



IMAGES

JANUARY 2004

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What else do you do in Daytona Beach while visiting for the races? asked the Daytona Beach New-Journal. "Chase the Skoal girls," replied the visiting NASCAR fan.

CMG has been selected as the "Preferred Staffing Agency" for the Daytona International Speedway for the third consecutive year!

January Birthday Greetings

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Model Manager

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Model Manager

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Model of the Month
Website Updates
And much more!

From the Director's Chair

By Robin Ruenheck-Faber
Director - CMG MODELS



For the first order of business, I would like to wish all of our clients a happy and healthy New Year from all of us at CMG Models! Welcome and thank you for reviewing the premier issue of our monthly CMG Models newsletter - *IMAGES!* Our goal with this email publication is to provide our clients with an "inside look" into what is happening each month at CMG Models and to showcase our models' achievements. We currently have over 400 active models registered with us throughout the country, Virgin Islands, Canada and Mexico and are busy preparing for the 2004 season.

"The off-season is the busiest time of the year for us here in the office," said Robin Ruenheck-Faber, Director of CMG Models. "We are in the process of booking over 500 hotel rooms, 400 airline tickets and 250 rental cars. And that doesn't take into account the scheduling of nearly 1,000 model assignments totaling over 10,000 promotional staff hours at all the NASCAR tracks, NHRA races, rodeos, fairs and Spring Break destinations," she added.

Model Boot Camp Kicks Managers in Shape

On Wednesday, December 17, 2003, CMG Models welcomed ten model managers from across the country for a day of orientation, training, preparation and fun. Models underwent "charm" school therapy under the direction of Lisa Maile, owner of the prestigious Lisa Maile Professional Image, Modeling and Acting School of Orlando, Florida. Maile worked with the models on their client/customer professionalism, public relations skills and consumer interaction strategies so that they would be more effective Model Managers for each of our clients in 2004.

Interactive conference calls with representatives from United States Smokeless Tobacco Company and the Toundas Motorsports Group were highlights of the day, allowing CMG model managers to interact directly with CMG clients and to hear their feedback on the successes and concerns of the 2003 season.

The evening concluded with a dinner at the Buca di Beppo restaurant in Daytona Beach, Florida.

The Model Managers for 2004 include Aubrie Lemon of Sherman Oaks, California; Alyson Taulbee of Las Vegas, Nevada; Danielle Cortese of Orlando, Florida; Natalie Mabry of Pensacola, Florida; Crystal Pickett of Ft. Lauderdale, Florida; Jamie Sams of Louisville, Kentucky; Jaelyn Nesheiwat of New York, New York; Erica Nemeth of Louisville, Kentucky; Pamela Paone of Philadelphia, Pennsylvania and Niki Gauthier of Tampa, Florida.



CMG to Staff NEXTEL Promo in Daytona

CMG, the "Preferred Staffing Agency" for the Daytona International Speedway, is proud to have been selected to staff the upcoming Daytona 500 promotions for NEXTEL! CMG will work with the Octagon Group of Connecticut for the inaugural NASCAR program.

If you would like to be removed from this monthly newsletter, please send an email to cmgworld@aol.com with ATTN: Diane as the subject

MODEL KUDOS

LISA WILSON of Rome, Georgia for reaching the final 32 on the hit television series "American Idol," set to air this Spring on FOX.

JENNIFER HUMPHREY of Sherman Oaks, California for her recent layout in FHM Magazine, which appears on page 49 of the December 2003 issue.

Have any story suggestions or topics you would like to read about in IMAGES? Email them to us!

CMG Models

641 South Ridgewood Ave.
Daytona Beach, FL 32114

Phone:
(386) 252-0514

Fax:
(386) 252-8502

E-mail:
cmgmodels@aol.com

Web Site:
www.creativemanagementgrp.com

New Additions Sign on with CMG Models

CHICAGO

Janet Elsad
Agnes Kupczyk
Olivia Nowak
Mariana Oljacova
Bobbie Swenson

LAS VEGAS

Jennifer Autry
Wendy Blanco
Gina Bocalbas
Karen Chacon
Vanessa Dennison
Tonya Glenn
Molinee Green
Leslie Chester
Monique Grossman
Treasure Guffy
Melanie Gurciullo
Holly Howard
Cheri Kosacek
Julie Nord
Melissa Penn
Kari Schultz
Ashley Singh
Amber Staheli
Brandy Wood
Jennifer Zanello

Model of the Month

Jaclyn Nesheiwat Crowned Miss NY USA



Recently crowned Miss New York USA 2004, Jaclyn Nesheiwat, is always on the go and striving for more. Nesheiwat started modeling at the age of 14 in local, state and national competitions. After participating in a few pageants, she began doing television and film work, commercials and print jobs. She is currently the face of the CVS brand facial cleansing cloths.

When asked what her favorite part about modeling is, Nesheiwat replied that "feeling like a beautiful woman, getting all dolled up and learning about fashion trends" is definitely exciting but "waking up for a 6:00 am photo shoot and having to wear five inch heels for several hours" can sometimes be tough.

Nesheiwat is quick to point out that she has been blessed to have had the support of her mother, widowed with five children, throughout her life and that her older sister Julia, currently serving in Baghdad, is her mentor. "My father passed away when I was nine and that is when my sister Julia taught me to appreciate life and encouraged me to chase my dreams. Modeling can sometimes be a challenge for women; you need to teach yourself discipline, self-motivation and how to take care of yourself. All of these traits make a woman very strong and independent."

What is Nesheiwat up to in 2004? She can be found participating on the NBC reality show Fear Factor, which is hosting a special Miss USA 2004 version of the competition. Nesheiwat also works as a trainer for a *Sephora* retail store in New York City, as well as beginning her duties as a CMG model manager for the 2004 season. She also plans on teaching skincare and cosmetics classes after her stint as Miss New York USA and continuing her studies at New York University where she expects to receive her Masters Degree in Communications.

Check Out CMG Models Online!

We are hard at work updating our online Models Photo Gallery for the 2004 season. Please visit our website, www.creativemanagementgrp.com in February for more information.