



Act Now!

LA's most exclusive
Networking company and Talent
Training Studio

March 2010

Hi Act Now clients,

I am very pleased to announce that Act Now is one of the first workshop companies to be in full compliance with the new law regulating the talent service industry that went into effect on January 1, 2010. The new law requires that all acting schools and teachers, call in services, talent managers, talent agencies, online submission companies and workshop companies be bonded with the State of California. If you are networking at other companies be sure they have a "Fee-related" Talent service bond and that it's registered with the Labor Commissioner, otherwise they are NOT in compliance. Networking at such an establishment puts you at risk! The new law came about as a way to protect actors from "quick fixes" "overnight success stories" and "pay to be famous" illegitimate companies. We have joined with the Better Business Bureau, Screen Actors Guild, all the Casting Directors that frequent Act Now, as well as the Studios in support of these measures to eliminate organizations that cheat the hard working actor. Since it's beginning 14 years ago, Act Now has always supported efforts to eliminate scammers in the entertainment industry. Please know that you can count on Act Now to follow all of these new regulations. We support fair treatment of actors and equality in the entertainment industry.

Rest assured that working with Act Now is and will continue to be a safe and legal affiliation.

Thank you,
Kenna Dean

Owner of Act Now!



Recent Successes!

We love to share when actors affiliated with Act Now have a success due to hard work in their acting careers...

*CAPS denotes FILM projects

BOOKED!

Krystal Davis	DONNER PASS
Krystina Pstasinski	I didn't know.. Pregnant
Phillip Wilburn	The Middle
Jamie Petitto	I didn't know...Pregnant
Brandon Morales	DONNER PASS
Tiffany Adams	I didn't know...Pregnant

READ FOR!

Brandon Morales	DONNER PASS
Jen Lilley	DONNER PASS
Jesse McIntosh	True Jackson VP
Zacarias Salveron	Commercial
Rebecca Rainboldt	Current TV
Cassie Cherney	I didn't know...Pregnant
Glenda Morgan Brown	Cold Case
Caity Engler	Saalam Shalom
Erin Konstantine	Criminal Minds
Marci Urling	Young & the Restless
Emily Redenbach	I didn't know...Pregnant
Kasey Arnold	I didn't know...Pregnant
Tyler Langdon	LA Marathon Promo
Jamie Petitto	DONNER PASS
Jim Mahoney	internet feature
Jen Lilley	The Wyoming project
Erin Taylor	I didn't know....Pregnant
Kyle Hamilton	DONNER PASS
Eden Malyn	DONNER PASS
Jeff Elam	Monk & The Mentalist
Lauren Halperin	DIVISION 3
Courtney Palm	Cold Case
Tyne Gaudielle	DONNER PASS
Antoine Perry	Hawthorn
Eden Malyn	Electric Spoofalse
Shaw Jones	House
Mike Spielman	Flash Forward
Becca Leigh Gellman	SCOOBY DOO
Jen Lilley	Trauma
Maria Olsen	Boy Toy
Paul Mckinney	House

Be sure to update your consultant with any success stories

Do you have a Birthday this month?

If so, call your consultant to save 10% off one workshop of your choice.

(This offer cannot be combined with any other discounts, expires Mar 31st 2010)



Interview with Casting Director DeAnna Andrews

By: Kenna Dean, Owner of Act Now!



How long have you been with your current office?

Two and a half years and still going strong!

What projects are you currently casting?

“The Bold and The Beautiful” for CBS

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

I started working as production staff and got to know my producers very well. Casting isn't about what the casting people like, it's about what the producers ultimately like.

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

DO: Read the BOLD print

DON'T: Let your movement upstage your acting.

How beneficial do you find workshops in your casting process?

Workshops are the only way I find new talent to bring in front of our CD (Head CD Christy Dooley).

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

No.

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

Basic scene study classes and some Improv or theatre training will certainly help you get a jump start. Also, don't take any feedback or redirection too personally.

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

A head-on smile is ok, just don't have a headshot that is a “glamour-shot.” It needs to look like you.



DeAnna Andrews, cont. from pg. 2

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?

Good training will get you in and oftentimes even book you the job.

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?

For background work only.

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

Postcards & email.

When do you watch reels? For which roles?

Contract roles only and then only hard copies of demos, no links.

Thank you DeAnna for your time and honesty.

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

Kenna Dean

Owner, Act Now

Featured Client of the Month
Congratulations!
Jennica Schwartzman



Dear Reader,

What have I done this year?

I am shocked to discover that I am successful, as I'm sure you are. My wonderful consultant, Mackenzie, has helped changed my career through Act Now in so many ways...

Introduction: One afternoon, I was called by this adorable woman coaxing me to expand my networking potential. I gave her a lot of attitude and discovered she was the real thing and I came in to meet with her one hour later! (I was anonymously referred and wish I could hug that person!)





Jennica Schwartzman, cont. from pg. 3

My consultant was very keen about who I should meet with to get my SAG card, get non-union commercials, and see as many AFTRA people as possible. She honored what direction I wished to pursue and helped me get into classes that fit with MY needs. I was on my way to getting an agent and that pesky Mackenzie called to offer me a spot in a Manager Showcase...Do I need a Manager too?...I wasn't sure but trusted that she knew what would be best. The next day Mackenzie informed me that 3 of the Managers were interested in me. One week later I was an actor with a manager.

My manager at MIDWEST Talent Management is GREAT! We get along very well and its comforting to have another professional on my side and helping learn the ropes of the town. Since beginning with my new manager, I have been booked on more short films, more industrials, hosting, and two Non-Union national commercials—all through meeting her at ACT Now. She even got me my last SAG VOUCHER! --Which I had been working towards for at least a year at that point.

My fiancé and I were consulted to take a workshop with Commercial casting Director James Levine. It was nice like always and he liked us... six months later, my Agent sends my fiancé and I both out on a couples audition for CiCi's Pizza SAG National Commercial and we booked it through James Levine!

It's been a working whirlwind. I went from doing background and scrounging to make rent to auditioning several times a week and booking based on past relationships I've built through networking. I referred all of my acting friends and now I AM the authority on 'what to do next' instead of wandering around aimlessly submitting.

I am proud to say that EVERY workshop is a success for me. I love working, I get compliments, and getting called in is just a matter of time. I am trusting the way it works and networking every chance I get. This place you are standing in is an investment. Investments may take a while to pay out but it is worth it. I would not recognize myself a year ago. I am successfully unemployed and living on 'acting money.' That's the dream for me and I'M LIVING IT! God is Good and ActNow is pretty sweet too.

JennicaSchwartzman.com

WOW Jennica! Just goes to show you that if you combine a positive attitude with pro-activity, good things happen. We are proud of you and wish you continued success!

**Happy St. Patrick's Day
Love, The Act Now Gals!**

