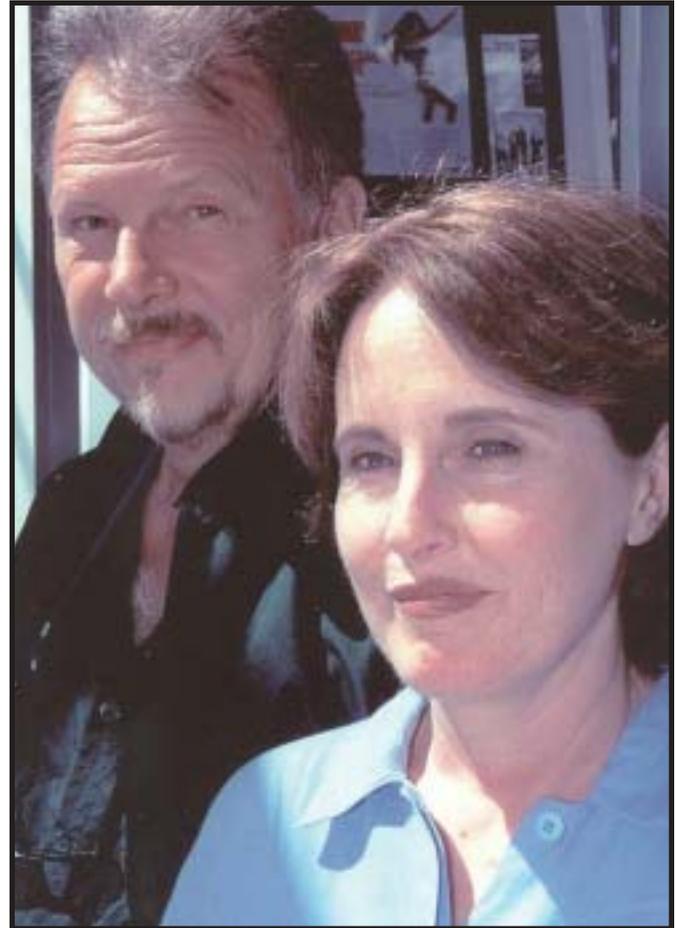


SALZER'S RECORDS

Jim and Nancy Salzer



Store Bio:

We established Salzer's in 1966. We bought the business (originally located in north Oxnard) for \$300 and subsequently built the current Salzer's in Ventura. After 2 major remodelings, the store has grown over 4,000 sq. ft. in size and now clocks in at 12,078 sq. ft. In addition to music, we also carry gifts, body jewelry, posters, sunglasses, T-shirts, clothing and tobacco products. The store's philosophy is based on change...due to the fact that we're always evolving, Salzer's is able to mirror the current trends in music and gifts. We've been a member of CIMS for one year.

Owner Bio:

In 1978, Nancy Salzer took over managerial duties at the store so Jim could pursue a restaurant/live music nightclub project. Salzer's Video was established in 1980. Both the record and video stores have grown and prospered since their inception; Nancy attributes this to the company's unique culture, which now encourages individual growth and constant improvement. Salzer's also takes great pride in their knowledgeable, long-time employees.

Favorite Record:

It depends on how well a records sells, so it's always changing!

Favorite Artist:

Again, it keeps changing...

Best In-Store Performance:

Big Bad Voodoo Daddy at our Christmas Party!

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

L.L. Cool J.: Way too many people came!

Favorite In Store Promotion:

Whichever one is coming up next.

CIMS Membership Impact:

Being a member of CIMS has plugged us into national industry issues. It's given us much more of an opportunity to break new bands and has introduced us to all sorts of people that we have a lot in common with. To sum it up, it's made managing our store a lot more fun and exciting.



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Buyer: Jeff Haines
Formats Sold: All formats
Best Selling Musical Genres: Punk, rap/hip-hop, lots of catalogue, rock, alternative and electronic/ambient. We sell everything.