

## FISHOF ROCKS THE BIZ

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David Fishof has learned a lot from the rock 'n' roll world and his latest book, "Rock Your Business: What You And Your Company Can Learn From The Business Of Rock And Roll," tells future music entrepreneurs all about it.

Fishof told Pollstar the idea for the book, written with New York Times best-selling author Michael Levin, was sparked by conversations with attendees at his Rock 'n' Roll Fantasy Camp and their rock star mentors.

The book covers everything from starting with a basic idea through marketing, bartering, promotion, overcoming obstacles, forming partnerships and taking an established business to the next level.

"I've seen the success of these bands and they really work together. I learned to be creative because I respect the artists who write songs. [From] the way they collaborate on music, I learned to collaborate with promoters sponsors and talent," Fishof explained.

A shift in how the general public perceives music industry careers was another catalyst.

"Years ago, kids who wanted to be musicians or agents or managers, their parents discouraged them from getting in the business. But in 2012, parents are calling me everyday [saying,] 'I want to make my child a rock star.' [But] if they can't be an artist, get behind the scenes. Parents are finding out you want to give your kids ideas with passion."

Fishof's use of stories from his years as a sports agent repping the NFL's Phil Simms and baseball's Lou Piniella paired with stories of reuniting The Monkees during MTV's heyday or helping **Ringo Starr** create the All Starr Band are both educational and entertaining.

And the strategy Fishof shares in the book can be seen in real life with the announcement that the Rock 'n' Roll Fantasy Camp now has a permanent home at the MGM Grand Hotel & Casino in Las Vegas. A grand opening camp featuring Gene Simmons takes place. Oct. 10-14.

"With the success of [ABC's] 'Shark Tank,' everybody is running around with ideas and they're frustrated," he said. "My whole business is taking ideas and making them happen. Some are winners, some aren't."

"I wanted to get the point across that these are things that I've learned and can share with any executive from any business [as well as] people coming out of college."

- **Tina Amendola**