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THIRD ROCK MUSIC CENTER I BY ALEX HARRELL

ONTINUING TO ROCK

n the last Saturday of June 2015, Buddy Roger's Music's Anderson, Ohio, location shut its doors. By the following Monday, longtime employees of the Cincinnati-based music store, Greg Gammon and Tony Colwell, were taking calls and filling orders in a small office down the street. Business had to continue.

"We're not just going to walk away," Gammon said. "We're going to continue to grow and do what we do."

And so they did. Within three days of leaving one store, they opened another.

On Oct. 10, 2016, Gammon and Colwell held an official ribbon-cutting ceremony for the grand opening of Third Rock Music Center.

Their shop is located just over a mile from Buddy Roger's Music on Beechmont Avenue, where the two worked together for nearly three decades.

Though Buddy Roger's still has locations in Cincinnati providing repairs — and Gammon and Colwell were offered positions within the company's new business model — the two wanted to continue doing retail.

"We were two older guys in the business who found out we were losing our jobs. We decided



How two retailers pieced 60 years of experience together to launch their own store

that we could do this ourselves," Colwell said. "We laugh about it all the time, but this is all we know how to do."

Gammon and his wife, Angela, own the store, while Colwell is the store manager. ECSTASY AND A NIGHTMARE

A lthough the decision to open their own shop was easy, the process of doing so wasn't always as simple.

"It was a combination of ecstasy and a nightmare," Colwell

joked. The 2,800-square-foot building was an old machine shop, which he saw as a room full of junk and trash; but Gammon, the "visionary" of the two, according to Colwell, saw something different. Gammon spent six months building rafters, designing, and working with architects to lay out plans and obtain permits. After piecing together their combined talents, and a lot of "blood, sweat and tears," they later created the shop of their dreams.

"This is [Angela's and my] baby now," Gammon joked. "This is what we're going to do for the next 15 to 20 years. And this is the only thing I've done. After 28 years, this was a logical step. You just don't walk away from that."

Aware of the convenience of online shopping, the store was designed to be a one-of-akind shopping experience, and features what Gammon called the "acoustic aquarium room," which is made from bartered glass from a local racquetball court. Guitars on metal struts line a massive rock wall highlighted by LED fixtures. There's a massive chandelier, a waterfall, and a stage for visitors to perform on.

Since opening, "business has been awesome," according to Colwell.

Gammon agreed. "We did it all [by] working our tail ends off." MI