-born filmmakers' general annoyance with California's "Happy Cow" ad campaign.

Director, Tyler Knowles, and Producer, Derek Hildebrandt, both graduates of the University of Wisconsin-Madison, sat down and created a lighthearted road trip movie about friendship, cows, and Wisconsin lifestyle.

Shooting began on a cold, stormy Fall Friday in Madison, Wisconsin and was completed eight days later on a beautiful sunny day in Los Angeles, California. In that span the seven crew members, all with ties to Wisconsin, traveled over 2,500 miles, through ten States, and officially stopped in seven cities to throw Happy Cow parties for hundreds of displaced "Sconnies."

We filmed GWHC on two high-def Panasonic cameras, recorded a 28 piece orchestra for portions of our score, bartered for song rights for our killer soundtrack, and received generous product donations from several Wisconsin companies. The final result proudly showcases the collaborative process of our team's hard work and the fun we had with displaced Sconnies along the way. Plus, 10% of any GWHC sales are being donated directly to the Greater Bucky Open which benefits the American Family Children's Hospital. GO WEST HAPPY COW!



The Team

Tyler Knowles (Director, Editor) When Tyler was a wee little lad his Uncle from the big city gave the family a VHS camcorder. Tyler hijacked the camera and began putting his stories on the screen, usually forcing his family members to fill the cast and crew roles. Following numerous student film projects at the University of Wisconsin-Madison Tyler moved to Los Angeles to pursue a career in filmmaking. In under four years Tyler has been involved in five feature-length films, a children's television series, a National commercial spot, and numerous productions in and around L.A.. Tyler has also done production work for Toyota, Lexus, Baskin-Robbins, and Apple, Inc., the last of which currently employs him as a part-time Creative.

Derek Hildebrandt (Producer) Derek is President of [Hilltop Entertainment](#), an entertainment advertising and new media production company. His professional career began in the infomercial world working with *Amazing Discoveries* where he helped develop over 30 infomercials with revenues of over \$750 million dollars. Derek later became Producer and Vice President of 3Oh!5 Creative, overseeing the production of hundreds of DVD and movie advertising campaigns for Disney, Universal, and Warner Bros.. Derek serves on the Board of Delegates for the [Producers Guild of America](#) - New Media Council. In 2010, Derek was awarded the Marc A. Levey Distinguished Service Award in recognition of his significant contributions leading the Guild's mobile related efforts. He is also a member of the [Academy of Television Arts & Sciences](#) - Interactive Peer Group.

Jack Knowles (Executive Producer) Jack is an Inventor and Entrepreneur. Jack moved to southwestern Wisconsin in the mid-1970s, bought 120 acres of land, raised a family, started a business, and remains on the same plot of lush land today. In 1990 Jack received a patent for a helicopter ground handling device which he conceived. The device, coined the [Chopper Spotter](#), is used around the world by everyone from hobbyists to large police and military units. Jack's latest endeavor is starting up a microbrewery, Driftless Brewing Company.



The Team (continued)

Kurt Jensen (Kurt "the Cow" Jensenowski) Kurt was destined to wear a cow costume on film. Raised in Sheboygan, Wisconsin, Kurt attended the University of Wisconsin-Madison where he entertained tens-of-thousands of fans each week as their esteemed mascot, Bucky Badger. Kurt's previous acting experience was playing a Munchkin in his high school's production of *The Wizard of Oz*. Kurt also produced a short film, *Caprice Rider*. Kurt currently manages [The Ale House](#) in Sheboygan and can sometimes be found working in his cow costume.

Mike Tiboris (Mike Tiboriski) Mike is currently a PhD Philosophy student at the University of California-San Diego. Mike and Kurt were best friends growing up in Sheboygan and stayed that way through college at the University of Wisconsin-Madison. *Go West Happy Cow* reunited them as Kurt convinced Mike to miss a week of school and make a movie with him. In real life Mike is happily married, but the filmmakers got him to become the often-depressed and heartbroken character of Mike Tiboriski. Mike also played a Munchkin in *The Wizard of Oz*. Mike is short.

Ben Simms (Director of Photography, Unit Production Manager) Ben has built loads of professional production experience to his name. Each Fall Ben works for the NFL Network and travels to the Super Bowl to oversee the live telecast. In the offseason, Ben freelances as a Coordinator and Manager with Mark Burnett Productions and on such projects as *Bully Beatdown*, *American Inventor*, and *Proving Ground*. Ben is also the owner of his own production and equipment rental company, Jack of All Productions.

