



INTERVIEW with Brian Byrnes, Los Angeles actor!

Brian Byrnes, originally from Strongsville, Ohio, now makes his home in Los Angeles where he stays extremely busy. While he may not have celebrity status (yet!!!), he is one very busy working actor! We can't list all of Brian's commercials as we would need a separate page in order to do so, so here are a few of his most recent: Cisco- Paper Scissors, Target, AAMCO, Family Game Night, Aperol Spritz, Cottenelle for Target, Florida Prepaid College Plans, Planned Parenthood, Heineken, Wagner Paint, You Mail, Chevy Trailblazer and Shell Oil... Whew what an impressive list and this is only a very small sampling of his work.

Since most of you would recognize him as he has done so many commercials, we thought it would be fun to interview Brian so you could hear from him what it's like to be an actor in Los Angeles.



People always ask us how to get into the acting industry. So, how did you get started acting?

Brian: I grew up in theatre both as a youth and as an adult, so I knew I loved acting. Barbizon of Akron & Pro-Model and Talent helped me to hone my skills and then I attended the IMTA Convention with Pro-Model and Talent Mgmt.

Do you feel what you learned at Barbizon of Akron & Pro-Model and Talent gave you a good foundation?

Brian: Most definitely yes, to date I still keep in contact with them. I visit whenever I am visiting my family in Ohio. Open arms and smiling faces, it's what I remember.

Tell us about your favorite and least favorite jobs to date?

Brian: My favorite commercial would have to be for Aperol Spritz that was shot in South America. I got to work on a beautiful beach with some fantastic locals and crowd surfed for 30 minutes during the shoot, good times! My least favorite would have been a commercial for Amstel Light. I had to do all of these crazy neck movements to simulate birds. It was 100 degrees out in downtown Los Angeles and I was not getting the bird movements down the way the Director wanted. I could tell the Director and the other 40 people on set were getting pretty frustrated with me, as time is money. Luckily I finally got it right and the commercial was a wrap.



What is the most amount of money you have made for one commercial?

Brian: That is an easy question... \$120,000.00 for a 30 second Crown Royal commercial. Have to say I loved that commercial!!

You recently filmed a movie in Hawaii. Can you tell us all about it, as this is your first film to date?

Brian: The movie is called *6 Days in Paradise*. It was just released in Los Angeles and will be released in select U.S. cities soon! It's about the lives of a reformed gambler that is searching for his ex-wife and daughter, an amateur private-eye that the gambler hires, an assassin on a mission, and a recruiter of mixed martial arts fighters that intertwine when they come to Hawaii to accomplish their respective objectives. I play Eddie Masters who is hired to try to locate the ex-wife and daughter in Hawaii. The best part of shooting was the fight scenes with this MMA (Mixed Marital Arts) guy and working with Michael Madsen.



How did it feel to see yourself on the big screen?

Brian: It was a thrill to see in the theater. I'm pretty hyper-critical so I could only watch it once and never go back because I would pick it apart. When I watched the credits I was smiling though, that was pretty wild.



interview continued inside...

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12 Don't forget to "SPRING" your clocks forward on the 13th!	13	14	15	16	17	18
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STUDENT OPEN CALL

SPRING CLEAN YOUR ROOM

www.pmtm.com
www.barbizonakron.com

STUDENT OPEN CALL - THURSDAY, MARCH 17th at 5:00P

This Open Call gives students (females & males PAST session 4) the opportunity to register as a Barbizon of Akron student with Pro-Model & Talent Mgmt. It will be held at the Agency on Thursday, March 17th at 5:00p. You MUST stop at the front desk to have all of the details given to you at least two days prior to the Student Open Call.



Barbizon of Akron & Pro-Model and Talent Mgmt. have their very own Blogs!!

Check them out by logging onto: promodelandtalentnews.blogspot.com and barbizonofakronnews.blogspot.com, they are a great way to keep updated with the success stories of the Agency and all kinds of good advice and tips.

WARNING WARNING WARNING ...



