

Barbizon of Akron/Pro-Model & Talent Mgmt. NEWS

★Shaila Vaidya who is originally from Wooster, Ohio started her career many years ago here in Akron, Ohio with Barbizon of Akron and Pro-Model & Talent. Shaila currently considers the West Coast home and has been one super busy young lady out in Hollywood! This past week Shaila wrapped up filming an episode of "Desperate Housewives"; you will be able to see her on the "Let Me Entertain You" episode! Here is what Shaila had to say about working on the famous show; "Working on the set of "Desperate Housewives" was a really cool experience. First, it was so exciting to get on a show that's pretty hard to get on and does not have a lot of smaller roles. I loved working with all of the actors!" Shaila also had her own trailer for the day. You will be able to see pictures of Shaila on the ABC set on our Pro-Model & Talent Blog at promodelandtalent-news.blogspot.com. Now if that is **DESPERATE HOUSEWIVES** enough, Shaila has also shot a national commercial for McDonalds that is airing in different parts of the country. Last but not least, Shaila booked an episode of the popular NBC show "Parenthood", with Monica Potter, Lauren Graham, Dax Shepard, and Peter Krause. Shaila said the whole cast and crew were fantastic to work with. While Shaila stays super busy with the acting she also manages to find time for charitable causes. This fall Shaila and her husband helped organize and participated in the event "Rock for Autism" in Idaho. They had a huge turn out for this very worthwhile cause. It is always great to see Pro-Model & Talent people giving back to the community! For those of you that want to keep up with all the fun things Shaila is doing you can check out her official Facebook fan page!!

★Pro-Model & Talent Mgmt has models and talent listed throughout Ohio, West Virginia, and Pennsylvania, so it's never a surprise when we get a call from clients outside of the Ohio market looking for some great faces and talent to utilize for their advertising needs! For those of you who are from West Virginia, you are probably familiar with the Simon-ton Window Company! Simon-ton Windows **SIMANTON'S WINDOWS** have been in West Virginia since 1946 and they are still going strong today thanks to their great products and **WONDERFUL ADVERTISING!** Paul Mowery and Claude Jordan got to join in the fun at a local shoot for the company. Paul and Claude did a very lucrative print ad that will be used for their in-store brochures. It is always nice when the client is so pleased with the models/talents work, that they take the time to call the Agency to say "great job". In fact, the client was so happy with Claude and Paul that they are looking for other projects in which to utilize these two very talented men. That is the highest compliment that a model/talent can receive: a client wanting to use them for another job based on their previous booking! Job well done!

★Our promotional models are out again, in force, at various Sam's Clubs throughout Ohio promoting a variety of Olay products, including their Sculpting Cream, Cleansing Cloths and Daily Facials. Olay loves to use our professional, pulled together, and knowledgeable promotional models, as they execute the events flawlessly. Pro-Model & Talent Mgmt. is the "go to" agency for companies such as Sam's Club and Olay. We staff locations all over the tri-state area on the same weekend, so rather than using 4 or 5 companies they can just use 1! A handful of gals that have been out working the Olay events that you may recognize the next time you are at a Sam's Club are: Brionna, Rachel, Jordyn, and Jovonty to name a few.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
JANUARY						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	NEW YEAR'S				

Catch those after-holiday sales & Save lots of \$\$\$!

Take On A New Winter Sport

WWW.PMTM.COM
WWW.BARBIZONAKRON.COM

For those of you that love to read about all the exciting things our people are doing in places like NYC, Los Angeles and Europe, and think you might like to work in the major markets...we have great news! We are gearing up to hold our International Model and Talent auditions (IMTA) in the spring. IMTA is how all of our people working worldwide got their start. You can go to www.imta.com to check out even more IMTA success stories, the list is very impressive. We will have more information for you in early 2011...stay tuned.

BEFORE After Try this fun game out yourself and see how well you do! Our models' new looks sure are fun to see, but what is more rewarding is knowing that their confidence has been transformed too. Play the model match-up game... The answers are below, but don't peek 'til you are completely through.

BEFORE			After		
A	B	C	A _____	1	2
D	E	F	B _____	3	4
			C _____	5	6
			D _____		
			E _____		
			F _____		

GREAT THRIFT STORE TIPS :

It's the ultimate thrift store fail...you purchase a sweet outfit from the "\$1.00 a pound pile", and less than 5 minutes later you discover a little hole now at the bottom of it...YIKES! Follow these five simple steps and you can rest assured your next thrift store find isn't damaged goods in disguise.

