

Lanny West

Music and Entertainment Industry Executive

Entrepreneur

Born Again Christian

Author: ***FATHER, SON & THE UNHOLY ROAD***

The Dark, Twisted Truth of My Journey From Cocaine to Christ

Lanny West is a music and entertainment industry veteran with more than six decades of colorful behind-the-scenes stories behind him. But after leaving the rock 'n' roll lifestyle behind, he's now turned the spotlight on Jesus Christ.

With a deep well of expertise in artist management, concert promotion, nightclub operation, FM radio and more, West's high-flying professional career was matched only by a vibrant personal life filled with adventure ... and sometimes disaster.

In his in-depth memoir, *FATHER, SON & THE UNHOLY ROAD: The Dark, Twisted Truth of My Journey From Cocaine to Christ*, West shares the twisted tales which stitch that life together, leading to his born-again redemption and the creation of a unique men's ministry in Portland, Tennessee.

Careening through an era of tectonic social changes, West's career began in 1967 as a radio DJ in Western Georgia, rising up through the ranks as FM radio exploded in popularity. Over 11 years he pioneered new practices in the industry, culminating in the establishment of live programming for Y102-Montgomery and achieving #1 status in the market in only 10 months.

West continued to be involved with radio through 1979, while at the same time founding Lanny West Promotions – an independent record promotion company securing radio play for major recording labels across the region. His radio career also coincided with a concert-production tenure, which included large-scale shows for acts like ZZ Top, Pure Prairie League, Leon Russell, Molly Hatchet and more.

Throughout the 1980's, West made a name in the nightclub industry, where he started out as Music Programmer/Marketing Director for entertainment-and-hospitality giant, McFaddin Ventures. With that team, he helped launch and promote 28 nationally acclaimed nightclubs, before transitioning to UniHost in 1986 as the VP of Marketing and Entertainment. The move put West in charge of opening and operating Atlanta's infamous American Pie, which he helped build into nationally renowned entertainment destination with an A-list clientele.

By the early '90s, West had become the General Manager of *Hitmakers* magazine in Los Angeles, before returning to Atlanta as Vice President and Partner of UniHost – charged with overseeing all aspects of the company's bar/restaurant operations, while spearheading new marketing, promotion and booking tactics.

West moved on to found JustWest Entertainment in 1995 and launch and/or manage the artistic careers of independent rock and folk acts like Matthew Perryman Jones, Becky Sharp, Sonia Leigh, 22 Brides, People Who Must, Memory Dean, John Faye, and more, before expanding in 2008 to the full service entertainment career strategy group, Tipping Point Entertainment Group, LLC. As Founder/CEO,

West continues to manage the career of Senior Vice President of Music and Talent CMT, Leslie Fram, and offers personalized artist management and strategic consulting services.

West has also founded and run retail and restaurant establishments like the French Quarter Blues Cafe in Fairhope, Alabama, and LUXE and 1*FIVE*0 in Atlanta, Georgia, and he continues to serve as President of Fairhope's 4Bags fashion boutique.

But in 2017, everything changed. West experienced a powerful spiritual awakening after relocating to Portland, Tennessee, where he now resides on 40 acres of pristine farm and forest land. Moved to repair his neglected soul after decades of professional climbing, months of faith-tradition research resulted in a musically-charged rebirth through the grace of Jesus Christ. West was later baptized on the farm and now works to spread the Gospel to others, focusing on the unexpected freedom and peace found therein.

His book *FATHER, SON & THE UNHOLY ROAD: The Dark, Twisted Truth of My Journey From Cocaine to Christ* recounts the tale, and West now runs a growing men's ministry at his Humble Hollow Farm. Limited spots are available for quarterly, weekend-long "Bring It All to the Table" events, which aim to provide a judgement-free natural setting for men, couples and musicians to explore the issues that keep them from fully investing in their faith.

CONTACT;

Eileen Tilson Epley
Tipping Point Entertainment Group, LLC
eileentilson@me.com
(770) 313-7014