

SIMPLE AS THAT

Synopsis, Bio's, Credits, Contact

LOGLINE

A film about hope, partnership, and the gritty determination of West Texans during one of the worst droughts in history. An artist, a philosopher, and some goats carve out a life mixed with hard work and humor, while waiting on the rain.

SYNOPSIS - SHORT

Simple As That - a story about living by your own rules. Filmed in the tiny town of Marfa, TX, the film introduces Allan McClane and Malinda Beeman, both in their 60s, who brought their life experiences together to create an artisan goat cheese business. We meet the couple during one of the worst droughts in Texas history. They struggle to find feed for their animals, work long days and several jobs, but in the end they are completely satisfied with what they have created. And in the middle of it all grew an unexpected, intelligent love that brought one of them out of the depths of extended mourning and alcoholism. Even though the underlying theme is serious, the film has the humorous tone only a goat-filled film could have, and the positive outlook necessary to "make it in Marfa".

SYNOPSIS - FULL

Simple As That, a short documentary filmed in the tiny town of Marfa, TX, introduces us to Allan McClane and Malinda Beeman, both in their 60s, who brought their respective life experiences together to create an artisan goat cheese business, Marfa Maid, and who made the decision to "simplify and clarify our lives and live in a relationship with the land and animals". We meet the staunch, bootstrapped, West Texas couple during one of the worst droughts in Texas history, making the launch of their business more than they bargained for.

Malinda, a life-long artist, creates different flavors of goat cheese as her artistic expression and sells them at the farmer's market and at the local grocery store. Admittedly, goat cheese is an acquired taste, and in a town of only 1,200 people, there's only so much you can sell.

Allan, who was raised on a large dairy farm, is in charge of the goats. He is hard-working, matter-of-fact and rough around the edges, but at the same time caring and philosophical, and considers the goats equal partners in the business. He fosters relationships with each one and milks every morning and evening by hand into a mason quart jar. The goats call to him as he approaches the pens and they run to the milk shed in anticipation of milking and sunflowers seed treats. All the goats are named and each one has it's own unique personality. Malinda considers Allan's relationship to the goats "different, but we aren't worried about it yet".

Allan struggles to find feed for his goats. The state's feed crops have died and the feed stores only manage to bring in a small amount from out of state. Prices have risen sharply as competition for food increases and shipments are coming from farther and farther away. Allan and the other area ranchers work together to find feed and only take a small amount when it does arrive so that everyone can have a share. Allan picks up a square bale of fresh grass and a few bags of pellets at the feed store and brings them back to the dairy and unloads it. Malinda worries about the amount of work Allan must now do to keep them afloat. Allan works at the dairy every morning and evening, has to find and haul feed, helps put out the constant area fires, and works construction jobs to pay the bills. At the times when he becomes exhausted, he "just keeps putting one foot in front of the other." The stress only increases when problems crop up like a truck that won't start when he's gotten a call that feed is available. When asked why he would start this business right now, Allan says he's "going to do what he wants to do, he always has".

Allan reveals that he lost his wife nearly 20 years ago, and went through some rough times, until he met Malinda. He never thought he would ever find another woman to care about, or even love. They realized they had the same philosophy on life, the same values, and they naturally grew together. This life they have together has redefined "success" for him and that happiness now comes from within, not from without. He considers his crazy life an adventure, and in the end, his heart is full, simple as that.

DIRECTOR BIOS - SHORT

Kari Branch is an Austin, TX based photojournalist who spent years covering stories about the hardscrabble life along the Texas/Mexico border.

Ashley McCue is a Nashville, TN based film producer, photographer, and world traveller with a special love for West Texas.

Russell Walker is a Dallas, TX camera junkie, motorcycle enthusiast and race addict.

DIRECTOR BIOS - MED

Kari Branch is an Austin, TX, based filmmaker and photojournalist who spent years covering stories about the hardscrabble life in both Texas and Mexico. Kari began her career at both newspapers in El Paso, and then freelanced for the Associated Press shooting stories for national newspapers and magazines such as USA Today and Time. It has always been her goal to move into documentary film and Simple As That, a short documentary shot in Marfa, TX, is her first film as a writer/director.

Ashley McCue is an Austin, TX, and Nashville, TN, based filmmaker with an insatiable desire for story and adventure, with a special love for West Texas. Ashley received her BA in Film Studies from Southern Methodist University and spent a year post grad at the Brooks Institute of photography. Her photography has been published nationally both in print and digitally. She has spent the last decade working in production in Los Angeles. Simple as That marks her first writer/director role and is her first documentary.

Russell Walker is a Dallas, TX camera junkie, motorcycle enthusiast and race car driver. When Russell isn't on the racing circuit, or on the back of a bike, he can be found behind a camera. Simple As That is his first project in the role of director.

A BAREFOOT WORKSHOPS PRODUCTION

This film began as a Barefoot Workshops collaboration in Marfa, Texas. Barefoot Workshops is a New York City-based, nonprofit organization 501(c)3 founded in 2004, that teaches individuals and organizations how to use digital video, new media, and the arts to transform their communities and themselves. Our goal is to create responsible filmmakers who care about the world around them and who make it a point to give back to their communities. Please visit <http://barefootworkshops.org> for more information.

Production Credits:

Producers - Alison Fast, Chandler Griffin

Production Company - Barefoot Workshops

Directors - Kari Branch, Ashley McCue, Russell Walker

Cinematographers - Kari Branch, Ashley McCue, Russell Walker

Editor - Kari Branch

Music Supervisor - Ashley McCue

Cast: Malinda Beeman
Allan McClane

Contact:

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Links:

Full Movie: <https://vimeo.com/30919097>

Password: email a request to info@simpleasthatmovie.com

Trailer: <https://vimeo.com/72287650>

Facebook: <https://www.facebook.com/SimpleAsThatMovie>

Twitter: <https://twitter.com/SimpleAsThatMOV>

IMDb: <http://www.imdb.com/title/tt2781604/>

Website: <http://simpleasthatmovie.com/>

Festivals and Awards:

Premiere: 46th WorldFest Houston International Film Festival

Award: Platinum Remi (1st Place) Documentary Short

April, 2013

Texas Independent Film Festival

April, 2013

Knoxville Film Festival

Award: 1st Place, Documentary Short

September, 2013

Red Dirt International Film Festival

October, 2013

Indie Memphis Film Festival

November, 2013

Carrboro Film Festival

November, 2013

Thin Line Film Festival

February, 2014

Ozark Foothills FilmFest

April, 2014

National Awards:

AMERICAN MOVIE AWARDS 2014

Winner - Best Documentary Short