Long before YouTube was a household name, Joe Gaetani (Class of ’06) was filming and editing the action that was all around him. From VHS to DVD and the primordial days of internet video, Joe was drawing inspiration from snowboarding, skateboarding, and surfing films to craft his own brand of viral video. It was in 2002, during his freshman year at Champlain College, that Joe founded Rightside Productions as a means to have fun with his friends—unaware that it would eventually lead to his livelihood.

Today, Joe has single handedly grown Rightside into an award-winning, full-service multimedia production firm based in Burlington, but with an international reach. Clients are the eclectic mix you’d expect for Vermont—Ben & Jerry’s, Burton, National Life Group, Bruegger’s Bagels, Cabot Cheese, and J Skis to name a few. Accolades include winning the 2012 Filmmaker Showdown “Best in Show” award at the Telus Ski and Snowboard World Festival in Whistler, BC. When not behind the lens, you’ll find Joe and his wife Tori snowboarding, surfing, hiking, and mountain biking with their toddler Isabel in tow.