

Harmony after mass

by Wes Oginski

If you have nothing to do on Sunday afternoons, Students' Union Record Store is open to entertain your harmonial tastes.

"The Record Store is unique and people will travel a long way to shop there but they won't come

there if there's no place to park, as is the case Monday through Friday and to some extent on Saturday," says SU President Phil Soper.

"Sunday provides a perfect day for people to come and shop," he adds.

SU Records has been open on Sundays since November 29 and

will remain open seven days a week until Christmas.

"It's proven to be viable," Soper says of the store's Sunday operation, "but we're not sure it's going to be successful in financial terms."

"I hope it would," he explains, but our biggest problem right now is of awareness.

"People just don't know we are open on Sundays."

Florence Roberts, Record Store manager, has been instructed to hang a large sign in the store to inform customers that the establishment is open. She has been asked to contact people in the music industry. An advertising campaign is also on stream with a limited budget under SU Ad Manager Tom Wright.

"Unless you let people know that you have a new and superior service available, it won't be successful," Soper says.

The Record Store will not remain open on Sundays after Christmas.

"I can't see it (store) opening Sundays after that (Christmas) until we set a new marketing formula," says Soper.

He adds a new campaign is essential. If customers do not know the store is open, they will not come.

SUB gets tickets

When the Students' Union decided to close the Music Store in HUB Mall, it was decided to move the SU Box Office into the SU Record Store.

Right?
Wrong!

The ticket outlet's location is in limbo at the moment.

"We've decided to go with a different concept in BASS (Best Available Seating Service)," Soper says.

"The actual location of the facility is proposed to go here in the Students' Union Building," Soper explains.

Soper says, Greg Thomlinson (BASS manager), Peter Feldman (SU Theatre manager), and Brian Bechtel (SU v.p. Internal) all agree with consolidating the BASS facility and the theater operation, so Students' Council

will be asked to approve the location of the Ticket Office in the Theatre Lobby. This will not occur until the New Year.

Another change will be the Ticket Office proprietorship.

"The Ticket Office will be operated not by our employees," Soper says, "but through professional ticketors from Best Available Seating Service."

BASS will not pay rent for office space.

"We will receive a portion of the proceeds (from ticket sales) in lieu of rent," he says.

"The quality of the service offered by Students' Union Ticket outlet should be much higher as well," Soper says.

The new contract with BASS still lets the SU sell tickets not offered by BASS regular outlets.



photo Susan Knowling

Yes, there are still some records left at the SU record store.

Records are scratched

Even though the SU Ticket facility is not going into the SU Record Store, renovations are still underway there.

"The renovation is to decrease slightly the area used by our classical stock," Phil Soper, SU president, says.

"The balance of the store is being renovated as well to provide for better security, customer flow and product display," he adds.

An electronic security system is being installed.

Soper says any further changes in the Record Store are thoroughly discussed with SU v.p. Internal Brian Bechtel, George Ivanisko (SU General Manager), Record Store Manager Florence Roberts, and two senior Record Store employees.

"Nothing is being unilaterally imposed on the staff," says Soper, referring to stock reductions and the store's new Sunday hours.

"The inventory has been deliberately reduced," he says, "but it will not fall to a level that would seriously injure the Store's reputation."

"We are restricting somewhat the purchase of new inventory until it reaches an acceptable level," adds Soper. He estimates that such a level will be reached at the end of the month. Record companies accept unsold stock at the end of each year.

"At the time we will be re-evaluating our entire inventory and purchasing only the best," Soper says.

Santa-stomp

The Engineering Students' Society's (E.S.S.) Santa Stomp was all they could hope for.

The band, Headwind, was enjoyed by all, and the beer was drunk by most (some more than others).

But the big reason for all this cheer was that the proceeds went to the Edmonton Christmas Bureau.

Gail Frose, of the E.S.S., says they raised \$1600 with over 480 people in attendance at the dance.

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