

ON MY DESK

Like the serendipity-filled story of how Mick Jagger and Keith Richards met as kids and forged a life-changing collaboration, Robert Fiveash and Danny Rosin – the business partners behind the industry’s favorite mavericky, quirky, eccentric and blindingly brilliant distributorship BrandFuel – met as teens and have kept the momentum of their combined creative energy going for

two decades, winning countless awards for their innovative promo campaigns. Though prodigiously talented, they have a libertine side – catch them at an industry event, and their hilarious antics leave no doubt as to why they’re the industry’s Glimmer Twins. Here, we learn why Fiveash eschews sitting, how music is the lifeblood of BrandFuel and where he’d like to be buried.



ROBERT FIVEASH

"Music," Fiveash says. "It flows through BrandFuel's veins. And it's one of the strongest bonds that my biz partner and I have. I know a Brooklyn artist who paints album covers and whatever is on his mind that day. Covers of three of my favorite albums adorn my office space: The Clash's Give 'Em Enough Rope, Neil Young's Tonight's the Night, and the Allman Brothers' Eat a Peach. Rolling Stones, Pink Floyd and Ramones album covers adorn other parts of the office."

"A second monitor, key for office efficiency, showing our Fuel Kits product. Fuel Kits are branded, full-color, custom presentation kits that our largest clients use as their most effective calling card. They choose the kit's contents and select from several packaging and printing options, and we fulfill the completed kits and deliver them to the intended audience. Voila!"

A commemorative medal from the Marine Corps Marathon in 1998. "Keeping this near me all day helps keep me motivated and focused," Fiveash says.



Grayson (8) and Anne Burns (6), Fiveash's daughters.

With his wife, Amy, and ASI president/CEO, Tim Andrews.

A list of BrandFuel's "ingredients." "If I ever forget who we are, I can look over and remind myself. Brand Fuel is: Creative, Energetic, Agile, Kinetic, Flexible, Visionary and Ambitious."

"The ubiquitous 'self-promo box.' I keep the nicer self-promos available and ready for appointments and the unexpected client or prospect visit."

"My great grandfather wrote a book in 1907 with the lengthy title of The Virginia-(Merrimac) Monitor Engagement and a Complete History of the Operations of These Two Historic Vessels in Hampton Roads and Adjacent Waters. I'd been told the only copy left was in the UVA Archives, but I found a copy on eBay a few years back and had it meticulously restored by a bookbinder. It's now one of my most prized possessions."

An autographed Joe Gibbs NFL football, which Rosin gave him in 2007 to celebrate a big win at BrandFuel. "It was such a meaningful gift, not only because of my passion for the Redskins, but because of the note that accompanied the ball. In it, Danny chronicled key points in our friendship, from age 13 to the present, with football and teamwork analogies. Might sound cheesy to some, but it was/is great!"

"Bury me in a file cabinet when I die. Please. Is there anything better than to have a place for everything and everything in its place? The more file cabinets the better."

The strangest thing in Fiveash's office? "No, I don't think I can (or should) describe what's in this box," he says. "Let's just say it's a highly unusual keepsake from a trip I took to Mexico 20 years ago. I keep it near me while I'm in the office, and lock the office door when I'm gone. Sorry – I can't say any more than that."

"I stand up at my desk, so there's no chair," Fiveash says. "I picked this up from my business partner and friend, Danny Rosin. It's helped me get rid of any back problems I've had in the past. Love it!"