

Testimonials

Sandy Gennaro is a true rock star on stage and in life. His history in music speaks for itself, but to last in that world, you must be a great businessman. In this book, Sandy will show you how to build and maintain relationships that are the bedrock of every business.

Scott Hamilton

Olympic Gold Medalist

I've known Sandy a long time. He is a great drummer and a good friend. He is all about helping people and being nice to them. I like that he uses many things he learned as a player in the music industry and has applied those concepts to real world business. Just because he is a nice guy, he gave me a phone number to call which led me to playing with Rod Stewart for seven years. Thanks, Sandy!

Carmine Appice

Fellow Musician and Drummer

Sandy Gennaro is a wonderful ambassador for hope, humility, and persistence. As a drummer that has performed with some of rock and roll's biggest acts, in some of the world's most renowned venues, Sandy has never lost touch with the roots that grounded him during his early days in NYC. I am grateful that Sandy has taken the time to author *Beat the Odds*; it is a treasure, full of wisdom and inspiration.

Blain Wease

President-Provincial Development Group

I am so happy to have read *Beat the Odds*. Wow! I have learned that there are no shortcuts to long term success; you must fill your path with positive energy and good habits.

I have spent a lifetime in the hospitality industry, which includes 20 years with Harrah's and Caesar's entertainment and Churchill Downs. I have interacted with people who are dynamic celebrities: Gene Simmons and Paul Stanley of KISS, Willie Nelson, Paula Dean, Colin Powell, Tony Orlando, Paul McCartney, and Ahmad Rashad, to name a few. Although these people are impressive in their own right, none of them were as insightful, interesting, real, and inspirational as Sandy Gennaro. You will get to know and appreciate the upbeat attitude and positive energy of the author while reading his book. His real-life stories and suggestions acquired from more than 50 years on stage and in business will give you ideas applicable to your personal, professional, and/or spiritual life.

Two years ago, Sandy's stage acumen in Nashville opened the door to our friendship. His book established my interest in his mentorship going forward. His words are powerful, educational, and entertaining.

I share Sandy's passions for scuba, Yankees baseball, music, business, friends, God, and the joy of a good partner. Sandy has been blessed with a good life. He is grateful to God, his partner Shari, and everyone else who have assisted in defining his journey. I thank him for sharing his story.

Darold J. Londo

CEO/Executive/Entrepreneur

I have known Sandy for the past 35 years. During that time, I have come to know and admire him as a sincere, creative, hard-working individual. More than anything, Sandy is a person you always look forward to seeing. He radiates a positive energy that has made his speaking engagements as powerful as his performances with legendary rockers. He has created a new path as he ventures out from music to the rest of the world. His enthusiasm for sharing his journey inspires others looking for help, no matter what corner of the business world they inhabit. When positivity meets creative vision, you have the recipe for success.

You have Sandy Gennaro!

Rob Wallis

Founder–Hudson Music

This is one killer book! Personal, story-based, life-lessons abound for all who read it. In case you haven't realized it already, Sandy Gennaro is the Real Deal.

He and I have a lot in common: New York born, Italian heritage, Catholic faith, and a huge, loving family to die for. This has taught Sandy the important lessons in life–essential foundations that many business books today cannot begin to impart.

As Sandy suggests, grab your favorite imbibement, chill, and read one of the most enjoyable and valuable books of real business life!

Trust me, Sandy; you have made your dad proud!

Clark Vitulli

Founder/CEO/Board Chair–VISTAGE

C-Suite, Emerging Leaders, and SLT Group Facilitation and Coaching

After a concert, Sandy threw a drumstick to my handicapped wife, Angela. The next day, I messaged him to thank him, and I mentioned how much that meant to Angela. On a subsequent visit to Nashville for a speaking engagement, I sat down with Sandy and heard his David Wolfe Story. I knew right then he had a career ahead of him as a professional speaker. That story metaphorically speaks to so many listeners. It pertains to the “little people, little decisions, and little details” that are so easy to overlook and blow off. Ironically, when we take the “David Wolfes” in our lives seriously, their “little things” often lead to the biggest changes and outcomes, on and off the job. It may even change your life as it did with Sandy’s!

I highly suggest you have Sandy Gennaro speak at an upcoming event that you or someone you know may be hosting. Sandy has been a professional musician for many decades, playing with some of the biggest names in music. The stories of how he created many of his opportunities are a gold mine of lessons for people in any business. Sandy’s ability to tell the stories and connect the points of those stories to the real world is amazing. I highly endorse Sandy Gennaro!

“Antarctic” Mike Pierce

Professional Speaker & Storyteller

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For more information, feel free to go to the author's website, www.sandygennaro.com.

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Introduction

Too often, people expect the worst.

“I know that’ll never happen.”

“There’s no way I could ever do that.”

“Good things like that don’t happen to people like me.”

