

# THE SWINGING PENDULUM

**T**he only constant is change. Some changes are for the good and some are not. In my lifetime, I have seen greater social and racial equality in the world. It still is not what it needs to be, but it has been a change for the better. On the other hand, I have seen greater and greater deterioration of the environment and this change could have catastrophic consequences.

In the modeling and talent industries, constant change is inevitable...and essential. Changes in fashion are always in "fashion." One designer no sooner lowers the hems of dresses when another one raises them. One designer will narrow men's ties to the size of strings and another one in reaction will widen them to as large as napkins. Will a day come when women no longer wear dresses and men throw away their ties? Perhaps. If so, how long will it be before some designer "reintroduces" dresses and ties to the industry? The pendulum keeps swinging slowly back and forth.

For some years, we saw the rapid expansion of new model and talent agencies. Some of them specialized in a particular look, or one aspect of the business. Numerous "boutique" agencies flourished taking business away from the larger agencies in an ever shrinking advertising market, but times are changing again. Long established agencies are merging, such as Arlene Wilson being taken over by Ford and the larger fashion agencies are opening new divisions, such as commercial print, to compete with "specialty" agencies. Are more mergers ahead and will they force the smaller agencies to close? Is this not what we currently see happening on Wall Street? A week seldom goes by without at least one major merger.

Some years back, I had an interesting epiphany. For over 20 years, I have been the director of Models Mart and I realized that the volume of business that we did predicted the ups and downs of the economy before the experts. If business was slow it meant the economy was going into a slump and when business picked up again it meant the market was going to move up. The reason for this is really quite simple. Models Mart has been the world's largest supplier of portfolios for over 35 years. When the economy moves upwards, advertising increases. When advertising increases, agencies need more models and actors and, as a result, need to buy more portfolios and just the reverse happens when an economic slow down starts. This has been my little secret for years. Of course, this does not qualify me to be an economist, but, who knows, some day that might change. As I said at the beginning, "The only constant is change."

# NEW ITEMS

## NEW YORK MODELS BLACK BOOK

All the information a model needs to make the rounds in New York. The legitimate modeling agencies, including their open call times, as well as: Test Photographers; Showrooms; Department Stores; Catalogue Houses; Photo Labs; Composite Companies; and a street guide. \$20.00.

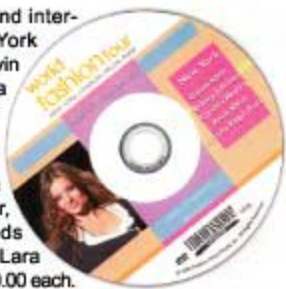


## PROFESSIONAL MODELING POSES (DVD)

For the first time ever on DVD a viable posing technique for female fashion photography presented in a way that is easy to understand and quick to learn. 35 classical poses are clearly explained and demonstrated. It is a wonderful guide for building confidence and developing a camera personality. An excellent teaching tool. 30 Minutes. \$30.00.

## LATEST FASHION DVDS!

Designer Collection highlights and interviews with the designers. New York Women's Collections 2007-8: Calvin Klein, Betsey Johnson, Cynthia Rowley, Anne Klein, Chado Ralph Rucci. New York Men's Collections 2007-8: John Varvatos, Robert Geller, Perry Ellis, John Bartlett, Thom Browne, Unruly Hair, Lacoste, Zegna. Fashion Trends 2007-8: Including Christian Dior, Lara Stone, Anna Wintour and others. \$30.00 each.



## A GUIDE TO THE MODELING INDUSTRY

A comprehensive look at the business of being a model by long time New York agent Roger Talley. A new look at breaking into the world of modeling safely written as only a long time agent in the business could write. To the author's credit, he includes sensitive topics which other books avoid such as age, sex, race and nudity. In addition, this is the first major publication to put a microscope to the expanding world of internet modeling and the dangers involved in this new form of modeling. The book is literally filled with useful information for the new model and it is written in a succinct style that makes the book easy to read and understand. \$25.00.



