



Act Now!

LA's most exclusive
Networking company

January
2010

Featured Client of
the Month!

Congratulations Leslie-Anne Huff!

Dear friends, colleagues, and
buddies at Act Now,

This year alone I have booked:

A series regular on a Disney web-series, a recurring, a guest-star, and a large co-star! While there are many facets to my actor hustle, I have to thank ACT NOW for being a big part of my successes! Thanks for being an amazing resource!

I've learned that it's all about knowing your strengths as an actor, what



Cont. Page 3



Interview with
Casting Director

Jeff Greenberg

By: Kenna Dean, Owner of Act Now!

How long have you been with your current office?
Years! Do I have to be specific

What projects are you currently casting?
"Modern Family," a new 1/2 hour single camera comedy for ABC, created by Steve Levitan and Chris Lloyd.

Cont. Page 2

Recent Successes!

(CAPS = Feature Film)

BOOKED!

Brittany Wilkerson	Shell Commercial
Daniel Robaire	Days of Our Lives
Mark Carducci	Score Ore Swap
Janice McQueen	Two and A Half Men
Caleb Mayo	Criminal Minds
Zach Ford	Camelot at the Pasadena Playhouse
Laura Siegel	The Middle
Josh Wingate	Flash Forward

READ FOR!

Maria Olsen	LOST
Patty Cornell	House
Les Mahoney	True Jackson
Morry Schorr	THOR
Jeanne Simpson	House
Phillip Wilburn	Chuck
Laura Siegel	Two and A Half Men
Matt Kirkwood	Criminal Minds
Samantha Colburn	MOW
Evelyn Edwards	Castle
Austin Musick	The Bold & The Beautiful
Jamie Tintor	Chuck
Michael Maury	How I Met Your Mother
Becca Leigh Gellman	Warren The Ape
Leslie Ivarson	House
Wyatt Ellison	True Jackson
Kara Quick	Rizzoli (Pilot)
Zach Ford	Grey's Anatomy
Michele Wolding	Warren The Ape
Jack Fitzmorris	Office Politics
John Haegle	The Real Deal
Mark Shunock	Cold Case
Jen Lilley	Untitled Seth Green Pilot
Matthew Scott Montgomery	Warren The Ape
Jim Mahoney	How I Met Your Mother
Emily Merryn	The Bold & The Beautiful
Maxwell Glick	The Mentalist
David Gunning	BRIDEGROOM
Jennifer Scott Summer	Rizzoli (Pilot)
Morry Schorr	LAND OF THE ASTRONAUTS
Alex Ball	How I Met Your Mother

ALL CALLED IN FOR COMMERCIALS!

Kelly O'Leary, Amelia Meyers, Anne Brashier, Michelle Josette, Jill Maglione, Lauren Brown, Sonjia Calit, Melissa Lehman, Julia Wackenheim, Jen Lilley

SIGNED WITH!

Claudia DiMartino	Truman/Gold Management
Dean Scofield	Synergy Talent
Maria Olsen	Rusch Talent Management
Rati Gupta	Diverse

*Please remember to let your consultant know of any success stories!



If you're celebrating a birthday this month, call your consultant and get 10% off of a workshop!! Happy Birthday from the Act Now gals...!!



Jeff Greenberg cont. from pg. 1

Can you tell me about your background and how you got into casting?

I graduated with a theatre degree from UC Irvine, was an actor for a decade, and then started working part time at the Mark Taper Forum casting office; when Linda Francis left the Taper to go (into casting) on her own, I started working as her assistant full time.

What are some of your biggest do's and don'ts?

Be on time. Know the material inside and out. Dress appropriately but don't come in costume. (e.g. no nurses or waiter uniforms). Always bring a picture and resume just in case.

How beneficial do you find workshops in your casting process?

I've found so many fresh actors to bring in to audition from the workshops.

Do you attend theatre? Stand-Up Comedy? Showcases other than workshops?

I go to lots of theatre.

Are there any tips you can give an actor who is just starting out in the LA market?

