

Vinyl is back at Tin Dog records

By Hillary Gavan hgavan@beloitdailynews.com | Posted: Saturday, August 30, 2014 10:00 am

Jon Reseburg hopes to bring back a sense of ownership to music when he and his wife, Amanda, open a record store on Sept. 5. The new store will be selling vinyl records, CDs and cassettes, and eventually record players.

As songs are increasingly downloaded to mobile devices, he said there actually may be less music. As more people download their favorite singles found on iTunes or other digital music services, they aren't listening to entire albums or discovering as much new music anymore.

"When I was in high school it was common to walk into a record store and walk out with five to 10 CDs, and I had never heard a song on them. I just liked to take that chance," Jon said.

Jon said he "jumped into his MP3 player head first" when it first came out. But as time went on he realized wasn't actually listening to a wide variety of tunes anymore. He then realized the value of vinyl, a love he will be sharing in Beloit soon.

Jon will be opening Tin Dog Records on Friday Sept. 5 at 312 State St. next to his wife, Amanda Reseburg's, Type A Images Photography studio at 312 State St., Suite B.

Amanda, also a vinyl fan, says at some point people just stopped paying attention to their music. A record, for example, must be taken out of the sleeve and turned over.

"You have to pay attention to it," she said.

Amanda moved her business to 312 State St. last August. Jon was working in Janesville, but after he became unemployed he started thinking about his life-long dream he had been saving for retirement — a vinyl record store.

Jon and Amanda discussed renovating part of the building's space with their landlord who was enthusiastic about the idea. Although renovations are ongoing, Jon's space is in front, off State Street, and Amanda's studio space is in back toward the Mill Street Parking lot. In the future the businesses will have two separate entrances, but for now people can come in at the front entrance for both businesses.

Jon said he's been dreaming about a record store since junior high. He even started dating Amanda after they struck up a conversation about vinyl at the Carom Room. One of his first gifts to Amanda was a "Leadbelly" turn-of-the-century blues record.

"And I was smitten," Amanda said.



Tin Dog

Staff photo by Hillary GavanJon Reseburg, shown with his wife Amanda, is going to open Tin Dog records in Beloit to sell vinyl records, CDs, cassettes and more. The Reseburgs say there is a growing interest in records as people miss their music collections of the past.

The couple later lived above a record store in Waukesha.

“I think we were it’s only customer,” Jon joked.

Seeing the revival of vinyl and physical media made them think now is the time to pursue a record store of their own.

“It’s the only form of music sales that has been gathering steam. CDs are on the decline, and even digital downloads. People are moving to Spotify and Pandora, but this gives people something they hold onto,” Jon said.

Beloit needs a record store, Jon said, and hasn’t had one since 1996. He said the store will cater to the college crowd and will be spacious and comfy, unlike traditional record stores which can be cramped.

There are vintage sounds as well as new records like Katy Perry’s “Prism.”

“Even people growing up listening to records are surprised with how good they actually sound. For a long time it was drilled in our heads how CDs sound so much better. But a properly cleaned record on good equipment sounds phenomenal,” Jon said.

Both Jon and Amanda are excited about their two businesses. With two kids, a dog and Jon’s new job at Blackhawk Technical College in IT, they are busier than ever. They said they have “awesome grandparents” who help out with their kids.

“The biggest challenge is balancing time because we own both businesses,” Amanda said.

The new store will be open 11 a.m. - 7 p.m. Tuesday through Friday and 11 a.m. - 5 p.m. Saturdays.