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Biography:

From Jefferson Starship to Smash Mouth, twenty-year music business veteran Nadine Condon has been instrumental in the success of some of today's hottest acts. With 14 gold and platinum records from artists like Smash Mouth, Stroke 9, Travis Tritt and Melissa Etheridge, Condon showcased up-and-coming bands like Counting Crows, Third Eye Blind, and Train, in the 90s.

She currently is an artist development coach and mentor, offering practical strategies to musicians as their "music business therapist". She is also in demand as a motivational speaker for her keynote talks and engaging seminars, which she presents around the country to enthusiastic response.

She is the founder of Nadine's Wild Weekend, Northern California's only four-day celebration devoted to unsigned music. She has been a long time consultant to BMI, the world's largest performing rights society. And in 1999, BAM Magazine called her one of the Top 100 Californians in the Music Business.

Past clients include record labels, recording studios, management companies, and musicians past and present. Prior to forming her own company in 1988, she was Director of Promotion and Publicity for the Jefferson Starship and instrumental in promoting their three consecutive #1 songs in the 80's. She started her career working with famed singer-songwriter, producer Nick Gravenites (Electric Flag, Quicksilver Messenger Service, Janis Joplin).

Condon is active in hospice and spiritual work, rides horses and is contemplating her next book. She lives in San Mateo, California with her husband.

The Book: Hot Hits, Cheap Demos (The Real World Guide to Music Business Success)

Hot Hits, Cheap Demos, the new book by lauded industry professional Nadine Condon, is rooted in "real-life" music business experience, not classroom theory. Having dealt with some of the wildest, most successful musicians of the last 25 years, Nadine reveals the real secrets of artist development, using the creative process as the foundation for success. With the music business changing faster than the click of a computer mouse, Nadine draws on her extensive business savvy to give practical, effective advice.

Using the success stories of her clients and friends, she provides realistic ways for musicians to plan and evaluate their path toward success. If you are a musician, regardless of your musical persuasions, this one book will save you money, time and heartache while opening you up a myriad of tangible possibilities. Published by Backbeat Books, December 2003, ISBN 0-87930-762-5, \$17.95, distributed nationally through Publishers West.

"Nadine writes with a truth and perspective gained by hard work, hit records, and veteran experience"

- Melissa Etheridge



The Keynote Lecture: "Rock and Roll Advice for Life"

Nadine is offering a BRAND NEW keynote, for 2004-2005. "Rock and Roll Advice for Life"

This compelling talk uses the creative tenets in her book Hot Hits, Cheap Demos as they apply to everyone's life and career path. Using real world stories of popular musicians like Smash Mouth, Melissa Etheridge, Chris Isaak and Beyonce, Nadine uses the commonality of rock music and our celebrity-conscious society to demonstrate the path everyone takes to finding their true success in life, no matter what the genre.

Tackling issues of career frustration and self-sabotage, extolling the virtues of belief in self, trusting your instincts, thinking outside the box and taking responsibility for your career, Nadine breaks down the process of success into achievable, understandable actions. Her ending creed of "embracing the process" and developing a lifetime of collaboration with colleagues resonates with young audiences everywhere.

This lecture has been presented to the California Lawyers for the Art's Northern California Business Seminar and private groups, and is applicable to the general populace of student bodies, business groups or anyone who wants to be inspired and motivated to live their best lives.

(30 - 45 minutes speaking plus Q&A and book signing available. A promotional video is also available.)

"But most attendees are here ... to salute iconoclastic Nadine Condon, godmother of Bay Area rock, founder of the showcase Nadine's Wild Weekend, humanitarian and now book author...In 2000, she starting teaching seminars in breaking into the business and decided to turn her course syllabus into a book. " I really believe now that I have been called to teach," she grins... Condon, a statuesque Nordic blonde, has done almost everything else. Her music career has spanned two-plus decades and garnered her copies of 14 gold and platinum albums by virtually every Bay Area band that's made it big. Counting Crows, Third Eye Blind, Smash Mouth, Train -- all have called Condon their mentor.

Also present in the room are three charities chosen by Condon --"My charity work is huge to me these days," says Condon, who also works with a hospice in San Mateo County. "I always try to impart to aspiring musicians that no matter what kind of success they achieve, they should also aim to give something back."

Condon has filled her book with many such "Nadine-isms." Part of her coaching has always been about values as much as material success. And to Condon, every band that comes to her deserves a break. "I started all this because young bands can't get anyone to listen to them. Not lawyers, not agents. No one will answer their questions. Now it's all written down, and I'd love to go around the country and speak at colleges ..."

