Midwest Disc Jockey News

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October 1, 2004 Covering Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin Free

DJ Convention: Minnesota Style

Disc Jockeys from around the country will find themselves trekking to Minnesota for the Midwest Disc Jockey Convention.

This is the third year of the popular convention which features national speakers talking about the disc jockey industry along with a full exhibit hall.

This is the only disc jockey convention put on totally by volunteer disc jockeys from a non-profit organization. "This convention is truly for the working disc jockey as it is put on by working disc jockeys," explained Midwest Association of Professional Disc Jockeys' President Bill Hermann.

Featured speakers for 2004 include Randy Bartlett, Scott Faver, Mark Ferrell, Ben Miller along with local speakers Ryan Burger, John Young, and Dude Walker.

Seminars include: Bar/Bat Mitzvah, Getting What You're Worth Revisited, Preparing Your Staff For Success, Promoting for Pocket Change, What Does It Cost, 1% Solution, The Game Master, Website Marketing Strategies.

"We wanted a variety of speakers covering a wide range of topics," stated convention committee member Bill Lage. "We want to appeal to disc jockeys from around the country. We want this to be really BIG!"

2003 was a very big year seeing the attendance nearly double from the year before. "We had disc jockeys from as far away as Connecticut!" explained past convention committee chair John Young. "In our second year we already were having the feel of a national convention."

This year's convention will also have the added attraction of being located near the Mall of America. Convention attendees can catch a ride to the mall, courtesy of the convention hotel. "Being located this close to the Mall, people can run over for lunch and still be back in time for the afternoon seminars." stated Bill Lage.

Checking email and keeping in touch with your office will be as simple as turning on your laptop. There will also be free wireless internet available throughout the hotel available for convention attendees.

For further information on the Midwest Disc Jockey Convention or for online registration, visit http://www.mapdj.org.

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Midwest Disc Jockey News

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Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed on the 1st of every month.

Letter to the Editor: Questions can be submitted to the editor, Booth Chat, or the Ask The Tech writers of the paper via mail, website or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas.

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The *Midwest Disc Jockey News* is published monthly by *The Disc Jockey News Corporation*, 29442 120th St., Grey Eagle MN 56336.

Ask The Tech

By Phil Frank

"I have amps with all sorts of different connections for the output side, what is the best connection to use?"

Good question. When deciding which type of output connections you are going to use, it's important to understand the pros and cons of each option.

There are generally two or three different outputs on a typical amp. The most common are quarter inch, binding posts, and over the last several years, speakon.

The quarter inch connection is widely used but it has a few issues. First of all, the quarter inch connection doesn't pass power as well as the binding posts or the speakon connections. Also, the quarter inch doesn't lock into the amp or your speakers, so it doesn't take much for someone to accidentally unplug your speakers. On the bright side, quarter inch cables are inexpensive and easy to find. They also allow you to daisy chain one speaker to the next with relative ease.

The binding post connection gives you several different ways to connect your speakers, either by using bare wires or banana plugs. Bare wires should only be used in a situation where you don't intend on disconnecting the speaker wire from the amp anytime soon. Frankly, it's a bit of a pain to get the wires in this way, but it does give you a direct wire to metal connection, so signal loss is kept at a minimum. Banana plugs are best used when running an amplifier in bridged mono mode, as they allow you to run a pair of speakers in a mono load by simply piggy backing two banana plugs. The bad news with banana plugs is that they are even easier to accidentally disconnect than a quarter inch plug.

Finally, we have the speakon connector. Speakons offer a solid, locking connection that makes good contact with the output connection on the amplifier. The only disadvantages with speakon connectors is that they are more expensive than the other speaker cable options, and there are quite a few speakers out there that don't have speakon connections.

So what's the best one? That depends on the application. If you are setting a system up permanently, use the binding posts. If you need to bridge your amp into more than one speaker, use banana plugs on the binding posts. If you have a mobile setup and can afford the extra cost of speakons, and your speakers have speakon inputs, that's the way to go.

"How can I avoid an "echo" effect in a gym?"

If I had a good answer for this question, I would be a rich, rich, man. Unfortunately, short of covering all the walls of the gym with blankets or acoustic tiling, there isn't any way to stop the echo. It's just simple physics at work. When you send a high decibel signal at a flat, hard wall, in a room with a hard floor and a high ceiling, it's going to bounce back and cause an echo.

