

# THE RECORD EXCHANGE

## H. Michael Bunnell

### Store Bio:

The Record Exchange was founded in 1977 by Michael Bunnell. The original location was a 500ft. hole in the wall in a strip mall. In 1978, the store was relocated to its present location in downtown Boise. In 1994, Michael and his partner Kathleen O'Brien bought the building which also houses a nightclub and a specialty clothing store. The Record Exchange currently occupies 7,000 sq. ft. with 1,000 ft. devoted to "The Edge," an in-house coffee and gift shop. The store is full-service and maintains numerous listening stations, a DJ music preview area and a sizable inventory of DVDs and used CDs. It also offers extensive lifestyle inventory of novelties, street apparel, jewelry, body care products, magazines, books and cards. It has a vibrant mix of loyal customers who shop the store for its large inventory, knowledgeable staff and eclectic atmosphere. The Record Exchange is a founding member of CIMS and Michael has served on the Board Of Directors since March 1998.

### Owner Bio:

Michael Bunnell opened The Record Exchange 24 years ago with the proceeds from a logging accident involving a crushed leg (he fell 30 feet from a high lead line while playing Macho Logger) and his personal record collection. The store is the result of his compulsion to "collect" and the years devoted to building the business have occupied most of his professional work experience.

### Favorite Record:

Jesus, this sounds like a question from a high school paper... This year's favorites are John Hammond's *Wicked Grin*, Bob Dylan's *Love & Theft*, Alejandro Escovedo's *A Man Under The Influence* and Buddy & Julie Miller's self-titled release.

### Favorite Artist:

Top 5: Bob Dylan, Miles Davis, Duke Ellington, Tom Waits and Frank Zappa.

### Best In-Store Performance:

Built To Spill put on a great acoustic set. During Ben Harper, you could hear a pin drop and The Wild Colonialists are a local favorite.

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

The Smashing Pumpkins in-store was hell on wheels... Bullies and arrogant little shits... attitude with an English accent.

### Favorite In Store Promotion:

Every December we hold a customer appreciation party. everything is on sale. We give away the best promotional material or auction it for charity, have a few beers and relax with our customers.

### CIMS Membership Impact:

Joining CIMS had a dramatic effect on The Record Exchange. First was the increased visibility and increase in promotional tools and opportunities. But second and most important was the ability to network with an amazing group of incredibly savvy business survivors. That sharing of resources and ideas has been a Godsend. Besides, it gave us a chance to greatly expand our travel expenses and occasionally drink too much 9at our annual CIMS conventions). ☞



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