

WORLD-WIDE ENTERTAINMENT COMPLEX
 641 Lexington Ave. 14th Fl., New York, N.Y. 10022
 (212)759-1693 Telex: 225 032 WWEC UR



Interview with Gerry Delet and Eliot Loshak:

Q: How did World-Wide get started?

DELET: Well I had been primarily a business manager for many years. Then I started to get involved with personal management with The Manhattans and found I enjoyed it...and with my background in the financial and business area, I felt it was a plus to both myself and to the clients I might represent. Meanwhile I had known Eliot Loshak for many years. He was an attorney and had just left his position in business affairs for CBS...and I asked him to come aboard with this new concept.

Q: What was new about the concept?

DELET: Well I had basically been a business manager and I had done a lot of film work and although I had done some management working for other people, but never totally on my own.

LOSHAK: Let me add that ...What is novel here is that this is a corporate concept, full service if you will... most management companies don't have quite the umbrella of services we provide here.

DELET: Also, let me make something clear. Eliot is not the attorney for the client. The client has their own attorney but what we have here is the knowledge to be able to handle and situation any time. Eliot does not represent any client, he represents World-Wide.

Q: How do you perceive the job of a personal manager?

DELET: I personally believe that a manager cannot make a group very successful, the music makes an act successful. The manager should know what to do when that success happens. Of course there are the things along the way that have to be done... Follow up on the record company; Follow up on the publishing; Make sure that the advertising, promotion and marketing is done; Expanding your clients horizons.... for example, if you have a recording artist, try and get them some TV or film work; Let the public understand who your client is... Your client is not just someone who sings... he or she is an individual with feelings and thoughts and other aspirations. The key is when the client is out there and having success, you have to be able to pyramid that success into other areas.

LOSHAK: I would say that personal management runs the whole gammut, depending upon where the artist is in their career. Obviously with an act like Kool & The Gang, which is a major act, you have recording contracts, touring schedules, and a series of projections for years ahead. The demands are very different for a manager with a rookie looking for a recording deal.

Then also you must take into account the individual personality of the artist. Some require a very strong hand while others may require a more laid back approach.

Q: I understand that TWM was your original business management company. Does that company still exist.. does it come within the World-Wide Complex 'umbrella' ?

DELET: TWM still exists but it is a completely separate company from World-Wide. What's happened is that the activities of TWM have become much more limited. If I take on a personal management client and they want that service, I will do it only for one of our personal management clients.

Q: Why do you think it is so hard to find good personal management?

LOSHAK: In many cases, particularly in the pop music business where a successful act is often young and inexperienced and success can be quick, unexpected and relatively substantial, management is often one of the guys in the group or some friend down the block who they think is pretty shrewd....As a result, most "managers" are as young and inexperienced as their groups.

DELET: On the other hand, once you find that experience and knowhow, I'm a firm believer that the artist must participate with the manager in all decision making.... We have bi-monthly meetings with our clients. We even have minutes of each meeting that are distributed to the members of the group or the individual artist...total communication is of utmost importance.

Q: What are your plans for the future?

DELET: Well, along with getting more into various areas of production we will be looking for other managers to come aboard. We can only handle a certain number of acts with the staff we have now.

Q: Tell me about the acts you have now and what you have planned for them?

DELET: You should probably talk to Mervyn and Andy about the acts that they handle but as far as Kool & The Gang is concerned, and the Manhattans and Gerald Alston, those are the acts that I handle directly....

KOOL & THE GANG is expanding into many other areas as are the individuals in the group. Ronald Bell is producing. George Brown is writing a score for a motion picture. JT has a beauty salon. Kool is working on opening up West Africa. Charles Smith is producing a demo tape for a new artist, and Dennis Thomas is working on some music projects as well.

THE MANHATTANS are also branching out into the television are and working in film and GERALD ALSTON is part of the Manhattans while he is also working on a solo album.

Further interview with Andy Gould and Mervyn Dash:

Q: Andy, Tell me about the acts that you are specifically responsible for and what your plans are for each.

GOULD: Well DEJA, which was formerly the group Aurra, is now on Virgin Records and went #2 on the Black charts, was in the 50's on Pop and Top 10 in the UK Pop charts. We just signed them to the William Morris Agency and we're going to release their second single any day now. We're expecting to start them out on tour the back end of February or the beginning of March. I must point out that Virgin has been wonderful to us... In the twenty years or so I've been in the business, I've never had a record company give me everything I've wanted without even asking for it.

BILLY NEWTON DAVIS is on CBS Canada and is the first Black act ever to be signed to a major record label in Canada. He put his first album out in 1986 and won 2 Junos for Best R&B and Best Newcomer and 8 awards in one year..... His new album is being produced by Andy Goldmark.

