

## **Latin Grammys: Bright Lights for Houston Firms**

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***Jenalia Moreno***

Pearland's Prop Rock created decorations for the dressing rooms, custom bars for a party at the George R. Brown Convention Center and lounge furniture for a pre-show party.

Hair and makeup artist Pedro Abasolo, owner of Rice Village-area Ovarions Hair Studios, did the hair of celebrities.

And musicians jammed at the Spring Branch-area Sound Check Music Complex to prepare in advance of the show.

Tonight's Latin Grammy broadcast from the Toyota Center has turned out to be good business for several Houston-area entrepreneurs.

"I was trying my best to find every single possible way to put in a bid for that contract," said Jade Gold Devereaux, who owns Prop Rock along with her husband.

The one-day event, which airs on Univision, and the pre-parties will bring in about 20 percent of Prop Rock's annual sales, said Devereaux, who hopes to rub shoulders with stars such as Jennifer Lopez.

[Note from the Editor: The 9th Annual Latin GRAMMY Awards will take place Nov. 13 at the Toyota Center in Houston and will be broadcast live on the Univision Network from 8–11 p.m. ET/PT (7 p.m. Central). Preceding the Awards show telecast, Univision will present exclusive "Noche De Estrellas" ("Night Of The Stars") coverage of the celebrity arrivals direct from the Latin GRAMMY Awards Green Carpet starting at 7 p.m. ET/PT (6 p.m. Central).]

Abasolo, who frequently styles the hair of celebrities and politicians, will serve as the backstage director for hair and makeup. Abasolo will direct three makeup artists and seven hairdressers on the day of the show.

He wouldn't disclose how much he's earning but does expect it will generate more business for him.

"It's not about the money," Abasolo said. "It's more about the reputation and the publicity."

A handful of bands rehearsed this week at Sound Check, said J. Gleason, who runs the recording and rehearsal studio.

"We're going to get some name recognition off of this deal," said Gleason, a former musician. "Houston needs this."

"The Houston music scene was kind of on life support. Now, it's coming back."

He said much of the state's music business is concentrated in Austin, but with the Grammys here, he

expects more bands to consider recording in Houston.

The event could draw more such events and conventions to the city, some speculate.

"I think more than anything it brings visibility to the city of Houston," said Laura Murillo, president of the Houston Hispanic Chamber of Commerce. "It's a big way of putting us on the map."

Some 12 million U.S. viewers watched last year's live broadcast from the show held in Las Vegas.

"It will present Houston as a diverse, Latin friendly community and a desirable destination," said Greg Ortale, president and CEO of the Greater Houston Convention and Visitors Bureau.

He said the event honoring Hispanic musicians and singers will have a smaller economic impact than originally anticipated because one pre-Latin Grammy party was canceled after Hurricane Ike.

But with 11,000 people expected to attend the televised awards show, the event will bring a cash infusion to Houston.

For more of Hispanic Business' signature lists, please see the Ranking Channel

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