

# EAR X-TACY

ear X-tacy

# John Timmons

## Store Bio:

Originally an "alternative record store," ear X-tacy was started in 1985, in a 500 sq. ft. space with John Timmons' record collection and a cash advance on his MasterCard. Sixteen years later, after three location changes, ear X-tacy now lives in a 10,000 sq. ft. space, carrying every music genre available. The atmosphere of ear X-tacy is unlike any other store. The store is laid out on three levels. Over 200 titles are available any given day for customers to sample on our listening stations; customers can listen to any CD in stock at our listening bar. Ear X-tacy was a founding member of CIMS. In 1995, the ear X-tacy label was formed.

## Owner Bio:

Me Me Me...It's all about ME. I've always been into music, thanks to an older brother who exposed to all sorts of great records. Seeing the Beatles on the Ed Sullivan Show their first time really did change my life. My love of music has grown ever since. After graduating high school, I've worked in record retail...that's 28 years. I still don't know what I'm going to do when I grow up. Getting involved with CIMS has opened many doors for me. Learning from other CIMS members, I've found the value of getting involved in the industry. I am currently a CIMS board member, a member and board member of AFIM and a NARM member as well. The more you get involved in the industry, the more you are able to get out of it.

## Favorite Record:

XTC *Skylarking*. Named the store after these guys.

## Favorite Artist:

Todd Rundgren

## Best In-Store Performance:

Foo Fighters. "Independent Record Store On Independence Day." 4th Of July, 2000. 700 people IN the store, 200+ outside. Dave Grohl and the boys gave us all the performance of a lifetime. They were on time (early even)! Great fun to work with, fun, plus they dropped \$1,000 shopping...the perfect in-store.




## Most Memorable In-Store (that didn't go as planned):

Can you say "Spinal Tap?" Let's move on...

## Favorite In Store Promotion:

When a very helpful and knowledgeable ear X-tacy staff member turns a customer on to a new record and the customer buys it...it doesn't get any better than that.

## CIMS Membership Impact:

Shortly before the formation of CIMS, I took a giant leap of faith. Having survived 10 years of retail with ear X-tacy, I moved our store of 1,800 sq. ft. to our current location of 10,000 sq. ft....overnight! Business had been good, but now I had to kick it up a few notches. Talk about bad timing...the industry was going through one of its more "ugly" periods...not the most healthy time to expand a store. Enter CIMS...talk about good timing. Although I had been running a successful and profitable business, very few in the industry had ever heard of ear X-tacy. As a CIMS member, we immediately had recognition in the industry's eyes. More importantly though, I had access to some of the smartest independent retailers around. The sharing of ideas among CIMS members has been one of the most valuable aspects of being a part of this extraordinary group. I truly believe that CIMS helped me make it through a very challenging time. CIMS has helped ear X-tacy not only survive, but to continue to thrive. 



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Buyer: John Timmons, Kevin Coultas and Randy Bolton  
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