

12 Glasses™

One family's story.
One soldier's legacy.
One unexpected journey
toward healing.

A STORY WORLD™ BY

— RABBI MG STUDIO —





Every Family Has Stories.

Some are told around dinner tables.
Some are tucked away in old photographs.
Some are carried in quiet memories
that fade with time.

And some wait decades for someone
willing to tell them.

This is one of those stories.

Meet Gerry Goodman.

To me, he wasn't a war hero.
He was simply *Zayde*.

The grandfather who made us laugh.
Who loved his family.
Who quietly carried a lifetime of memories
that he rarely spoke about.

Only later did I begin to understand
the extraordinary story he had lived.





One Poem Changed Everything.



For decades, our family knew Zayde's
story was extraordinary.

We talked about it.

We treasured it.

But no one ever found a way to tell it.

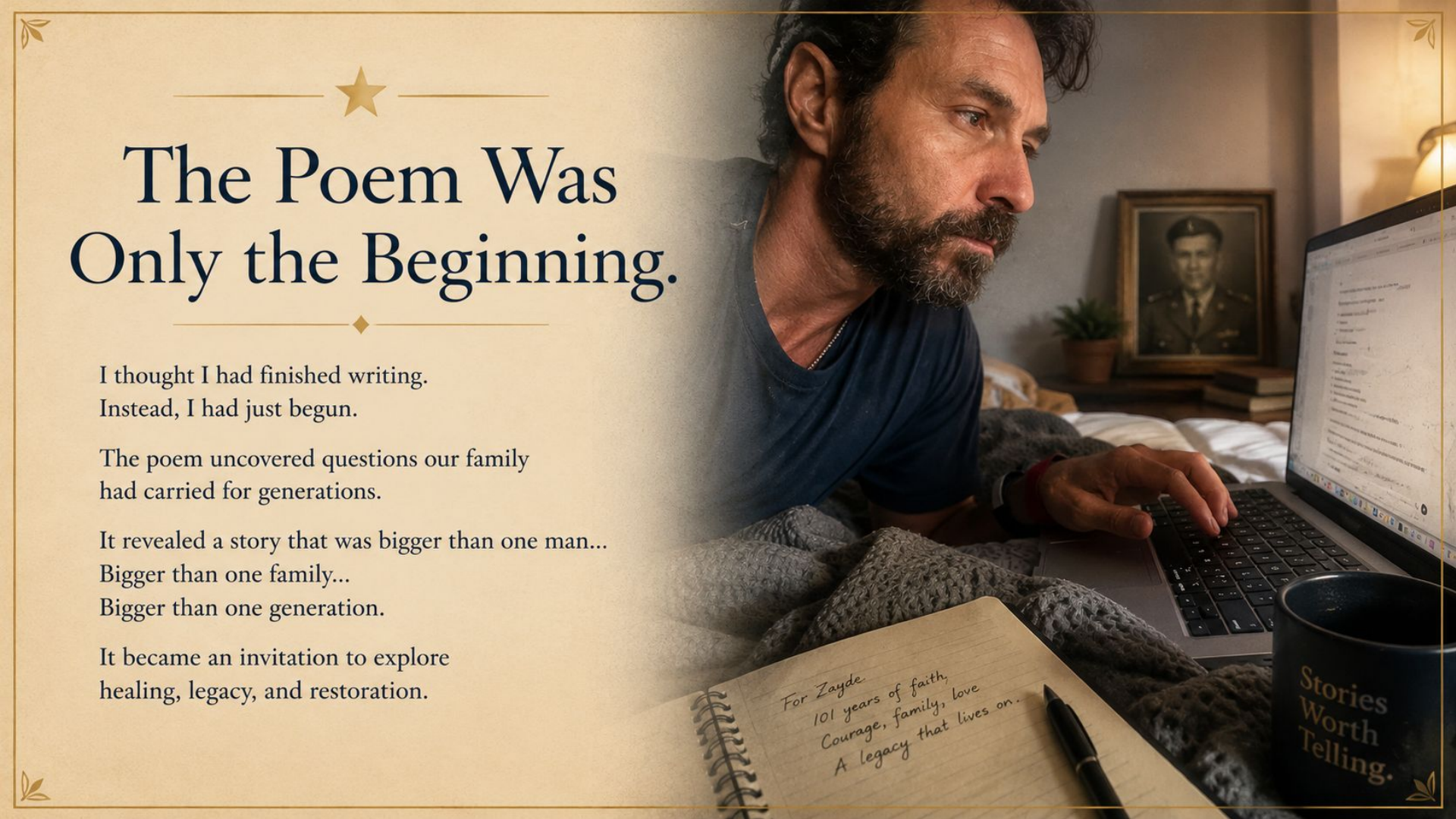
Then, on his 101st birthday,

I wrote him a poem.