Eric Hansen (Production Sound, Color Correction) Eric currently resides in Jackson Hole, Wyoming, where he owns his own production services company, [AV Plumber](#). Eric assists independent producers with their technical production and Apple systems needs. For five years Eric worked for action sports production company, Teton Gravity Research (TGR). Eric's [TGRtv HD Podcast](#) was recognized by Apple as one of the "Best New Videos of 2007" and was [featured](#) during Steve Jobs' Macworld Keynote in January 2008. Like Kurt and Mike, Eric also went to the University of Wisconsin-Madison and Sheboygan High School, but was not a Munchkin on stage.





Screenings

- Hosted World Premiere screening of the first cut in Wisconsin April 16-18, 2010 on a giant screen outside the Stadium Bar in Madison, in a Barn at Badger Farms, and at Mojo Bar in Sheboygan.

- Hosted Greater Bucky Open Charity fundraiser premiere July 31, 2010 at the Hermosa Beach Playhouse in Southern California. Screened for 250 people and raised over \$1,000 for our Charity.

- Raised money for a teacher's battle with cancer at Radio Star Club in Jeonju, South Korea on September 19, 2010 our first International screening.



Testimonials

I thoroughly enjoyed the mooovie. It was witty and a dose of good fun!

- Cynthia Shortreed (Sherman Oaks, CA)

A damn fine movie. Great love letter for the best State in the Union.

- Josh Yochem (Jeonju, South Korea)

A funny look into Midwestern culture - a film that truly encompasses the feeling of being a Midwestern Refugee in the the Western United States.

- Andrea Scout (San Francisco, CA)

Beyond impressed! Kurt is one funny dude that I would like to have a beer with. Mike plays a great straight man with some damn funny lines himself. Superb flick.

- Jim Averill (Cedar Falls, IA)

I completely cracked up.

- Lisa Mattingly (New York, NY)

Awesome! Looking forward to watching it again. Missed a few lines because of the crowd's ongoing laughter.

-Mary Gerend Boll (Sheboygan, WI)

An udder success!

- Joe Anderson (Madison, WI)

Amazing!!! We all laughed our teats off.

- Nate Rood (Jeonju, South Korea)

Very funny! Made me proud to be a transplant Scennie!

-Aaron Schiller (Milwaukee, WI)

I enjoyed the hell out of it!

- James Hirsch (Los Angeles, CA)

Outstanding!

- Don Norris (Simi Valley, CA)

Such a crazy and original movie. Where did the filmmakers come up with these ideas?

-George McCucheon (Oxnard, CA)



Featured in the Spring 2010 issue of **On Wisconsin Magazine**, released to over 300,000 University of Wisconsin alumni around the World and on the web at <http://onwisconsin.uwalumni.com>.

Udderly Fun
A Badger makes an indie movie.



Mooovie Making

Producing an independent film means taking risks, calling upon friends, and – in this case – a cow costume.

By Jenny Price '96

It's a near-perfect autumn morning on State Street, and Tyler Knowles '05 is about to direct his first movie.

"We're behind — it's 9:01," he says with a nervous smile, clutching a cup of coffee as he awaits the arrival of his actors and crew. He's about to lead the group on a more than two-thousand-mile, eight-day road trip from Madison to California in his quest to turn a dream into reality on a \$10,000 budget.

Everyone involved in making the mockumentary-style, improvisational film is either a UW-Madison alum or has strong ties to the state, giving Knowles the perfect team for a project that is, more than anything, intended as a love letter to Wisconsin, with all of its quirks and kooky traditions.

Go West Happy Cow is the story of two childhood friends from Wisconsin who make their way to California in an effort to impress a potential employer, win back the girl (in the case of one of the characters),

and promote a beer known as "Happy Cow" that is only available in their home state. Or, in industry parlance, it's *This Is Spinal Tap* meets *Stranger Brew* and *Road Trip*, with a little *Tommy Boy* mixed in.

"It was a bona fide road trip. It's seven guys, two vehicles," says producer Derek Hildebrandt '93. But here's where it gets really interesting: Knowles and Hildebrandt, a former Bucky Badger, decided to harness the power of UW alumni networks to secure shooting locations and to provide extras for scenes filmed at stops along the way.

