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25 Years of Entertainment Firsts

Linden, VA July 9, 2010...This summer [Mark Sonder Productions, Inc.](#) celebrates their 25th (Silver) Anniversary, which is a noteworthy milestone for any business. A look back on how Mark Sonder spent his first 25 years is quite remarkable...especially when you consider that he has been the innovator/first in so many areas of the entertainment business. Not to mention being the first, and still the only, person to write a full length book (published by Wiley in 2004). [Event Entertainment and Production](#) is dedicated to music, entertainment and production for the meeting and event industries.

Sonder may not have been the first to work with such greats as the late Frank Sinatra, Sammy Davis Jr. and Lena Horne, Cher, Tony Bennett and Blondie, but he was the first to put 12 headliners together at a single corporate event Tribute to Les Paul (now passed on), who actually got up and jammed with the artists at the end of the production! He's also the first agent to receive a testimonial from recording artist Eddie Money (2 Tickets to Paradise), who said, "Mark Sonder is the industry expert. He's great to work with because he knows all the ins and outs of the business."

Others on the list of "Mark's firsts" include being the first person awarded the Certified Special Events Professional (CSEP) industry certification. Mark Sonder was also the first in his industry to simultaneously join the faculty of a sextet of higher education institutions, including The George Washington University, George Mason University, Northern Virginia Community College, Stratford University, and the first to instruct

“Entertainment on the Road” in January 2006 followed up by “Entertainment Production and Operations Management” as an online course at The University of Nevada at Las Vegas (UNLV). Mark was also the first entertainment agent to teach at the University of the West Indies in Trinidad and Tobago.

Sonder's second 25 years has started off signing a new client -- Nathan M. Schulhof, the inventor of the MP3 Player. This is the first time Sonder's agency has exclusively represented a speaker.

Through up and down economic times Mark Sonder Productions has been there for the past ¼ of a century serving the meeting and event industries. Mark Sonder's first 25 years saw many industry firsts, “I hope my second 25 years will have just as many as my first. At that point I'll be ready to retire,” mused Sonder.

As an award-winning entertainment producer, Mark Sonder Productions, Inc. is the national leader in designing event marketing solutions through headline entertainment and production services for facilities, casinos, concerts, corporations and associations.

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Photo of Mark Sonder, MM, CSEP
<http://marksonderproductions.com/images/MarkSonder10.jpg>