Many of you have been asking about modeling/acting companies that are from out of state or within Ohio auditioning in hotels and malls. The Akron/Cleveland/Youngstown areas have been flooded with model searches being held in hotels and malls all over Northeast Ohio. As a rule of thumb you want to be very careful of companies that come in from out of state and then are gone, never to be heard from again. Most of these companies are not state licensed and they continue to move from malls to hotels as they do not want to be found! You should use caution with any company operating out of a hotel or mall regardless of where they are from.

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 or malls that is licensed by the State.

Our final word of advice is use EXTREME caution when dealing with out of state companies, as you may never see or hear from them again. Normally they are the ones advertising on the radio for a weekend search. Also, they have no local agency affiliations! So if your goal is to work locally that is something that typically never happens.

WATCH OUT HOLLYWOOD...

Haley Bennett



from Cuyahoga Falls continues to stay very busy out in Los Angeles with both TV and film projects.

This young lady has booked yet another movie! Haley is filming *The List* which is a drama that stars our very own Haley Bennett, Evan Peters and Louis Gossett Jr. Look for the movie to be out in theaters later this year.



evan peters



louis gossett jr.

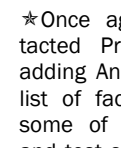
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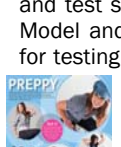
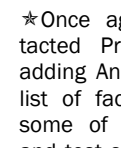
MODEL/TALENT TALK
The following are just a FEW highlights of a handful of auditions and bookings at Pro-Model & Talent Mgmt.

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!

★Every year Pro-Model and Talent models participate in a variety of bridal shows throughout the tri-state area and this year was no different. A few of the shows that our guys and gals jumped into include: The Columbus Bride, Brides by Demetrious, and the Rodanelli/Martina's show.



Annalisa, Lauren, Chelsea, Nicole, Heather, Lacy, Rachel, and Anna are some of the models who participated in bridal shows this past month. All reported the gowns they were wearing were marvelous and they had a great time at the various shows. In addition Daniel loved getting all decked out in a tux and escorting the beautiful models down the runway. Bridal season is not over yet so we may have more to report in our next newsletter.



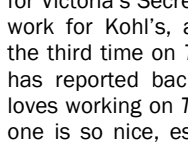
★Once again DOTS has contacted Pro-Model and Talent adding Annalisa Buehler to the list of faces they've hired for some of their advertisements and test shots. DOTS reaches out to Pro-Model and Talent Mgmt. to book models for testing clothing options, lighting, background effects, etc. before scheduling the main photoshoot. This is then the advertising you see in the DOTS stores, website and print ads. Now not only are they using faces from NYC, but are also incorporating our local girls! Check out some of our girls in the DOTS ads.

★The next time you are watching TV and a Safe Auto commercial comes on you have to look for our very own Jennifer Puckett. Jennifer was one of the client's top picks after she nailed her audition. When it comes to TV commercials a person has to go into the audition knowing what they are doing. They must have knowledge when it comes to reading a script and being on camera otherwise they will never land the job. Jennifer's knowledge and professionalism definitely paid off as she made a whopping \$400.00 for the short time she was at the shoot.

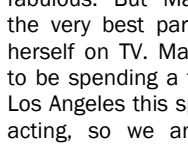
★Marissa Irwin who is originally from North Canton continues to stay busy in New York City. Ms. Tina Knowles, Beyonce's mom, has a new line of clothes at Wal-Mart stores worldwide. Marissa will be one of the models you will see in Tina Knowles Lookbook and is the face that will be in the advertisements at Wal-Mart. The clothing line is advertised to be affordable, stylish, and range in size from 2-20. Ms. Knowles wants to dress up everyone regardless of their size. Now if that is not enough, Marissa is also doing showroom work for Victoria's Secret, catalogue/print work for Kohl's, and appeared for the third time on *The View*. Marissa has reported back to us that she loves working on *The View* as everyone is so nice, especially Barbara Walters. She has found it fascinating to see what goes on back stage, in addition she says the food they cater for everyone is fabulous. But Marissa says the very best part is seeing herself on TV. Marissa is going to be spending a few months in Los Angeles this spring pursuing acting, so we anticipate that Marissa will be seeing herself even more on TV in the future.



