

whole band can record at once, he says the end cost is far less expensive than you might expect.

And, of course, there's the added benefit of having someone who has recorded approximately 20 gold records working on your music, if you take up shop at The Creation Lab.

"Hey, it's permanent," Everett said. "It's your reputation. Your great-grandchildren are going to hear this down the line."

For the multi-faceted Everett, who was awarded a Special Recognition at this year's Best of Turlock awards, music is just one of the services offered through The Creation Lab.

As a photographer, Everett's work has appeared in National Geographic and NASCAR magazines. As a writer, Michael released a book along with his wife Danielle entitled "Grief — Thoughts & Reflections," after the death of his young daughter from leukemia in 2004.

And, as a videographer, Everett and The Creation Lab were responsible for Turlock's award winning "Turlock: A Historical Documentary," which has been featured in the Las Vegas, Sacramento, and Mammoth Film Festivals.

Turlock Chamber of Commerce CEO Sharon Silva first met Everett when she needed an eight-minute "Welcome to Turlock" video produced for relocation and development packets sent out to those interested in the City of Turlock. The experience of producing that film with The Creation Lab was so outstanding, Silva could hardly contain herself in describing it, averaging at least one "amazing" per minute.

"It came out so amazing," Silva said. "When we were through it was like, wow."

Everett sees the sort of video production the Chamber employed as becoming more and more important to local businesses. Whether it's a training video, podcast, or sales pitch, videos are an effective means of clearly communicating information to a population accustomed to the medium through years of TV and now YouTube and iPhones.

"It's a generational thing," Everett said. "... Anybody under 30 is going to the Internet."

The Creation Lab features full HD video production facilities, which, combined with their world-class audio facilities, allows for top-notch professional productions.

When combined with the time and money saved by working with a local provider, The Creation Lab offers a compelling product for local businesses.

"A lot of people don't even know we're here," Everett said. "Companies think they have to go to LA to get a video made."

With No. 1 recordings and an award-winning documentary already under their belt, it's hard to imagine what's next for The Creation Lab. But to Everett, the next step is

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clear; a major motion picture.

"(Matt and) I want to shoot it right here in Turlock," Everett said. "That's our next goal."

If Everett's years of past success are any indicator, it seems as though Turlock's first motion picture is destined for greatness.

"He is so humble, he is so together, he just, he's just who he is," Silva said. "And he is a perfectionist at what he does. And that's who Mike Everett is, if that tells you anything. Just a great guy. Just a great person."

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