

February 23rd, 2016

## Greetings!

So many exciting MEBUS events coming up in the next few weeks and we hope to see you at as many as possible. This month we caught up with Alum, Haley-Kate Daykin, who recently accepted a position with the Atlanta Hawks! We could not be happier that she pursued her passion and successfully made it her career!



## Alum of the Month Haley- Kate Daykin



Falcon's cheerleader turns Hawks Fan Experience Assistant. MEBUS alum, [Haley-Kate Daykin](#), makes an exciting transition in her sports entertainment career. She found the program through the KSU website and never looked back. "I have always had a passion for music and a strong interest in the entertainment industry. Applying to

MEBUS was one of the best decisions I made during my college

## NEWS & EVENTS



### Artist Management Seminar

FEATURING



**CHARLIE BRUSCO**  
LEGENDARY ARTIST  
MANAGER



AND MORE!



**Artist Management Seminar**

**February 25th**

**2:00pm - 3:15pm**

**Prillaman Auditorium (HS1000)**

This Thursday MEBUS presents our first ever Artist Management Seminar. The panel will feature legendary artist manager, Charlie Brusco, who has managed acts such as Lynyrd Skynrd, Peter Frampton, Collective Soul, Styx and more! Other speakers include Coy Bowles and John Driskell Hopkins of the Zac Brown Band, Anthony Diaz, COO of [Sixthman](#), Tanner Smith, Talent Buyer for Sixthman, and Ashley Majher, Day to Day Manager at [Red Light Management](#) and MEBUS alum.

This event is open to all KSU faculty, staff, and students so make sure to invite your classmates and friends!

career."

While in the program, Haley-Kate took part in multiple externships. She started with producing on campus concerts for MEBUS called "Acoustic Coffeehouse" sessions. The sessions were meant to teach students how to plan and organize events as well as promote networking within the different program classes. Haley-Kate moved on to extern with [Play Pro Media](#), where she conducted video interviews about trending entertainment topics. Her last externship was spent with Sixthman as a member of their Operations Innovations and Logistics team. Through these externship opportunities she was able to learn what is needed to execute top quality entertainment on a much larger scale.

Haley-Kate was a part of the program's first London study abroad trip in 2014 "Keith, Danny, and Sam made that trip an unforgettable experience for all of us."

One of her favorite memories from the trip is presenting marketing plans to executives at Sony International, "an



Haley at Sony International in London

experience I never would have had without MEBUS." An unexpected highlight of her visit was the connection she formed with her fellow MEBUS students, "it was incredible to be surrounded by so many enthusiastic and talented people that I will consider lifelong friends."

She recently attained a position with the Atlanta Hawks as a Fan Experience Assistant. Her job consists of coordinating the entertainment that is provided during the game breaks. Haley-Kate grew up in an athletic family and spent a lot of time at sporting events. She's a huge supporter of Atlanta teams, especially because her father was a linebacker the Atlanta Falcons. Haley-Kate got her start in sports entertainment as a former Falcons cheerleader. With MEBUS Director Keith Perissi's guidance and the business acumen she learned in the program, Haley-Kate has found another way to be a part of the

sports entertainment industry, through her position with the Hawks.



**Steve Koonin, CEO of the ATL Hawks, Guest Lecturer for MEBUS**

We have a very special guest coming to speak to KSU faculty, staff and students on March 15th! [Steve Koonin](#) was recently named the CEO of the Atlanta Hawks last April and was previously the President of Turner Entertainment Networks for 14 years. This longtime entertainment and marketing veteran will be discussing his impressive career while providing students with advice on how to succeed in the ever changing world of entertainment.

March 15th - 2:00pm - 3:15pm  
Burruss Building 151



"You must be present to win," something we've all heard from Keith Perissi. As a student it can be hard to push through the small tasks and see the opportunities that are waiting by you must remember that every job is important. Haley-Kate encourages students to "take the time to network, ask questions, and find a mentor in the industry. Also, don't stress. Every experience is a learning opportunity."

-Livi McGill

## Spring 2016 Student Mixer



On February 4th we held our Spring 2016 mixer here at the MEBUS house. We had amazing entertainment provided by MEBUS students Brittany Griffith and Simon Needle, Kali Arnott, Jenni Owens, and Daniel Rotenberg. Performances took a break to let the students play "Name That Grammy Tune" which resulted in Mark Davenport winning a gift card to Taco Mac. We loved seeing all of the new and old faces! Thank you to everyone who came and supported our MEBUS family.



## Study Abroad Applications Are Piling In!

London info sessions have come to an end but it's not too late! The deadline to apply is next Tuesday, March 1st so you still have time to figure everything out. If you have any questions or concerns about the application process or finances please reach out to our Education Abroad Coordinator, Erin Rasche, at [erasche@kennesaw.edu](mailto:erasche@kennesaw.edu).

Search the links below for potential scholarships!

- [KSU Education Abroad Financial Aid & Scholarships](#)
- [College Board Scholarships](#)
- [FastWeb Study Abroad Scholarships](#)
- [Study Abroad Funding](#)
- [All Abroad Scholarships](#)
- [International Studies Abroad Scholarships](#)



## Creative Adaptability and Keeping Georgia's Film & TV Industry Alive

MEBUS is taking another trip to Senoia, GA and inviting you! On April 23rd we will be hosting a seminar featuring Beth Keener, Paul Jenkins, and Scott Tigchelaar (owner of Raleigh Studios)



Michaela (owner of Foreign Studios). In this seminar we will discuss the need for well-trained talent both in front of and behind the camera, ways to keep all aspects of the project here in Georgia, utilizing Georgia's workforce, and how studios, actors and creators are adapting to the growth. The day will conclude with a movie tour, hosted and lead by MEBUS part time faculty and GA actress, Beth Keener with Atlanta Movie Tours. Stay tuned for more details to be announced in next month's newsletter. Please contact Samantha Lane at [slane16@kennesaw.edu](mailto:slane16@kennesaw.edu) with questions.

April 23rd

Senoia United Methodist Church

10:00am - 12:00pm

\$20 Admission

\*Current MEBUS students get in FREE.

Please RSVP to Samantha Lane by April 15th.



The purpose of the multi-disciplinary program is to provide the foundation of practical experiences, on-the-job training, and exploration of career opportunities in the music and entertainment industry. Success in the music and entertainment business requires a variety of skills from diverse fields.

The mission of the Music and Entertainment Business Program is

"to educate students to become professionals in an environment that motivates and enriches their intellectual curiosity to the level where they see themselves making music and entertainment their full lifetime career." Joel

A. Katz



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