## CONVENTION NEWS

Since our Spring Newsletter, I was able to attend four of the very best model and talent events in the US. The first was the oldest and most venerated event, the Modeling Association of America International now going into its forty-eighth year. As in the past, the board of this not-for-profit event held their annual Easter Week convention at the lovely Waldorf-Astoria Hotel. There was a wide array of talent from all corners of the country and prestigious agents from the US and abroad. The Overall Models were both from Texas: First Models of Houston (Male) and Dallas Model Group (Female). Stephan Beaky of the Dallas Model Group will succeed Betty Lane Grambling as President for next April's event. Congratulations to Betty on a job well-done this past year. During the award ceremonies, the MAAI honored me with their Hall of Fame Award. When I think of the many famous people who have received this award, I can not help but think I am not worthy of such recognition, but I thank the MAAI board for their graciousness.

Also held last April, was the Model and Talent Expo of Mike Beaty in Dallas and once again Texas, the lone star state, shown light on a large group of eager, talented young hopefuls. Mike has experimented with different formats for his event but seems to have a winning combination by showcasing models and talent at the same event. Mike was one of the first, years ago, to incorporate talent at events that had been almost exclusively for modeling. The Leading Actress was brought by S & S Productions from Milrly, Alabama and the Leading Actor was from Nouveau Image in Dayton, Ohio and the modeling awards went to the I & I Agency from Overland Park, Kansas (Male) and Lari Nelson, San Antonio, Texas (Female).

Over the summer I attended two banner events. The International Model and Talent Association's annual New York extravaganza at the New York Hilton Towers and The Millie Lewis American Model and Talent Competition at the extraordinary glass enclosed Gaylord Palms in Orlando. Although the New York IMTA is always the largest event of the year, it is so well-organized that I am always amazed at how smoothly everything runs. Of course, digital technology and super computers are a great help at all these events. Whatever did we do before computers? They say that some day computers will replace live models and actors but I do not think that any of the winners at any of these events need worry about that. IMTA winners came from Ain't It Good Productions of Coeur d'Alene, Idaho (Actor), Ice, Charlotte, North Carolina (Actress), Nijah, Hicksville, New York, (Male Model) and Kim Flowers, Reno, Nevada (Female Model).

A special congratulations to AMTC now celebrating its silver anniversary. Twenty-five years of helping young people pursue their dreams is very special. I am sure the founder of the AMTC, the late Millie Lewis, has a big smile on her face, as well she should. Overall winners at AMTC were brought by Halo from Atlanta, Georgia (Male Actor), AMTC Direct from Norfolk, Virginia (Female Actor), New Faces, Great Falls, Virginia (Male Model) and CPC, London, Ontario (Female Model). Congratulations to all!

I never cease to be impressed by how many models and performers continue to be discovered at these events. I only wish they had events like this when I was a young man entering the world of the theatre.

## UPCOMING EVENTS

### Model and Talent Expo

October 24-28, Dallas, TX, Michael Beaty, 214-599-6224.

### Faces West

November 8-11, Vancouver, BC, Charles Stuart, 604-916-4797.

### Models of the South

November 15-18, Hilton Head, SC, R.E. Merritt, 678-213-4035.

### Launch Showcase

November 29-December 2, Nashville, TN, Lynn Clark-Geiner and Steve Jasgur, 248-356-7888.

### Model Search America

December 14-16, Las Vegas, NV, F. David Mogull, 800-688-1702.

### Millie Lewis Model and Talent Competition

January 1-7, Orlando, FL, Carey Lewis Arban, 678-783-0500.

### International Model and Talent Association

January 7-12, Los Angeles, CA, Nancy Mancuso, 602-954-1390.

### Modeling Association of America International

March 22-26, New York, NY, Betty Lane Grambling, 803-534-9672.

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## SWEET SORROW

Shakespeare said, "Parting is such sweet sorrow." This quote came to mind when I learned of the death of Janet Kyle who till the age of 88 guided young talent at the Turnabout Agency in Stuart, Florida. She was highly astute and a dedicated teacher who loved her work. She was always the first to ask me about new books, DVDS etc that would help her keep her talent current. What a wonderful spirit the lady had. Knowing her soul is with us still makes her parting a sweeter sorrow.

