

# DailyRecord.com

## Dossier: Richard and Susan Kretchmer, Rainbow Video, Morristown

By SALLY SILVERMAN • SPECIAL TO THE DAILY RECORD • May 28, 2010

Richard Kretchmer, president of Rainbow Video of Morristown, has won a 2010 New York Emmy in the historical-cultural category for an episode of the series, "Due Process: Voting Rights" for New Jersey Public Television. This is Kretchmer's third Emmy statue.

Kretchmer is president, director and editor at Rainbow Video. Founded in 1982, the staff is completed by his wife, Susan. Together, they create video productions for corporate communications, marketing, trade shows and training.

Secret to success: Located in one of the most competitive areas of the country, the Kretchmers credit their success to their experience, caring for the client and not being massed produced.

"We want to make the client look good," Susan Kretchmer said.

"I love doing what I do so much that it's hard to know when to stop; should I tweak this to make a better twinkle in the client's eye?" Richard Kretchmer said. "The client comes up with the idea, and we take it to the next level — years of experience help us think outside the box. "If you can dream it, I can do it."

Beginnings: Richard Kretchmer was born in Newark and grew up in Short Hills. Susan Kretchmer was born and raised on Staten Island, where she graduated from Wagner College with a bachelor's degree in Spanish. She worked in magazine publishing for 21 years.

Richard Kretchmer started in video production in the late 1970s, working with the Bell System (New Jersey Bell, AT&T, Bell Labs, then Bellcore) and other Fortune 500 clients. In 2000, he began working in broadcast television for PBS.

In addition to this year's Emmy, he has won Mid-Atlantic Emmys in 2007 and 2009, along with six regional Emmy nominations.

Changes in technology: "We were ahead of the curve, and had one of the first websites," said Richard Kretchmer, who taught himself to create websites for others.

"Most clients want stream and DVDs," he said. "Five years ago, you couldn't give away DVDs, they still wanted VHS (videotape)."

At home: From their Morristown home, where they have a broadcast edit suite, the Kretchmers do preproduction and script writing. In their spare time, Susan Kretchmer enjoys cooking and Jazzercise and Richard Kretchmer enjoys skiing and playing acoustic guitar.

Together: Separate responsibilities help the couple work as a team, although it was difficult for Susan Kretchmer to adjust to working from home.

"It was tough for the first six months because I was used to being a boss, having a staff and getting dressed up every day," she said. "We have complementary talent that make us a good team."

Largest project: A series of teleconferences for an insurance company that was broadcast around the world.

Challenges: "Technology is changing fast. In the 1970s, an edit suite cost \$1 million or more and cameras were heavy and bulky. Now anybody with \$5,000 to spend on equipment can say they are in

Advertisement

**USA TODAY**  
**AutoPilot**   
 The new travel app for iPhone® and iPod touch®  
 Presented by:   
**SEE HOW IT WORKS** »

Print Powered By  FormatDynamics™

the editing **business**," Richard Kretchmer said.

Specialties: "One thing we do is take programs and mix a lot of natural sound, which brings videos alive. There is no narration, strictly interviews. Nobody else really does that," he said.



Purchase this Photo

Emmy winners Richard and Susan Kretchmer own and operate Rainbow Video Inc. out of their Morristown home. (Staff photo: Meghan Ryan)

### Advertisement



**Mom Dilemma #36:**  
Your daughter insists on wearing her princess costume to the grocery store. Allow it or not?

YES, at least she's dressed!

NO, I have some rules!

**momslike** me.com  
where Local moms meet

Print Powered By  FormatDynamics™