Submit your audio or technical question to "Ask The Tech" at djnews@meltel.net

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http://www.mapdj.org

Midwest Disc Jockey Convention
November 7,8,9
http://www.mapdj.org

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http://www.wedjcruise.com

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Have an upcoming event or meeting? Email the information to us at djnews@meltel.net

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Midwest Association Of Professional Disc Jockeys

Manage your time or others will do it for you

By Harvey Mackay

I'll never forget an important time management lesson I learned in a seminar many years ago . . . especially how the instructor illustrated the point.

"Okay, time for a quiz," he said, as he pulled out a one-gallon wide-mouthed mason jar and set it on the desk in front of him. Then he produced about a dozen fist-sized rocks and carefully placed them, one at a time, into the jar.

When the jar was filled to the top and no more rocks would fit inside, he asked, "Is the jar full?"

Everyone in the seminar said, "Yes."

Then he said, "Really?" He reached under the table and pulled out a bucket of gravel. Then he dumped some gravel in and shook the jar. This caused pieces of gravel to work themselves down into the spaces between the big rocks. Then he asked the group again, "Is the jar full?"

By this time the class was onto him. "Probably not," we answered.

"Good!" he replied as he reached under the table and brought out a bucket of sand. He started dumping the sand in and it went into all the spaces left between the rocks and the gravel. Once more he asked the question, "Is this jar full?"

"No!" the class shouted. Once again he said, "Good!" Then he grabbed a pitcher of water and began to pour it in until the jar was filled to the brim. Then he looked up at the class and asked, "What is the point of this illustration?"

One eager beaver raised his hand and said, "The point is, no matter how full your schedule is, if you really try hard, you can always fit some things into it."

"No," the instructor replied. "The point is if you don't put the big rocks in first, you'll never get them in at all."

So, today, tonight, or in the morning when you are reflecting on this story, ask yourself: What are the 'big rocks' in my life or business? Then, be sure to put those in your jar first.

And by the way, you get the same size jar as everyone else. No exceptions.

What changes from person to person is the size of each rock. I've got a couple boulders in my jar: family first, always. Things like friends, my company, my speaking/writing "hobby," maintaining my network, my volunteer commitments, my health, and my religion all take up a lot of space. The gravel is all the stuff that takes up more than a few minutes but doesn't necessarily happen every day, like a committee assignment, a vacation, learning new software ... you get the idea.

And now, the sand. You can decide whether to be that 98-pound weakling who gets sand kicked at him, or the creator of a spectacular sand castle. The sand is the yes/no stuff that absolutely has to fit around everything else after it's in the jar. A little piece of sand in your eye is a big pain, and those are the ones that get the no-thank-you right off the bat. A little sand on an icy street is one of life's little pleasures when you live in snow country as I do. You choose the sand. It's your jar.

In other words, it's your time. Change the rocks, gravel and sand into hours, minutes and seconds. Then decide what your priorities are and how much time you'll spend on them. If you don't, someone else will decide for you and you'll end up with a jar full of heavy, jagged, nasty shards that nobody could touch without getting stabbed by another rock. Do you really want to spend your time working on other people's priorities?

As Benjamin Franklin said, "If we take care of the minutes, the years will take care of themselves." Good time management is taking care of the things that matter most to us first and keeping that jar of rocks in sight all the time.

My friend Lou Holtz has a great formula: W.I.N. - What's Important Now? Use some of your precious time to figure out what's important in your life and you will win.

Mackay's Moral: Hey, even Superman had to work around the Kryptonite. So can you.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."

Starting From Scratch

By Jeff Richards

Hello, I'm Jeff Richards, owner-operator of Party Time Productions. I have been in the DJ business for over twenty years. In 1997 I took my fun hobby and turned it into a full time business. Looking back to when I first started, there were no DJ associations, Mobile Beat magazine, or a kin ship amongst people in our profession. There was no one to ask questions, help solve problems or share experiences with. Through the years I had to learn the hard way about starting my business and keep it going.

"Starting from Scratch" will be a monthly article that will talk about what it takes to be a successful Disc Jockey. Each month I'll pick one topic and give you advice, tricks and trade secrets to help you spin your dreams into reality. My article is designed to help the just starting out in the DJ business and who knows maybe the guy who has been in it as long as I have may learn a thing or two. I know I learn something new almost every day.

Today's topic is the most important. DO YOU HAVE WHAT IT TAKES TO BE A DJ?

Seems like a simple enough question, not like you're asking yourself do I have what it takes to be a Brain Surgeon? Sure you've seen a few Dj's at weddings and parties and it looked easy, but it takes more then a few cd's to make it big.