I thought I was writing a birthday gift.

God was opening a door.





The Poem Was Only the Beginning.

I thought I had finished writing.
Instead, I had just begun.

The poem uncovered questions our family
had carried for generations.

It revealed a story that was bigger than one man...
Bigger than one family...
Bigger than one generation.

It became an invitation to explore
healing, legacy, and restoration.

*For Zayde
101 years of faith,
Courage, family, love
A legacy that lives on...*

Stories
Worth
Telling.

One Story. Many Expressions.



Poem

What began as a single poem refused to stay on the page.



Novel

It became a novel.

Then a song.

Then a film.



Song

Soon, it will become a completed novel, a stage play, and—God willing—a feature film.



Film

Each version tells the same story through a different lens.



Stage

Not because the story changed—but because every medium reaches a different heart.



Feature Film

"Some stories aren't meant to live in only one form."

*For Zayde
101 years of faith.
Courage. Family. Love.
A legacy that lives on.*

The Legacy That Lives On

Some stories are carried in silence.
Not because they are forgotten,
But because they are too sacred to be rushed.
This is one of those stories.

A young man.
A world at war.
A search for home.
A lifetime of courage.
A legacy that continues.

This is the story of Gerald Goodman.
A story of courage.
A story of faith.
A story that will live on.

For Zayde—who lived it.
For our family—who carries it.
And for the world—who needs it.

COURAGE REMAINS

**BROTHERS' BURY
IN BURY**
SCREENPLAY
by
Gary Imhoff

Stories Can Heal What Time Alone Cannot.

12 Glasses was never just about preserving
one family's history.

It became an exploration of something much larger:
How stories can help us face generational wounds...
remember forgotten acts of courage...
restore fractured relationships...
and pass hope to the generations still to come.

Every family carries stories.
Some are celebrated.
Some are forgotten.
Some are still waiting to be healed.

*Healing begins when a
story is finally told.*



1st Lt. Goodman
Wellington England 1944

*For Zayde
101 years of faith.
Courage. Family. Love.
A legacy that lives on.*

BROTHERS' HEART
NARRATIVE

SCREENPLAY
by
Gary Imhoff

This Was Never Just About One Family.

At first, I thought I was preserving my grandfather's story.
Then I realized I was uncovering something much bigger.

Every family has forgotten stories.

Stories of courage.

Stories of sacrifice.

Stories that explain who we are...

and why we became who we became.

When those stories disappear,
pieces of us disappear with them.

But when they're rediscovered...

families reconnect.

communities remember.

and healing quietly begins.

*Every family deserves to know
the stories that made them.*



Every Story Has the Power to Heal

What began as one grandfather's story
became something much larger.

I realized that every family...
every community...
every organization...
every school...
every church...
every team...

has stories waiting to be rediscovered.

Stories that restore identity.
Stories that build trust.
Stories that create empathy.
Stories that preserve legacy.
Stories that inspire the next generation.

When people truly know one another's stories...
they stop becoming strangers.
They become neighbors.
They become teammates.
They become family.

*The most valuable stories are often
the ones that were almost forgotten.*



Introducing Rabbi MG Story Studio™

A framework for preserving stories, strengthening relationships, and inspiring future generations.

What began as a personal family project evolved into something much larger.

Rabbi MG Story Studio™ combines storytelling, music, film, books, interviews, artificial intelligence, historical research, and creative collaboration into one repeatable framework.

Every project begins with a story.

That story can become...

- ✦ An original song
- ✦ A documentary film
- ✦ A children's book
- ✦ A podcast
- ✦ A legacy interview
- ✦ A historical archive
- ✦ A presentation
- ✦ A curriculum
- ✦ A community celebration
- ✦ A Story World™

Every organization already has remarkable stories.
Most simply haven't been told yet.

*The story already exists.
We simply help bring it to life.*



Every Great Story Follows the Same Journey

*Whether it's a family, a school, a church, a sports team, or a community...
the process begins the same way.*

Every project starts with **listening**.
We collect memories. We uncover forgotten moments.
We discover the people who quietly shaped the story.
Then those memories begin to **transform**.

