

Jerry Dalton's story is quintessentially American. Born in the Pacific Northwest, he was reared in the pioneer tradition, now considered unconventional. But unconventional often defines the creative spirit. His father was a builder – not just a building contractor in the modern way, but a hands-on teacher/builder in the pioneer tradition.

Here is why they were deemed “pioneers:” The family would purchase acreage and then proceed to build a house and farming operation at the same time. Since World War II in America the usual way is to hire multiple contractors for the different tasks at hand (excavation, foundation, framing, roofing, etc.). Not the Daltons. The family would hand clear the land, then fire up the heavy equipment and dig footings and a basement. Then they built the house from the ground up. It usually took about a year. During land clearing and construction, the parent's living quarters was a 16 ft. travel trailer. The boys would sleep in a tent. When a tool shed or garage was dried in the boys would move into that. Finally everyone moved into the completed “custom built” home. The pattern would be repeated every three or four years, and the father would also build homes for others.

During this time, when Jerry was about eight years old, he happened to go to the movies. Once he saw his first movie on the big screen, he was hooked. The ability to teach, entertain and transport the viewer into a completely new world was the ultimate escape. And it could all happen on a giant screen in less than two hours! No sooner had he returned home from the movie he requisitioned the family 8mm (without permission) and made his first short. He was caught some grief for taking the precious camera without permission, which made the occasion even more memorable. The entire episode fired his imagination and sparked his passion for a career making movies.

One of the family's building ventures took them to Ohio, his father's native state. That is where Jerry went to high school. When he graduated, film school was on the agenda, but the financing was not. So paying his own way, Jerry pursued his second love (good food) and went to culinary school. He shot to the top of his class and became a much sought after baker and pastry chef. Like he had been taught from childhood, “anything worth doing is worth doing well.”

After working for others in some fine establishments he jumped into the food business on his own. He did this with a unique concept: combining his culinary skills along with being a

competitive bodybuilder into a formula that supplied health conscience people with a palatable and tasty alternative to bland health food. In 1988 Hard Body Cafe was conceived inside of Gold's Gym in Myrtle Beach, SC. From there he went on to purchase a failed bakery and execute a stunning turnaround of the business, transforming it into a well-recognized bakery, patisserie and restaurant. His culinary wonderland was known as "Perfections Bakery" and was nominated for bakery of the year in the United States. During this time Perfections was featured in several world renowned food magazines and Jerry was elected president of the RBA [what is RBA – retail bakers?]

As word of Jerry's success with Perfections got around, a major corporate player in the food interest gave him an offer he didn't refuse. Within a month of selling, Jerry was breaking ground (by hand) at the highly acclaimed Pine Lakes Country Club in Myrtle Beach, SC. With his own design and building plans he calculated coastal South Carolina's hurricane compliant wind loads and shear walls and built his own house -- just as he had been taught by his parents.

During the next decade Jerry built several homes and commercial buildings. His construction clientele grew and he became one of the most sought after builders in the region. There was an eighteen month waiting list begin a project by Jerry Dalton. For sure, this was all good -- but the burning passion for making movies and media had never left him. He was frequently called upon to help with various media projects.

So in 2002 he made a clean break and never looked back. He purchased video, sound, lighting, editing suites, and still frame equipment and founded Dalton Pictures. Right off the bat he filmed two full length feature movies, one of which ran in 37 states and over 150 theaters. Success begets success, and Jerry went on to found and promote the Myrtle Beach International Film Festival with the full enthusiastic support of the City of Myrtle Beach and the surrounding area. From there Dalton Pictures became involved in film distribution.

Since 2002, Dalton Pictures has produced for cinema chains, government agencies, the European Union, television, corporations and travel and tourism concerns. Jerry never let go of his desire to work in the motion picture industry. The rest is picture locked!