

HOODLUMS NEW & USED MUSIC



Steve Wiley and Kristian Luce

Store Bio:

Hoodlums New & Used Music was started by Steve Wiley, Kristian Luce and Lloyd Hummel. The store is located in the Memorial Student Union at Arizona State University. ASU came to us in early 1998 and asked us if we would like to take over a space that was occupied by a record store that wasn't making the cut, despite the prime location. We thought it over and decided to go for it. Kristian, Steve and Lloyd began setting up the new store six days before the start of the '98/'99 school year. By the first day of school, they were open for business. The store was only 450 sq. ft., but they managed to jam it full of product and never looked back. Their first employee was hired in November of 1999. Prior to that, only the owners had manned the store. At the end of the second year, Lloyd left to become a record label rep, leaving Steve and Kristian the reins of Hoodlums. By spring of 2001, Hoodlums was approached by ASU about moving into a bigger location within the Memorial Union. In June of 2001, the store moved into it's current 1,250 sq. ft. location.

Owner Bio:

Steve Wiley, Kristian Luce and Lloyd Hummel have very similar music retailing backgrounds. They all met while working for a number of years at Warehouse Music before moving into the indie retail world of Zia Records and it's wholesale division, Impact Music. Steve had been an area manager for Warehouse before taking over as General Manager of eight Zia stores. Kristian Luce was a product manager at Warehouse before moving over to work at Impact where he performed a number of different jobs. Both are currently co-owners of Hoodlums. Lloyd was a market product manager at Warehouse before becoming the buyer for Zia and Impact, he is now with UMVD.



Favorite Record:

Kristian Luce and Steve Wiley: "We both feel it would be way too hard to narrow down our favorite CDs or artists to just one. Hell, just cutting it down to a few is hard enough."

Favorite Artist:

Kristian: Tom Waits, Grateful Dead, PJ Harvey, Miles Davis. Steve: Steely Dan, Grant Green, Miles Davis, Pink Floyd.

Best In-Store Performance:

G. Love & Special Sauce for *Philadelphonic*. 800 rabid fans joined us in taking over the entire Memorial Union with some funky rock and roll.

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

Weezer was scheduled to perform at the store prior to the release of their latest CD, but due to radio and competitor sniveling, it was determined that Weezer would play a special radio performance instead. Thanks to our tenaciousness and a loyal label rep, we were able to set up an exclusive in-store autograph signing.

Favorite In Store Promotion:

Knowing we are at ground zero for Dave Matthews fans, we went all out for the release of *Everyday*. Through relentless flyers, ads, an in-store signing and listening party, we were able to do over 500 pre-orders and 676 first-week sales.

CIMS Membership Impact:

We are very excited about being part of the CIMS, mainly because we look forward to the interaction with independent owners like ourselves. Being an indie is tough in this wacky business because no one looks out for the little guy. Hopefully, the strength of CIMS will help provide the protection and power of a big corporate joint without the corporate bullshit. It will be nice to be part of a band of indie characters that focus on music, which is why we got into this business in the first place and why we are still in this business now. ☺



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Buyer: Kristian Luce and Steve Wylie
Formats Sold: CD and DVD
Best Selling Musical Genres: Rap, punk, alternative, rock, dance and electronica