Before shooting a single scene of *Go West Happy Cow*, Knowles built a Web site (www.gowesthappycow.com) that explained the premise of the film, its characters, and its inspirations. The production team also used Facebook and a startup Web site called Eventbrite to give people the chance to attend parties connected to each stop along their route: Madison, Chicago, Kansas City, Denver, Las Vegas, and Los Angeles.

"We were able to build some buzz," Knowles says. "We were able to connect with Wisconsin people primarily and get them to show up at these events."

The social networking strategy also yielded a mailing list of participants Knowles and company can keep updated on the status of the movie, letting them know where to watch clips and, eventually, how to buy a DVD or catch a local screening.

"It's really amazing, the technology that's out there now that just lets a little film ... become something bigger," Knowles says.

Paternal Assist

Knowles moved to L.A. to follow his dream of directing immediately after spending his final UW semester abroad in London. But it didn't happen right away. He first worked as a temp for E! Entertainment Television before finding a job leading lessons and workshops at the Apple store in Century City. He then spent six months singing a cappella

on a cruise ship — he'd been a member of MadHatters at UW — before returning to California and to Apple, while also doing freelance work, including editing several low-budget feature films. "I've had friends who have really been broken down and ended up leaving L.A., because they just work like crazy and they're not appreciated. They're kind of a gofer ... go for this, go for that," Knowles says.

Knowles came up with the idea for his film in 2008, during a Christmas trip home to Richland Center, Wisconsin, and his father, Jack, agreed to put up the budget for the project. Jack Knowles earned the title "utility stunts," along with executive producer, for driving the truck and trailer loaded with Wisconsin beer, bratwurst, and cheese for 90 percent of the trip — a task that included parallel parking the forty-five-foot rig in Kansas City. Knowles hopes the movie will be successful enough to return his father's investment in the project.

Take One!

Several months before last fall's shoot, Knowles worked with Hildebrandt, whom he met through the Wisconsin Alumni Association chapter in L.A., and with other cast and crew members to finalize the story and production details.

On the first day of filming, the lead actors arrive: Mike Tiboris '02, a PhD philosophy student at University of California-San Diego, and Kurt Jensen '04, a laboratory technician support supervisor in Madison who is using furlough days to take on the role of "Kurt the Cow." It's one of the few times Jensen will be in street clothes for filming; he spends about 90 percent of the movie in a cow costume — surprisingly comfortable attire, given that he, too, was a Bucky Badger during his college days.



Troy Vosseller (center) gets direction from Tyler Knowles (right) and some advice from director of photography Ben Simms (left): "Even if you think you screw up, just keep going."

The set for the morning's shoot is the Scouenic Nation store, owned by Troy Vosseller '06, MBA'09, who is providing the wardrobe for the movie and acting the part of an entrepreneur who is sending the pair across the country on the promotional tour for Happy Cow beer.

While Knowles and crew work to set up the shot and prep Vosseller for the scene — a telephone call with Kurt the Cow — Jensen huddles with Tiboris at the front of the store. They keep cracking up as they plot out his side of the conversation using a piece of cardboard and a marker.

When the scenes at the store wrap and the crew begins packing up, Jensen and Tiboris run across the street to buy a Cheesehead hat that Tiboris will wear in a scene to be shot later that day at University Ridge Golf Course. He hands the receipt for \$21.05 to Knowles, who says there is room in the film's limited budget for the key piece of headgear.

Pulling It Off

Back in his L.A. apartment after shooting *Go West Happy Cow*, Knowles spent two months working furiously to create a rough cut to submit to the Wisconsin Film Festival, paring down more than thirty hours of digital film footage into a ninety-minute movie. Seeing the story emerge from days filled with little sleep,

bad eating, and endless hours on the road between locations was a relief, but mainly, it represented progress toward his main goal, which Knowles describes as "being able to say we pulled this off."

And pulling it off required Knowles and his team to be resourceful — and flexible. When they realized that renting a sport utility vehicle to follow the truck and trailer would cost \$1,800, they instead bought a minivan with 130,000 miles on it for \$1,000.

After an actor who was to play the role of the "mad beer scientist" dropped out, Knowles called his former high school band and drama teacher, Chris Simonson MIS'92, the night before filming started and asked for help. Simonson provided his own wardrobe and borrowed a fog machine from the Riverdale High School student council to use in his scenes, which took place in a "mini-brewery" rigged up in Jack Knowles's workshop.

"Whatever road blocks came up, they would just find a way around them," Simonson says. "I have such admiration for kids like Tyler who throw caution to the wind. ... This was really, really what he wanted to do, and I admire him for sticking with that and saying, 'This is my dream.'"

