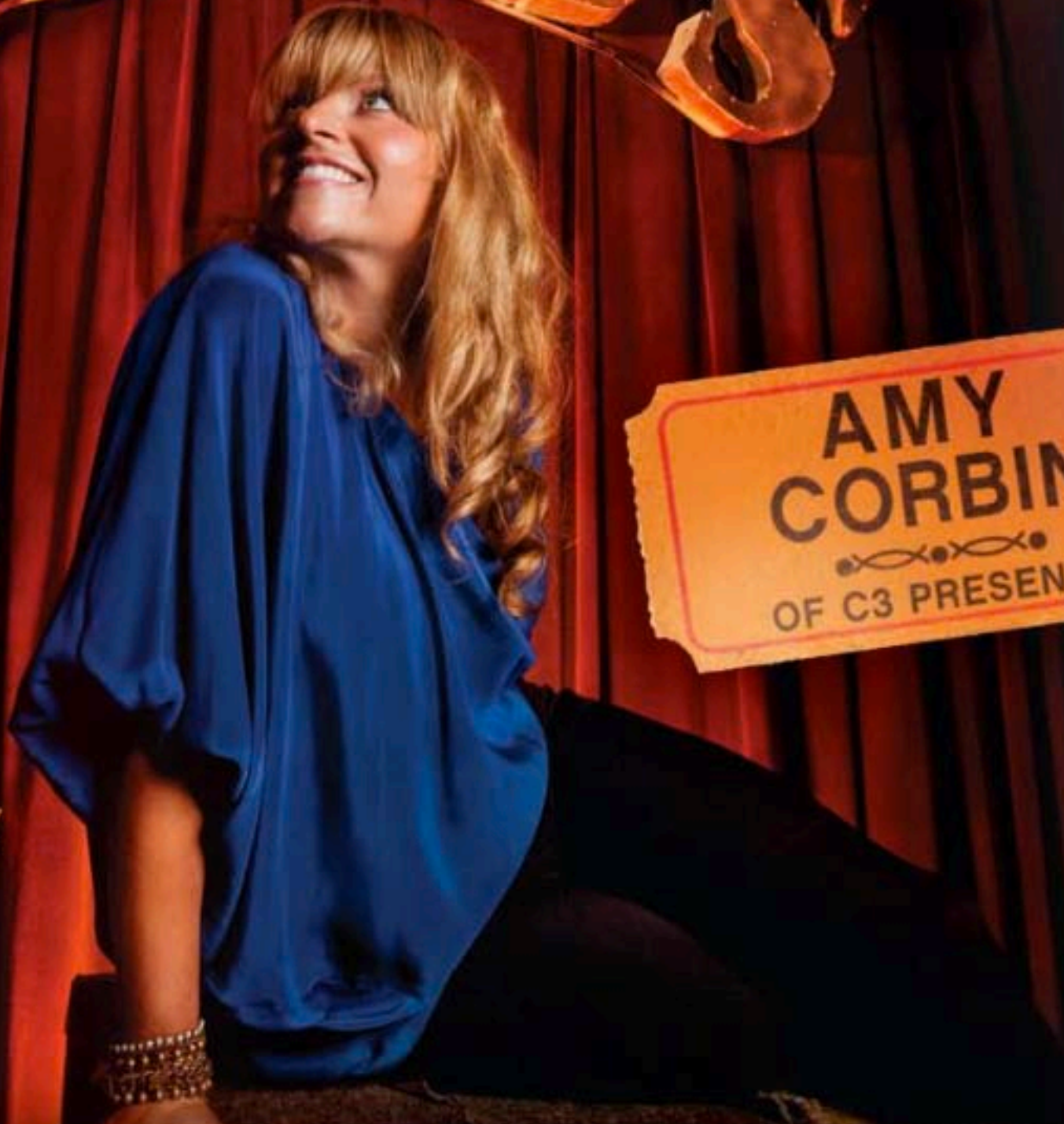


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STUBB'S



**AMY
CORBIN**
OF C3 PRESENTS

THE
8th
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ANNIVERSARY SECTION

GET THE FULL
DETAILS ON THIS
AMAZING EVENT!

