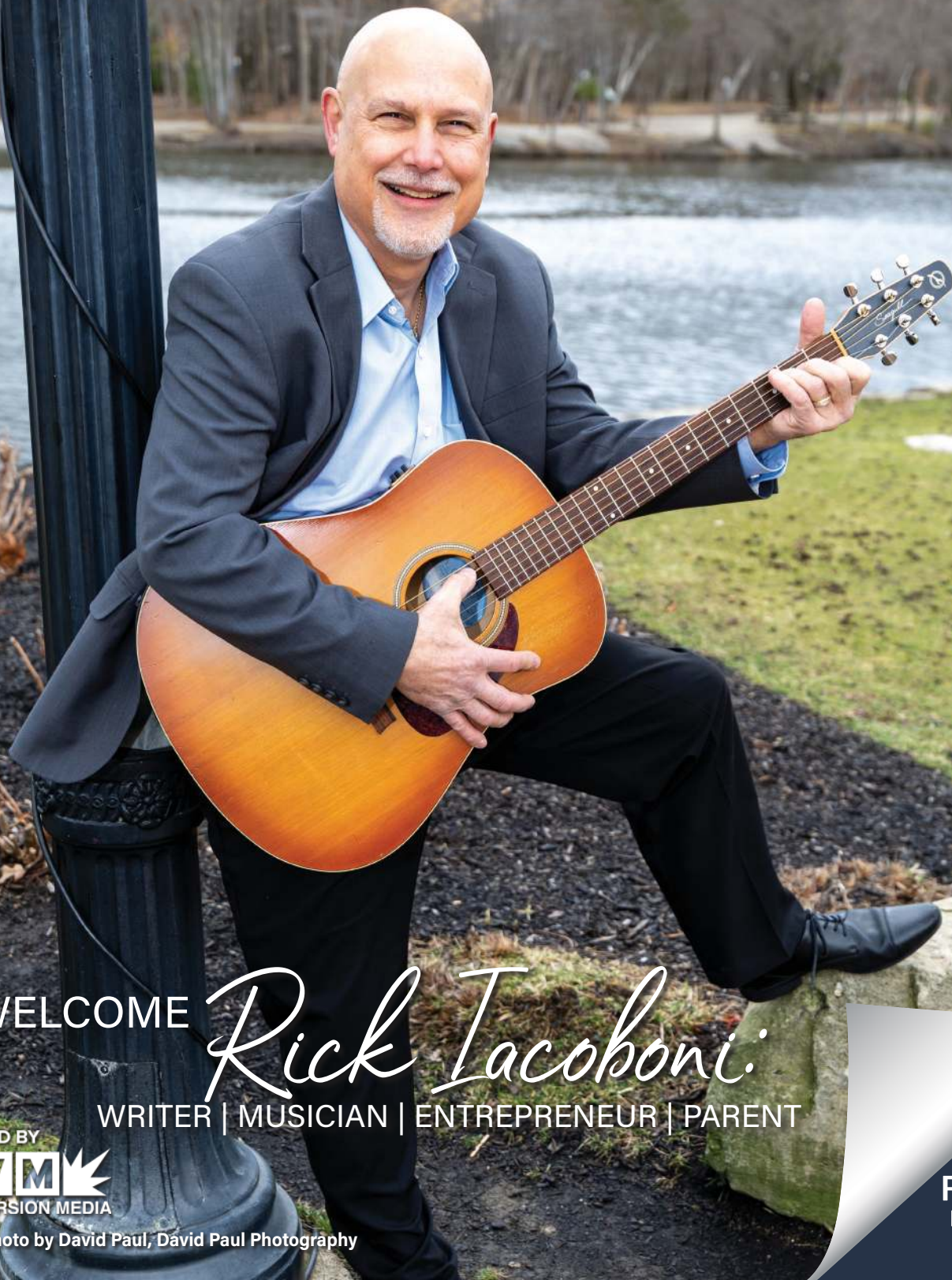


Westlake NEIGHBORS



WELCOME

Rick Jacoboni:

WRITER | MUSICIAN | ENTREPRENEUR | PARENT

POWERED BY



BEST VERSION MEDIA

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WELCOME RICK IACOBONI, *Your New Content Editor*

By Rick Iacoboni:
Writer | Musician | Entrepreneur | Parent

Photography by David Paul, David Paul Photography



The night of February 9th, 1964 changed the world for many of the 73 million viewers of the Ed Sullivan Show watching The Beatles' first visit to America. I was sitting in front of the family TV in pajamas, having begged my parents to extend my bedtime. I was wide-eyed looking at this new phenomenon, trying to grasp everything in warp speed. They performed twice that evening and I was never the same!

