

**TWO MINUTES**

# No second fiddle

**Jaimy Lynn Cohen's**

**music business puts zing into corporate events**



Jaimy Lynn Cohen is the networking, violin-playing and singing force behind JAIMY LYNN PRODUCTIONS, a North Bellmore based entertainment company, providing live musical ensembles and DJ's performing at corporate events, weddings (including the Jonas Brothers' at Oheka Castle in Huntington) bar/bat mitzvahs and most any other social functions. After a childhood immersed in music and a five-year stint in the Glenn Miller Band, Cohen took a traditional job in the corporate world. She returned to her musical roots and founded JAIMY LYNN PRODUCTIONS in 2001. She graciously informed us about the music industry and her career's long and winding road.

**How did you originally get into music?** It goes really far back. I started playing the violin when I was 7 – which seems so long ago. I wanted to take my father to a big band concert, featuring The Navy Band. I got the tickets, and put two in his birthday card. During the concert, I told my Dad that was what I was going to be a professional musician when I was older. He responded, "Yeah, right." Then, when I was 17, playing the bassoon at the time, I auditioned for the Glenn Miller Band (a popular big band). I was the number one choice of the 64 that auditioned and toured worldwide with them for 5 years. We kicked off the Indianapolis 500 Race every year, playing for Presidents (Gerald Ford and Jimmy Carter). I also played for the Queen of England, The Duke of Earl as well as played with Barbra Streisand. I recently performed at Donald Trump's 100th Anniversary Ceremony for Palm Beach at Mar-a-Lago in Florida.

**For a while, you abandoned music for the corporate world, correct?** I worked for MCI Communications and was planning computer networks for 10 years. I was also an executive Vice President at Cablevision, in charge of the marketing for the Lightpath brand. After playing with the Glenn Miller Band for five years, in Germany at the time, I got really tired of living out of a suitcase. Since I am an artist, I interviewed at an entertainment magazine there (I had taught myself German). Portfolio in hand, they offered me a small salary in the art department, but would give

me a much larger salary, and an expense account and company car, if I opened an office in Frankfurt for them. I worked for them for two years and then they transferred me from West Germany to Westbury, NY. I later worked at MCI.

**Then you ended up at Cablevision?** I took advantage of Y2K as a partner in a contingent staffing company and did a transition at the turn of the century and ended up at Cablevision. This was a time when some corporations hadn't yet become "family friendly". Being a single mother with no family support in NY, it was challenging to juggle career and child rearing. I did it all. I loved the work I was doing and I was fascinated by the technology. I developed the sales and marketing advertising collateral, created the training program, automated the installation work flow management process and created a state of the art Web presence.

**What's the hardest part of running Jaimy Lynn Productions?** Like all service industry businesses...even though it's music and I love it...I make a living from this. Some actually think that because you love your work, you should offer it for free. You follow your passion but starve. It's important to realize that an event it's a gathering until you add music. **When you add music to a gathering, it becomes an event.** Whether at a trade show, conference or any event, the moment I stop playing, the bottom of the event drops out and there's no energy. Some people are OK with that but I work

to convince them that music adds a lot to an event. When I do work for law and accounting firms, instead of just a gathering for staff and employees, they can seize the opportunity to generate new business while showing appreciation for current clients. When they invite a potential prospect to their event, it becomes an elegant canvassing opportunity.

**You do a lot of networking to generate business for your company. Do you think it pays off?** That's where my business, military experience and discipline paid off. Most musicians sleep in, or wait for the phone to ring. I get out and network. It doesn't always pay off but when I meet that person who can help me, then the answer is "yes".

**You're also in a "results group." Can you tell us about that?** To be successful in business, I know I need to set goals. I host a results group I've been participating in for over four years. I establish my own quarterly objectives, and the group supports each other each week to stay on track and obtain those goals. I'm responsible for being my own boss, and I put my boss hat on every week and write down a list of things I have to accomplish for the week. If I don't complete my objectives, I pay a fine to the group. I am accountable to the group, to myself and my clients. This is a tough business, which requires drive, determination and certainly discipline. I plan to write a book to help people generate their own groups and create a sense of community that supports them and what's up to in life.