

Falls Music School: Fine tuning the benefits of music and creativity.



Mike Lowden
Co-Owner/Director

What were you doing before you started Falls Music School?

Mike: I was a musician! I toured with my rock band and played random gigs in a variety of musical styles. It was nice to be able to feed myself just by playing my guitar (even if there wasn't a whole lot left after the feeding myself part). From time to time, I also worked various sales types of jobs. Out of high school and college I started teaching alot and just fell in love with it.

As a business owner, what is one thing

you never imagined yourself doing?

Mike: I would say improving my organization skills and holding others accountable for their own organizational skills. I've always been a very go-with-the-flow type of person without much order in my life. This can sometimes help with the stresses of owning a business, but overall, without things being very "thus-and-so" and making sure others are following the same systems, things can sink really quickly.

You had the vision to start your business. What is something that defines your vision for tomorrow?

Mike: Our ultimate goal is to make more musicians in the world, but I think as time goes on, I'd also like to

like to spread more awareness about the benefits of arts and creative activities in general. Music can really be the conduit to creative thinking in general. The real innovators are going to be the people who can think creatively. I think in the future we'll need to be creative since technology can now do so much, and I think our culture tends to make people think they're either "creative" or not when really, creativity is a learned skill like many other things. You can learn the creative process. You can get better at it even if you're not destined to be John Lennon. We want people to enjoy what they're doing and have the experience of strumming the guitar on their couch just for fun. To us, that's just as much a musician as the elite guys.

What's the most unusual fact you know?

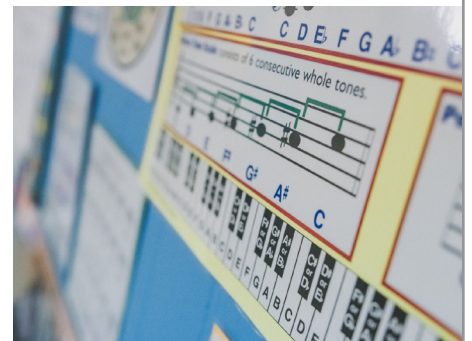
Mike: My staff laughed when I mentioned that this was a question because my mental collection of strange trivia is EXTENSIVE. Here's one: a quarter of all of your bones are in your feet.

What made you choose CF for your business?

Mike: To be honest, I didn't. My business partner started it, and I came in early on. He happened to live in the area at the time, so it seemed like a natural place to start. However, I'm so glad he did. Cuyahoga Falls is full of wonderful people, and seems to be improving every day! With us being right Downtown on Front Street, we really get to see things grow.

(cont.)

FALLS MUSIC SCHOOL | 2160 Front Sreet, Unit B, Cuyahoga Falls



Falls Music School

What do you like best about living/working in CF?

Mike: Being able to take a walk right down by the river is the best break to your day you could ask for!

Is there a story behind your business name?

Mike: We really like being obvious about the service we provide! Haha.

What should everyone try at Falls Music School?

Mike: A lot of people with kids ages 4-7 really like our General Music Classes, and we're trying to spread the word more! Oftentimes, kids that age can have trouble focusing on just one thing for a full half an hour, but we want to make sure that if you're paying for a half an hour music lesson, that's what you're getting! Our General Music classes are still one-on-one, but they teach the basics of music through games and crafts. We also jump around between different instruments. This keeps the kid engaged for the full time and better prepares them for when they're ready to tackle an instrument later on down the road. For everyone else, we offer music lessons for all ages, all styles, all skill levels for pretty much any instrument - although I don't currently have a didgeridoo teacher. Other than that I've pretty much got you covered.

What's something that drives you crazy?

Mike: I am an extremely optimistic and cheery person. Normally, the only thing that can start to get to me (even though this is rare) is when other people around me are being really negative with the same amount of energy.



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What's something that people may not know about you?

Mike: I'm a big fan of classical history, and have recently been able to read a bit about it (though slowly) in Latin! It was very hard, but it's a great feeling to read these authors without translation.

Anything else we should know?

Mike: We're right between Pav's and Grandpa Joe's Candy Shop. There's even a special entrance into the candy shop right from our lobby! Come check us out. We offer trial lessons if you want to see what we're all about. We'd love to have you! ■



Schedule a \$20 Trial Lesson Today!

(With Money-Back Guarantee)

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