

# Member news & Notes

## BUSINESS SPOTLIGHT

### 1440 Film Co.

BY TYLER MICIK

» Although 1440 Film Co. was launched in January of this year, its founder Mike Pfeifer has worked in the film industry his entire life. “From the time I was a kid, I always had a passion for taking pictures and had a camera in my hand,” said Mike. His passion for film and desire to give back to the local community led him to create 1440 Film Co., a full-service video production company. Specializing in commercial, documentary and branded content, they produce work for a variety of clients like Aloysius Butler & Clark, American Heart Association and Ronald McDonald House of Delaware.

One question Mike gets asked a lot is why he named the company 1440 Film Co. The number has a double meaning. “There are 1,440 minutes in a day and our goal is to make every minute count,” said Mike. More importantly, it serves as a tribute to his father who passed away from lung cancer. Both Mike and his father shared a love for the sport of lacrosse. Fourteen was Mike’s number and his father’s was forty.

While the work done on screen is important, the work off screen within the community is special. Mike’s philanthropic passion is why he started Project Giveback within the company to help local nonprofits with storytelling.

“Many nonprofits don’t have the resources to properly tell their own story,” said Mike. So 1440 Film Co. pledged to



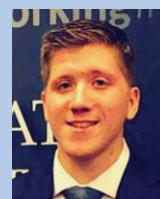
*“I would not be able to do what I love without the support of my family,” reflects Mike.*

set aside a percentage of company profits each year. These funds allow a project committee, which is comprised of a diverse group of individuals from a variety of industries, to select one local nonprofit at the end of the year to receive a story, free of charge.

This year’s recipient is TeenSharp. The nonprofit will receive approximately \$50,000 worth of services to tell their story of how they prepare talented low-income, black and Latino students for top colleges.

While 1440 Film Co. may be a young startup, it’s safe to say their future is bright. They are more than just a film

company, they are dedicated to serving the Delaware community by making every minute count, all 1,440 of them every day. “Everyone serves their community in different ways, we do it through telling a story,” said Mike.



**Tyler Micik**

interned for the State Chamber in the fall of 2019. He is a second year graduate student at the University of Delaware majoring in communications.