

## **ENTERPRISE**

### **Small Business Snapshot: Mascioli Entertainment**

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Want to bring an uncensored hypnotist to your brother-in-laws's bachelor party or hire folk artist Glenn Yarbrough for a function?

Mascioli Entertainment Corp. can make it happen. Owned by Paul Mascioli, the Orlando business books talent for socials, charities, conventions and entertainment venues.

It also promotes concerts, and designs and produces events for everything from high-end weddings to theme parks. Services include theming, entertainment, staging, audiovisual, custom songs and show management.

Mascioli has more than 30 years in the business. After working with one of the city's best-known talent bookers, Ted Skorman, he went out on his own this year.

"Today, the Internet makes inquiries about performers easier. People can find out what it costs. But there's more to doing a show than just booking the talent."

Entertainers can be difficult to deal with, so "it's important to know how to interpret an entertainer's contract."

Performers have some requirements in their contract they don't always take seriously, and others that are a "must do." Says Mascioli, "We know the difference."

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