

# The Dallas Morning News

## After 35 + Years : Veteran Entertainment Agency Entrepreneur Continues Offering Expert Showbiz Advice and Consultation

June 4, 2003, Dallas, TX – Professional entertainment agents are not traditionally known for their warm-hearted, friendly open attitude while working through the uncharted waters of show business, while doing multi-phased big-buck money deals. However, Dallas businessman, agent and showbiz entrepreneur William Ware, has been doing just that for over three decades.

In the 60's, back when Dallas only had about three or four 'happen' nightspots in town, Bill Ware owned one of them. He called it, 'The Pirates Nook'. *"It was kind of a crazy little joint in a rough part of town in those days, but it made good money and turned out to be a very popular club."*, he recalls. *"Actually, I started to look at it as a perfect place to start showcasing the local performance talent."* So, in a small office upstairs over the nightclub, he began booking local acts to the Dallas and Fort Worth nightclub competition. *"Back then, folks around here would follow a local band or group religiously. Sometime I would book out an act to another club owner in the area and they turned out to be such a powerful draw for the guy, it would actually negatively impact my own club income!"* Ware admits, *"Finally, I got a somewhat smarter as I learned more about both businesses in general."*



Ware found the agency business to be much more profitable and had larger revenue potential than the daily business cash flow the club could provide. So, he began to focus full-time of building and expanding the agency business and adapting to the many challenges and changes that came his way over the years.

*"When I first started in the agency business, a lot of talented people would come to me for business management association and outright talent representation. However, I felt I could not do as good a service catering only to the performance artists. As a result, I missed out a lot of money with some of those acts."*, he contends. Acts like; The Winter Bothers, both Fred and his brother Johnny. Darrell XYS, later known as 'Vanilla Ice'. The Five Americans, just to name a few. *"They all had real value and great potential, but I was an idiot, so I sent them along down the road. Basically, since I knew they could do better in LA, New York, – and they DID..!!"*

The primary agency operations have always been based in Dallas, catering to the local DFW area in the beginning, later expanding across the southwest and eventually leading to today's nationwide marketplace. *"Geographically, Dallas is located in a section of the country that makes it so easy to get out to the east, the west coast, or anywhere in a couple of hours by plane."* He confides, *"Beside, it's been my home and life for all these years and I've always loved it. It's a great city with wonderful people."*

Originally from Cincinnati, Ohio, he reminisces, *“Most of my relatives are still back there, but I always knew I had to leave for some other type of life. I joined the Navy to see the world with I was 17 years old, and upon my return to the states years later, I came through Dallas to visit an old family friend. I liked it because it was so different and aggressive, not as laid-back as where I grew up. So, I guess I’ve been here ever since!”*

The interview continued, as it began, seemingly with as much bold enthusiasm as his first day in the business, telling a one quick story which seemed to prove the current national scope of where is business at large now resides –

*“A couple of weeks ago, we received a ‘rush’ request from a corporate client I met with in Chattanooga, Tennessee, to produced a special event evening during an upcoming convention for their business associates the following week. It was a tough job on such short notice, but that is where the years of experience comes into play for everyone involved!”*, he explained. In less that seven days, a full stage production concert featuring Bad Company’s former lead singer Brian Howe, took place at one of rock ‘n roll’s legendary music venues, the Hard Rock Cafe in Philadelphia. He continued, *“It was an unusual situation due to the fact the client usually provided us with months to plan and prepare the events properly, but this one had to be done immediately and we were able to give the client exactly what he needed, when he wanted it and it worked out very well all around. It’s a matter of offering the ‘extras’ and above all the quality service a client needs to enjoy success in their efforts. That is rare comity in today’s world, much less in the entertainment industry.”*

It is no surprise that the business of supplying various entertainment events for corporate clientele has changed over the years. He went on to say, *“Years ago, it was mainly booking individual talent and variety acts to a nightclubs for a couple of weeks. Today, you have to offer more overall consultation and guidance to a fairly sophisticated buyer who realizes the real value of an event like the one we produced in Philadelphia. There was no question; the client got his evening’s investment back several times over. Profit is the name of the game in the corporate world!”*

However, such special events are not relegated to the high-paced corporation needs and desires. Many other types of requests for talent and entrainment resources hit the top of his agency’s agenda as well. Charities, public and private events, catered gatherings from individuals to families who may require such sources. As an example, wedding and reunion parties traditionally need help and advice in that department. Usually, needing everything from venue accommodations, to food and beverage arrangements, photography and video production and, or course, the event’s entertainment itself.

From simple to the luxurious event circumstance, the entertainment consultation agency, headed by Mr. Ware and his staff, successfully guide the most skeptical CEO, nervous bride and groom and high-maintenance performance artist alike into mutually profitable situations.

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