PERSONALITY is the most important trait to be a GREAT DJ. You must be an out going, up beat, always happy and confident type person. If you are uncomfortable talking to people you don't know, or have a phobia to speaking to groups, or lack imagination to improvise on the spot, then you may want to think again about your profession. You have to believe in yourself and your abilities and express that confidence 24 hours a day or your potential clients, booked clients and their guests won't believe in you making it difficult to sell yourself. A DJ needs to be able to clearly communicate and relate to large groups of people in an entertaining fashion. Think of yourself as part news reporter, part comedian, part rock star.

A COMPLETE COMPREHENSION OF MUSIC is the second characteristic of a great dJ. You will need to know more than just what's playing on your radio today. You will need to know song titles, musical artists, styles and genre's dating back to the twenties. Do you know who recorded the song "In the Mood"? Who sang "Tennessee Waltz"? "What's that song, you know the one, it goes La, la, la something, something..." and you will be asked that. Your audience will be from the ages of one to one hundred and one. When a guest asks for a request they will expect you to have it and know the song. Be prepared! On my home and auto stereo's I program my presets to different styles of music. Today's top hits, country, adult contemporary, hard rock, metal, classic oldies, hip-hop, rap and urban. Always surfing for something new or different to add to my collection. I also keep a close watch on my request forms to see a trend in songs being asked for and add then to the selection.

WORK ETHICS AND STANDARDS, will help differentiate you from the not-so-professional Dj's. Having solid ethics and standards will help make your possible clients and booked clients very appreciative of your performance and recommend to others. What do I mean by solid work ethics and standards? In a future article I will go into great detail of what is meant, but for now let me just put it to you this way. Be HONEST,

TRUSTWORTHY, PUNCTUAL, PREPARED, RELIABLE, RESPECTFUL, and DELIVER exactly what you have promised and then be willing to give them even more. Most people only hire a DJ on average once in their life time (unless your Liz Taylor or J-LO) You need to leave them with the best possible image of what a DJ is and what we can do for them.

You don't want to leave them with a negative image or a bad feeling towards our profession. This can hurt your future bookings as well as your bottom line pricing and profit. We all know what STANDARDS means, average, typical, the usual or customary. A standard is a base or set image or cookie cutter design for something. Yes, an average DJ has cd players, discs, speakers, amps, tuxedo's etc., etc., etc. Now think to yourself, do you really just want to be AVERAGE?

Look for my next piece when I will be talking about taking the first step to starting your Mobile Disc Jockey Service business.

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Moving to a Multi-System Company

By Mike Walter

Wow! A monthly article where I get to share my thoughts on the topic that I consider near and dear to my heart. In my opinion the most important part of running a successful Multi-System DJ Business is Maintaining your Staff! Check here every month for tips on Finding, Training and Keeping the lifeblood of your business: the weekend warriors who will represent you and your good name.

Bill Parcels was recently speaking to the Dallas media about how tough it is to find quarterbacks in the NFL. He quipped, "you reporters think we just dial 1-800-Find-A-QB." It's the same thing in our industry. There is no "1-800-Find-A-DJ" for business owners. Discovering and training new entertainers is a difficult task. You can fail more times than you succeed and even when you finally find the right person, it'll take months to train them properly. Then you cross your fingers and hope you can keep them on staff.

Yet similar to a great quarterback, adding an awesome entertainer to your staff can bring you incredible rewards like extra referrals, the opportunity to cover more events on those busy days and maybe even new accounts. And with each DJ you add, you get these benefits over and over until you can actually start measuring your market share in whole percentage points. In our county, for example, Elite Entertainment performs at approximately 4% of all the events that take place. That might not sound like much but think about it, one in twenty people that attend a party on any given weekend in Monmouth County New Jersey are seeing one of my DJs. The exposure factor is very impressive which is one reason why two-thirds of our events every year come from either direct or secondary referral. We have literally saturated our market.

My first suggestion to anyone who is interested in growing their Multi System company is you need to treat Recruitment and Training as an ongoing operation. Just like sales and marketing, the R&T division of your company needs to be tended to almost daily. You don't plant a bunch of seeds in a garden and then return three months later to a full bloom. New DJs take work to get up to speed and since no one on staff embodies the level of talent and professionalism as the owner (or so we all believe) that work should fall to you. If you've ever seen me do my seminar on Recruitment and Training you may have heard me say "If Only I Could Clone Myself!" I'm a firm believer that we all can. In fact, much like the "6 Million Dollar Man" I not only think you can clone yourself, but I think you can make a better you. You can start with yourself as the template and then find someone who better exemplifies the traits that make you successful. Someone younger, better looking and a better dancer for example.

