



RECORD TIME

Mike Himes

Store Bio:

Record Time opened in 1983 in East Detroit, MI. We outgrew our original space and relocated to Roseville; now, we're a 10,000 sq. ft. entity in our current location. We opened a second Record Time in Rochester, MI in 1994 and then moved to Ferndale two years ago. Our store is the largest indie in Michigan and the most prominent vendor of electronic music CDs and 12" in the Midwest.

Owner Bio:

I started in this business during the Christmas season of 1979 at Musicland in Ann Arbor. I stayed on and got my own store in Taylor, MI a year later. I got bored following procedures and left for Peaches in Dearborn in 1981. Two years later, Peaches was sliding and on their way out, so we found a space in East Detroit and set out to conquer it on our own. I had a partner for a short time and bought him out four years later. Now my wife Diane and I are experiencing the joys of independent retail together.

Favorite Record:

LP: Rockpile's *Seconds Of Pleasure*. 45: Sly & The Family Stone's "Everybody Is A Star" B/W "Thank You (Faletinme Be Mice Elf Again)"

Favorite Artist:

Bill Laswell

Best In-Store Performance:

Queens Of The Stone Age in our parking lot...our manager said, "It was the greatest day in Record Time's history!"



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

We had a contest for Straightjacket Fits where a girl in a straight-jacket had one minute to grab all she could. The label started sweating when she wiped out our box set section and took out \$1,200 of product...about \$1,000 more than Arista had estimated!

Favorite In Store Promotion:

Tie between GWAR trashing our store and Plus 8 Records' 10th anniversary "Record Time Rave" party with Richie Hawtin and John Acquaviva. They did a tag team DJ set for three hours and had over 800 kids getting down. (There's actually one other event that sticks out in my mind: We once had a customer start jogging in circles inside our store. Puzzled, I asked, "What are you doing?" He replied, "I'm running the mile in Record Time!")

CIMS Membership Impact:

It's really opened doors for us to quite a few things be it value added items or help from the other members. In the Coalition we have the best people in the business who are willing to share ideas and knowledge which helps out all of us. Some people in the industry who never gave us the time of day previously are now kissing our ass. @



27360 Gratiot
Roseville, MI 48066
Phone: (810) 775-1550
Fax: (810) 775-5830
Email: sales@recordtime.com
Website: www.recordtime.com
Buyer: Henry Pardike
Formats Sold: CD, cassette, DVD, video and vinyl
Best Selling Musical Genres: Rap, punk, rock, jazz, dance and electronica
Other Locations: Record Time 262 W. Nine Mile Rd. Ferndale, MI 48220.
Phone: 248.336.8463. Manager: Lavel Williams