



STAFF PHOTO BY DAN DEAN

This is work? Tracy Starrman, an employee at Disc Go Round gets to help people play music for a living.

Customers invited to "play" at new music store

By Laurie Humphrey
Staff Writer

Recycling is a big thing these days and it could mean big business for Sugar Tree Plaza's newest addition - Disc Go Round.

"We buy and sell used CDs (compact discs)," said co-owner David Hochberg. Customers can also pick up CD holders, posters and other music paraphernalia. Together with his brother-in-law, Jon Rothenberg, Hochberg opened the 1,675-square-foot store at 6245 Orchard Lake Road one month ago. To do so, he left behind a career in writing and teaching.

"I've done a lot of things," said Hochberg when asked about what lead to his decision to become an entrepreneur. "Writing wasn't steady and teaching wasn't my bag."

The pair agreed to open a store.

Open Monday through Thursday from 10 a.m. to 9 p.m., Friday and Saturday from 10 a.m. to 10 p.m. and Sunday from noon to 8 p.m., Hochberg and a staff of six assist customers as young

as 8 years old. Clientele includes people upward of 80 years old.

"My biggest clientele however are men between 16 and 34," he said.

To satisfy such a wide range of customers, Disc Go Round maintains a healthy stock of CDs covering every music category.

"We have 5,000 CDs in stock, and we get more every day," said Hochberg. "And we carry every genre of music from blues to classical to show tunes to rock..."

"We have many of the newer titles, those that are still in the store as new releases. And we offer them at a savings of up to 80 percent."

According to the new store owner, the reason they are able to provide the same music for discounted prices and still make a profit is due to the high durability of the CDs.

"CDs don't lose their quality," he said.

So the store buys used CDs for up to \$5, depending on the musical group, and sells CDs for \$2.99, \$3.99, \$5.99

and \$7.99.

"The most we charge is \$7.99," said Hochberg. The same rule applies during the sidewalk sale.

"Because our prices are really low already, they will be the same for the sidewalk sale," he said.

In celebration of the annual event, store doors will remain open and a band will be hired to perform either Friday or Saturday night. (Note: all their merchandise will stay indoors rain or shine).

All CDs are held behind the counter. Customers can browse through the store and bring an empty cassette holder up to the sales staff. Store personnel retrieve the CD and give customers the option of listening to the CD prior to the purchase on one of the store's eight CD carousels. Each carousel holds five CDs and is operated via a remote held by the customer. Headphones accompany each CD carousel.

"So they have control over the CDs," Hochberg said. He added, "We have had people in here for up to two hours."

In the month Hochberg has been in business, he has already realized the importance of a good staff.

"These kids that I have hired have just saved my life," he said. "They know the contemporary music and they know how to use the computers."

"I wasn't raised on computers, but they just hack on the computers," he emphasized. "My staff is the backbone of this store."

Aside from helping Hochberg, the staff can help consumers look up the store inventory at the Look-up Station or compile a list of everything that has been put on CD through the Music Phone-a-Log Directory. Both computers are on the sales floor, available to all consumers.

Disc Go Round, the first in the metro-Detroit area, is a franchise. The parent company is Grow Biz International, also parent company to Play It Again Sports and Computer Renaissance.

There are 116 Disc Go Round stores nationwide.