1. Examine ALL goods - look at each piece, up & down and front to back.
2. Turn inside out - check the lining and inside of the pockets too.
3. Check the hardware - play with a couple pieces to see if they easily fall off.
4. Get up close & personal - scratch and sniff...If the piece is a bit dirty or smelly, chances are that old grime is there to stay and won't wash out.
5. Looking for something vintage? Look for a union tag that is usually attached to the inside seam. A union tag is proof that the piece was produced and supported by a clothing union, which existed in the US before the boom of clothing production beginning in the 1980's.

Now if you skip a step here or there and wind-up purchasing a piece that you didn't look over closely, don't jump the gun and throw that garment in the trash - there may be hope for a great outfit yet! Log onto www.newdressaday.com and check out how one girl took on the challenge of turning a \$1.00 assortment into treasures with a little creativity.

One woman's unwanted garment becomes another one's wardrobe... Happy Shopping!

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MODEL/TALENT TALK
The following are just a FEW highlights of a handful of auditions and bookings at Pro-Model & Talent Mgmt.

Every month Pro-Model & Talent books our models and talent for opportunities like runway shows, catalog shoots, TV commercials, and not to mention promotional events! Read on and learn all about the fun things our talent have been booked for!

★Locally owned Wayside Furniture utilized the very talented Dan Lancy, Jodie Coffey and Janine Sarnowski for some new Wayside Furniture TV commercials. You cannot miss Jodie as she opens the commercial by coming down a beautiful stairway dressed in an evening gown and pearls; she meets her husband at the bottom of the steps where he is dressed much more casually in Indians garb. This commercial is sure to grab everyone's attention, while they will surely chuckle as they watch it. Then Janine who plays another customer has Dan, the Wayside delivery man, move her trash cans around before bringing her new furniture in her house. All in all, this talented trio had a great time filming these 2 commercials. Even better, Jodie was on set for a day and a half and made over \$1,000.00 for dressing up and having fun. Dan and Janine were on set for much less time and still walked away with over \$300.00!

★Andrea Debevc—Who is from the Far East side of Cleveland, is back in New York City! Andrea has the best of both worlds. Most of the year Andrea considers Ohio home, but flies all over the world doing modeling assignments. This month, Andrea called NYC home, as she was in such high demand in the City! Check out some of Andrea's recent pictures at samueldong.com and also at neimanmarcus.com!

★American Greetings, a Cleveland based greeting card company, has requested little Antonio Bonilla back for more!! Making such an impression on the Creative Department, they contacted us and specifically requested little Antonio Bonilla for a recent fall shoot for a new line of cards. You will be able to see Antonio in many fall themed cards, including shots of him holding a basket full of apples and another of a giggly Antonio making "leaf angels". This adorable 5 year old was paid a cool \$100.00 an hour for his work, or what he thought was play, since he had so much fun!

★Brian Byrnes, originally from Strongsville, Ohio has another national commercial under his belt! In addition to the popular Target, UPS, Ikea, and Chevy commercials already airing, Brian can now be seen in the comical Cisco, rock-paper-scissors commercial. Next time you are watching TV look for the Cisco commercial... Brian is easy to spot as he is the only one with a Mohawk!!! Brian did a great job and is thrilled that the commercial is airing Nationwide. Another great job and another national commercial to add to his already impressive roster.

★Lutheran Hospital, in Cleveland, got such a great response from a commercial that Madeline Clenedin did back in August of 2009, they are going to be re-using the spot again this year! Models and Talent love when a client calls to re-use a commercial that has been previously shot, as that means the model/talent gets paid again for work already done; they just sit back and collect the check!! I bet everyone reading this would love for that to happen to them!!



Shaila



Paul



Claude



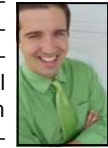
Antonio



Jodie



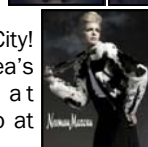
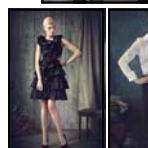
Janine



Dan



Brian



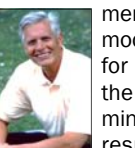
Madeline

★Invacare, well known as the world's leading manufacturer of wheelchairs, bariatric equipment, motorized scooters, and a multitude of other homecare items is an Ohio based company that loves to use Pro-Model & Talent faces in their print advertisements. This month Renae Stokes and



Roseann

Roseann Seryak shot a series of wheelchair pictures at the Morningside resort-at-home community in Lorain, Ohio. The shots are going to be used as web advertisements for the company along with brochures that will be seen throughout the U.S and internationally. Following Renae and Roseann, Bill Walko did a shoot for bathroom safety equipment for Invacare. Bill has been modeling for Pro-Model & Talent for many years and is able to get the shots the client wants in a minimal amount of time, as a result Bill made close to \$800.00 for 3½ hours of work...not bad!! Dan Turner and Lorinda Irby wrapped up the month shooting for a variety of homecare beds and mattresses. Both Dan and Lorinda had an additional \$500.00 added onto their check as the client was so happy with how the photos turned out, that they are going to utilize the shots worldwide!



