

# THE MAD PLATTER

## Chuck Oken, Jr. and Mike Colestock

### Store Bio:

Opened in 1984. Moved to it's current location in University Village on the edge of the UC Riverside campus in March of 2001. We sold the original store to Don Watson in January of 2000, but retained the rights to the name Mad Platter. Reopened as the Mad Platter in March of 2001. We wanted to parallel the college/ university town atmosphere of our Rhino Claremont location.

### Owner Bio:

After college, Chuck started working in a record store, and never left. Mike's worked in the business for over 40 years at one-stops, labels and retail.

### Favorite Record:

Genesis *The Lamb Lies Down On Broadway*

### Favorite Artist:

Peter Gabriel

### Best In-Store Performance:

Korn. 1,000 kids, strippers, MTV, great sales and Jonathan from Korn pissed into a cup and gave it to excited and appreciative fans.

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

The Bangles in the mid-80s. They were 3 1/2 hours late. Missed most of their fans who had grown tired of waiting.

### Favorite In Store Promotion:

*The Mad Rhino News* weekly email...an essential way of staying in touch with our customer base.



### CIMS Membership Impact:

On the industry side, Its given us greater visibility with the major labels and attention paid to us in receiving new music, value-adds, and in-store promotions. On the personal/indie retailer side, being in CIMS has been essential in our survival in the changing and increasingly harsh world of independent retail. Our conventions and mutual sharing of knowledge has been a wonderful thing. ☺

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