



*Everything We Needed to Know About
Business, We Learned Playing Music*

Book Preview

Author:

Craig M. Cortello

The “Business Musician”

La Dolce Vita Enterprises, LLC

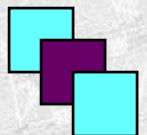
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Book Project Background

- Compilation of interviews with 30+ business professionals, all having 2 things in common:
 1. They have been successful and are respected in their field
 2. They played an instrument, sang, or had some connection to music as a child or adolescent and view that experience as a defining one in preparing them for success in their business endeavors
- Common lessons learned, insights gained, and attributes developed through music education are identified





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- Diversity of professions represented including:
 - Attorneys
 - CEO – Mail Order Company
 - EPA Regional Administrator
 - Sales Trainer
 - Fitness Company G.M./Owner
 - CEO – Web 2.0 Caregiver Matching Company
 - Professional Organizer
 - Emmy Award-Winning TV Executive Producer
 - Medical Doctor





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- **Geographic diversity represented (primarily within U.S.) including:**
 - Illinois
 - Louisiana
 - California
 - North Carolina
 - Massachusetts
 - Arizona
 - Washington (state & D.C.)
 - Connecticut
 - U.K. & Australia

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Fact No. 1

- **Music Education Research**
 - Much of the recent research into the benefits of music education focuses on improved I.Q./test scores and enhanced ability to succeed in math and sciences
- **Conclusion**
 - Using only that logic, music education will continue to remain a lower priority than those other subjects





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Fact No. 2

- **The Foundation for Success**
 - Successful professionals, even in highly technical professions generally attribute only approximately 15-25% of their success to technical aptitude
- **Conclusion**
 - Demonstrating a correlation between music education and the other determinants of success (comprising 75-85%) will strengthen the justification for music programs





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Professional Profiles (Excerpts from the Book)



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Genevieve Thiers

Founder & CEO

Sittercity.com

(America's Leading Online
Caregiver Matching Service)

Opera Singer

“Singers have to by nature sell themselves. They have to pre-package, market and sell themselves like a product. Naturally, every singer has all the skills to be an entrepreneur. When you're an entrepreneur, you see a niche and an opportunity in everything.”

“Once you learn to channel energy and direct power when you're in front of people and you're singing, it's something you never forget.”

“You can't be a singer unless you are a leader.”

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Anthony Dominici

2-time Emmy Award
Winner

Executive Producer,
*Extreme Makeover: Home
Edition*

Guitarist

“I look back to all of those experiences that I have, being from New Orleans and appreciating these art forms – photography, visual arts, and music. Having an appreciation and a working knowledge of the history of music and jazz and pop music and pop culture – That makes what I do every day easier, because that’s in my vocabulary.”

“It’s about storytelling. Whether it’s the lyrics or the content of the music or the styles of the music, it’s all part of how music influences what I do every day at work.”

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H. Steven Sims, M.D.
Director, Chicago Institute
for Voice Care
Assistant Professor,
University of Illinois at
Chicago Medical Center
Vocalist, Pianist,
Trombonist, & Bassoonist

“Courage is realizing your fear and going ahead and doing what you should do. So for me, realizing that I had stage fright, the confidence builder was that I did it. I was supposed to get up and do a solo, and I actually finished.”

“As a surgeon there are lots of times when you make your incision, and it’s a lot more challenging than you thought it would be...That experience helped me in terms of training me that when you get a little nervous, to use that energy to perfect your performance rather than fall apart.”

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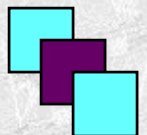


Karen Nisenson
Founder/Director
Arts for Healing
(Creative Arts Therapy Center
non-profit organization)
**Pianist, Composer, Music
Therapist, Music Educator**

“It’s [an organization] like an orchestra or band. As a conductor, you have to know all of the parts, and you have to understand the contributions of each person and understand how it all comes together. No one part is more important than the other. Each part is as important.”

“An organization, like a piece of music, has a form, and it has a structure. Every person who works there, even the client makes up the fabric of the organization. With that attitude, it can go forward in a really great way.”