ms. tina knowles



annalisa



jennifer

Walmart KOHL'S THE VIEW expect great things



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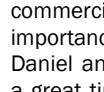


★Dan Turner, Sandhya Chandel, Brandon Baker and Brenda Boyajian did a photoshoot for a series of ads to be used by BASF Construction Chemicals in Beachwood. The shoot took place in one of their labs in Cleveland where Dan, Sandhya, Brandon and Brenda all portrayed scientists who were busy at work in their lab. The shoot was a huge success and the pictures will be used in advertising, brochures and on the BASF Construction Chemicals website.



dan

★Daniel Lancy and Floyd Baum are appearing in a new commercial for St. Elizabeth Hospital in Boardman, Ohio in partnership with The Humility of Mary. Daniel plays the son and Floyd plays the father and grandfather in this commercial that focuses on the importance of family. Both Daniel and Floyd said they had a great time shooting this commercial and the really cool thing was they both made over \$650.00, for only a few hours of work! Both guys are Barbizon of Akron graduates who are now listed with Pro-Model and Talent Management. When a client hires them they know that both gentlemen are professionals that will get the job done right the first time.



floyd

★While the snow is falling here in Ohio, spring was in the air at the Little Tikes Studio. Little Tikes continues to keep our little ones busy and recently 10 of our 2 to 4 year olds did a shoot for new advertisements for Little Tikes Woodside Cottage. The kids were able to show that the cottage is fun for all! The shoot was a resounding success. The kids did a great job as the "Made in the USA" Woodside Cottage is already sold out online! Kids... job well done!



★Drew Tyler Bell who is originally from Wooster, Ohio finished up a very impressive seven year run on *The Bold and the Beautiful* as Thomas Forrester. Not one to let the grass grow under his feet, you can now see him on the TeenNick channel where he plays Tripp on the show *Gigantic*. The show is set in a fictional LA. Make sure you check it out and look for the popular Drew Tyler Bell.

TeenNick



sandhya



brenda



daniel



cole



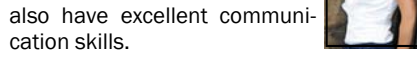
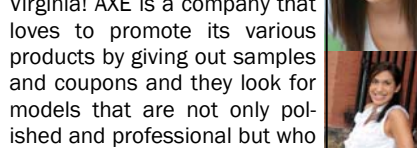
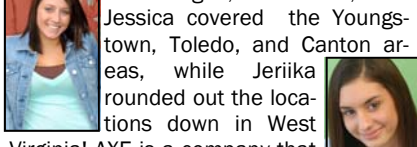
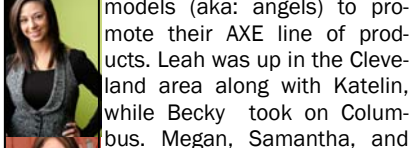
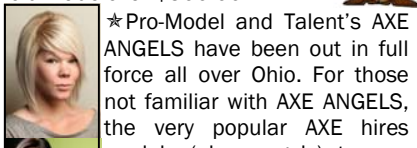
naima



blake

★The very handsome Malcolm Keenon wrapped up shooting a video segment with Access Video that will be used in High School Physics labs throughout Ohio. Malcolm had to portray a student that was being directed by a scientist to guide him through a basic science lab. The client only wanted Malcolm to use facial and body movements to convey what they wanted. In order to do this Malcolm had to use his personality and the skills he learned at Barbizon of Akron when it came to facial expressions and working on-camera. The client followed up with the Agency and said Malcolm was a joy to work with and he did an excellent job of following directions on set. As a result this handsome 17 year-old made over \$500.00!

★Pro-Model and Talent's AXE ANGELS have been out in full force all over Ohio. For those not familiar with AXE ANGELS, the very popular AXE hires models (aka: angels) to promote their AXE line of products. Leah was up in the Cleveland area along with Katelin, while Becky took on Columbus. Megan, Samantha, and Jessica covered the Youngstown, Toledo, and Canton areas, while Jeriika rounded out the locations down in West Virginia! AXE is a company that loves to promote its various products by giving out samples and coupons and they look for models that are not only polished and professional but who also have excellent communication skills.