Best wishes,

David Vando

Director, Models Mart

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## BREAKING NEWS

### NEW YORK...

#### New:

**Ayo Mgmt**, 2 Prince St., Brooklyn, NY 11201, 212-810-7035.  
**Bloom Models**, 37 W. 26th St., #401, 10010, 212-239-1665.  
**Direct Model Mgmt.**, 240 W. 35th St., #1001, 10001, 212-563-1128.  
**Muse Mgmt.**, 455 Broadway, 4th Fl, 10013, 212-623-5945.  
**Rosario Model Mgmt.**, 116 W. 23rd St., #500, 10011, 212-851-8414.  
**And from London, Ugly NY**, 37 W. 26th St., 10001, 212-725-8459.

#### Moves:

**APM**, 45 E. 20th St., 9th Fl., 10003, 212-941-9666.  
**Code**, 225 W. 34th St., #1315, 10122, 212-679-5711.  
**Silver Model Mgmt.**, 630 9th Ave., #1401, 10036, 212-966-1717.  
**Uptown Models** is now **JG Model Mgmt.**

### AROUND THE USA...

#### New:

**Los Angeles:**  
**CT Models**, 9255 Sunset Blvd., #505, Los Angeles, CA 90069,  
 310-247-1431.  
**Icon Models**, 6565 Sunset Blvd., #500, Hollywood, CA 90028,  
 323-467-5060.  
**Ne'Von Mgmt.**, 417 S. Hill St., #213, Los Angeles, CA 90013,  
 213-221-4580.

#### Elsewhere:

**Model Mgmt NYC**, 3960 Howard Hughes Pkwy, Las Vegas, NV  
 98169, 800-508-7017.  
**Splash Model Mgmt.**, 3419 Virginia Beach Blvd., #149, Virginia  
 Beach, VA 23452, 757-407-0477.

#### Moves:

**Barbizon of Atlanta**, 3423 Piedmont Rd., #510, Ivy Place,  
 Atlanta, GA, 30305, 404-261-7332.  
**Campbell Agency**, Two Turtle Creek, 3838 Oak Lawn Ave.,  
 #900, Dallas, TX 75219, 214-522-8991.  
**Carolina Talent**, 1230 W. Morehead St., #114, Charlotte, NC  
 28208, 704-332-3218.  
**The Gregory Agency**, 2907 E. Douglas, Wichita, KS 67211,  
 316-687-5666.  
**Nova Models**, 2223 Maryland Ave., Lower Level, Baltimore, MD  
 21218, 410-752-6682.  
**US Talent Mgmt.**, 235 Alexander St., 2nd Fl., Rochester, NY  
 14607, 585-244-0592.

### INTERNATIONALLY...

#### Greece:

**Dotte Klingstrom** of **Action Models** informs me she has purchased **NBP** and the new offices will be at the **Action** offices: 14-16 Ferekidou, 11636 Athens, 210-614-8089.

**Also:** I would like to congratulate three old friends of mine: **Neal Hamil** who is now leading the troops at **Elite**. The **Elite** Corporation could not have selected a nicer person or better director of the company; **Ron Randell** of **Stage 2000** of **Baton Rouge**, Louisiana for having the **Cosmo Girl** of the Year; and to **Bob Dixon**, formerly with **Osbrink** in **Los Angeles**, who is now heading up a commercial and fashion print division at **Redrock Entertainment**, 118 S. Cordova St., 3rd Fl., **Burbank, CA 91505**, 818-953-2225. **Bob** informs me that he is also part of a fund raising workshop/seminar, "The Secret Hollywood." The object of the workshop is to raise money for the **Life Through Art Foundation** which funds education in the arts for young people without the means to enjoy the wonder of the arts. If you would like to help, give **Bob** a call.

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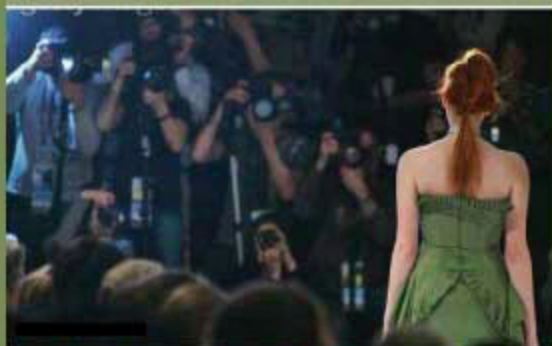
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## Model & Talent Expo

October 10-11, 2008



[www.modelandtalentexpo.com](http://www.modelandtalentexpo.com)

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