You have no idea how truly competitive it is, so be the best actor you can be. Keep studying so that will give you edge when it's down to the final two. They usually give it to the best actor.



Talk about headshots. This seems to always be a big challenge for an actor. What advice would you give about getting the "right" shot?

Look like your picture and make sure there's that special spark in it that will catch people's eye.

Let's say an actor has the right look for a role, but doesn't necessarily have the credits you are looking for: how much can good training play into the equation of whether or not you'll bring them in?

I will always bring in an actor with limited credits if he's from one of the best theatre schools.



Jeff Greenberg, cont. from pg. 2

Do you respond to actors whom you've never met and/or seen their work, who submit directly to you with a headshot/resume or postcard?

Absolutely, if it's the right look at the right time.

What is the best way for an actor to keep in touch with you?

Postcards.

When *do* you watch reels? For which roles?

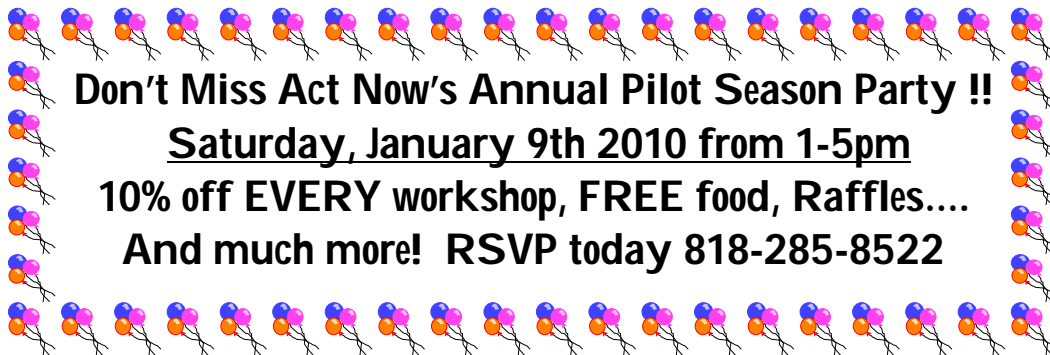
I watch them for a specific role I'm casting as opposed to just watching them in general.

Thank you Jeff for your time and honesty.

We look forward to seeing you again soon in the Act Now halls!

Kenna Dean

Owner, Act Now



Don't Miss Act Now's Annual Pilot Season Party !!

Saturday, January 9th 2010 from 1-5pm

10% off EVERY workshop, FREE food, Raffles....

And much more! RSVP today 818-285-8522

Leslie-Anne Huff, cont. from pg. 1

shows/projects you'd like to target, and going for it. I knew *Greek* and *10 Things I Hate About You* would be good shows for me, so I vowed to get on them. I did my research and met Marissa Ross of Ross/Silverberg Casting and Sherie Hernandez from Greenstein/Daniel Casting in workshops at Act Now. Boom! I booked a large co-star on





Leslie-Anne Huff, cont. from pg. 3

**Greek and a recurring role on *10 Things*.
As I tell all of my actor friends: "Workshops. Do Them."**

But if you're reading this, you probably already know that. What I'd like to share is that it's all about building a relationship- I didn't just take the workshop and land the parts overnight! (I wish it were that easy). I followed up with multiple postcards, I made sure my agent submitted me on roles for these shows, and I did multiple workshops with these CDs at Act Now and anywhere else I could find them. Casting directors may have good memories, but they're regular people too (who meet A LOT of people ALL THE TIME). We as actors have to be smart about getting them to remember us.

**Shout out to the amazing, awesome, lovely Dufflyn!
Thanks for all of your help!
Here's to believing in ourselves and making it happen!**

**Love,
Leslie-Anne Huff**

--

www.leslie-anehuff.com

Thank you so much Leslie-Anne! It just goes to show you that if you combine a positive attitude with pro-activity, good things happen. We are



Happy New Year to all of our Amazing Clients! Here's to a 2010 filled with breakthroughs in the entertainment industry!