

RECORD ARCHIVE

Dick Storms and Alayna Hill



Store Bio:

Record Archive was started in 1975 at a flea market in upstate New York and is still owned by Dick Storms. Alayna Hill became General Manager of Operations and co-owner in 1996. The original location is a freestanding, three-story building housing all genres of music. We have an entire backroom dedicated to vintage vinyl. The second store is larger than the Mt. Hope store, boasting 8,800 sq. ft. It opened in October, 1994 and carries not only new and used CDs, but also lots of funky furniture and great vintage clothes. Record Archive is one of the founding members of CIMS and a board member of NARM.

Owner Bio:

Alayna started at Record Archive in 1985 and became co-owner and VP in 1995. She has 17 years experience in the music business and still loves it.

Favorite Record:

Radiohead *The Bends*.

Favorite Artist:

Too hard to answer.



Best In-Store Performance:

Moby and Moxy Fruvous—both drew hundreds of people and the artists were friendly, accommodating and easy to work with.

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

The Replacements. Tommy Stinson peed in our basement.

Favorite In Store Promotion:

We did a 'Breakfast With The Barnaked Ladies' for *Stunt*. We opened at 6am and served coffee and bagels. We sold over 300 CDs by 7am.

CIMS Membership Impact:

It put us on the map from a national perspective. It's improved all of our relationships with distributors and labels. We're working with the most brilliant retailers in the country—the support and shared knowledge has had a profound impact on our day-to-day operations. The added-value perks have kept our customers happy and loyal. 🐱



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Phone: (716) 244-1210
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Email: alayna@recordarchive.com
Website: www.recordarchive.com
Buyer: Cathy Cory
Formats Sold: CD, cassette, DVD, video and vinyl
Best Selling Musical Genres: All genres
Other Locations: Record Archive 1394 Mt. Hope Avenue, Rochester, NY 14620.
Manager: Bob Schaefer.
Phone 716.473.3820. Fax: 716.473.3829.