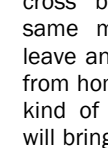
drew



malcolm



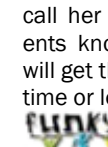
jason



patricia



pamela



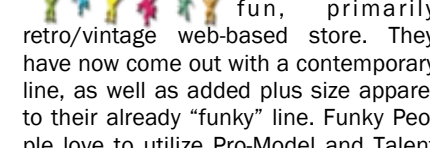
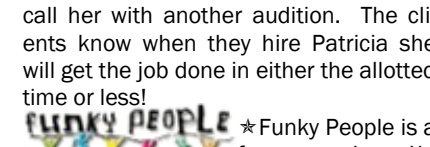
★Funky People is a fun, primarily retro/vintage web-based store. They have now come out with a contemporary line, as well as added plus size apparel to their already "funky" line. Funky People love to utilize Pro-Model and Talent models for all their fit modeling needs. This month they hired Heather Antram as she is a perfect size 14. Heather was a fit model which means she got to try on all kinds of cool clothes to make sure they were the perfect fit for other size 14 ladies. Funky People provides "funky" clothing for women of all shapes & sizes!

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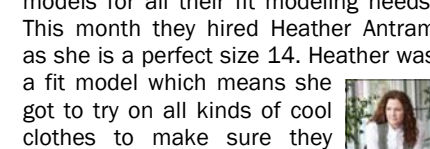
★Jason Knotts, a Barbizon of Akron Alumni and a graduate of the very prestigious School for Film and TV in New York City, lives and works in NYC, and just finished filming a short film called *Crossed*, directed by Frederic Van Zandycke. The story takes place in Belgium, London and New York City, showing how two completely different people's paths cross because they have made the same mistakes. Two men decide to leave and start a new life far away from home. They have no idea what kind of consequences this decision will bring. This is a story of how families can be ripped apart and reunited again.

★The ever popular Patricia Natali just shot a commercial for Westfield Insurance focusing on their new home & auto policy coverage. The client had budgeted ½ a day for the shoot however, Patricia was able to wrap it up in just 2 hours. The client was able to let everyone on set go early; and since Patricia did such a great job she still got paid for a ½ day of work, pretty impressive! You can also see Patricia in commercials for Kroger and on PBS as well as in ads for Nationwide, First Merit and the Cleveland Playhouse. Patricia definitely keeps her acting skills current as she never knows when we will call her with another audition. The clients know when they hire Patricia she will get the job done in either the allotted time or less!

★To kick off 2011 Dove has been using many of our promotional models at various Sam's Clubs throughout the Cleveland area. As a result we have been able to book some of Pro-Model and Talent's newer models for these well paying Dove events. Next time you are in a Sam's Club look for our dynamic promotional models. Some of the models that worked this event were: Melissa, Megan, Shawn, Hollie, Tara and Heather.

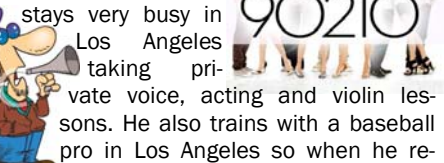


heather

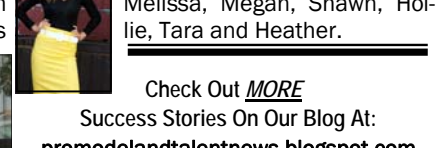
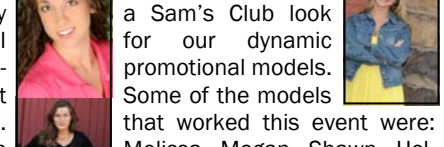
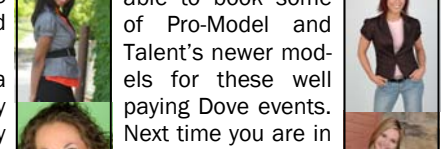
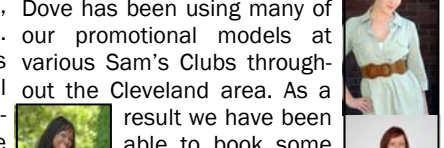
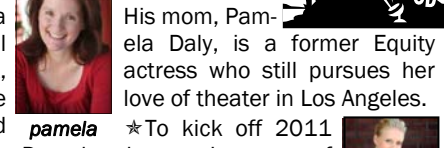


