

Cincinnati Sinatra celebrates 40 years

By Kellie Geist

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Eleven-year-old Matt Snow was working at a local Goodwill store when he came across a brand new, still-in-the-plastic copy of Sinatra at the Sands, a special Frank Sinatra album with accompaniment by the Count Basie Band.

"I got it for 50 cents and I took it home and wore it out," Snow said. "I learned every song on that record within a few days and I would sing them all the time around the house."

But the Snow family, including his sales manager/singer father, knew the youngster was meant for more than the acoustics of his home. So, when Snow was 15, his dad introduced him to local band leaders and helped him get shows.

"I started singing in 1971 and I've been doing it ever since," he said.

Although she always supported his love for the arts, Snow's mom Leah Snow said it was still humorous to hear her 15-year-old son sing "It Was a Very Good Year."

"He would sing that song and there's line where it said, 'When I was 17,' but he wasn't quite there yet," Leah said. "I thought that was pretty funny."

Snow, a Miami Township resident known as the Cincinnati Sinatra, said his ability to engage and interact with the audience is probably what gives him staying power.

The Cincinnati Sinatra

Matt Snow is available for all types of parties, events and private performances. He is a member of the Wedding Mafia and the International Special Events Society.

In addition to Sinatra, Snow sings selections originally recorded by Dean Martin, Bing Crosby, Nat King Cole and more.

If you're looking for a local show, Snow performs every Monday at Tong's Thai, 1055 Main St. in Milford.

For more information, visit www.thecincinnati-sinatra.com or call 576-9766. Find Snow on Facebook, Twitter, Plaxo and MySpace.

Snow's first full-length album, "My Way," can be purchased at his website or at any of his live shows.

"I don't pretend to be the best singer or the best classically-trained vocalist, but I think the way I portray the character and the way I interact with the audience is where I have had longevity," he said. "I consider myself an entertainer first and a singer second."

Over the years Snow, who is 55, has worked with local artists including Eddie Schmalz, Bob Mace, Frank Vincent, Judy Downer, Ed Moss and The Society Jazz Orchestra and Charlie Gregory and the Seven Sharps and has played in a wide range of local venues.

As far as events go, you can find Snow at everything from weddings and saloons to private parties and charity events.

For the last 35 years, Snow worked



KELLIE GEIST/STAFF

Matt Snow, or The Cincinnati Sinatra, can be seen at Tong's Thai in Milford every Monday evening.

in sales. But last year he decided to quit that job to work in show business. He and his wife, actress Patti Warner, started the company Cincinnati Sinatra. Snow will do 200 shows this year and hopes to perform at 300 next year.

"It's scary to have us both in show business, but at our age, you kind of roll with the punches. I've always been fortunate enough to pursue my own career full-time and he was getting so popular that this was a natural transition," Warner said.

"He's so generous and sincere. What you see is what you get," she said. "He's so friendly and outgoing that sometimes people think he's phony, but that's the real him."

This year Snow will celebrate 40 years of singing Sinatra and, although he knows 300 songs, he said it doesn't get old.