



Meet Sam Swanson, owner of Handsome Young Ladies / Alarm Clock Entertainment LLC...

1. Describe Your Business:

Handsome Young Ladies is a unique events/party band that specializes in destination weddings, corporate events, festivals, and clubs. Alarm Clock Entertainment LLC is Handsome Young Ladies' management company and record label.

2. Tell us your story:

What makes Handsome Young Ladies so unique is that we put our own artistic spin on classic pop songs

spanning the past 6+ decades and record our own studio versions of these songs and release them like any original band would. Currently, we have a Vinyl LP and CD of our debut cover album 'We Got It Covered' to be released on Friday, May 17th through our own record company. In addition to all of our past and upcoming music videos for these songs we also offer full band, DJ, and acoustic services for weddings and events as a package price. For the higher end weddings, we even offer a Deluxe Package where we can record 2 cover songs of the bride and groom's choice and release them on 45/7-inch Vinyl Single with their own unique cover art as party favors for their guests.

3. What has helped you succeed and gain experience?

The single most important key to my success has been optimism. I do not focus on things that I cannot control and I live very intentionally. I set goals daily, weekly, monthly, and annually. I'm continually etching away at those goals and with a lot of patience and persistence the goals are met. As soon as I cross one off of my list, I put another one in its place and so the cycle repeats

4. What inspires you?

What inspires me is using my unique creative gifts and strengths to make a living and feed my children. People who work for themselves and have their own businesses inspire me, especially around FLX. There are so many creative and amazing businesses sprouting up all over the place. I'm thankful that I get to travel in my line of work and see them all for myself. As far as my biggest influence and inspiration for starting Handsome Young Ladies, I would have to credit my favorite Cover Band of all time: Me First and The Gimme Gimmes (a super group made up of members of NoFX, Foo Fighters, etc...). The band formed in 1996 and has been releasing albums all these years with their own Punk Rock spin. Handsome Young Ladies takes more of an Indie Rock approach to it, not so fast and goofy but definitely artistic.

5. What keeps you up at night? What are your challenges?

The things that keep me up at night running my own business are just making sure that I have everything ready for the next day. My business is a little bit unconventional being run D.I.Y. and it's not a normal 9-5 kind of daily grind so I get a lot more free time than most people do. I'd say the challenge would actually be to use the time wisely to your advantage. It's easy to waste time so I don't watch a lot of TV or anything. I try to unplug by taking my children to the park or just doing something creative on the side. Generally speaking, though, any challenges that come along I always look at as an opportunity for growth and approach them face to face with a great amount of optimism.

6. What is your favorite local activity?

There are so many amazing local activities to pick from that I can't really pick just one so I'll have to list numerous ones. First, artistically speaking, I really dig what Seneca Film Festival is doing and all of the events that they put on in our community. Art is very important to me and I am fully behind them. Second, I love the Cardboard Regatta, it's just a really fun event and growing up in the Chicagoland area I never had anything like that. Other special local events I love are the FLX Wine Festival and Vintage Car Weekend. Outside of Watkins Glen I love attending Glass Fest in Corning and Bines Fest at Climbing Bines Hop Farm in Penn Yan. Honestly, there are just way too many cool things to do here in the Finger Lakes.

7. Is there anything else we should know about you?

I'm also a singer/songwriter, score composer, and beat producer. I do a lot of freelance work via Alarm Clock Entertainment LLC for other businesses. I recently composed the background music for Haefele Connect's TV Commercial shot and produced by Eric Hollenbeck.