



Steve's 37 albums have sold close to two-million copies.

ture into management. Donned in his three-piece suits and ties, Steve played the role of successful banker by day, but his evenings and weekends were a different story. Throughout his banking career he had also maintained a part-time music career that over the years saw him play at thousands of events and even the Crystal Cathedral in Garden Grove.

Developing a following as “The Banker with The Beat,” fans began to request recordings of his music. “I had never really thought about recording because I didn’t know how to go about it. But people kept asking me to record an album,” Steve says with a laugh. “Then one evening I was playing a dinner dance and there was a lady in attendance named Sheila Bell who owned a gift shop. She told me she really loved my music and said she thought that if I recorded an album she could sell it her store. That was how the whole thing started.”

Steve becomes introspective and shakes his head in amazement when he recalls how that casual meeting changed his life. “It’s amazing how certain people can dramatically impact your life,” he says. “Along with Sheila, the other person who was instrumental to me was a man who had been a customer of mine at the bank. I had told him that I was thinking of doing a recording but wasn’t sure where to start. Well, come to find out, he had a friend with a studio, and that’s where I went to record “Notes of Romance” –my first album.”

Soon after “Notes of Romance” was recorded and packaged, Sheila started selling eight to 10 of Steve’s albums a week. This made Steve start to think that Sheila’s gift shop was certainly not the only one in the United States.

His pragmatic streak reared its head and he started to do the math, thinking of what would happen if he sold 8 or ten albums a week in hundreds of shops. “That opened a whole new marketplace for me. I started to contact gift shops all over the country that began carrying my recordings. Then, one day, while in a shop, a regional representative from Hallmark heard my album,” Steve explains. “He took it back to Kansas City (Hallmark’s corporate headquarters) and they bought it. Before I knew it I was a Hallmark vendor. All of a sudden I was in 5,000 stores, and then it just grew from there.”

By 2000, having made the transition from full time banker, to part time



From the beginning, Steve has run his recording label like a real business.

banker, to running his own record label, Bankbeat Productions, on a full time basis, Steve had recorded numerous albums and was selling hundreds of thousands of CDs a year. “We were getting orders for 30,000 albums a month and I kept thinking of how this had all started with that one cassette,” says Steve who today is closing in on the two-million sales mark. “It was a God thing,” he says. “It was where He wanted me. I had never dreamt that something like this

could happen to me. It just came about, and it was a risk, but my banking background proved to be invaluable in running my record label. Most musicians aren’t business savvy. My financial background helped me project and plan my cash flow. From the start I ran it like a real business.”

Bankbeat Productions currently offers 37 musical collections that offer a variety of styles, including popular show tunes, standards, classical, romantic, inspirational, Celtic, Christmas, lullabies, patriotic and country. Steve has also released a DVD, “All Things Bright

and Beautiful,” that features captivating scenes of nature with selected songs from his inspirational albums. Along with God, Steve credits the many people who have been supportive of him including his wife, Robyn, for his success.

Steve performs annually in concert in many venues throughout the United States and Canada and his popular concert performances have been documented in his 2008 album,

“Concert Favorites.” That album features the introduction of his teenage son, Daniel, who joins his father on four classical compositions.

Steve, who makes his home in Southern California with his wife, Daniel and the couple’s other two sons, Andrew and Peter, is one of 1,400 pianists to have been named a Steinway Artist. He says he is both proud and humbled to be in such exclusive company that includes keyboard legends Billy Joel, Diana Krall and Bruce Hornsby. When asked what it is about his music that has so deeply resonated with people he says he believes the attraction stems from providing great-sounding, heartwarming, familiar tunes that people want to hear.

It is certainly clear that an uplifting appeal and familiarity is what has earned Steve a loyal following from people of all walks of life and faith who have found comfort, solace, inspiration and hope through his music. “My most popular album, “On Eagles Wings,” has sold over 700,000 copies,” says Steve. “That recording has ministered to so many people. I have received countless letters and some I can’t read without breaking down. They are heartfelt letters of how my music helped people get through tough times. I get thousands of letters and e-mails every year from people who tell me that my music helped them through divorce, suicide, cancer – all of life’s challenges. When what you love to do helps others along the way, it’s just priceless.”

For further information on Steve Hall, to sample his musical selections, and to order his recordings on CD or as downloads, you can log on to [www.stevhall.com](http://www.stevhall.com). ■