

PROFILE RECORDS

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Since its inception in May 1981, Profile Records, headed by Cory Robbins and Steve Plotnicki, has maintained a steady flow of dance oriented product, including the current single "Whip Rap" by the Disco Four, as well as such previous hits as "Seasons Of Gold" from Gidea Park and "I Specialize In Love" by Sharon Brown. Robbins first met Plotnicki while Cory was working at MCA Music. When Plotnicki wrote the song "Love Insurance", Cory produced it for the group Front Page. The record was released on Panorama Records, a division of MCA Music and helmed by Robbins at the time. The record was relatively successful and cemented the relationship between Robbins and Plotnicki.

Steve's experience in the record business, aside from that of a songwriter, centered on the 'mechanics' of the business; distribution, sales, manufacturing and proved to be the perfect complement to Robbins' production talents. In May 1981, Profile Records began fulltime operation. Their first releases proved to be a two-fold event; the record "I'm Starting Again" by Grace Kennedy received extensive dance club play and dance music airplay but didn't sell. "We were disillusioned", says Robbins, "but we analyzed the reasons. It was a great club record, but just that. It wasn't properly geared to the buying market." The label's second release "Young Ladies", by Lonnie Love was a regional hit in Florida. The label's first real success came with its third release, "Seasons Of Gold" by Gidea Park. It was a medley of songs by the Four Seasons, performed by Adrian Baker. The record, a hit in England, was literally "laying in the import bins", according to Robbins who, at the insistence of an independent promotion man, licensed the record for the U.S. It's interesting to note that all through the activity generated by the Gidea Park record, Profile remained solely a two-man operation and has only recently added Manny Bella as National Promotion Director. Bella held a similar post with West End Records. The label's next release was "Genius Rap" by Dr. Jekyll & Mr. Hyde; a rap version of the Tom Tom Club chart hit. "This was an idea that we came up with and executed in about 4 days", says Robbins, "once the record was pressed and ready to go, we hand delivered it to some 80 key outlets and on a Saturday no less". The record enjoyed a 12 week run on the R&B charts peaking at #31.

Sharon Brown's "I Specialize In Love", Miles Watson's "You're My Everything", Kinkina's "Jungle Fever" and "Monday Night Football" from Hurt 'Em Bad were the label's subsequent releases, with Brown's achieving particular success on the R&B charts. Upcoming from the label is Vivian Prince's "Gotta Get A Hold On You". Profile also operates two publishing concerns: Protons, Inc. and Proton Music.

Robbins is quick to point out that both he and Plotnicki enjoy a continuous dialogue with the DJ's, the retailers and everyone they deal with. "We want them to know we encourage this communication and welcome their comments; the door is always open here."

Summing up Profile, both Robbins and Plotnicki agree that "music today is from the street, you've got to keep your ears and eyes there." And that, is where Profile is coming from.



CORY ROBBINS - Co-President

In 1975 Robbins officially entered the music business peddling a demo to the various record companies. Quite by accident he met Bob Reno who was then running Midsong Records. Bob offered him a part-time summer job at Midsong and within a year Robbins was working for the label on a full-time basis. In 1977, Cory left Midsong for a position at MCA Music as Professional Manager. In late 1977, Panorama Records was formed by MCA Music with Cory as its Director. Though the label was distributed by RCA, all creative aspects were handled by Robbins and his staff at MCA Music. The label's biggest hit was the song "Love Insurance" by the group Front Page. It was produced by Cory & written by Steve Plotnicki. Robbins also made a side career as an independent producer. His credits included Betty Lavette's "Doin' The Best That I Can" for West End Records. With extensive experience in the studio, Robbins collaborates on many of Profile's releases.



STEVE PLOTNICKI - Co-President

The dream of any young songwriter is to get that first song sold. Steve did so with "Love Insurance". While at MCA Music, Cory Robbins liked the song & cut it for his new Panorama Records. Robbins remembers, "Steve would call me every day to find out what new stations added the record." The record ended up scoring big numbers on Billboard's Disco/Dance chart; peaking at #5.

Plotnicki, from Queens, New York, is a musician and played in high school bands. He then worked at Musical Maze and Winn Records and learned about pressings, distribution, collections and sales. Plotnicki remembers, "I used to see these 12"s flying out of the store and thought how well one could do in this business if everything was handled correctly and practically." In December '80, Plotnicki and Robbins began laying the groundwork for what was to become Profile. Robbins left MCA Music in March '81 and Profile officially opened its doors in May '81. Plotnicki credits the label's success to a realistic approach to the business. "One must stay in touch with the people you're dealing with, be they distributors, retailers or whatever, and at the same time, one must stay in touch with what's going on."



MANNY BELLA - National Promotion Manager

From the beginning of the disco dance phenomenon, Manny learned about the record industry in the retail end of the business. He first came to the attention of Cory Robbins as the 12" buyer for New York's Discomat store and eventually was brought in to handle promotion for Robbins' Panorama Records. A promotion position with West End Records was next, where Manny was involved in the promotion of such records as "Heartbeat" by Tanna Gardner and "Don't Make Me Wait" by the Peech Boys. Bella was reunited with Robbins at Profile in the summer of '82 as National Promotion Manager coordinating all promotional efforts for the label, including radio.

MARISSA SABOUNGHI - Administrative Assistant