1

LISTEN



Every project starts with listening.
We collect memories.
We uncover forgotten moments.
We discover the people who
quietly shaped the story.

2

DISCOVER



Research becomes understanding.
We uncover context.
We connect the dots.
We find meaning in
the moments.

3

CREATE



Interviews become connection.
Stories become songs.
Songs become films.
Films become conversations.
We shape the story with
creativity and care.

4

SHARE



Films become conversations.
Conversations become communities.
We share across generations,
across platforms, across hearts.
And stories create belonging.

5

LEGACY



Communities become part of
something bigger than themselves.
Stories become legacy.
Legacy inspires the next
generation to dream bigger,
love deeper, and remember.

*Stories don't simply preserve the past.
They create the future.*

One Framework. Unlimited Story Worlds.

The same storytelling framework can be adapted to preserve, celebrate, and strengthen virtually any community.

Every community already has remarkable stories.

The difference isn't whether those stories exist. It's whether someone helps **bring them to life**.

The Rabbi MG Story Studio™ framework is intentionally designed to adapt across many different audiences while preserving what makes each story unique.

One methodology. Infinite possibilities.



FAMILIES

Legacy projects, memoirs,
anniversaries, family history



SPORTS

Teams, athletes, championship
journeys, fan communities



FAITH COMMUNITIES

Churches, ministries, testimonies,
worship initiatives



SCHOOLS & UNIVERSITIES

Alumni stories, traditions,
student experiences



VETERANS & HISTORY

Military service, historical
preservation, oral histories



COMMUNITIES & NONPROFITS

Local heroes, civic organizations,
fundraising campaigns



BUSINESSES & BRANDS

Founding stories, culture,
customer impact, legacy



CREATORS & ARTISTS

Music, books, films,
podcasts, creative collaborations

*Every community has a soundtrack.
Every legacy has a story waiting to be told.*

Stories Build Stronger Communities

*Storytelling doesn't simply preserve memories.
It strengthens relationships, builds trust,
and creates lasting belonging.*

Stories are one of humanity's oldest technologies for bringing people together.

When people share meaningful experiences, they don't just remember the past—they understand one another more deeply.

Rabbi MG Story Studio™ helps organizations capture these stories and transform them into songs, films, books, podcasts, exhibits, and digital archives that continue inspiring people for generations.

The result is more than media.

It is stronger culture.
Stronger identity.
Stronger connection.



TRUST

People understand one another.



BELONGING

Communities become more connected.



LEGACY

Important stories are preserved.



HOPE

Future generations inherit inspiration instead of forgetting it.

*The stories we preserve today become the foundations
future generations stand upon.*

Every Story Follows the Same Journey

A repeatable creative process transforms real stories into lasting impact.

Every organization already possesses remarkable stories.

The challenge isn't **discovering** them.

It's giving them a process that allows them to be **preserved, shared, and celebrated.**

Rabbi MG Story Studio™ provides a repeatable framework that transforms conversations into meaningful creative works that can inspire communities for years to come.

The Story Journey™



1 DISCOVER

- ✦ Conversations
- ✦ Interviews
- ✦ History
- ✦ Artifacts
- ✦ Memories

2 CREATE

- ✦ Songs
- ✦ Films
- ✦ Books
- ✦ Podcasts
- ✦ Photography
- ✦ Artwork

3 SHARE

- ✦ Events
- ✦ Presentations
- ✦ Social Media
- ✦ Museums
- ✦ Schools
- ✦ Churches
- ✦ Communities

4 PRESERVE

- ✦ Digital Archive
- ✦ Legacy Collection
- ✦ Curriculum
- ✦ Future Generations
- ✦ Living History

The process is simple.
The possibilities are endless.

*Every story deserves to be discovered.
Every legacy deserves to be preserved.*



One Story. Many Expressions.

A single story can become an entire creative ecosystem that educates, inspires, and endures.

Every meaningful story contains far more potential than a single interview or publication.

Through the Rabbi MG Story Studio™ framework, one story can evolve into a complete collection of creative experiences that reach people in different ways and across multiple generations.

Each project is tailored to the organization, but the principle remains the same:

One story.
Infinite ways to
experience it.



*The story is the beginning.
The Story World is what
makes it live on.*

We Don't Just Create Content. We Build Story Worlds.

