



# LOU'S RECORDS

# Louis Russell

## Store Bio:

Lou's came into being in February, 1980. Our original location was 380 sq. ft. in a small neighborhood strip mall in Cardiff, CA. We have been in our current location of 5,000 sq. ft. since 1991. We have been a CIMS member since its inception.

## Owner Bio:

Lou Russell was born in Portland, OR, and moved to San Diego to go to San Diego State University in 1976. After graduating in 1978, he got a job at Licorice Pizza (now Sam Goody) in Carlsbad. While working there, he met a guy who was as dissatisfied with the local record stores as Lou was so they decided to start their own store. Things went well and after a couple of years they moved into a larger space in nearby Encinitas. At that time, Lou's partner decided to move to San Francisco. Lou carried on at this location until 1991, when they moved into their current space.

## Favorite Record:

That's a tough question...I have no clue. They're continually evolving.

## Favorite Artist:

See above

## Best In-Store Performance:

Face To Face in 1996. A&M constructed a stage in the parking lot. We had about 400 people here and the band was great. The signed everything for everybody.



## Favorite In Store Promotion:

I really liked the CIMS Bob Marley t-shirt promotion we have just finished up with. It sold product and the value-add was terrific.

## CIMS Membership Impact:

CIMS has had a positive impact on Lou's. CIMS has opened my eyes to many promotional opportunities that I never dreamed of. CIMS has provided me a voice in my industry where I felt I never had one before. CIMS has provided a forum where I can discuss with other store owners common problems and solutions to those problems. CIMS has introduced me to great people who own truly great stores. @

434 North Highway 101  
Encinitas, CA 92024  
Phone: (760) 632-5951  
Fax: (760) 632-5952  
Email: [vick@lousrecords.com](mailto:vick@lousrecords.com)  
Website: [www.lousrecords.com](http://www.lousrecords.com)  
Buyer: Louis Russell, Tony Davis, Kevin Tuschmann  
Formats Sold: CD, cassette, DVD, video and vinyl, VHS, new and used  
Best Selling Musical Genres: All genres