

# PLAN 9

# Jim Bland



## Store Bio:

Plan 9's name comes from the late 50s Ed Wood movie "Plan 9 From Outer Space." In 1981, Jim Bland and Petie Kurzman opened Plan 9 by renting a 600 sq ft. space on Cary Street for \$350 a month, scraped together about \$1,000 each and put up as much of their private collections as they could bear. They gathered a discarded cash register, borrowed fixtures, a few rented pinball machines and opened for business. From those humble beginnings, Plan 9 has grown into a five-store chain with an extremely loyal customerbase thanks to their community involvement. In fact, customers who shopped there in the '80s now have children who are shopping at Plan 9. In 1993, Jim bought out Petie and is now the sole owner of Plan 9. Plan 9 also has its own record label, Planetary Records, which focuses on local Virginia acts. Plan 9 joined CIMS in 1997.

## Owner Bio:

Jim is the oldest son of a mechanic/musician/homemaker. He worked up to three jobs at a time in high school. He was an English Major at Emory and Henry College in the early '70s and later went to VCU. By 1981, when Bland started Plan 9, he had been a drummer in several local bands and worked at another local record store, the Album Den. It was then that he toyed with the idea of making a living from selling cool music. This past July, Jim and Plan 9 celebrated their 20th Anniversary of "opening Virginia's ears to music that we would otherwise probably never hear."



## Favorite Record:

I never like the "Favorite All Time" thing because my tastes have changed over the years and my favorite records and artists evolve as well. I'd say *Rubber Soul* by the Beatles still holds up for me from my early years. One of my current favorites is *Time (The Revelator)* by Gillian Welch.

## Favorite Artist:

Hank Williams Sr, James Brown, Duke Ellington and the Beatles.

## Best In-Store Performance:

Actual performance: Nickel Creek—so good, so young. Most Fun: Southern Culture On The Skids—the band partied it up and threw fried chicken into the audience.

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

So many can be disappointing when bands show up late and fans get antsy or leave, or when only a few people show up and we're embarrassed. One unplanned success was when No Doubt played in our store just when their first single was breaking big. Both local radio stations were scrapping to be a part of the event and the store was absolutely packed. The police stayed outside and the kids thought we ruled.

## Favorite In Store Promotion:

I'd have to say it was our most successful one, which was our first presell for the Dave Matthews Band. It included posters, tickets to a release party and it was hugely successful. That album launched them on the national scene and the event helped put us on the music retail map.

## CIMS Membership Impact:

When we joined CIMS, we were beginning to gain awareness with the labels, but after joining CIMS, we really started to get noticed. Since joining, CIMS, the level of attention and awareness from all the major labels has improved greatly. Before, it was a struggle to get promo and in-store play materials, but now we get enough to make sure all of our stores are taken care of. The shared knowledge and communication between members makes CIMS the most valuable group I've ever joined. What better than to sit down with your peers and exchange information...it's the perfect networking group...we're able to bounce ideas and solutions off of each other. 

2614 W. Cary  
Richmond, VA 23220  
Phone: (804) 355-0079  
Fax: (804) 355-0893  
Email: [info@plan9music.com](mailto:info@plan9music.com)  
Website: [www.plan9music.com](http://www.plan9music.com)  
Buyer: Clay Robertson  
Formats Sold: CD, cassette, DVD, video and vinyl  
Best Selling Musical Genres: Alternative, rock, rap, hip-hop, electronica and jazz.  
Other Locations: Plan 9: 3012 W. Cary Street, Richmond, VA, 23220. Phone: 804.353.9996.  
Plan 9 1325 W. Main Street, Charlottesville, VA, 22903. Phone: 434.979.9999.  
Plan 9 214 Albemarle Square. Charlottesville, VA, 22901: Phone: 434.974.9999.  
Plan 9: 10410 Midlothian Turnpike, Richmond, VA, 23235. Phone: 804.320.5409.  
Plan 9: 1790-96 E. Market Street, Harrisonburg, VA, 22802. Phone: 540.434.9999.