

UNCLE SAM'S MUSIC

Donald Vernon



Store Bio:

Uncle Sam's has two locations, one in Miami Beach and one in Lauderhill, FL. We had three stores, but recently the first store we opened closed. We have been in business since 1985. We sell almost all types of music, but the Miami Beach store is a dance-oriented store (due to the area). Uncle Sam's also sells all types of gifts, posters, accessories and lifestyle items. We have done in-stores, signings, promo and new release parties. The Miami Beach store is open until 2am so we always do midnight new release sales.

Owner Bio:

The owner's name is Donald Vernon and the manager/buyer is Lisa Teger-Zhen. Lisa is also the CIMS representative for Uncle Sam's.

Favorite Record:

Lately the new Ben Folds *Rockin' The Suburbs*, it hasn't been out of the CD player since August.

Best In-Store Performance:

Nine Inch Nails in 1991 at the Lauderhill store. There were about 350 people there and they stuck around until the bitter end.

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

Sandra Bernhard. The in-store was super cool. We decorated like crazy and had a great crowd of people who were really excited to see her, but she was miserable. Nothing we said or did could make her pleasant to work with. To her, we were just the clerks there to handle the store and NOT to talk to her.



Favorite In Store Promotion:

A new release party we held for Madonna's *Music*. We had a Madonna impersonator and "her" crew dancing on the counters. We gave away all kinds of promo stuff and had the whole western theme throughout the whole store. Also, through CIMS we are doing a Bob Marley promotion where we are giving out t-shirts with the *One Love* screen print on the front and the store logo on the back. It has been very successful so far and our customers love the cross promotion of the store and the band.

CIMS Membership Impact:

CIMS has really helped make our store known across the country by all the labels. We have done a lot of really cool promotions with them and have helped a lot of people learn about some really cool music they may not have been exposed to. Our customers love all the free goodies that we give away either with a purchase or just to introduce them to new bands via samplers. We also have shared so many buying tips/tricks with all the CIMS members, and have been able to help each other out with new products and distributors.



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Buyer: Lisa Teger-Zhen
Formats Sold: CD, DVD and vinyl
Best Selling Musical Genres: Rap, punk, alternative, rock, dance and electronic
Other Locations: Uncle Sam's Music: 4580 N. University Drive, Lauderhill, FL, 33351.
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