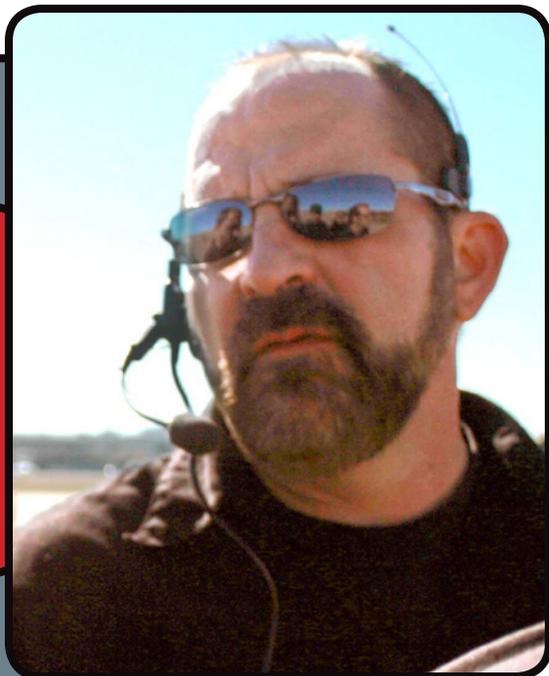


PEOPLE

Brooks Kendall

KEN-RAN Productions is a company that has considerable experience in large scale special event production. With a history in both Corporate and Civic events, its mission is to create or participate in spectacular, world class, events. They assist Fairs, Festivals and Events through, the use of detailed budgeting, and hands-on management from inception through creative development to successful execution. By working with a myriad of event suppliers and sub-contractors, KEN-RAN Productions can offer a cost effective single source coordination for any size project or event.



IN CONVERSATION

How did you get into events?

Growing up traveling on the road with my Dad's rock band, it is no wonder that I ended up working for Ken-Ran Productions, an award winning Event Entertainment Service Company my father started 54 years ago. I guess it's just in my blood!

What has been your biggest professional challenge?

As of late, it's been the sluggish economy, with Wall Street woes and political concerns eating away at our industry. Clients are trying to save a buck by procuring talent on their own while in most cases working with agents won't cost you anymore than doing it yourself. Our company works with entertainers more frequently than event planners. Frequent booking gives us buying power and a better knowledge of what a band or entertainer's rock bottom price is. If you are working with a full service company like ours, you should also consider the added value. Having said that, please remember that we are all in the same boat and entertainers are hurting as much as anyone else so be willing to pay a fair price.

Lately we have had to be more creative and consider things like Routing, Block Booking or Multiple dates which has become more important than ever, as this saves our clients extra money spent on travel expenses. We have also been working with more up and coming or undiscovered talent. Our Company usually has a good idea of what new talent is on the rise and they can help you catch the talent on the way up, before they become a high priced act. Good entertainment companies always have their hands on the pulse of the newest talent for their clients.

Some festivals are cutting their entertainment budgets so we have begun to assist them in getting sponsor contributions. Given the current financial frame of mind at many companies, a number of beneficial sponsorships are being axed, with little consideration for ROI and lots of consideration for reducing any variable costs possible. Sponsors are tightening budgets and spending smarter on fewer opportunities. Many companies will be dropping sponsorship of world class events. This creates an opportunity for smaller, single events.

Recent polls show that people have a renewed interest in "escapism" and "need for fun." So remind your client of that when they say they want to cut out the entertainment.

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FACTS ON FILE

Years in the Business:

54 Years

Degree:

School of Hard Knocks

Family:

Father of 3 Boys

Last book read:

Just Magazines

Last business book read:

"Starmaker"

by Jim Halsey

Brooks Kendall

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What do you do to relax?

Play Golf, Yard Work, Cook a nice Dinner or watch TV.

Other Background Experience

I have served as President of the International Special Events Society and Director at Large for the Texas Festivals and Events Association. I am currently President of the Society of Talent and Entertainment Professionals. Ken-Ran Productions is an Award Winning event entertainment company that has provided Quality Entertainment for over 50 years!

What's the best advice you've ever received?

My grandmother had a little plaque that said "If all else fails, follow directions" - that always comes in handy! Another good one is "If you don't screw up, you never have to say you're sorry." I don't know who said it, but I have always used it.

What is your personal philosophy?

I've always believed in value added service. It's that little something extra that is provided to my customers at no additional charge. I believe in being very thorough and meticulous in preparing for each and every event so that there are no surprises the night of the show. But most importantly, I feel like the key to my success is that I try to become an important part of their team and I genuinely care about the success of my client's event.