

LAKESHORE RECORD EXCHANGE

Andrew Chinnici

Store Bio:

Lakeshore's Alternativemusic.com (The Lakeshore Record Exchange) was founded by Ron and Jackie Stein in 1980 and sold to its current owner in July of 1988. Since buying the store in 1988, we've worked at focusing our emphasis on Alternative music with an emphasis on hard-to-find items, independent and import releases and establishing ourselves as being able to provide our customers with music and information that they can't find anywhere else. We pride ourselves on being the store you can go to when you're looking for "that song" you've heard before but never knew the name or the artist who did it and for when you're looking for something new but not sure what you want. We've offered mail order service since 1990 and moved onto the Internet in 1995 with our website, www.alternativemusic.com.

Owner Bio:

Andrew Chinnici, owner and President of Lakeshore's alternativemusic.com. Associate degree in Audio Visual Technology from Monroe Community College. Music Director WGMC 90.1 FM from 1980-1984. Founder, Station Manager and Program Director of WBER 90.5 FM, October 1985-2001.

Favorite Record:

Scritti Politti *Provision*

Favorite Artist:

Scritti Politti

Best In-Store Performance:

Marilyn Manson

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

Skarhead

Favorite In Store Promotion:

Tori Amos *Choir Girl Hotel* value-added promo and midnight sale.



CIMS Membership Impact:

Being fortunate enough to be one of the founding members of CIMS has had a profound impact on us. Besides bringing us much closer to the heart of the music industry and raising industry awareness of us, it's helped us to better serve our customers with more complete information of current and upcoming product, value-added promotions (which the customers love) and helping us introduce customers to music they might otherwise never have a chance to enjoy. Mr. VanCleave's "How To Get Something For Nothing" pointers are inspirational as well.

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Buyer: Andrew Chinnici
Formats Sold: CD, vinyl and video
Best Selling Musical Genres: Rap, metal, alternative, rock, dance and electronica.