FATES WARNING is a heavy metal band on Metal Blade/Enigma and has just finished their album with Roger Probert producing and Max Norman executive producing due out in March.

52ND STREET is on MCA with a single coming out in February. It's an English funk band group that had a record out last year that went top 5 Black. Then there are the producers I handle:

MAX NORMAN last year produced Grim Reaper, Lizzy Borden and Ozzy Osborne. He just finished Dirty Looks on Atlantic and just started work on a new group for Columbia called Teaze, managed by Champion Enterprises.

TERRY BROWN just had a terrific year with Cutting Crew's number 1 record and has a few records coming out in the coming year, both on Atlantic... Silent Running and a record currently in the top 10 in Canada by Blue Rodeo. He's also just starting work on a group called Roman Grey on Attic Records in Canada.

Q: Mervyn, give me a rundown of your projects.

DASH: KEVIN OWENS was the feature vocalist for a group called Ray, Goodman & Brown and he has his own record coming out on Island. Kevin has also worked as a background singer and producer.

Then I also handle PAULETTE "JEWELS" VAROL who's a Sheena Easton type vocalist and a great writer and we expect to have a deal for her momentarily.

Also there is GERALD ALSTON who is the lead singer for the Manhattans and is presently doing a solo album....the direction there will be away from the Doowop quartet singing to be more of a soloist.

And of course there is REGINA BELLE who just recorded with Peabo Bryson and I have her reading for a movie called "Sing", which is kind of a 'Fame' concept but with singing instead of dancing. And at the same time both of the singles from her current album have gone Top 10, including the number 1 hit "Show Me." We plan to be back in the studio in March or April.

BIOGRAPHIES



GERALD DELET - General Manager & Personal Manager

With a degree in business administration he practiced as an accountant from 1960 through 1970 with Braun & Garelick. From '70 to '77 he was Executive V.P., treasurer and a director of Artists Entertainment Complex, Inc. The company provided career guidance for performing and creative artists and was involved in motion picture production. In 1978, he established TWM Management Services, as a business management company that, at one point had as many as 50 clients. Although TWM is still in existence, Jerry established World-Wide Ent. Complex in 1982 to which he now devotes most of his time.



ELIOT LOSHAK - Dir. of Business Affairs

A graduate of Harvard Law School in 1956, from 1976 until 1984, Eliot was a director of business affairs for CBS Records Int'l. In that position he was responsible for drafting, negotiating and administration of recording and publishing agreements with artists and labels, preparation of licensing agreements, copyright matters, packaging and franchise agreements.



MERVYN DASH - Personal Manager

Mervyn has been involved in almost every facet of the music and entertainment industry for the past 19 years. From 1973 to 1974, he was a director of A&R at Stax Records. From '75 to '80 he worked as business and career manager for Roberta Flack. Then from 1980 until joining World-Wide in '84, he was a consultant to TWM. Prior to that he worked with and produced live concerts for such artists as Lloyd Price, Ray Charles, Isaac Hayes, Maxine Brown and numerous others.



ANDY GOULD - Personal Manager

Andy began working with Chappell Music in London in 1968. In mid-'73 he was appointed Int'l. Director/New Talent for Screen Gems in London. In '75 Andy established an independent publishing and production company as well as a recording studio in London. In March of 1979 Gould was employed as Int'l. Talent Developer for April Music in the UK, responsible for recruiting U.S. talent for the European music publishing operation. In November of that year he was moved to New York for April Blackwood, where he remained until Oct. 1982. In Nov. of '82 he left to establish the Frank & Andy Corporation and went on to work in a consulting capacity for various companies including TWM before joining World-Wide in 1984.

LISA BARCLAY - Personal Manager & Admin. Asstnt.

Lisa received her Bachelor of Music/Electronic Composition degree from Northern Illinois Univ. in 1983, where she also worked as a concert violinist. Following graduation she relocated to New York City and found employment in various areas of video production, eventually leading to production of informational videos. Now a Director at World-Wide, she helps co-ordinate the acts that Gerry Delet handles including touring activities, and management I.B.M.C. ("Idi Bidi MIDI Committee"), consisting of Ronald Bell and three co-producers, as well as work with PolyGram artist Jerry Jones.

CINDY ROSENTHAL - Admin. Asstnt.

Cindy began work at Atlantic Records in 1979 where she gradually worked into A&R administration for both Atlantic and Elektra/Asylum. At the same time she also served as a staff photographer for Atlantic. At World-Wide Cindy works closely with Andy Gould and the acts and producers he handles.

NINA RAY ANDINO - Business Co-ordinator

Nina began working with TWM in 1980. Having been raised in a musical family (her father is known as "Big Black", a world renowned conga drum player) she had considerable knowledge of the music industry. As head bookkeeper for Kool & The Gang and then The Manhattans, she was later promoted to Business Co-ordinator.