-Jane Ganahl, San Francisco Chronicle, December 20, 2003



The Seminar: "Real-World Music Business"

This engaging talk shares a tantalizing "behind the scenes" look at the business while providing artists with the tools and information necessary to establish long-term careers. College and university students, along with music association members, will learn how to advance their careers by creating strong foundations and solid strategies. Universal creativity issues and practical easy to understand solutions to problems stressed. Real-world stories of music stars like Jefferson Starship, Chris Isaak, Melissa Etheridge, Counting Crows, Grace Slick, Train, Third Eye Blind, and Smash Mouth, underscore lecture tenets.

The seminar consists of two 60-minute teaching sections with 10 minutes Q&A after each section and one 15-minute break in the middle. The technical requirements are a lectern or music stand, bottled water, and small table and chair to sign/sell books. Copies of the book *Hot Hits, Cheap Demos* are for sale at a discounted rate to seminar students. All students receive a five-page syllabus of the talk.

Nadine begins with welcoming the students as colleagues and content providers of an entire music industry. She then set the stage for musicians by asking them to explore creative issues and their core values so they understand the need for a good foundation (Melissa Etheridge story). She moves into partnerships and strategies (Craig Chaquico, Travis Tritt) and then gives a brief overview of a timeline before moving into the nuts and bolts of putting a band together, rehearsing, finding and promoting shows (Chris Isaak, Grammy winners Train). Section one ends with the importance of websites and publicity questions (Smashmouth) and Q&A for the material covered to date.

After a fifteen-minute break, Section two begins with the nuts and bolts of a music career. She talks extensively on how to record a music demo of material, how to find a producer, what is a hit song and how to work with radio stations (Counting Crows). Nadine then moves into how to solicit a manager, lawyer or agent and to understand the professional distinctions. After giving examples of several managers for popular bands (Primus, Smashmouth, Third Eye Blind) we move into the one question on every music student's mind- "how can I get a record deal and what are my options to a major label career?" She shares with them the criteria demanded by commercial labels today, and then gives options for the myriad of other types of music careers available today.

The seminar ends with Nadine's Wisdom, which recounts in bullet point fashion creative tenets to live your life and career (Elton John, Jason Newsted from Metallica). A Q&A session completes Section two. Nadine then proceeds to book signing and selling. She also conducts private mentoring sessions for any student/musicians who want personalized consulting, while she is in the area.

(75 - 120 minutes, including lecture, breaks and book signing. A promotional video is also available.)

"Nadine's seminar will change the way you look at careers and success in the music business... We'll definitely be inviting Nadine back to Pacific."

- Keith Hatscheck, Chair, Department of Music Management, University of the Pacific



Promotion and Publicity

Nadine has been a frequent guest on San Francisco television programs, both major affiliate and independent. She has appeared countless times on radio in the Bay Area, Portland Oregon and Phoenix, Az. She has been featured in over 25 newspapers, including multiple profiles in the San Francisco Chronicle, San Jose Mercury News, Contra Costa Times, Marin Independent Journal, Oakland Tribune, San Francisco Weekly, Bay Guardian, Billboard Magazine, College Music Journal, the glossy 7x7 Magazine, the San Francisco Examiner and Portland Weekly.

As a renowned promotional expert, she is adept at media placement and eye-catching activities. She promoted the November/December release of her book *Hot Hits, Cheap Demos* with 18 regional book events. Publicity garnered included her third feature article on the front page of the San Francisco Chronicle Datebook, interviews on KRON-TV and Reality Check TV, appearances on KFOG, KGO and KITS radio stations, in addition to the Sirius Satellite and Premier Radio Networks.

A promotional video of Nadine is on her site and also is available in DVD or VHS format. The press photo on her website is in the downloadable, printable 300dpi format. Also see her website for links to the following articles:

- San Jose Metro - Thursday, January 1, 2004 - Hot Tips: Nadine Condon wrote the Cliff Notes to making it in the music industry
- SF Chronicle - Saturday December 20, 2003 - "Nadine's fans rockin' around this Christmas"
- SF Weekly - Wednesday November 12, 2003 - "Need a Leg Up?"
- Sunday SF Chronicle - Sunday November 9, 2003 - "AD-LIBS"
- 7 x 7 Magazine - Tuesday July 1, 2003 - "SF Music Right Now - The Godmother"
- San Francisco Chronicle - Wednesday August 21, 2002 - "Condon keeps up her Wild ways "
- Various Bay Area Publications - Thursday August 15, 2002 - "Interviews with Nadine"
- Sacramento News and Review - Thursday May 2, 2002 - "Hello, outlying areas! "
- SF Examiner - Thursday March 8, 2001 - "Celebrating San Francisco's Women in the Arts"
- SF Examiner - Wednesday August 4, 1999 - "Nadine's Weekend: 70 Bands on 10 Stages"
- SF Chronicle Sunday Datebook - Sunday July 25, 1999 - "Nadine Makes the Scene"
- BAM - Friday August 14, 1998 - "Wild In The Streets of San Francisco"
- Contra Costa Times - Friday July 31, 1998 - "Three Days of the Condon Rock On"
- SF Chronicle Datebook - Thursday July 30, 1998 - "Big Nights for Promising Bands"
- San Jose Mercury News - Wednesday July 29, 1998 - "Talented Scout Launches Stars"
- Bay Guardian - Monday July 27, 1998 - "8 Days a Week"
- CMJ - Monday July 27, 1998 - "San Francisco Bands To Play At 'Wild Weekend'"
- Marin Independent Journal - Sunday July 26, 1998 - "The Weekend is Going to Be Wild"



What the seminar industry has to say:

- *"Nadine's seminar will change the way you look at careers and success in the music business. Nadine empowers her audience to take charge of their own music careers using her vast knowledge of the industry's ins and outs, liberally laced with witty anecdotes that prove her points. We'll definitely be inviting Nadine back to Pacific"*
 - Keith Hatscheck, Chair, Department of Music Management, University of the Pacific
- *"I've seen a lot of music speakers, but Nadine's presentation was the most comprehensive I'd ever seen"*
 - Ian Crombie, Executive Director, West Coast Songwriters Association
- *"Nadine speaks from the heart and people respond. She's an amazing speaker...."*
 - Vanessa Purdy, Arizona Music
- *"Nadine is pure class. She's a first rate pro and I'd work with her anytime".*
 - Bruce Haring, Executive Director, DIY Convention, Los Angeles

What the music industry has to say:

- *"The one true constant of the San Francisco music scene is a straight talking Kentucky woman names Nadine Condon. She is rock music's North Star. It is no coincidence that most any band (including mine) coming out of San Francisco, came through her office."*
 - Stephan Jenkins, Third Eye Blind
- *"Nadine Condon is as on top of today's fast changing music biz and trends as she was twenty years ago when I first met her. She has had more than a little to do with the # 1 records we've worked together. In fact, they could not have happened without her. Nadine is a rock and roll institution."*
 - Randy Miller, Sr. Vice President/GM, Virgin Records.
- *"Nadine Condon is one of the most dynamic and intuitive professionals I have ever been associated with. She taught me skills for success that I still use in my personal management company 15 years later. I can't imagine managing Travis Tritt without her early guidance".*
 - Gary Falcon, Manager, Travis Tritt.
- *"Nadine has contributed to many of our artist development stories over the years. her insight and experience in marketing, press, touring and event planning have given us, and the artists and labels we represent, a true competitive advantage."*
 - Andy Allen, President, Associated Distribution Alliance, (Time Warner Music)
- *"Nadine is one of the most respected industry professionals I've ever worked with. Her abilities at promotion, public relations, retail, concerts, marketing and artist relations have helped our company and our clients tremendously. She knows every aspect of the business inside and out and she knows just about everybody in the business."*
 - Mark Graham, Leopold Management, Melissa Etheridge, Maroon Five, Dave Koz.

(For more industry quotes, please check out my website)



What students have to say about the seminars:

- *"Your seminar helped me empower myself to accomplish really anything I desire. You broke the process of success down into steps I knew I could accomplish and not be overwhelmed."*
- Bay Area Seminar attendee
- *"Thanks again for the great seminar...I'm still steaming with residual ideas and concepts. Most importantly, I'm very happy again about being an artist."*
- Portland seminar attendee
- *"I got a lot of good info from your seminar. It is amazing how you just start talking and don't take a break (or much of one) for two and one half hours. And it's just like songwriting...every word counts."*
- Portland attendee
- *"FANTASTIC. I thought you covered a lot of information, but it was clear and concise, so it wasn't overwhelming. It was a great seminar".*
- Seminar attendee in Belmont, California
- *"I enjoyed listening to what you had to say very much! The information was interesting, well organized and relevant. It was well worth the investment. Your extensive knowledge of the business and well as the artistic creative side of music is quite impressive."*
- Seminar attendee, Phoenix, Az.