“I never tire of
the excitement
in this business”

C3 PRESENTS
THE WOMAN BEHIND THE CURTAIN(S)
AMY CORBIN:
BRINGING THE BEST SOUNDS
TO THE ATX

BY CHRISTINE COX

PHOTOGRAPHY BY ERIC DOGGETT STUDIOS

MAKEUP - KAREN POWANDA, KISSNMAKEUP.US
HAIR - DEKLYND CHANNING, DEKLYND.COM
FASHION STYLING - CASSIE FLENIKEN

JEWELRY - CATHERINE NICOLE, CATHERINENICOLE.COM
+ COURTESY OF AMY CORBIN

PICKING FRUIT IS A LOT LIKE PICKING MUSIC TALENT. THE ONES THAT WON'T BE TASTY AND HAVE AN UNSAVORY LOOK SHOULD BE DISCARDED, PERSISTENCE AND A DISCERNING EYE ARE CRUCIAL, AND DON'T LET THE HEAT - METAPHORICALLY OR LITERALLY - SLOW YOU DOWN.

Promoter and founding member of the C3 Presents family Amy Corbin can do both - perhaps the first training her, unknowingly, for the latter. "Amy works harder than anyone out there. She made my business. Without her," says Charles Attal. "I wouldn't be where I am today. She's an integral part of our whole business."

Corbin, Attal's life partner whom she calls her "husband," is the mother of two-year-old Gemma Rose (named by Attal after a restaurant in the Bowery Hotel in New York) and at 32, is a ball of energy and enthusiasm for anything she gets her hands on. "I'm not afraid of hard work," she says at the kitchen table of their Westlake Hills home, while Gemma Rose plays in the other room with the sitter. "I grew up with a military father and a mother who worked hard and succeeded in the banking business," she recalls. "When we moved to McKinney, [TX] while I was in high school, I spent my days waking at 4:30 a.m. to pick fruit on my father's and grandfather's hundreds of acres of fruit orchards." That meant working in the heat 'til sunset handpicking peaches, apples, nectarines, raspberries, okra, onions. "It was miserable. I never had normal summers like my friends; I was always working. Plus, my grandparents were perfectionists. The fruit had to be perfect for market." But it taught her a thing or two, no doubt, about reaching beyond the low-hanging fruit.

"I've been working hard since I was 12 years old," says Corbin. "I feel like I should already be at retirement age. There are times where I feel a little like I'm letting down my crew because I try to come home by five now, and they work late."

Huston Powell of C3, who heads Lollapalooza and all casino bookings (C3 books all the Harrah's Casinos across the U.S.) doesn't hesitate in his praise of Corbin.

"Amy is one of the best talent buyers in the country. She is honest, she works hard every day and her enthusiasm is infectious. You could ask anyone in the music business about Amy and I don't think you could find one person who would have a bad thing to say about her." That's rare in the music biz, for sure. "Personally," Powell goes on, "she's been a tremendous mentor and good friend. She is the absolute best in the country at what she does." In fact, in 2007, Corbin won recognition as Nightclub Talent Buyer of the Year by *Pollstar*, a concert industry trade publication and information service who assigns 150 industry stalwarts to a committee each year to vote for the best in the biz. "I was one of only a few women who's ever won the award." She was pregnant with Gemma that night in L.A. at the elaborate awards event, but no one but she and Charles knew. So they celebrated by going back to their room and ordering up cheesecake. "We've come a long way from the days of living on a shoestring," she recalls.

