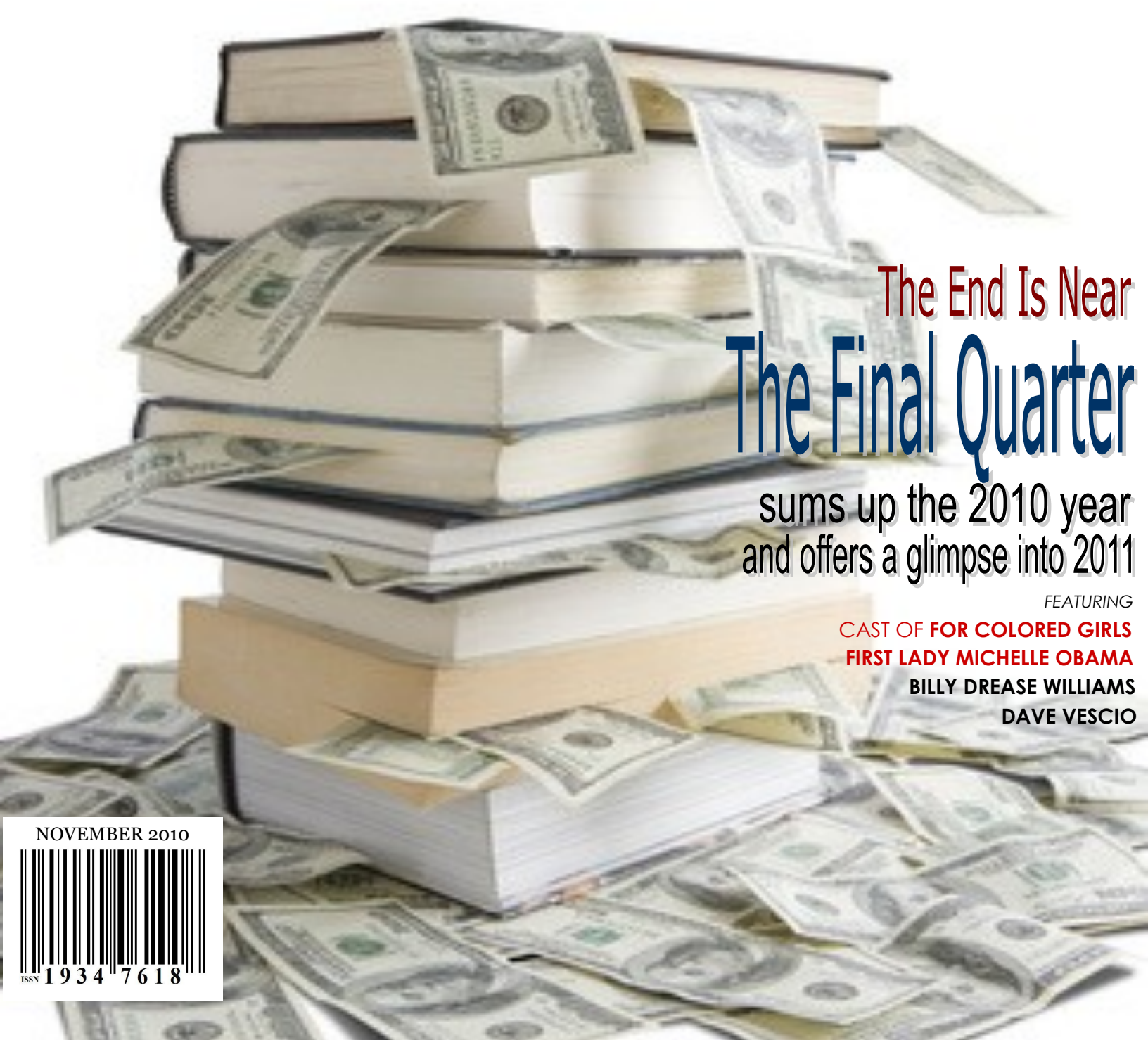


# TOMI™

The 'Other' Music Industry

The Business of Entertainment



The End Is Near  
**The Final Quarter**

sums up the 2010 year  
and offers a glimpse into 2011

FEATURING

**CAST OF FOR COLORED GIRLS**  
**FIRST LADY MICHELLE OBAMA**  
**BILLY DREASE WILLIAMS**  
**DAVE VESCIO**

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## ONE STEP FURTHER

RYAN KUGLER

There are times in business when the flow of things is running so smoothly it is as if it's truly a well-oiled machine. In fact, your business, in the last few years or so has hardly faltered but like life, things happen and it can abruptly happen to your business. So what do you do when your well-oiled machine completely rusts?

For Ryan Kugler, the President & Co-owner of DV&A, this is exactly what happened. Sales were high, revenue was at a constant increase and then suddenly the market changed. To follow, sales decreased and production ended. Ryan was determined to make a way out of what seemed to be no way. "As time went on the video business started to die as we all know. Video stores hit their peak and they started to go down. So I was sitting in a meeting saying the sales graphs going down and I'm like ok so what should we do that's different? And I basically opened up a division that was buying inventory from the movie studios directly as we were just doing used videos... used VHS videos at the time, buying from one video store and selling to another video store. So basically I started a division called the 'Closeout Division' where we would buy excess inventory from the movie studios and then turn around and sell them to bigger chains."

It was a change for the company that brought on more opportunities to expand into other areas. "Basically I started buying the excess inventory from the movie studios and putting together a promotion for these retailers like Best Buy and Target and building a service for them" -states Ryan. "So basically you go into a store and see bins for \$4.99 and then you go through and you pick the movies from there right? That's what our business evolved into and then I went and expanded even more and then got into the music business. So I started working with the major labels and the independent labels and buying their inventory and then selling those CDs to the same account. We went farther and started working with video games and books and toys. We just keep adding on. I don't want to say it's like a virus but we just keep expanding what where doing. I've been doing this for 18, 19 years and I started out buying one or two VHS videos for a video store and now on a phone call I'm buying 3 or 4 million



DVDs, books, or CDs, etc."

With the new division came new responsibilities and more work allowing them to add additional man power to handle the high volume. "I'm a little bit more of a tiger" -says Ryan. "I'm not a pushover. I'm very driven to make money. I'm very driven to make things happen and yes, you're right, going back to when I was a kid and wanted to make movies I said let me go educate myself because that is the best education, to just watch and go do it. So now you jump forward to business and I said listen, I want to make money. I want to go buy a suit. I don't know what I want to go buy but I want to go to the mall this weekend so I need to go do something and make something happen and find a unique area to make money in and yes, I did that. I hired sales people. My guys have to be at work at a certain time of the day. They have to make a certain amount of calls a day. They have to give me their reports a day and just write everything up because that's really what it takes. A standardization that needs to be in place; Standard Operating Procedure in order to achieve the end goal which is what you're trying to do."

-Tonisha L. Johnson