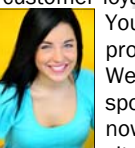
Bill

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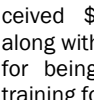
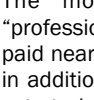
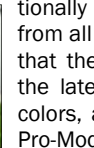


Dan

★Akron University and Sheetz have teamed up this year to promote the Sheetz customer loyalty program and have called upon Pro-Model & Talent to join their team this football season! Our promotional models have been venturing out to the ZIPS home football games to promote the Sheetz customer loyalty card program. They are sharing with tailgaters where they can get their pre-game snacks at great savings by using their customer loyalty card...TOUCH DOWN! You never know where our promo models will show up! We do promotions for many sports teams and we can now add the Akron University ZIPS to our repertoire!

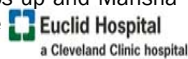


Emily



★Every year Ohio hosts the Mid-American Beauty Show; this is one of the largest professional hair shows in this area, it draws in thousands of salons, stylists, and owners. Matrix plays a very large role in this show, as they are one of the largest manufacturers of professional beauty products. Many internationally known stylists come in from all over the world for this so that they can show the patrons the latest and greatest in cuts, colors, and styles. Matrix hired 14 of Pro-Model & Talent's models for the show this year. Not only did the models get paid extremely well, they all received new cuts and colors to boot! The models that were cast as "professional models" in the show were paid nearly \$800.00 for 3 days of work, in addition to receiving wonderful products to keep their new cuts and colors styled like the pros. The models that were used as "technical models" received \$100.00 a day, along with Matrix products for being a part of the training for the stylists!

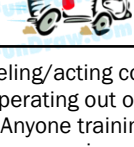
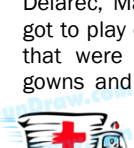
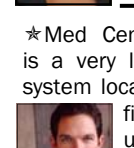
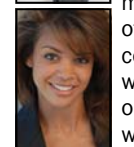
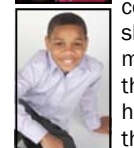
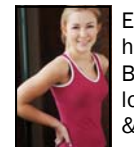
★For all of you Clevelanders out there you will be seeing a whole new set of ads for Euclid General Hospital that feature our Pro-Model & Talent models. You will see Johnny Melendez portraying a runner and Dr. Marisha Agana as a power walker in the new Hospital ads. Marisha did so well on set and WOWED the client with her vibrant personality the day of the shoot that the client wanted to use Marisha's images on their movie theater/cinema ads that air prior to movies starting AND for television! The Agency gave the client the thumbs up and Marisha doubled her rate for the day!!!



**THIS MONTHS FEATURED CLIENT...
DICK'S SPORTING GOODS**



For all of you who live in the tri-state area Dick's Sporting Goods store should be a very familiar name and/or store to you. The majority of you have probably seen the Dick's Sporting Goods ads, magalog/catalogues and product packaging therefore you have seen our Pro-Model & Talent models, as we do a great deal of work for the company. Every month our models are utilized in their ads, catalogues, in store signage, and product packaging. There are a variety of reasons why our models/talent are utilized so frequently. The client knows that when they get a model/talent from Pro-Model & Talent they will be professional, on-time, prepared, and have the knowledge to work in front of a photographer's camera. Today companies, including Dick's Sporting Goods, see time as money, they do not want to take time having to give models/talent direction or deal with models/talent that are not prepared.



