

RHINO RECORDS CLAREMONT



Chuck Oken, Jr. and Mike Colestock

Store Bio:

We opened in 1976. The original owner was Richard Foos, owner of Rhino Records. I began working at Rhino in 1981 with Mike Colestock, who later became my partner in the '90s. We purchased the store from Richard in 1981. We've had numerous expansions from the original 400 sq. ft store to our 6,000 sq. ft store today.

Owner Bio:

Chuck: I graduated from Pitzer College in Claremont, CA, in 1981. Being a musician, I decided that working at a record store was a good idea, and I never left. Mike: He's been in the music business for over 40 years. He's worked for various one stops and labels, and owns Record Surplus in Santa Monica, CA. I met Mike in 1981 when I started working at Rhino

Favorite Record:

Genesis *The Lamb Lies Down On Broadway*

Favorite Artist:

Peter Gabriel

Best In-Store Performance:

Geggy Tah. For their first album.

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

Mojave 3. They didn't show up, and we had over 250 very upset kids to contend with. The band called a half-hour later to tell they weren't coming....learned alot about securing in-stores that day.



Favorite In Store Promotion:

Our weekly email newsletter...*The Mad Rhino News*.

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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