

## 2011-K371

LEGISLATIVE RESOLUTION congratulating Joe and Rachelle Friedman upon the occasion of the 40th Anniversary of J&R Music & Computer World

WHEREAS, It is the sense of this Legislative Body to recognize and commend the achievements of individuals and businesses which contribute substantially to the economic health and vitality of the communities of the City and State of New York, and to their quality of life; and

WHEREAS, Attendant to such concern and in full accord with its long-standing traditions, this Legislative Body is justly proud to congratulate Joe and Rachelle Friedman upon the occasion of the 40th Anniversary of J&R Music & Computer World; and

WHEREAS, Joe and Rachelle Friedman were newlyweds and recent college graduates in 1971 when they opened their first music store on Park Row in downtown Manhattan, J&R Music World, a 500-square foot space where they sold vinyl LPs; and

WHEREAS, The business expanded steadily and is known today as J&R Music & Computer World, selling a huge selection of CDs as well as computer goods, digital cameras, cell phones, TVs, stereos, MP3 players, DVDs, kitchen appliances and much more; and

WHEREAS, In addition to the thousands of customers who visit J&R's 300,000 square foot block-long establishment opposite City Hall Park, many thousands more shop through the J&R catalogue and online at JR.com; and

WHEREAS, J&R also has a store in midtown Manhattan, J&R Express, a landmark-within-a-landmark located in Macy's Herald Square; and

WHEREAS, In a city where shopping is a fine art and retail establishments range from the toniest department stores and boutiques to little-known bargain spots, J&R has set the standard for quality and value and has become a must-shop destination for New Yorkers as well as tourists

from across the country and around the world; and

WHEREAS, Following the tragic events of September 11, 2001 and the devastating effect of those events on all of lower Manhattan, J&R reopened as soon as possible and thereby helped spur the revitalization of the entire area; and

WHEREAS, J&R's prominence in the community is illustrated by the many civic and business organizations which have invited the company's owners to sit on their boards, including the Better Business Bureau of Greater New York, NYC&Co (the official New York City tourism bureau), the Downtown Alliance of New York and the Regional Advisory Board of JPMorgan Chase; and

WHEREAS, Rachelle and Joe Friedman have been inducted into the Consumer Electronics Association (CEA) Hall of Fame; Rachelle was named to the Women in Consumer Electronics Hall of Fame and she has twice served on the Host Committee of the Grammy Awards and has been re-appointed to the National Recording Preservation Board of the Library of Congress; and

WHEREAS, Joe and Rachelle have said they learned how to sell and what to sell from their customers, based on personal relationships with those who visited the store, and built a staff of dedicated employees through loyalty and a family-like atmosphere; and

WHEREAS, "Be good to customers, treat them right and they'll support you" is what Rachelle and Joe believe has been the key to their success; and

WHEREAS, Businesses, such as J&R, and its owners and employees, exert a strong, positive influence on the communities they serve and are an essential component of the economies of the City and State of New York, and of their quality of life; and

WHEREAS, It is with great pleasure that this Legislative Body acknowledges this exceptional business and its contributions, and those of Joe and Rachelle Friedman, fully confident they will continue to enjoy the success they have worked so hard to achieve; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to congratulate Joe and Rachelle Friedman upon the occasion of the 40th Anniversary of J&R Music & Computer World, to applaud them for their successful and dynamic leadership, and to recognize and celebrate J&R as one of New York City's great retail establishments; and be it further  
RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Joe and Rachelle Friedman.