

Please note: This is a transcription so there may be slight grammatical errors.

Bob McCutcheon:

I guess early on, my plan was to own a recording studio. The journey certainly didn't go according to that plan. It's a bit ironic that I'm sitting here in my recording studio that I originally wanted to have 30 years ago.

I wanted to be the rock star When I was in school. I had played in bands, and wrote music, and recorded music. Didn't choose to study music in college because I think I wasn't willing to take the risk. I probably was playing it safe and decided that music was going to be my hobby or my passion but not my primary career. When I was finishing college, I was looking to join one of the big six accounting firms. I think at the time, I found that was a career path that presented the most diverse set of opportunities for me. I also liked the large corporations that were clients that they were representing, that also presented opportunities to travel, see the world, and have different industry experiences. I didn't think I'd stay necessarily as long as I did, I thought I'd stay for a few years and qualify for my CPA license and then move on to some corporate position.

But what I found was the firm was constantly keeping my attention. And so I've had many, many roles and many, many jobs over the course of 27 years at the firm. I never needed to change employers. My friends used to joke that I couldn't be an accountant and a musician at the same time. That seemed to confuse people. I always found it to be perfectly logical. To me, creativity and innovation are one and the same. It's the idea that you can envision something that's abstract, picture it in your mind, bring it to life. In the world of arts, we call that creativity but in the world of business, we call that innovation. And it seemed always perfectly natural to me.

As I was pursuing my career with PwC, it was becoming more and more apparent that both my children had a strong interest in music. And I think that was a lot of the motivation for wanting to start the studio. And unfortunately, my oldest son, Ryan, had passed in an automobile accident in September of 2017, and that was a defining moment for me. Ryan's passing definitely accelerated the way I thought about my future path. It crystallized a lot of things. It made me stop and reflect on what's most important in life. And while we were always on this path and I knew this journey was going to ultimately put me in a place where I was going to be in the studio, his passing accelerated my thinking around that. I wanted to be home more for Brett, my youngest, who was still in high school at the time. It was a point where we decided we needed to do something to honor his memory. And from that, we established the Rhythm19 Fund.

The fund is really designed to provide youth and students with opportunities in music and art, both through financial means but also through volunteerism and using the facilities in the studio. I think we spend a lot of time over the course of our lives trying to figure out what our purpose is or defining our purpose. And for me, I think my purpose is to be able to connect with other people, family, community, doing something that's going to make a difference in someone else's life. When I'm in the studio, I'm trying to do that, with the artist, trying to help them see a project through, help them bring their vision to life. When we're working with children through the Rhythm19 Fund or bringing them into the studio, we're providing them with experiences and opportunities that have an impact on their life that may give them an experience they otherwise wouldn't have. So to me, I think my purpose is to just try to make a difference in other people's lives.

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