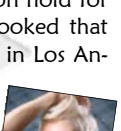
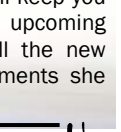
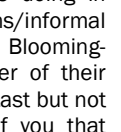
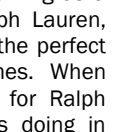
Every month we tell you about some of the fun work we have done for Dick's...this month is no different! Alexandra Ball nabbed the cover of the very popular Dick's magalog/catalogue!!! Needless to say everyone here at Pro-Model & Talent was very excited that Alexandra was the featured cover model. In addition Ryan Hairston was selected for a shoot for product packaging for a line of tennis products, this young guy made \$95.00 an hour. Dick's Sporting Goods admired the shots so much that they have elected to feature him on two of their in-store signs, earning him an additional \$400.00 for the day! There are not many 11 year olds that can say they make \$95.00 an hour. Then the very handsome Garland Brandon was selected to be part of their football in-store signage! You can see Brandon in his very own Garfield High School football uniform in the shot; everyone at Brandon's school is thrilled to go into any of the Dick's Sporting Goods stores and see their high school represented there! Plus, for about 2 hours of work he made just over \$600.00! We're not done yet! To top this month off, Kayla Moore and Brianna Miller are going to be in some upcoming print ads showing off the latest Reebok compression wear, while Brianna Lehman, laced up her shoes for a quick run on the track, featuring some of Dick's Sporting Goods active wear. Whew, that was a lot for 1 month's time!



★Pro-Model & Talent's promotional models have been super busy and there is a definite reason for that, in today's economy companies have to advertise more to get the word out about their products. Companies have found that passing out samples, coupons, and information is a great way to get consumers interested in purchasing their products. Companies hire Pro-Model & Talent for this, as they know they are going to get someone who is a professional, polished from head to toe, and one who has the confidence and personality to get people excited about trying their products. Pro-Model & Talent promotional models are busier than ever, which is great! We put a whole lot of teenagers, young adults, and even adults to work! Dove is a national company that utilizes Pro-Model & Talent's promotional models when they are in the tri-state area promoting a variety of their health and beauty products. This month our promotional models were out giving away hundreds of samples at stores throughout Ohio. They gave out samples of body wash, soaps, hair products and deodorants. Everyone seemed to love leaving the stores with all the Dove products to take home and try. We can't list all of the models that did this particular promotion but here are a few of the Dove gals: Amber, Ky, Heather, Ashlie, Megan, and Nefertiti.



★Our very own International fashion model, Marissa Irwin, from N. Canton seems to make every month's newsletter! The reason for that is this young lady continues to stay very busy in NEW YORK CITY!! Marissa shared with us that she did an assignment with John Varvatos, the very famous rock n' roll designer, and had the opportunity to rub elbows with some great celebrities and sport figures including: ZZ Top, Adrian from the TV show "Entourage", Iman, Tyson Beckford, Eric McCormack from "Will and Grace", Chris Brown, Serena Williams, and Jimmy Kimmel, to name a few! If that is not impressive enough, Marissa has also been working as a fit model for Ralph Lauren, as she is literally the perfect size for his clothes. When she's not working for Ralph Lauren, Marissa is doing in store presentations/informal runway shows for Bloomingdale's at a number of their New York stores. Last but not least, for those of you that watch "The View" Marissa appeared on their Halloween episode, where she dressed as the beautiful Madonna! Pretty impressive for only 1 month! We will keep you updated in the upcoming newsletters of all the new and fun assignments she is doing.



More exciting interviews are yet to come within the next couple of months from some of Pro-Model & Talent's local, national, and international successes! Andrea Debec, our jet setting international model, will talk about what it is like to travel the world modeling. Michael Lupton is on hold for a national AT&T commercial, so we will let you know if he booked that commercial and about any other things he is out auditioning for in Los Angeles. Briana Lehman will share with everyone how winning the Barbizon's 1,000,000.00 college scholarship has changed her life forever!!! Also Kiri Stevens whose national Wells Fargo commercial got such high reviews in the USA that he just found out it is now going to air in all of the Spanish markets!! Kiri is going to talk about life in Hollywood, the acting capital of the world.



WARNING WARNING WARNING ... Many of you have been asking about modeling/acting companies that are from out of state auditioning in hotels. The Akron/Cleveland areas have been flooded with model searches being held in hotels all over Northeast Ohio. As a rule of thumb you want to be very careful of companies that are operating out of hotels. Most are from out of state, they literally are here for 1-2 days then they are gone, never to be heard from again. Most of these companies are not state licensed and they continue to switch hotels as they do not want to be found!! Anyone training in Ohio needs to be Licensed by The Proprietary Board of Schools and Colleges, to date we do not know of anyone training in hotels that is licensed by the State of Ohio. So our final word of advice is use EXTREME caution when dealing with companies operating out of hotels as you may never see or hear from them again. Also, they have no local agency affiliations!