With that kind of expectation, it’s no surprise! If you don’t believe in good things and don’t search for them—but you still expect them to materialize—you may keep yourself from ever finding anything. We can get so anxious worrying about the future; we lose the joy that comes with being eager. We also lose the ability to help ourselves when opportunity knocks. I firmly believe that sometimes an opportunity will come along in a person’s life, but they don’t see it because they’re looking the other way.

I’m sure if you are a CEO, a business owner, or anyone who is just looking for some help, you may think, “Okay, Mr. Rock-n-Roll, why should I listen to you? All you do is bang on the drums all day. How could you possibly know how to help me?”

Okay. That’s a fair question. I suggest you pour yourself a big cup of coffee (or whatever you drink while you read), kick back, and strap in. I’m ready if you are.

I’m not just from the music business; I’m from the world of business. I developed the Music Business program at The Collective in New York City, which has seen 25,000 students go through the program. From teaching, I moved to public speaking, becoming “The Rock and Roll Thought Leader.” I’ve presented my methods to FedEx, Belmont University, Pacific Hotel Management, The School of Rock, and the U.S. Space and Rocket Center, to name a few. I’ve been a part of the world of business for over 50 years now.

So...who better to help you achieve rock star success than a guy who’s been there?

Many books in the self-help genre give advice that’s harmful at its worst, and useless at its best. Do this one simple trick, and you’ll be rich/famous/perfect/good-looking/bullet-proof. The promises can be impossible and unrealistic (*...be just like Batman in five minutes!*). Very few self-help books are based on any kind of science. Others exist

only as a marketing ploy to sell you more expensive books, seminars, and rocks from the author's backyard that will align your magnetic poles to bring you closer to your inner elitism.

I give ideas based in real-world common sense and basic psychology (I also give references to what I discuss). If you want to use my methods, you won't see results overnight; real change takes real work! And, if you are taking any medications and/or seeing a health professional, I will never tell you to stop! I want to help, not hurt!

During all my years in the music industry, I have developed a business acumen that I share with you throughout this book. I use my rock and roll stories as a practical way to show you how to incorporate these methods into your company, career, and life. Whether you are a CEO, an employee working for the CEO, or an individual who just wants to better themselves as a person, you'll find these ideas and strategies work on all levels. You will learn the methods that hall-of-fame rock stars use to create career longevity and trust among their employees, as well as maintain an ever-growing, multi-generational customer/fan base.

The stories of my career are the cornerstones of my business philosophy. They demonstrate how my philosophy of positivity, optimism, and saying yes lead to opportunity and growth. Positive energy naturally leads to better relationships. Better relationships lead to positive energy, and all the benefits that fall into place as a result.

You will have both the tools and the framework for knowing why. If you understand why you do certain things, you will have the mental flexibility to pivot and apply a different strategy if necessary. Without a broad, adaptable understanding, you'll end up dead in the water if your strategy doesn't work the first time.

All the events I talk about have depended upon certain altruistic concepts that I refer to as mindsets. As an example, I always treat others with respect. I do my best to help people when I can, even if there is no apparent benefit to me in the moment. I learned to say yes to opportunities. I know that through helping others and being good to all people, the universe will provide opportunities that will enhance my life and well-being.

I'm not advocating you make a wish and cross your fingers hoping it comes true. This book is about changing your approach to what you can and cannot control. I advocate an attitude that revolves around optimism, positivity, and personal connections to create the fuel in the engine that makes the world move forward.

My career was built on a series of unbelievable events falling at precisely the correct moments. Through it all, I have learned to trust whatever universal force guides us through the life we each lead. My journey provides all the evidence I need to believe there is a force greater than myself out there, watching over me and putting opportunity in my path.

You can take this ideology as a great sauce recipe, where ingredients blend into a delightful overall experience. Other methods are more of a simple fruit salad, where you could discard the grapes if you chose to. But when you take a bite of the fruit salad, you find the taste just doesn't work.

My hope in writing this book is for readers to begin looking ahead in their businesses and in their lives with positive anticipation.

I like for people to think about the future in the same way a kid thinks about Christmas. Remember back to a Christmas morning in your childhood. You would sneak downstairs ahead of your parents before they awakened (which I may have done a time or two myself in my youthful days). You would see the tree brightly decked out. Those glorious, glittering presents would be tucked underneath the tree, looking for the world like magical treasure chests filled with the fortunes and riches you dreamed of all year long.

That feeling in your heart—in the pit of your stomach—is no less than pure joy. It's a sensation of desire. You don't know what's in those presents, but you know it's going to be good. It could be a bicycle or a doll or a skateboard. Whatever it was, you couldn't wait to get your hands on the box and start tearing away the wrapping paper!

The future is like those wrapped presents. You don't know what lies ahead, but you know it's going to be good.

Real good.