There's a buck outside having a stand-off with the family's tiny dog Chili. "Tiffany," Corbin says, calling the sitter, "come see this. Get Chili back in the house!" The regal buck is the size of a small horse and Chili - well, let's just say the buck might have had his way with her if he really wanted to. "I love having deer running in my yard," and curly-haired Gemma who is so affectionate she even offers a stranger journalist a kiss before heading off to storytime, seems to also enjoy the wildlife, in more ways than one. "Charles and I take Gemma everywhere. She's the third member of our team. We don't really need time alone; we want her with us, experiencing all the characters we know, the places we see; even Lollapalooza."

Corbin admits that her life has slowed down somewhat and become more balanced since Gemma. "We hope to have another baby next year," she says with a



Amy in 2nd Grade, Germany



CLOTHING + JEWELRY
AMY'S OWN

Amy Corbin in front of the downstairs bar near Stubb's indoor stage.





Amy cues 'em up in the Stubb's billiards room.

CLOTHING + JEWELRY
AMY'S OWN



glimmer in her eye. It's obvious she loves being a mother. "Amy is an amazing mother; and she has so much energy!" says Attal. "I do try to limit my work hours," says Corbin. "My priority right now is my family - I won't sacrifice my time with Gemma. It's already going so fast; I don't want to be spending time in the office," which is downtown in the San Jacinto Building, "fighting with an agent over a few thousand dollars when I could be spending it at home with Gemma." Attal is a principal of the now multimillion dollar company. "When we both have something on the calendar, his trumps," she says. The couple rarely goes to events together, so that one of them can be with Gemma if she can't go along.

Corbin and Attal met about a decade ago, right after Corbin graduated in fashion merchandising from what was then Southwest Texas State (now Texas State University). "I came to Austin to just hang out for a few months before I went to Europe," she recalls. "I met Charles out at Stubb's," where he was and still is part owner, "and he told me he needed

someone a couple of days a week to help him answer phones during SXSW." That meant going to his home office for what was then "Charles Attal Management." "It was a couple of tables, a computer and fax machine, and in complete disarray. The phones rarely rang, I was falling asleep. So I decided to go to town on that office. I filled, hung pictures, made it look great. He was impressed." Attal was managing an Americana band called The Damnations (they still play). After a couple of months, Corbin left to backpack through Europe, alone. "When you travel alone, it gives you a lot of time for introspection. I kept a journal. I was searching for something, but I didn't know exactly what." That is, until she had, at the ripe old age of 22, the proverbial "aha" moment. "I was sitting in a club in Germany," where she had lived when she was younger, "listening to a band and I thought, 'Man, this is it. Music is the universal language. I need to get back to Austin to tell Charles all of my ideas about how to really make his business work.'" But when she returned to Austin, Attal had hired someone to take her place. "I would have none of that," remembers Corbin, who proceeded to out-work her office mate. "I wanted my place back; I got it." And then some.

Corbin remembers the early days fondly, without necessarily wishing for them. "I started working at Stubb's for \$18,000 a year. But I knew through hard work, things would come." She started reaching out to other clubs in Austin to

work with and develop artists. "Charles is from Austin. His family is fourth generation Austinite: half-Lebanese, half-Irish. He saw this town grow from a small place to what it is now. That vision helped keep us focused." The team started getting more and more bands to book with Charles Attal Presents. And the bills started getting paid on time, and the couple, though still friends, were getting closer and closer. "We worked 'til 11 at night most nights. When you spend that much time with someone, your work life and personal life naturally start blending." But they dated secretly for many months before sharing their relationship with friends. "We didn't want people talking. We didn't know if we could make it work. I didn't take it lightly; I had a lot to lose if things went up in smoke." Eventually, it became impossible to hide. Their friends were picking up on the vibe between them. So they moved in together in 2002. And apparently, it worked - well.

"Part of the reason I work so hard, to this day, but even in the beginning, was to please Charles. It drives me to see him be proud of me," Corbin says with that tone of voice that women use when talking about a man they deeply respect and for whom they have a noticeable affection. The two have two rules: they don't have lunch together, and they don't drive into work together. "He eats too fast and we don't like being in the car together a lot - too much back and forth! This works."