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Greg Estes

Vice-President of Marketing, Mozes, Inc.,
(Mobile marketing technology company)

Keyboard Player, Songwriter
(Formerly of the band Mystery Date)

“To this day, it [music] is the driving sense of self that I have. I still think of myself as a musician with a day job, not a Silicon Valley marketing executive. Being successful is not about being the best musician. There’s somebody singing in a bar that’s a better piano player than Billy Joel or Elton John.”

“You learn that and apply that to business as well. You can have the absolute best technology or the best product or service, but it comes down to brand awareness and getting noticed in the marketplace.”

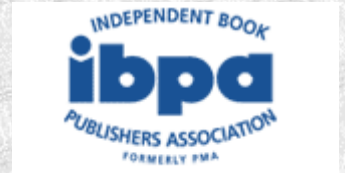
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Independent Publisher



- **La Dolce Vita Enterprises is a member of the Independent Book Publishers Association**
 - **Publication Date May 2009**





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Market Segments

- **Music educators/College music education majors**
 - The content essentially consists of 30+ testimonials to the power of music education
 - Provides talking points for educators to help support music education programs
- **Other “Business Musicians”**
 - Other professionals who were involved music as a child or adolescent (potential corporate music supporters)
- **Any music enthusiasts**
- **Non-profits with music-related missions**

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Speaker, Author, Trainer
Former National Sales
Manager, Trinity Consultants
Guitarist, Pianist, Composer

- **Author Business Profile**
 - 20 year veteran of manufacturing, engineering and consulting firms, primarily in sales and sales management roles
 - Most recently served as National Sales Manager of Trinity Consultants, a nationwide environmental consulting and engineering firm (11 years)
 - Company expanded from 11 to 28 offices and from \$12 to \$47 million in annual revenue during his tenure
 - Author, *Selling the Fuzzy Widget: Secrets of Selling Professional Services*
 - Diverse selling experience
 - Customers ranging from maintenance mechanics of small scrap yards to Fortune 500 Vice-Presidents
 - From small rural towns to Manhattan corporate offices

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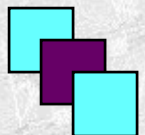


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- **Author Business Profile (cont’d)**
 - **Board Member (National Speakers Association N.O. chapter)**
 - National Speakers Association New Orleans chapter (2006-present)
 - **Board Member (Rotary Club)**
 - Metairie Sunrise Rotary Club (2007-present)
 - **Business Writer (Business Creativity)**
 - Convention Forum magazine
 - Industrial Engineer magazine
 - HRVoice
 - Executive Idealink (American Society of Association Executives)
 - Deskdemon.com
 - Creativityforlife.com



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- **Author Music Profile**
 - 30 year guitarist
 - Self-taught pianist
 - Composer
 - Original compositions have been featured on radio, television, and stage in the New Orleans area
 - Co-produced and wrote the title song for 2007 musical cabaret *New Orleans is the One I Love* that raised nearly \$10,000 for Hurricane Katrina first responders
 - Performs as a jazz duo under the name **SONOMA** (Spirit of New Orleans Music Alliance) with vocalist Ms. Romy Kaye

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- **Music Journalist Profile**
 - Contributing writer to the New Orleans entertainment publication *Where Y’at* magazine
 - Cover stories
 - Ellis Marsalis, Jr. (*Encouragement, Support, & Exposure: The Lessons of Ellis Marsalis, Jr.*)
 - Pete Fountain (*Every Note Has a Smile*)
 - Rebirth Brass Band (*Experience our Rebirth*)
 - Additional profiles: Evan Christopher, Tim Laughlin, Henry Butler, Groovesect
 - Additional contributions to *AllAboutJazz.com* and *Inside Northside* magazine
 - Jazz Journalists Association

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Author Professional References

- Ms. Myra Corrello (President, National Speakers Association New Orleans Chapter)
- Mr. Charlie Bosworth (President, Metairie Sunrise Rotary Club)
- Dr. Robert Thomas (Chair, Environmental Communications Department, Loyola University of New Orleans)
- Ms. Janet Pankajakshan (Vice-President, OnDemand Environmental (A Division of Trinity Consultants))
- Mr. Josh Danzig (Editor-in-Chief/G.M., *Where Y'at* magazine)

For additional information, or for speaking engagement requests, contact:

Craig M. Cortello

ccortello@LDV-Enterprises.com

Business Phone (504) 304-7167

Cell (504) 481-6105

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