So let's start there. Take a figurative look in the mirror and jot down the traits that you believe have made you successful in this business. This isn't an exercise to pump up your ego, although we could all use a shot of good self esteem every once in a while, but rather an attempt to draw a picture of your next dream recruit. Start with yourself as the canvas. What makes you a great DJ? If you regularly receive evaluations from your past clients, read through them. After all, what we consider to be our own best traits isn't as important as what the paying customer sees as our most valuable assets. What do your clients tell you? Do they say it was your beat for beat mixing? Your voice? Your attention to detail? Jot it all down and create your list of what you want, no, what you need, in your next dream recruit.

Now, just like any good goal setting exercise, take that piece of paper and mount it over your desk. Put it somewhere that you'll see it every day and be reminded of what you are looking for. Before you head out to an event, read it over because you just might bump into that dream recruit on the dance floor. Or maybe they'll be the bartender the next time you go out for a drink, or the waiter the next time you have dinner. Will you recognize him or her when you see them? And will you approach them with a job offer?

Finding out what you need in a dream DJ is only the first step to successfully recruiting but it's an essential one. As Prince says, "Paint a perfect picture" before you even begin the search.

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Disc Jockey Spotlight

Howard Walstein and KIDSDANCE/Total Entertainnment

After a grueling three-month schedule of performing nearly 50 shows each month in June, July, & August this year, "Howard the DJ" was less enthusiastic than normal to wake up early on a Sunday morning to perform for a children's triathlon. The booking

came last minute, the planning of where to set the DJ was not clear and the fee was discounted like many non-profit organizations who book his company, KIDSDANCE, a disc jockey service that specializes in children's events.

Howard sets up quickly thinking, "at least it's one of those picture postcard days." His contact person is very stressed and states "we really don't have many announcements for you, just do what you normally do." The only instructions Howard has is to make announcements for the charity, the Miracles of Mitch Foundation, a non-profit organization that helps raise money for families of terminally ill kids and to get ready for a processional march. Each child racing has a name written on their body with magic marker to signify an ill child as if they are swimming, running, & biking for that person.

Howard thinks to himself, "What do I play? I can't play a march it's too hokey." Quickly he chooses to play You Raise Me Up by Josh Groban. As the song starts, the processional begins. Hundreds of kids wearing swim trunks approach as the bagpipes in the song begin to play as if each of them is on a mission. The lyrics begin as they march closer…"You raise me up so I can stand on mountains; You raise me up, to walk on stormy seas." A waive of emotion comes over the children of all ages as the song continues, "I am strong, when I am on your shoulders; Your raise me up; To more than I can be." By the time its over a thousand family members parade towards Howard, all have tears in their eyes, or are fighting back tears in their eyes --even big burley men are at the mercy of their emotions.

"What a powerful demonstration of how rewarding my job as a disc jockey can be," says Howard. "Most people never get to experience the magic a talented disc jockey experiences. How often does someone get a round of applause at their work for doing a great job." Now as he approaches his third decade of performing as a deejay, he relishes having made so many memories for so many people. He's performed at wedding receptions for Bar Mitzvah kids he's performed for; as well as performed Bar Mitzvahs for kids of couples that he performed wedding receptions for.

In 1977, Howard Walstein, owner of Total Entertainment/Kidsdance -- performed his first show at Hopkins West Junior High School with a modified home stereo system as part of his high school radio station, KDXL. He was so impressed with the idea he could make money doing what he loved best that he started performing at Roller Gardens, his neighborhood roller skating rink to "very appreciative fans." In 1982, disillusioned with his chosen field of advertising when he went to school at the University of Minnesota, he started Total Entertainment. His company now performs nearly 400 shows annually compared to 50 shows that first year in business. Besides putting up with the limitations of vinyl records, he thinks the biggest difference in the market is how a deejay really had to hard sell the mobile DJ industry. According to Howard, "It wasn't till movies like Fame, Footloose, and Grease that the mobile industry really became the standard for most parties."