pamela

★Seth Daly, who got his start here at Pro-Model and Talent Mgmt., came to us from Cincinnati, Ohio. He continues to stay very busy in Los Angeles. This past month Seth auditioned for several national commercials, a music PSA, and a made for TV movie. To top off those auditions, Seth had a callback for the show 90210, currently airing on the CW Network. Seth stays very busy in Los Angeles taking private voice, acting and violin lessons. He also trains with a baseball pro in Los Angeles so when he returns home in the summer he can play baseball. Seth will return to Los Angeles in the fall, as he was accepted into the Los Angeles branch of the New York Film Academy's BFA program. As you can see this is one very busy, talented, and "on the go" young man.



His mom, Pamela Daly, is a former Equity actress who still pursues her love of theater in Los Angeles.



pamela



seth

INTERVIEW

...continued

So many people feel they don't need training to be successful. What is your take on training when it comes to this industry?

Brian: I feel training is most important. It keeps you learning and on your toes, it's crucial. I booked my first national commercial after I took a commercial workshop. You only have seconds once you are in the room and if you are looking at the copy etc. and don't know what you are doing, you are out of the running before you even begin. I get callbacks about 60% of the time. For some of the commercials the casting directors call me in directly if I fit the look they are looking for, I book the project and it never becomes an open audition. A 60% callback rate is definitely high, especially in Los Angeles but they know when they call me that I am a professional. I'm on time (actually always 30 minutes early) and I will get the job done right.

What is your favorite part of being an actor in Los Angeles?

Brian: While I love acting, my favorite part is being on a set. There is just nothing else like it.

Since so many people will never be in Los Angeles and have the opportunity to be on the set of shooting a national commercial, can you tell us what it is like?

Brian: A day on set for commercials is definitely an interesting and exciting one. Every shoot I have a little ritual before the actual shoot. I arrive at least 30 minutes early because in the crew parking lot where everybody meets is a food truck and they serve a beautiful breakfast. I sit down with all of the "fixings" and get to talking to the crew members or meet the other talent that are there. Then I check in and I have an aide that is with me the entire day from that point on. Usually the next stop is the make-up/hair and wardrobe trailers. That can move quickly or I can be there for 3 hours wait-

ing to get everything done. If it is an all day shoot, we break for lunch where they truly have yet another feast waiting. After that it is usually back to the make-up/hair and wardrobe trailers to get any needed touch ups done. Once the last shot is done for the day...it is time for a wrap party. While the wrap party is fun, it is also great when that last shot is done and the whole cast and crew clap for you and tell you that it was a job well done. One of the commercials I filmed called for spending the entire day shooting in the desert for 8 hours in 115 degree heat, everyone ran to jump in the pool, clothes and all, when that shoot wrapped up. I can tell you they treat you extremely well on set, they want to make sure you are comfortable and safe, and you never forget those experiences. I love the jobs that I do that I travel out of the country, usually for about seven days. I have been to some great places, met great local people and the cool thing is someone else is paying for my trip in addition I'm being paid really well on top of it.

Any last words of advice?

Brian: Good luck to everyone who is pursuing their dream. To make it a reality you have to be practical and persistent. Every person and every experience from that first day at Barbizon of Akron & Pro-Model and Talent to present day has influenced my path. It is what you make of those relationships/experiences and how you conduct yourself, especially when the road is challenging.

Brian has recently signed with Kohl Mgmt. out of Los Angeles. In doing this Brian is fully moving into TV & Film, while he of course loves the national commercial market he feels he is ready to move into other venues. With this manager behind him we look forward to him doing even more great things out in Los Angeles.

NEXT MONTH...



Jodie and Matt Coffey, a mother and son team from Uniontown Ohio, who both work with Pro-Model and Talent Management share with our readers what it's like to travel back and forth between Ohio and Los Angeles to pursue their dreams of acting in Hollywood!

