

Alum of the Month

Jake Anderson

Longwood Class of 2006

Please provide a little background information about your company and what your position entails.

I am the owner of SRO Entertainment, which is a new corporate division of SRO Productions; based in Roanoke, VA. SRO Productions, owned by William "Kent" Martin, is an event solutions company that has been in business for 28 years. The company started out as an artist booking agency, and expanded into turn-key event and concert production services. SRO is a voting member of the Country Music Association, and has grown to be one of the most reputable artist booking agencies on the east coast.

I am in the process of building new relationships with colleges, fairs and festivals, businesses, and any other individuals / organizations who are in need for event solution services. Since August, I've been working with Kent in regards to branding, marketing, research, and development for SRO Entertainment. I am also in the process of learning the production side of the company, and will be assisting Kent with several concert productions this year. Once I meet certain goals and move into the company full time, then I will become more involved as a productions manager. A productions manager is the point person at any event or concert, and responsible for ensuring that all staffing, scheduling, rider requirements, and money exchanges are handled correctly.

What path did you take to get where you are now?

I made a decision during the summer before my first year of college that my goal in life is to be a successful entrepreneur. Since then, I've made decisions for my career path that I thought to believe would meet my goal. My first decision was to get my business degree and concentrate in finance. I choose finance, because it covers both economics and accounting.

Spring 2004 (sophomore year), I pledged a professional business fraternity called Delta Sigma Pi. Deltasig is a great organization, and helped me build a strong network with other students in commerce. I am bringing ideas into my business that I learned through DSP. It made it easier moving through the business school, because I was in an organization of people who share the same interest. Everyone had a different personality in DSP, and diversity is important in commerce. I recently started volunteering with the SPCA, and want community service to always be an active area.

Did you use the Career Center while at Longwood?

Yes, I met with Mary Meade Saunders to tweak my resume, and she did an excellent job. I also had my resume submitted to several companies, and had an offer my first semester senior year. They were a great resource. I did attend some career fairs as well, and obtained an offer going that route.

What advice can you give students on how to become a successful individual?

The first step is determining your passion for where you want to take your career, which involves a lot of soul searching. Surround yourself with what supports your mission. An aspiring entrepreneur should layout a long-term plan with short-term goals. I recommend beginning job searching after completion of the internship. It can be difficult to find a job after graduation, because you face a lot of competition with all of the other college graduates. Maintaining a good attitude, staying proactive and avoiding trouble is very important. Staying involved in organizations that compliment your goals. Holding a strong balance between all areas in your life will keep your stress down. Take the time in college to network with as many people as possible. A quote that I strongly believe in and have even included in the mission statement of my business plan is one by Henry J. Heinz: "To do a common thing uncommonly well brings success". The last piece of advice would be to take full advantage of the resources Longwood has to offer. Longwood wants to see its students become successful, and does a great job in providing assistance.



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Major:
**Business
Administration**
Concentration: Finance

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2006**

Current Employer:
**SRO Productions |
Entertainment**

Position:
Partner