**"Hey There w/ Adam Lewis"** - **Boston Metro -**11/01/2001 **//** By Matt Robinson

**"Hey There"**
**Name:** Adam Lewis
**Age:** 33
**Gig:** President of Planetary Group
**Favorite Planet:** Mars

Born and raised in Lexington, Adam Lewis got his start in the music biz as a student at Franklin Pierce College, where he ran both the college radio station and the social events committee. After an internship at Rykodisc in Salem, Lewis got a job booking shows at colleges across the country. Since going it alone six years ago, Lewis has worked with bands including Alien Sex Fiend, Sevendust, Squirrel Nut Zippers, and Ben Folds Five. He has also had a hand in the annual Phish festivals in Maine and the Everglades as promotions director of Great Northeast Productions, and manages the bands Angry Salad and Missing Joe.

**What is the Planetary Group?**
It’s an artist development company. We get hired to promote shows, bands, records and stuff. We work really hard on developing smaller artists on both a regional and national level. We do the first stages and work on building bands a foundation and getting the word out about them. We get a band from being a small local band to a regional band to a touring band and help them along the way.

**How do you feel you’ve affected the local and national music scene?**
I think that we have done a lot. We do a lot of the groundwork for a lot of artists, both large and small. We’re not star-makers, but we can really help get a band going and take them to the next level, whatever that might be.

**What is the state of the scene these days and how would you like to change it?**
The industry is contracting and that brings challenges. There are fewer places to play, both live and on the radio. That’s unfortunate, but I think that other areas will arise where we can get the word out, so I’m not that worried about it. I’d love to see more places open and to see more opportunities for radio airplay, but I am not sure if that will happen anytime soon, if at all. Those days might be gone. But in the meantime, we will do all that we can to help bring the music to the people.

**What other musical pursuits do you engage in outside of your work with Planetary?**
I have worked on all the large Phish festivals. Those have all been highlights of my career. When I got Angry Salad a major label deal, that was great. And when Mikey Dee had his stroke, I helped create the Mikey Dee Musicians Benefit Trust, which has really brought the local music community together and raised a lot of money to help Mikey out. But the best part is being self-employed and loving my job and being able to come to work everyday and do what I love.

**8-Track or minidisc?**
My earliest memories of music are 8-track, so I’ll go with that.
 **This story ran in the Boston Metro on 11/01/2001.**