

KICKIN' IT with Lifestyles & Society Editor Audrey J. Bernard

Bons vivants attend special birthday celebration for Mike Muse at Parlor



Mike Muse Birthday cake
(Photo by Rowena Husbands)

Mike Muse, co-founder and chief executive officer of the Detroit-based Muse Recordings, greeted guests with his signature winning smile and strong handshake at his very private birthday celebration at the soon to open exclusive Parlor membership club in the exclusive SoHo section of New York City on Tuesday, August 2, 2011.

A former industrial engineer, Muse is the hot new "go-to" guy in the worlds of political fundraising and music with a record for making things happen and his natal celebration was a fine testament to that fact as it was attended by the "who's who" from the worlds of politics, music, film, television, fashion and sports. Folks tell me that he's super smart, well liked and poised to be the new face making the rounds on all the news shows come election season.

As **DJ.M.O.S.** spun the hottest club music Democrats and Republicans partied side-by-side to fete the man who's able to call on superstars like **Halle Berry, Estelle, Patti LaBelle, Ryan Leslie** and **The Roots** to help raise money for top politicians.

Muse who oversees his Satellite office in New York City has signed and released its debut album, *Marc's Project*, that received instant buzz resulting in Muse Recordings establishing partnerships with the NFL (Super Bowl), NBA (summer tour), McDonalds (commercial, jingle, promotion), Starbucks (partner, acoustic tour), and Chrysler.

Muse Recordings has also partnered with **Sean "Diddy" Combs** and rap artist, **Nelly** on social awareness projects, as well as the United Nations "Standup" concert in New York's Time Square. As part of the NBA's Rhythm n Rims Tour, Muse Recordings' artists shared the stage with major music superstars.

In addition to running Muse Recordings, the newest record mogul can be heard as a guest commentator on the business of music, pop culture, and politics at the highest rated urban radio stations in the country; 107.5 *WJLB*, in Chicago, Detroit's *WJLB FM98*, and NY's *Hot 97*.

He is a guest lecturer on various topics dealing with the business of music at Berklee College of Music, Wharton School of Business, Clive Davis School of Recorded Music at New York University, Stern School of Business, the Ross School of Business at the University of Michigan, UCLA Entertainment & Media Management Institute, and University of Miami School of Business.



The Brothers of Kappa Alpha Psi Fraternity Inc.



Annette Davidson, Andrea Peterson, Jennifer Jenkins



Aletha Maybank, Sora Caetano



Shante Timberlake, Candice Cook, Esq., Jana Taylor, Esq.



Idyl and Ayaan Mohallim



Len Burnett, Mike Muse
(Photo by Rowena Husbands)



Traceye Smith, Chenoa Maxwell

Muse also created and was co-lecturer of **Jermaine Dupri's** College Book/Speaking Tour; "The Making of a Music Mogul." In addition, he's achieved rock star status on BET where he serves as an on air "Word" commentator and a BET "Year End Review" commentator.

Muse is the recipient of many coveted awards including Grey Goose Rising Icon Award; recipient of a proclamation from the State Senate of New York for his out-

standing leadership in civic and business; named a Distinguished Fellow from the National Association of Television Programming Executives; Kappa Alpha Psi Reginald F. Lewis achievement award recipient; Gillette "Man of Style" award for style and substance, YGB entrepreneurial award; and recipient of the distinguished "5 Under 10" Award, a recognition given to five distinguished University of Michigan young alumni.

He served as member of President **Barack Obama's** tri-state area finance committee and was a fundraiser for the presidential inaugural committee for President Obama. In addition, the impressive entrepreneur was appointed as a member of the national finance committee and national advisory board for the Democratic National Committee; Newark, New Jersey Mayor **Cory Booker's** reelection host committee co-chair;

and served on Mayor **Michael Bloomberg's** campaign committee.

In addition, he serves on several boards including the Board of Advisors for Wharton School of Business Whitney Young program. Muse has been featured twice on the cover of *Crain's* magazine, the preeminent destination for business news in New York as well as on the cover of *NV Magazine's* "Movers and Shakers" issue.

(Photos by artxdoesitagain.com)