Jenny Price '96 is a big fan of the brew that served as the inspiration for Happy Cow beer.



Press (continued)

IN THIS ISSUE

Go West Happy Cow!

Go West Happy Cow!

What is black, white and red all over? The stars of Go West Happy Cow! [Go West Happy Cow](#) is a funny mockumentary about two displaced Wisconsin natives; Mike, clad in classic red [Scinnie](#) gear and Kurt, forever donning his cow costume. The film follows the pair on their quest to share Happy Cow products with fellow Scinnies across the country, and prove once and for all that the happiest cow is really from Wisconsin.



Scinnie and UGP were proud to be a part of this project and see our shirts in the moovie business. We urge you all to check out Mike and Kurt's excellent bovine adventure and keep an eye out for UGP in future starring roles!



'Happy Cow' to premier tonight

By BARRY ADAMS
badams@madison.com
608-252-6148

One movie that will premier this weekend is not part of the Wisconsin Film Festival, but is very Wisconsin. The first showing of the documentary "Go West Happy Cow" will be tonight at the Stadium Sports Bar and Eatery, followed by showings in a barn in Deerfield and a bar in Sheboygan. The 95-minute movie was filmed in the fall during a nine-day, 2,200-mile trip through eight states from Wisconsin to California. It chronicles the adventures of two Wisconsinites, one dressed as a cow, promoting the contents of the 30-foot horse trailer they pulled behind their pickup truck: cheese from Meister Cheese Co. in Mus-

coda, meat products from Berge's Whitelaw Sausage Company in rural Manitowoc County, clothing from Scinnie Nation in Madison and the fictitious Happy Cow beer, played by Spotted Cow beer from New Glarus Brewing Co. "It was about connecting with people across the country," said Derek Hildebrandt, a 39-year-old UW-Madison grad who grew up in Waunakee but now lives in Southern California. "I think Wisconsin people will appreciate it." The stars of the movie are Mike Tiboris, a former Bucky Badger mascot, and Kurt Jensen, who plays the Happy Cow. The duo grew up in Sheboygan, along with their sound man, Eric Hansen. The \$10,000 project, for which editing was completed

IF YOU GO
Three screenings of "Go West Happy Cow" are scheduled for tonight and this weekend.
• 8 tonight on an 9-by-16-foot outdoor screen at the Stadium Sports Bar & Eatery, 1419 Monroe St.
• 7 p.m. Saturday, Badger Farms, 1682 Highway BB, Deerfield.
• 4 p.m. Sunday, Mojo bar, 1235 Pennsylvania Avenue, Sheboygan.
For information go to www.gowesthappycow.com.
Tuesday, included stops in Chicago, Denver, Las Vegas, Los Angeles and Kansas City, Mo. "I'm pretty excited about screening," Hildebrandt said. "Our main goal is to show it to as many people as possible!"



Go West Happy Cow was featured in the April 16, 2010 issue of the [Wisconsin State Journal](#).
Kurt the Cow, Mike, and Tyler appeared on **John and Tammy's Star Country 96.3 FM Morning Show**. Listen at the [Go West Happy Cow website](#).
Kurt the Cow and the *Scinnie Girls* made an appearance on **ESPN Radio 100.5 FM** prior to the Wisconsin Badgers Spring Football Game.

Credits (with IMDb links)

Directed by

[Tyler Knowles](#)

Story credits

[Tyler Knowles](#) & [Derek Hildebrandt](#) ... creators

[Tyler Knowles](#), [Derek Hildebrandt](#), [Ben Simms](#), [Kurt Jensen](#), [Mike Tiboris](#), ... story by
[Jack Knowles](#), [Eric Hansen](#), [Ryan Lake](#), [Conrad Nussbaum](#)

Cast



[Kurt Jensen](#) ... Kurt "the Cow" Jensenowski



[Mike Tiboris](#) ... Mike Tiboriski



[Joe Thompson](#) ... Big Joe Thompson



[Troy Vosseller](#) ... Scennie Troy



[Chris Simonson](#) ... Scroggins Baumgartner - BM



[Rachel Bausch](#) ... Amanda Thompson



[Jack Knowles](#) ... Beer Mafia Henchman

Produced by

[Derek Hildebrandt](#) [producer](#)

[Jack Knowles](#) [executive producer](#)

[Valerie Wulf](#) [associate producer](#)

