



News-Journal/STEVEN NOTARAS

Mike Curb, left, founder of Curb Records, is interviewed by Jake Niceley at the News-Journal Center in Daytona Beach on Wednesday.

PHILANTHROPY

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Curb and his Nashville company have signed and worked with a host of musicians, including the Osmond Family, Lou Rawls, Sammy Davis Jr., Frankie Valli, Debby Boone, Hank Williams Jr., Kenny Rogers, Tony Bennett, The Four Seasons and more recently the Judds, LeAnn Rimes and Tim McGraw.

He also has composed more than 400 songs and composed or supervised music for more than 50 motion picture soundtracks.

Curb talked about producing one of his first songs as a college student at California State University in a room with a tape recorder. The song, called "You

meet the Nicest People on a Honda," was picked up by the motorcycle company as a commercial. Curb said he was paid \$3,000, "which made me think I was rich."

He recalled buying a record for 99 cents and said: "It's back to the past. Now, it's the 99 cent download" on iTunes.

Curb also told the audience he was a songwriter and music producer — but not necessarily a good one. He said the key to a successful business is "finding people better than you are."

He also it's important to give back, adding: "Philanthropy stays with you forever."

Curb and Daytona State in September reached an agreement where the Mike Curb Family Foundation is donating \$500,000 — \$100,000 a year over

five years — to create scholarships for students in music, entertainment and art. The first \$100,000 was received in December.

A plaque was put up this week in the News-Journal Center lobby in recognition of Curb and his wife, Linda. He provides support to about 10 colleges nationally, including music programs in his name at Vanderbilt University and Belmont University, both in Tennessee, and California State University.

Curb said before Wednesday's event that "it's not about your name" on a program or building, but the help provided for students through scholarships.

He said Daytona State's music college is "one of the top" in the state, if not the top.

Daytona State College President Carol Eaton said the col-

Music legend, DSC supporter: 'Philanthropy stays with you forever'

By DEBORAH CIRCELLI

EDUCATION WRITER

DAYTONA BEACH — President Ronald Reagan was looking for something to do on July 4 that wouldn't be political on the national holiday, even though he was running for re-election.

Mike Curb, who was chairman of the Republican National Finance Committee, suggested Reagan go with him to the Daytona 500. He was the first president to attend a race at Daytona International Speedway and Richard Petty won his 200th career victory in a car owned by Curb.

"It was one of those amazing moments you can never re-create," Curb told nearly 700 people at the News-Journal Center on Wednesday night. The event kicked off Daytona State College's L. Gale Lemerand Center for Entrepreneurship's 2013 speaker series.

Curb, 68, a former California lieutenant governor who learned to read as a child by reading auto sports books, is not only a motorsports team owner but founder and chairman of Curb Records, which is celebrating 50 years as one of the world's leading independent music companies.

Curb has donated to numerous

colleges, including Daytona State. The college's music program, housed in the News Journal Center, is now called the Mike Curb College of Music, Entertainment and Art.

His advice to students and others attending the event was "success is when preparation meets luck. None of us can wave a magic wand and make a record hit."

"The secret is being prepared," Curb said. "You start off by going to a great institution like this and learning the trade."

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deborah.circelli@news-jrnl.com

lege "is very pleased" to have Curb "share his entrepreneurship and his ability to motivate the next generation of entrepreneurs."

Doug Peterson, Daytona State chair of the Mike Curb College of Music, Entertainment and Art, described Curb as "an extraordinary and unique person." He said the college is "humbled by (Curb's) graciousness" and educational opportunities he is providing students through scholarships.

Peterson also said Curb's "prestige in many fields will add to the credibility of this college and our students' futures."

Curb said he will be in Daytona Beach for the races next weekend. He is part owner in a car in the ARCA race driven by Chad Boat and part owner in a car in the "Battle of the Beach."

Daytona Beach News Journal
Volusia County
Daily 99,600
February 14, 2013
Local section C,
pages 1 and 6