

MUSIC MILLENNIUM

Terry Currier



Store Bio:

Music Millennium, which occupies two 6,000 sq. ft. locations in Portland, OR, is known in the music industry as a deep-catalog account that sells all genres of music, especially hard-to-find music. The store just celebrated its 33rd anniversary. Born out of the counter-culture of the '60s, Music Millennium is one of the senior operating independent record stores in the country. This longevity may be attributed to Terry Currier's and founder Don MacLeod's common philosophy that the store is in a partnership with the community and has a duty to support local music, in addition to their brilliant business leadership. The store spearheaded the concept of live in-store performances and is acknowledged as the premier in-store venue in the nation. "I feel like I'm the store's curator," says Currier. "My hope is that 50 years from now Music Millennium will still be infused with the same passion that Don MacLeod fostered in the beginning." The store has won numerous awards, including NARM's "Best Small-Sized Store," "Best Medium-Sized Store," and is a three-time winner of *The Album Network's* "Indie Retailer Of The Year."

Owner Bio:

Terry Currier, President of Music Millennium, Burnside Records and Burnside Distribution, is respected and revered locally and nationally for his unflagging support of the Pacific Northwest's music industry and for innovation in the music retail industry. Terry took over Music Millennium from founder Don McLeod in the '80s. Terry's other ventures include Burnside Records, Burnside Distribution and Sideburn Records. Terry also serves on the board of CIMS.

Favorite Record:

The Kinks *Village Green Preservation Society*.

Favorite Artist:

The Kinks.



Terry Currier with Casey Kasem

Best In-Store Performance:

Randy Newman. March 15, 1989. Randy had never done an in-store in his career up to this point. As far as we know, he has never done once since but had an enjoyable time. Biggest In-stores: Everclear, Little Feat, Weezer and Richard Thompson.

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

Smashing Pumpkins *Machina/The Machines Of God* tour. Realized it was going to be trouble when Sharon Osbourne quit as their manager. After a long, logistical nightmare and dozens of over-the-top requests, the road manager (read "asshole") wanted us to close all day (on a Saturday) and move out our CD bins to accommodate the in-store. It came down to him saying "It's my way or the highway" and it became the "highway." The band did a show at a local club to make up for the in-store, but many of our customers who had the wristband which would have gotten them in to see the band at the store were not allowed in.

Favorite In Store Promotion:

Our Annual Customer Appreciation Bar-B-Q. We feed about 1,500 customers and they all win a prize (promotional items that we get from labels and distributors cleaning out their closets) by spinning the "Giant Wheel Of Wonder." We have live music all day long in addition to magicians, jugglers, fire eaters and face painting. It gives back to the community that supports us.

CIMS Membership Impact:

It's been a great support team. Most of the members are in non-competitive cities so it's easy to share a lot of business information with each other. I can borrow ideas from John at ear X-tacy in Louisville and be able to reciprocate to another store in the Coalition that may need help with something I'm already doing. Being able to talk with all these people in this changing industry keeps you from feeling alone in dealing with the problems and challenges facing an independent retailer today. @



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Formats Sold: CD, cassette, DVD, video and vinyl
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