Amy with Gemma Rose, Age 2

ACL FIRST

One afternoon, Attal got a call from his friend Charlie Jones of Middleman Entertainment, with whom he had once shared office space. Middleman had merged with Lance Armstrong's business, Capitol Sports, to become Capitol Sports & Entertainment. "He called Charles to ask him to meet him at a press conference where he would make an announcement early the next day," recalls Corbin, still with a bit of excitement. "He wanted him to wear a suit; but other than that and an address, we had no idea what was up." Attal showed up, at which time Jones announced that he would be starting a festival that he'd call "Austin City Limits." Since Attal was the only one of several people Jones had called to show up, he handed over booking of the festival to Attal. "Charles respected Charlie enough to know to show up at that conference, even though he didn't know what it was about. It was enough that Charlie wanted him to be there. That's how he ended up with that piece of business, which really catapulted us to the next level," says Corbin, who points out that the greatest thing Attal taught her was that in the music business, like in lots of things, relationships are 80% of your success. "A lot of this business is about throwing the dice, gambling, going with your gut, having faith. It can be risky; but good relationships make it easier. And the internet, too, has helped a lot!"

The announcement came only three months before the first festival was scheduled. "Charles called everyone he knew that he had a good relationship with, begged them to fit the festival in, and that's how the first year got off! We only had about 30,000 people, but everyone knew it was going to be an amazing success as the years wore on. It took a few years to reach sell-out capacity, but we're there now!" And Corbin does the booking. One might refer to her as a one-woman show, but she'll correct you.

AMY CORBIN'S ADVICE TO UP-AND- COMING TALENT

"Be willing to put in the hard work. Develop your own street team and a strong online community. Learn to promote yourself. You can't expect the clubs, bars and fans to do the work for you; you're the only one who can do the heavy lifting. It's hard, grunt work, but persistence pays."

“A lot of this business is about throwing the dice, gambling, going with your gut, having faith. It can be risky; but good relationships make it easier.”



JEWELRY BY CATHERINE NICOLE

STELLA NECKLACE FROM
CATHERINENICOLE.COM



Amy in front of Stubb's landmark buildings on Red River

C3 PRESENTS THE 3C'S PLUS CORBIN

"Charlie Jones and his wife Melanie, [Attal] and Charlie's friend Charlie Walker (then President of Live Nation North America in L.A.) and his wife, and Charles and I, all went to Costa Rica about five summers ago," begins Corbin. [Note: If you can't keep up with all the Charlies/Charleses in this story, we suggest diagramming.] "Charlie Walker's life was stressful with Live Nation. He had thousands of employees in a publicly-shared company with stockholders and enormous pressures," she continues. "Unbeknownst to me, the three guys were talking about merging all week! Within two weeks, Charlie Walker had stepped down from Live Nation. He kept a lot of his good contacts, left on good terms. So he came to Austin, and it was obvious right away that they'd found the missing piece. As Chief of Operations for C3, Charlie opened so many doors for me in the arena world that could have otherwise taken me years to gain access." So there they were, Charles Attal, Charlie Jones and Charlie Walker - and then, there's always Amy, like a backbone, holding it all together.

One of the bands C3 works with is Kings of Leon, and Corbin is still excited about their great success, although they are one of several. "I had been with them since they were playing The

Parish. Not many bands break through to the level they did. The music's gotta be really good. Some people don't get there for 15, 20 years, some never make it. They did - it's awesome." She also mentions bands like "The Ojivers" (a Louisiana band) and John Mayer. "It's so exciting when you spot real, raw talent and then watch it explode. I never tire of the excitement in this business," she says, while explaining that the company, C3 Presents, has a staff of 75 now, with an average age of 35 or so. "Everyone is young and energetic. We're like a huge family, but we're definitely growing up!" C3 had its first company picnic recently. "We were doing a toast and we looked around and realized how many little ones we have - how many of us are growing our own little families. It was so cool to see."

