

# Rolling Out Dallas

## William Odom



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### will "dondi" odom

Founder, TNL Entertainment

#### taking it there

God fearing, fun loving, straightforward, and honest are qualities one usually looks for in a friend. Imagine finding these traits in a business and entertainment manager. New Orleans native, Will "Dondi" Odom possesses these qualities and many more. "If I say I can do something, I'm going to do it. If I can't, I won't even mention it. If you ask for my opinion, I'm going to tell you the truth," he says. Odom began the entertainment and marketing company The Next Level Entertainment (TNL Entertainment) with business partner David "JJ" Jefferson (who has passed on), as a way to provide assistance to artists in the entertainment industry.

Jefferson combined his years of experience in sports and the world of modeling with that of Odom, who comes from a background in telecommunication recruiting and entertainment. The two met in Dallas and soon discovered their mutual interest in opening an artist management company. Odom came up with the idea of bringing their various talents under one umbrella, and TNL Entertainment became a reality. Unfortunately, Jefferson succumbed to a battle with cancer early this year, but Odom's loyalty to their shared vision remains top priority.

"We decided to name our operation The Next Level, because, with us, success is just one stop away," he boasts. Odom credits his success on his ability to work

with all different personality types on any and all levels. Whether it is dealing with folks he runs into in the community or in the corporate world, he finds it enjoyable to know that when people confide in him, they can feel comfortable in the fact that the conversation will go no further.

Odom is also a business partner and manager of a full service recording studio called Link Studio, with CEO & Producer Chris "Priest" Roland. Dallas rappers, Lil T the Hustla, and the South Route Boyz, as well as R&B singing sensation Cambry are a few artists Odom and Priest are working with that are destined to become household names. Odom wants to create a buzz with the public and the music industry.

"We were the first promoters in Dallas to book local acts at Club Life. We were able to have Tre turn it out on Friday, and the South Route Boyz and Lil T brought down the house Saturday night. That's quite an accomplishment for us," he says smiling. TNL and Link Studios has links to four producers to help artists needing a place to record or in need of help with beats, lyrics, etc. CD duplication is also on site.

Odom also finds time to lend a helping hand with his involvement in two non-profit organizations—Reaching Out Touching Lives (ROTL), which assists those facing cancer and other life threatening illnesses, and the



Global Brotherhood of Life—an outreach program for at risk, inner city youth that provides tutoring (Math/English), as well as after school and summer educational programs. —*gustavus betts*

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