This epic event was regarded as a watershed moment in pop culture that launched Beatlemania, the global fanaticism that surrounded the English band and inspired thousands of viewers to become musicians. I was one of them. I started playing plastic toy guitars with rubber bands for strings (now banned for child safety implications). Soon my interest escalated to a "Kay" guitar and my first guitar lessons.

What started out as a whim in my early childhood became a lifelong passion. In junior high school I won a talent contest playing the classical

song "Malaguena". In high school I was part of a high school ensemble that won awards in state and national competitions through the Key Club, an international service organization for young adults. Later, as a young adult, I played over 1,000 events in a six-piece horn band.

At an early age it became obvious that I was not going to be the next great mathematician, scientist or doctor. Creativity was my gift. My other passion was becoming an accomplished content writer and marketer in which I worked for small businesses to Fortune 500 companies. I have both MA and BA communication degrees from Bowling Green State University. Additionally, I taught introductory speech classes at both BGSU and the University of Akron. My internship was at Blossom Music Center.

For me, 2004 was a life-changing year. After playing in ensembles for over 20 years, I started Domari Productions with the premise of combining relationship marketing with my expertise in the performing arts industry. To that end, I became a solo, acoustic guitarist playing ambient acoustic guitar music for personal, non-profit and professional events. To date, I have performed at over 2,000 events.

In 2016, embracing growth and diversification, I expanded

my company to include guitar lessons. I teach beginning and intermediate guitar for children, adults and seniors. This past January I expanded my live music services to include all forms of live entertainment, i.e. bands, orchestras, duos, trios and other soloists.

In 2024, a business colleague reached out to me about a concept of coaching solo event musicians on building their businesses like I did using relationship marketing. For example, I segment of my program emphasizes the necessity for a solo musician wanting to grow their business to act professionally on and off stage. Below are a few tidbits showing how a solo musician is coached on this topic:

-- Events: arrive early, dress appropriately, don't drink / smoke on stage, start on time, be courteous and take short breaks.

-- Phone etiquette: return calls, texts and emails ASAP. Follow up on quotes, details, in a timely fashion.

-- Snail mail hand-written thank you to your contact.

Note: The anticipated launch date for this project is Summer-Fall 2025.





While creativity and passion drive my music production company, I get great satisfaction making the events I play successful. For example, collaborating with brides and grooms on their most important day is gratifying. Helping non-profits raise money at their fundraising events is fulfilling. More recently I played at a senior community and the residents were singing and clapping to all their favorite songs. That was fun!

For my guitar teaching, it's equally rewarding helping students of all ages play chords to their first songs. I have more patience than they have. As I tell them: "I'm not a

schoolteacher. I'm a guitar teacher!" I'm also their biggest fan and cheerleader. My greatest success stories are with a 4-year-old girl and a 70-something woman. Each had their own challenges. However, with a little hard work and a lot of encouragement, both achieved their desired outcomes.

My key to success is hard work, persevering and "exceeding" not just "meeting" my client expectations. Going that extra mile can be the difference between success and failure. As Thomas Jefferson once said, "I find that the harder I work, the more luck I seem to have".

In between my schooling, marketing and music I found time to get married and raise a family. My wife and I were blessed with three wonderful children. Two run their own high-end dog training company in Atlanta and the other is a senior carpenter here in the Greater Cleveland area. We have three dogs: two Morkies and one pit bull who is the most loving dog you'll ever find!

I was born and raised in Northeast Ohio, mostly in the Brecksville-Broadview Hts. area. Over the years I have spent a lot of time in Westlake, North Olmsted, Rocky River and Bay Village playing events, shopping and going out to dinner. The area is family-oriented and everyone is so friendly!

Lastly, in my spare time I am a lifetime Browns, Guardians and Cavs fan. I enjoy all the amenities of Northeast Ohio – especially the concert venues, restaurants, zoos and parks. I am a music historian who reads books about my favorite artists. And finally on a peaceful spring, summer or fall night we enjoy campfires with our favorite beverages.

I will conclude with my favorite Beatles lyric: "And in the end, the love you take is equal to the love you make."