

INT. FILM SET / PAPER ROLL BACKDROP - DAY

A commercial for Malone's new iVeggies 2.0 plays. Hosted by the company's CEO TOMMY MALONE (30-45 yrs old, hotshot techy, young Gordon Gekko-type.) Tommy is full of a cheesy confidence. The commercial jumps from his hosted scenes to lifestyle cutaways and seductive vegetable footage.

TOMMY

iVeggies 2.0 are coming this fall. Are you ready?

Shots of a sassy model holding vegetables with attitude.

TOMMY

Twice the nutrients, half the after taste.

Shot of a kid eating a vegetable and exclaiming, "Mmmm these are good."

TOMMY

Malone Agriculture is the most trusted name in vegetables today. You spoke, we listened. Adding state of the art nutrients and modern day minerals to enhance our flavor profile.

High tech shot of a molecule and a vegetable. Shot of scientists working on vegetables.

TOMMY

Forget everything you've ever known about vegetables because this fall, iVeggies two-point-oh will blow your mind.

Quick montage shots of people exclaiming a surprise face. Wow they can't believe iVeggies 2.0 are coming! Explosion sound fx are heard in the background. A still life of silhouetted vegetables adds to the air of mystery as the iVeggie's logo is overlaid.

INT. FILM SET / CONFERENCE ROOM - DAY

We cut to a WIDE SHOT, which shows a small film crew taping Tommy's message.

(CONTINUED)

TOMMY
...Coming this fall. Are you ready?

DIRECTOR
Tommy, love it. I really do. But give me more energy. Something a little more raw. Primal even.

TOMMY
(more intense)
Coming this fall! Are YOU ready?

DIRECTOR
Aaare Youuuu Readyyyy!?!?

TOMMY
Aaare Youuuu Readyyyy!?!?

Tommy gives a mean, tough stare into the camera after delivering his line. He nods his head in approval for himself and looks around for support. The director claps his hands.

DIRECTOR
Yes! That is what I'm talking about my man. That right there....that confidence, is going to sell some vegetables.

Tommy soaks up the adulation.

DIRECTOR
I think we're good here. That's a wrap for Tommy Malone.

The crew claps for Tommy who waves his hand about. The crew starts to scatter and pack up while Tommy walks off set. Tommy's assistant ANGELA (40-60, old school, adorable, well put together) rushes up to keep Tommy on his business affairs. She carries a notepad and a few books, ready to take down any whim that may cross Tommy's mind.

ANGELA
You have a call at 11 with the distributor's association. They're very excited for this year's product line.

(CONTINUED)

CONTINUED: (3)

TOMMY

They should be. (beat) Let me ask you.
What'd you think of that performance?

ANGELA

Outstanding sir.

Tommy nods happily in agreement.

TOMMY

It was wasn't it?

ANGELA

We have one slight problem?

Tommy loses his happy face, which becomes concerned.

TOMMY

My hair?

ANGELA

It's with the ah...the sales team.
Johnson called in sick again today.
Lang and Martinez have formed a secret
alliance in order to demand higher
commissions.

TOMMY

How's that a secret? You know about
it.

ANGELA

They formed it in secret and then came
to me with their demands.

TOMMY

Demands!?! Those bums sell the best
damn vegetables that science can make.
Mother Nature can't make 'em as good
as we make 'em.

ANGELA

I agree but an alliance has been
formed.

Tommy and Angela have come to a rest to finish the
conversation. Tommy is fed up with his sales team.

(CONTINUED)

CONTINUED: (4)

TOMMY

Listen. Go down to HR. Tell them we need to hire a sales manager. Someone to whip these idiots into shape. We're on the verge of blowing this entire vegetable industry out of the water and we don't have a competent sales force.

ANGELA

You're father never used a sales manager, he handled the salesmen himself.

TOMMY

(snappy)

Yeah...well we do things a little differently now.

Angela looks and gives a timid nod, not wanting to challenge him any further.

TOMMY

I need a no nonsense business type. Someone who's not afraid to get their hands dirty.

ANGELA

I'll tell HR.

Tommy snaps his fingers, looking for results.

TOMMY

And let's make this happen pronto. Those nimrods are slowing us down.

Angela agrees and heads off towards HR. Tommy is proud of himself, standing to think and nod in approval of his decision making.