

December 11th, 2015

## Greetings!

Final exams are almost officially over and winter break is calling your name! This month we caught up with MEBUS Alum Betsy Whitehead or Betsy Marshall as we knew her before she got married and entered life after college. John Driskell Hopkins released a fantastic holiday album and we successfully dusted off those tacky sweaters for our 2nd Annual MEBUS Holiday Mixer. Get caught up on all things MEBUS and we look forward to seeing you in 2016!



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## ALUM OF THE MONTH BETSY WHITEHEAD

Sales and Marketing Coordinator  
LEGOLAND Discovery Center

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## NEWS & EVENTS



### LONDON IS STILL CALLING YOUR NAME!

The new year is quickly approaching which means MEBUS is preparing for our next London trip! The deadline to apply is March 1st, 2016 so make sure you have at least started your application and submitted your deposit by that date. Take a look at the application online [HERE](#). If you have questions or concerns mark down the dates below for upcoming info sessions with our Education Abroad Coordinator, Erin Rasche.

Study Abroad Info Sessions:  
*All sessions held at the MEBUS House*

January 21st, 1:00pm  
January 27th, 5:00pm  
February 3rd, 5:00pm  
February 9th, 1:00pm



"Being a nerd has really paid off with this job" says MEBUS alum [Betsy Whitehead](#) who graduated in December of 2014. She earned a Bachelor's Degree in Integrative Studies focusing on Communication & Business Management. Betsy started her undergraduate studies at Full Sail and was part of their music and

entertainment program. Due to multiple factors, she later found herself at Kennesaw State University (KSU) where she was excited to find the Joel A Katz Music and Entertainment Business Program (MEBUS). When she found the program she was able to continue pursuing her passion in the entertainment industry. Through the MEBUS program she found more guidance and attention from faculty which led to more directed internships tailored to her skills and interests.

Betsy started an internship with [Sixthman](#), a company that produces festivals at sea, while in the program and continued to intern with them after she completed the certificate. She began in guest services where she learned to properly speak with customers and quickly transitioned into public relations, sales, and marketing. Betsy spent a year and a half with Sixthman and continues to utilize the social media marketing skills in her current position at [LEGOLAND Discovery Center Atlanta](#).



### **John Driskell Hopkins Holiday Album Makes the Perfect Gift!**

Somehow MEBU Artist in Residence, John Driskell Hopkins, found the time in his busy schedule to record a fantastic holiday album with tons of special guests! The entire album features the Atlanta Pops Orchestra and has special appearances by the Indigo Girls, Laura Bell Bundy and Balsam Range. The album makes a great gift or stocking stuffer! Order it online [NOW!](#)

**SHOW**  
**ANNOUNCEMENT:**  
John will be performing his only holiday show in December at Venkman's in Atlanta on the 21st at 8:00pm! He will be performing holiday classics from his album with a mini orchestra so this will be a show you do not want to miss! Get your tickets [HERE!](#)

Betsy has been working at the LEGOLAND Discovery Center in Atlanta for the last six months as a Sales and Marketing Coordinator. Betsy is in charge of social media and works closely with the center's public relations company to promote their events. She has recently taken charge of the facility's Adult Nights, which are every second Thursday of the month. She was able to revamp the event and create experiences through theme nights, activities, prizes and more.

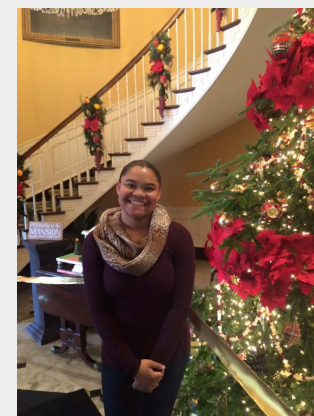


"Back to the Future" was the first Adult Night she coordinated and it was the most successful one they have had since their opening in 2012. The next Adult Night is December 17th and the theme is Ugly Christmas Sweater. Betsy also helped coordinate other events such as the Thanksgiving food drive, which was their most successful one. She is also planning a toy drive for Children's Healthcare of Atlanta and Star War Days to celebrate the upcoming film being released; accompanied by the 501st Legion (national volunteer group of cosplayers).

Betsy gives much credit to MEBUS Director Keith Perissi for her success. The MEBUS program helped equip her with the tools needed to succeed. Her biggest lessons were time management, how to go the extra mile, feeling confident in voicing her ideas and thinking outside of the box. MEBUS showed her the importance and power of networking.

She advises students to "network with fellow classmates and everyone Director Keith Perissi introduces you to". It's essential to "learn how to write a cover letter and a resume and make it pristine" to prepare students for the unexpected opportunities that come their way. Most importantly, "do as much as you possibly can without compromising your quality of work".

The on-the-job training provided from MEBUS internships displayed on resumes along with recommendations from



### **MEBUS Students Sing at Governor's Mansion**

The Governor's Mansion had their annual Christmas tree lighting ceremony last weekend and began their holiday tours. Two MEBUS students, Kennedy Stephens and Christian Artieda, had the chance to perform for guests and meet First Lady, Sandra Deal! Tours are available until December 18th. For more times and details click [HERE](#).



internship supervisors is what gets students hired.

-Livi McGill

## MEBUS TACKY SWEATER HOLIDAY MIXER



MEBUS celebrated another successful and tacky holiday mixer last week filled with good food, friends and of course music! The night included performances by Casey Montana Rogers, Jin Ho Kim, Livi McGill and Lucas Frink!



**Big Guest Speakers  
Coming Spring 2016**

Mark your calendars for two MEBUS events coming up next semester! Both events will be open to all KSU, Faculty & Staff so make sure to bring your friends for a great opportunity of networking with top entertainment industry professionals! More details to come. **STAY TUNED.**

[Artist & Venue Mangement Panel Discussion](#)

February 25th - 2:00pm  
Prillaman Auditorium 231

[Sport & Entertainment Management Guest Lecture](#)

March 15th - 2:00pm  
Burruss Building 151

MEBUS students, Roya Blair and Rachel Amatriain, won the tackiest sweater contest. Thanks to all who attended and joined in on the tacky sweater fun. We love the opportunity to showcase the amazing talent in the program and look forward to another great year of mixers.



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



Coles College of Business

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