

RECORD STORE DAY

# SUMMER CAMP



Larry Jaffee travels to America's Crescent City, New Orleans, to join record-shop owners, labels and vinyl fanatics from across the globe at the second annual Record Store Day Summer Camp...

**F**ew people would dispute that Record Store Day has served as a catalyst for the vinyl format's astounding comeback over the past decade – after all, the event is celebrated on every continent except Antarctica. And now its success has been bolstered by a new event – Record Store Day Summer Camp.

Descending on New Orleans' famed Hotel Monteleone, RSD delegates from across the States, the UK, France, the Netherlands, Australia and Japan rubbed shoulders with 310 indie record-store owners, indie labels, major distributors and 170 speciality retailers. These numbers ensured that the event eclipsed last year's inaugural Camp, held in Baltimore.

"Summer Camp is a melding of the minds of some of the best indie record stores in the country," says Terry Currier, owner of Boise, Idaho-based Music Millennium, and part of the RSD brain trust. "We are all alive and well because of the sharing of information with each other, which gives us the ability to make our stores even better."

In a nutshell, the five-day camp is a B2B convention, where labels and distributors network in person with indie record stores to figure out what promotions work, tweak online ordering systems, publicise releases in the pipeline and then venture out into the humid weather to hear some live music

in the city's boisterous French Quarter clubs. Dan Auerbach of The Black Keys kicked off the live-music proceedings on Monday night, backed by hometown heroes the Preservation Hall Jazz Band in their landmark club. A showcase later in the week at the House Of Blues featured performances by artists including Ani DiFranco, John Waite and others.

In between, merchants traded tips on how to 'deputise' consumers with in-store promotions and how to thrive in their communities, while Thursday afternoon's Trade Show gave Campers the chance to grab as much promo vinyl and swag as their luggage could hold from several-dozen exhibitors.

