

# Student Profile: Ashley Fortune

By Park Baker  
Staff Writer

Busy doesn't begin to describe Ashley Fortune. The Brevard senior juggles being a full time student, works at a home for the mentally challenged, and most recently started her own production company, RavenRageProductions. Her company promotes and showcases artists who liken themselves to the genre "EDM" or for those not familiar, Electronic Dance Music.

Fortune's love for the scene and culture grew while serving in the army in Baumholder, Germany. While stationed there, she and her fellow enlisted soldiers would escape to the intoxicating beats and mesmerized lights of Europe's thriving night-life. When she came home to the states in 1998 she enrolled at Western Kentucky University while living in Nashville. After her first DJ show almost 12 years ago, she got a job for the production company FourScore.

Almost ten years later, the Integrated Studies major was in need of another job. Last summer Fortune was out at one her haunts, Scandal's, an Asheville bar and venue that features local artists and is host to many heady nights of dancing. Willovseraphim, an Asheville production company had recently lost its

booking agent, and as one thing led to another, the owner offered Fortune the job. She grabbed the opportunity to book artists from the drum n' bass, house, and dub step variety, and promote regional acts.

After working with that production company and hosting some successful shows, the owner of Asheville Entertainment, another company of the same flavor, noticed her panache and approached her and to see if she was interested in working with him. The company mostly promotes drum n' bass artists from the UK.

Her snowballing success and her propensity for attracting popular artists led her to venture out on her own. Since starting her company, Fortune has concentrated mainly on artist management. She currently has 115 DJ's, VJ's and Producers under her wing and personally manages ten artists. She attributes a lot of her success to Facebook and many electronic music artists use websites like Soundcloud and Mediafire to upload their own music, hoping to attract the attention of people like Fortune.

A lot of time and effort has gone into being an entrepreneur and it seems it has paid off. On Dec. 11 Fortune is proud to present the internationally renowned artist Kimball Collins, one of the first American DJ's to play at the infamous nightclub Ministry of Sound in the

United Kingdom. The show is being held at The Garage at Biltmore and will also feature six other DJ's playing that night, five of which Fortune personally manages. Tickets are \$15 in advance or \$18 at the door and can be purchased online at [thegarageatbiltmore.com](http://thegarageatbiltmore.com)

If anyone has ever doubted or hated on Facebook, for any reason, here's a pretty good reason to validate the social networking site: the owner of Sky's the Limit production company, with operations in NYC and Miami, contacted Fortune through Facebook and asked her if she wanted to come on board. The company has a spot at the 2011 Winter Music Conference in Ft. Lauderdale, FL, which is an enormous opportunity for Fortune to showcase her artists.

Winter Music Conference, in its 26 consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for the advancement of the industry, WMC 2010 attracted 1,909 artists and DJs, 3,763 industry delegates from 70 countries and over 100,000 event attendees for a concentrated schedule of more than 414 events, parties, seminars and workshops presented over five days. Over two million visitors from 183 countries log on to the WMC website each year.

# New 'whipahols' popular with students

By David Brazy  
U. Wisconsin via UWIRE

A new fad in alcoholic consumption could replace the alcoholic energy drink Four Loko.

And it also goes great with pie.

Some are calling "whipahols" such as CREAM and Whipped Lightning the next big craze for college student drinkers. The product combines whip cream and a strong dose of alcohol, 15 percent by volume in Cream, into an aerosol can dispenser.

The Madison liquor store Riley's Wines of the World has been selling CREAM for more than a month, according to employee Matt Bents.

Bents added the whipahols have been pretty popular and they have sold quite a few of them so far.

Julia Sherman, coordinator of the U. Wisconsin Law School's Wisconsin Alcohol Policy Project, said the major difference between the alcoholic whip cream and Four Loko is the price difference. Sherman said products like CREAM normally sell for \$12.99 while a can of Four Loko can still be found for \$2 or \$3.

"You are going to have very different

groups of customers," Sherman added.

Sherman said the real danger with the whipahols is the drinker might be consuming more than they realize.

"You might have three Jell-O shots with the whip cream on top ... you're going to be a lot more impaired than you realize," Sherman said.

Sherman said she believed there were around 26 1-ounce shots in a can, so if you have a one ounce shot of vodka in a Jell-O shot and then if a person adds a puff of whipped cream on top, they will actually be consuming two shots.

U. Wisconsin senior Zach Zyduck said he would like to try the whipahols, but probably would not have a lot of it because the consistency may be too weird.

Zyduck said the products had a lot of different possibilities.



'Whipped Lightning' offers several flavors of the alcohol infused whipped

"Incorporating food into your love life just got a lot more interesting," Zyduck said.

He added it is good to know there are people out there dedicating their time to getting people drunk in unique and disgusting ways.

However, Sherman said there could be some complications if a person consumes the whip cream without knowing there is alcohol in it. She said it could be dangerous if someone who is on medication that is not supposed to mix with alcohol uses some on food unknowingly.