What readers have to say about the book:

- *"I got your book from Border's today and haven't been able to put it down...I've been looking for something to help me crystallize my desires and formulate a workable strategy and it seems like you wrote this book specifically for me...Again, thank you for the gift of your insights and experience. You've done something unique and very timely."*
- Mike, Chicago.
- *"Just wanted to say I love, love, LOVE your book and feel as if I have my own Nadine Seminar at my bedside table - so much great information and easy to read. It reads as if you are talking to me directly...and you are!"*
- Tom, band member, San Francisco
- *"I not only copied, dog-eared and highlighted the bejesus out of my copy, but made it mandatory reading for all of my artists. Nadine's words and wisdom provide a great no-nonsense foundation for our communication and is a continued lubricant for our collaboration."*
- Scott Poncetta, artist manager
- *"I love your clear, direct writing style that tells stories without either over-hyping or glossing over details. You are honest about how challenging a music career is, yet you also show how it is real and attainable. I'm recommending the book to all of my musically-inclined friends."*
- Brian, Mt. Sterling, Illinois



Media Talking Points: The Music Industry

Having dealt with the wildest, most creative musicians of the past two generations, Nadine shares her real-world experience working with gold and platinum selling artists and tells the truth about the current state of the music industry. In an interview, she can discuss:

- The Music Business from a musician's perspective-

According to Nadine, the #1 problem for musicians has nothing to do with the music business. Musicians should forget about the current controversies over downloading, declining record sales, narrow radio formats and daunting music monopolies and concentrate on the real-world activities they can do right now to move toward their rock star dreams. "Selling singles over the internet is not that different from Colonel Parker selling Elvis records out of the back of his car. The greatest challenge for musicians today is selling 1000 CDs, not MTV. It's still one record, one fan at a time."

- How musicians climb out of the band ghetto-

Many bands break up and stop making music, robbing them of the possibility of attaining their dreams. Nadine can describe how every band you hear on the radio today or watch on MTV started out at the bottom, with exactly with the same frustrations and challenges and obstacles to overcome. Nadine explains the cult of possibility, the artist antidote to frustration. "Every overnight success is years in the making. Musicians should realize they are the content providers to the entire music industry."

- More options for musicians in the 21st century-

Nadine says there are more options for musicians today, than ever before. With the new genres and sub genres of rock music, alternative marketing and a myriad of different ways to define success, we don't have less music now, we have MORE. This double edged sword of more bands, more music, also means more ways to make, hear, perform, buy, sell and play music. Hear Nadine address why this is a positive development in music today. "Every decade the national media has the music industry falling apart. Yet roots rock, jam band, electronica, ambient music, hip hop, DJ, dance, alternative, indie, punk, singer-songwriter, pop and metal ARE the music of today. You can't pigeonhole rock and roll anymore. The genie is already out of the bottle. We can't go back to three chords and bad drumming, unless that's the point of it."



- The enduring legacy of the Music Business in the 21st century-

With the future of the music business under intense discussion, Nadine remains bullish on what she calls "a unique American business model". Nadine thinks the music business still offers the most opportunity to the most artists. Listen to her explain why creativity cannot be judged by traditional business standards; why the history of the music business proves its business resiliency; and why the music business reinvents itself every decade. "Like every other modern business, the music business is different now, since it's not the only game in town. But major label success is far down a path that starts with a music scene, and scenes can't be manufactured. Scenes are young and march relentlessly to their own beat, no matter how much you try to legislate them or wish to recapture the olden days."

- Challenging music issues today-

Nadine can discuss how musicians AND record companies can deal with contemporary issues such as the overwhelming numbers of CDs flooding our consciousness; short attention spans; many competing attention/entertainment options; lack of cutting edge relevancy; mass acceptance of substandard product. "MTV and radio today may have contributed to our mentality of disposable entertainment, but a "hit song" will always get our immediate attention. Today's music is fresh and brave, depraved, horrible, wonderful and encouraging to watch. It keeps me young, and honest."

- Criteria for musical greatness

Many working artists wonder how a superstar achieved greatness. "The only path to greatness is hard work, belief in yourself, honing your talent and stepping off the cliff in big leaps of faith. Greatness is usually a combination of toughing it out, talent, confidence and just plain luck".