"Along the way I've picked up a lot of amazing people that make me look good," says Corbin of her personal success. "There's my production manager Casey Carter, whom I couldn't live without, and Sarah McGoldrick, my marketing director. If one of them left, it would be like taking an arm! Then there's Huston Powell who came on in '03. Where I book ACL and all the arena concerts, Huston books Lollapalooza and all the Casinos." C3 books talent for 28

casinos nationally. "We've gone from two people in a home office to the third largest promoter in the country in one decade," says Corbin. "It's still seems surreal sometimes! A lot can happen in 10 years, right?"

"It's not all been peachy-keen," Corbin reflects. "Our life is fast; you can find yourself being pulled in so many different directions, that you lose focus on your core relationships. But I always go back to Gemma. She's our unity, our world. She's evidence of Charles' and my commitment to one another. We know that we are soulmates; we know we're going to be together forever. That's all the commitment I need."

One gets the feeling that Corbin's word is always good; she says what she means, means what she says, and is driven to see through any promises she makes along the way, without looking back: great characteristics for a promoter whether she's promoting herself or musical talent; great characteristics for a mother, a friend, a partner, a boss. At 32, Corbin teems with a confidence and style that some women never achieve in a lifetime. And it all started by learning the hard way the value of old-fashioned hard work; or as some may say, "sweat equity pays in bushels." **AW**

BACKSTAGE WITH AMY

ON THEIR FRIENDSHIP

BY MELANIE JONES
(CHARLIE JONES' WIFE)

"Amy is one of my favorite people to be with! In any situation, she is one of the funniest people I know. No matter my mood, she can get a laugh out of me. We have been friends for 8 years now, and I've always admired her style. Our friendship has deepened over the years and it has been a true joy to share motherhood with her. I truly admire how she juggles such a demanding career with motherhood. We visited NYC last month with our friend Sarah, and we decided to get our portrait done in Central Park. It was the longest 15 minutes of my life trying to be serious and still while she and Sarah made jokes."

CORBIN DOES THE GRAMMYS

AW: YOUR VOTE FOR BEST ALBUM OF THE YEAR?

Mumford and Sons, *After the Storm*. (Corbin says she was bummed she couldn't get them for ACL, but they will come to Stubb's in November!)

AW: YOUR VOTE FOR BEST FEMALE SINGER/SONGWRITER OF THE YEAR?

Ruby Jane

AW: YOUR VOTE FOR BEST SINGLE OF THE YEAR?

The Black Keys, *Next Girl* off their *Brothers* album

AW: YOUR VOTE FOR BEST-DRESSED FEMALE MUSICIAN OF THE YEAR? Nervo

AW: YOUR VOTE FOR BEST CITY (NOT COUNTING ATX) TO GO SEE LIVE MUSIC? Chicago!

AW TOP 5 FEMALE ACL TALENT PICKS

MIA, SAT. 10/9, 8:30 P.M.
AMD STAGE | miauk.com

ANGUS & JULIA STONE,
FRI. 10/8, 3 P.M., AV STAGE
angusandjuliastone.com

SARAH HARMER, FRI. 10/8,
6:40 P.M., BMI STAGE
sarahharmer.com

THE JANE SHERMANS,
SAT. 10/9, 2:40 P.M., BMI STAGE
myspace.com/thejaneshermans

RUBY JANE, SUN. 10/10,
11:15 A.M., BMI STAGE
rubyjaneshow.com

MORE INFO

C3PRESENTS.COM

2010 AUSTIN CITY LIMITS MUSIC FESTIVAL
OCT. 8 - 10TH, 2010, ZILKER PARK, AUSTIN, TX
ACLFESTIVAL.COM

LOLLAPALOOZA 2011
AUG. 5 - 7TH, 2011, GRANT PARK, CHICAGO, IL
LOLLAPALOOZA.COM