Most creative projects end when they're delivered. Story Worlds continue growing for years.

Traditional creative projects often produce a single deliverable. A video. A song. A book. A website. Then the project ends.

Rabbi MG Story Studio™ takes a different approach.

Every story becomes the foundation for an expanding Story World—a connected collection of media, experiences, education, community engagement, and future opportunities that continues growing over time.

The result isn't simply more content. It's a living ecosystem that people can continue exploring.

TRADITIONAL CREATIVE PROJECT



PROJECT ENDS HERE

STORY WORLD™



TRADITIONAL CREATIVE PROJECT

- ✓ One deliverable
- ✓ Short campaign
- ✓ Limited audience
- ✓ One-time engagement
- ✓ Ends when completed

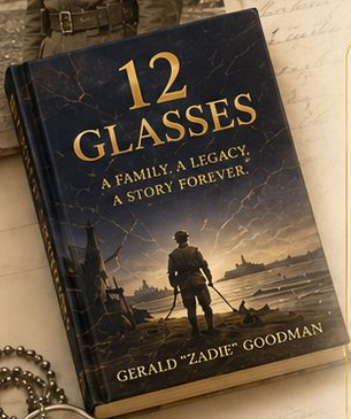
STORY WORLD™

- ✓ Multiple connected media
- ✓ Ongoing storytelling
- ✓ Multi-generational audience
- ✓ Community participation
- ✓ Continues expanding over time

Every completed project becomes the beginning of the next chapter.

The Story Didn't End. It Started Something Bigger.

What began as one family story has already grown into a repeatable creative framework.



7M+
VIDEO VIEWS

Across Facebook,
YouTube, and
short-form platforms.



1.5M+
MUSIC STREAMS

Across all major
streaming
platforms.



10+
ORIGINAL
STORY WORLDS

Across family, sports,
faith, music,
and education.



16K+
FOLLOWERS &
SUBSCRIBERS

Engaged audiences
who continue
to grow with us.

FROM INSPIRATION TO IMPACT



POEM



SONG



NOVEL



FILM



PRESENTATION



STORY STUDIO™



MULTIPLE
STORY WORLDS

*One family's story became the foundation for
an expanding creative ecosystem.*



It Didn't Stop with *12 Glasses*[™]

The same storytelling framework has already been applied across multiple Story Worlds.

The process behind *12 Glasses*[™] wasn't created for a single project. It became a repeatable creative framework.

That same approach has already been used to build Story Worlds across sports, faith, family, legacy, and community.

Each project begins with a different story.
Each uses the same integrated creative process.

Each expands into music, film, visual storytelling, and shared experiences.

The framework isn't theoretical. It's already being put into practice.



THE SOUNDTRACK
TO THE RUN



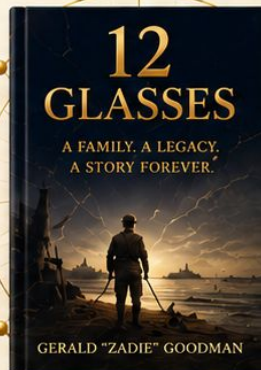
FAITH. FOOTBALL.
FAMILY. PURPOSE.



FAITH. MUSIC.
A MOVEMENT.



A TESTIMONY OF
GRACE AND REDEMPTION



12 GLASSES

A FAMILY. A LEGACY.
A STORY FOREVER.

GERALD "ZADIE" GOODMAN

ONE STORY.
INFINITE CONNECTIONS.



CULTURE. MUSIC.
MEANING.



KIDS ADVENTURES
FULL OF LAUGHS
AND LESSONS



A FANTASY WORLD OF
COURAGE AND SISTERHOOD

ONE FRAMEWORK.
MANY STORIES.
UNLIMITED
POSSIBILITIES.



Every Family Has a Story Worth Saving.

*One grandfather's story became a framework
for preserving thousands more.*

12 Glasses™ began with a simple question.
How do we keep the people we love alive for future generations?
The answer wasn't a single song. Or a book. Or a film.
It became a new way of preserving legacy.

By bringing together music, storytelling, photography, documentary film,
AI, and family history, we can transform memories into experiences that
future generations can continue to discover.

Because every family deserves more than a photo album.
Every family deserves a Story World.

*“ Our greatest inheritance isn't what we leave behind...
It's the stories that continue to bring us together. ”*



RABBI MG STUDIO™

PRESERVING THE PAST. INSPIRING THE FUTURE.

