

WATERLOO RECORDS & VIDEO



John Kunz

Store Bio:

Waterloo Records And Video, Inc. is located in the thriving central business district of Austin, TX, the "Live Music Capitol Of The World." Waterloo was founded in 1982 with the slogan "Where Music Still Matters." Then and now, four key things set Waterloo apart:

- 1: A friendly, knowledgeable staff selling an extensive music inventory.
- 2: All the selections in the store are arranged simply in a category-free fashion from A to Z.
- 3: One can listen to anything in stock absolutely risk-free (Waterloo re-pioneered the listening booth concept in '82, and the music industry followed suit—once CD became the dominant format).
- 4: All sales are backed by our 100% satisfaction guarantee—even if you simply don't like the music.

Waterloo has won every Austin Chronicle Reader's Poll "Best Record Store" Award since 1982. National honors include NARMS "Best Retailer Award" in '96, '98 and 2000, and *Album Network's* "Indie Retailer Of The Year" award in 1994. The store hosts nearly 100 in-store performances per year featuring top artists from around the corner to around the world. Waterloo has organically grown from a 1,200 sq. ft. vinyl only store to today's 6,500 sq. ft. music store featuring our award winning selection of compact discs, both new and used, plus our renowned vinyl collection. In addition, Waterloo boasts a 2,400 sq. ft. video annex featuring an eclectic mix of videos and DVDs where one can always "expect the unexpected." Waterloo does worldwide Internet and mail order sales. Waterloo is also committed to the local Texas music scene. Our website (www.waterloorecords.com) features our Texas Music Catalog, which spotlights Texas born and based artists.

Owner Bio:

John T. Kunz is president and owner of Waterloo Music & Video, Inc., and a 29-year veteran of the music industry. He started with Disc Records in Austin as a part-time clerk and after nine years worked his way up to Regional Manager over 13 Texas stores. In 1982, he partnered with Louis Karp in Waterloo Records and after five years became the sole owner. Kunz was a co-founder of the Watermelon Records label, has served on the board of AFIM, and is a co-founder and board member of CIMS.



Favorite Record:

Frank Zappa *Hot Rats* and Los Lobos *Kiko*.

Favorite Artist:

Frank Zappa, Patti Smith, Rashan Roland Kirk.

Best In-Store Performance:

Nirvana on the day that *Nevermind* was released, Lyle Lovett & His Large Band and Joe Lovano.

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

Willie Nelson had a show get "rained out," so he did a 100 minute set instead of the planned 25 minute in-store set. Then he stayed another 2 1/2 to 3 hours for every-one who wanted an autograph.

Favorite In Store Promotion:

When we combine a major Waterloo Records artist performing in-store on a day where we are doing a fund-raising benefit day (that entails us donating 5-10% of the days gross receipts to a worthy cause). Examples include Willie Nelson for the local food bank, Lyle Lovett and Robert Earl Keen for PBS' "Austin City Limits", Shawn Colvin for Ecology Action, et. al.

CIMS Membership Impact:

The biggest impact has been the community we've been able to create of great independent stores. For us individually, another asset is to be able to bounce ideas off other like-minded stores. Sometimes you can feel like you're alone in the wilderness out there and it's nice to know that there are other people out there that share your passion and concerns and can share some of their incredible ideas. ☺

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Website: www.waterloorecords.com

Buyer: Don Lamb/head buyer...8 other buyers for various genres and lifestyle items

Formats Sold: CD, cassette, DVD, video and vinyl.

Best Selling Musical Genres: Country, folk/bluegrass, adult contemporary, rock, alternative, blues and jazz are our top seller.