

THE RISK PROFILE

Meet Scott Di Lalla and Zack Coffman—founders of One World Studios and creators of the independent documentary film *Choppertown: the Sinners*. They quit their jobs to chronicle motorcycle culture—the real chopper lifestyle, not the watered down brand you see on the Discovery Channel. What possesses someone to take such a leap of faith? That’s what we wanted to know. We caught up with them recently to pose a few questions...



What was your greatest sacrifice?

Scott: Financing the whole project with our credit cards. It was like jumping into a deep dark hole hoping there would be an escape route before we hit bottom.

Zack: We were applying for every credit card that came in the mail. Sometimes I'd just go blank, staring off into the distance thinking "How the hell are we gonna get out of this?"

What's the most important tool/lesson/skill you've learned?

Scott: Patience was something I learned in the past but it's amazing how many times I had to relearn it. Our original cameraman quit after the first day due to conflicting schedules, so I had to take over for him.

Zack: I had to read the 1,000-page instruction manual for the editing software and then I became the editor. I guess we've had a chance to experience every single piece of the film business now.

What is the single most important characteristic risk-takers have?

Scott: They go for it despite the risk. A risk-taker does not have "what if" in their vocabulary.

Zack: Definitely an exorbitant amount of confidence, almost to the point of being maniacal.

If you failed, what do you think you'd be doing now?

Scott: Trying to make another film while working part-time jobs again.

Zack: Still pushing—working and pushing.

What is the most important benefit of becoming successful?

Scott: Validation. Success is a state of mind. Symbolically it's a stamp of approval from the masses. It's a word that shouts, "You have beaten the odds."

Zack: Not having to share a \$900 Benz and explain to dates, "It's my buddy's night to use the car—can you pick me up?"

What's the least important?

Scott: Comfort. It's dangerous to get too comfortable.

Zack: False sense of security—stay hungry.

What factor propelled you to pursue your goal so intensely?

Scott: That little voice inside me that said go for it. I've always had a very supportive foundation; my parents allowed me to dream and made me feel that anything was possible. I go through life listening to what my gut tells me. I act on it without question or hesitation and things have always worked out despite the size of the obstacles.

Zack: I've always been hard on myself and find it hard to feel satisfied with what I do. I just want to keep improving and hopefully that will sustain me.

Aside from the payoff, do you think the risk was worth it?

Scott: More than words can tell.

Zack: Even if we had failed it would have been worth it. ♦