Original Music by

[Corey Wallace](#)

Cinematography by

[Ben Simms](#)

Film Editing by

[Tyler Knowles](#)



Credits (Continued)

Production Management

[Ben Simms](#) [unit production manager](#)

Sound Department

[Eric Hansen](#) [boom operator](#)

[Eric Hansen](#) [sound](#)

[Michael Kao](#) [sound mixer](#)

[Tyler Knowles](#) [sound editor](#)

Stunts

[Jack Knowles](#) [stunt driver](#)

Camera and Electrical Department

[Tyler Knowles](#) [camera operator](#)

[Ben Simms](#) [camera operator](#)

Music Department

[Kyle de Tarnowsky](#) [musician](#)

[Kyle de Tarnowsky](#) [orchestrator](#)

[Zack Howard](#) [orchestral recording engineer](#)

[Matthew Llewellyn](#) [guitars](#)

[Bruce Ravid](#) [music supervisor](#)

[Austin Wintory](#) [conductor](#)

Runtime: USA: 87 min

Sound Mix: [Dolby Digital](#)

Aspect Ratio: 16:9 HD (1920x1080, 24p)

Filming Locations

[Madison, Wisconsin, USA](#)

[New Glarus, Wisconsin, USA](#)

[Blue River, Wisconsin, USA](#)

[Chicago, Illinois, USA](#)

[Kansas City, Missouri, USA](#)

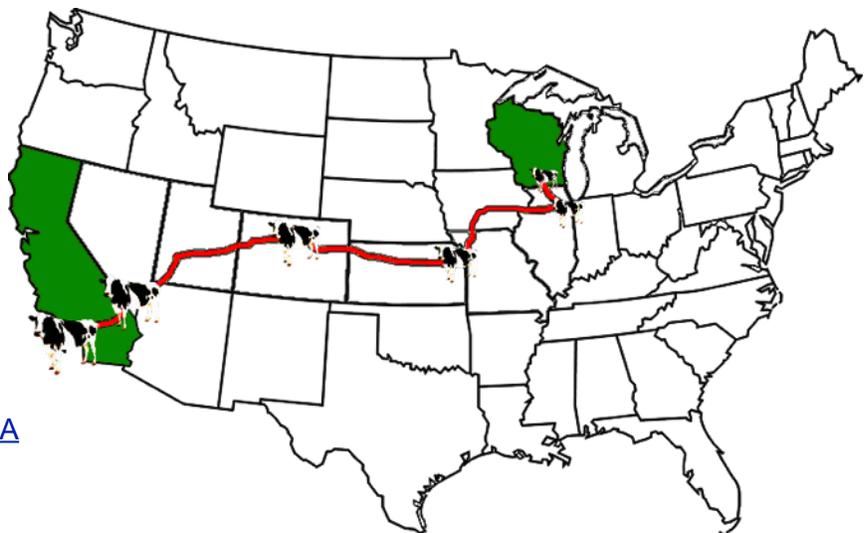
[Kansas City, Kansas, USA](#)

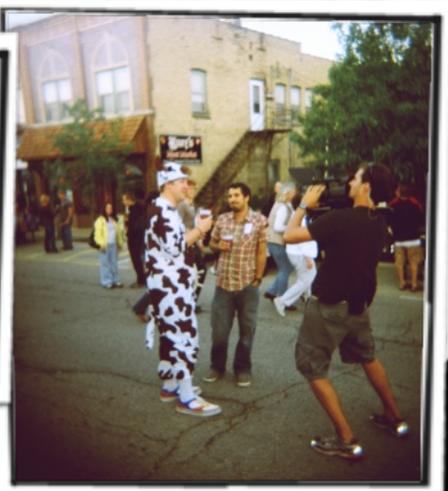
[Denver, Colorado, USA](#)

[Las Vegas, Nevada, USA](#)

[Los Angeles, California, USA](#)

[Hermosa Beach, California, USA](#)





Contact

Derek Hildebrandt
Producer
(818) 424-8000
derek@gowesthappycow.com

Tyler Knowles
Director
(310) 998-7779
tyler@gowesthappycow.com



Online

info@gowesthappycow.com

Official Website: www.gowesthappycow.com

Facebook: www.facebook.com/gowesthappycow

Twitter: www.twitter.com/gowesthappycow

YouTube: www.youtube.com/gowesthappycow

Flickr: www.flickr.com/gowesthappycow

IMDb: www.imdb.com/title/tt1616510