Howard has always branded Total Entertainment a little differently then competing mobile DJ companies in the Twin Cities. In the 80's & 90's he marketed himself with a number of different radio stations including - KDWB, KQRS, KS95, & KOOL108. He thinks the long-term effect of his marketing with different radio stations actually hurt his company's identity. "Most DJ companies have such generic names anyway, it's hard for clients to remember what company they've hired for their event," says Howard. "This is the single biggest problem the DJ industry has as a whole. My number one job as a business owner is to change the perception that all disc jockey companies are interchangeable."

After specializing in wedding receptions for 15 years, his company performing over 200 weddings annually in some years, Howard decided to change the identity of his company. He felt the wedding market interfered with his Bar/Bat Mitzvah clients and he preferred dealing with less formal kids events instead.

For Total Entertainment, less than 1% of the companies performances are for weddings, 1% are class reunions, 20% are private parties & company events (holiday parties, award ceremonies, picnics, grand openings, & promotions), 25% are for schools (including pre-schools), and 25% church & community events (festivals, block parties, fundraisers) and 30% are Bar/Bat Mitzvah receptions.

As a performer or a business owner, Howard feels it's very important to ask himself or herself:

1. How am I different?
2. What do I like to do?
3. What am I good at?
4. How do I get more of that type of gig?"

Howard Walstein is creator of the interactive Total Entertainment format.

He's been warm-up DJ for Chuck Berry & Chubby Checker. He's been featured as a "DJ All Star" in the national publication of "Mobile Beat Magazine". He's performed at The Metrodome, The Taste Of Minnesota, The Mall of America, Grand Casino, The Twin Cities Marathon, The St. Paul Winter Carnival, The Minneapolis Aquatennial, Valley Fair, St. Paul Saints Games, and The Ronald McDonald House. He has lectured on children's events and Bar/Bat Mitzvah reception performing tips at the Las Vegas & Chicago Mobilebeat DJ conventions. Recently, Howard has started a national network of DJ affiliates called KIDSDANCE AMERICA, playing family oriented functions in Chicago, Phoenix, Seattle, Nashville, Sacramento & more start up cities to come.

Self Improvement, Part 1

By Dr. John C. Maxwell

Home improvement is big business these days.

If a trip to your local Home Depot or Lowe's store doesn't convince you (as a group, home improvement retailers rang up an estimated $197 billion in sales last year), just check out the latest edition of TV Guide. From hit television shows such as Trading Spaces to entire cable networks like Home and Garden Television, the airwaves are full of programming geared toward helping people with little or no construction experience, transform their kitchens, bedrooms, and backyards into the living spaces of their dreams.

There's nothing wrong with making your home more livable, inviting, attractive, or efficient. But while you're working on that don't neglect another area that could always use a little improvement: yourself!

In the last issue of Leadership Wired, I talked about some misconceptions people have about success that keep them from achieving their full potential. As you may recall, I stated that the secret to success doesn't lie in some mysterious formula that can only be known by a chosen few. It is determined by your willingness to improve yourself—every day, starting today.

In my life, I choose daily to improve in several key areas: intellectually, physically, relationally, and spiritually. These daily improvements aren't necessarily huge; in fact, taken individually, they may seem rather minor. But, as I once heard a teacher explain, "Daily goals are reached by doing things which may be uncomfortable at first but eventually will become habits. And habits are powerful things. Habits turn actions into attitudes, and attitudes into lifestyles."

You may classify areas of potential improvement differently than I do. But the categories you choose to work on aren't nearly as important as your overall commitment to improve. Are you improving every day? Have you developed the daily discipline to say, "I'm working in these specific areas"? Do you have a clearly defined target—a way to know when you've achieved your desired result?

Whether you want to hone your public speaking skills, become a better listener, lose weight, get more organized, or advance in some other way, here are some insights about improvement that will help to guide you as you grow.

1. Don't be afraid to admit you were wrong.

Acknowledging your mistakes proves you're wiser today than you were yesterday. If you never admit you're wrong, you're saying, "I'm not growing; I'm not wiser."

2. You will never change your life until you change something that you do daily.

This is a huge concept to grasp. People always tell me, "I'm going to make some major changes.' My response to that is simple: Certain aspects of your life might need a significant overhaul, but I don't need to know about those big changes. I'm more interested in the minor change you plan to make today. Personal improvement starts when you change something you do daily—a routine, a habit, a way of working, or interacting with other people.

In the next issue, I'll give you several more thoughts that will assist you with your self-improvement projects. In the meantime, think about the parts of your life that need a little work. Choose one or two, and figure out what you can do each day to improve in those areas.

The daily changes you make may not be as dramatic as the before and after pictures you see in your favorite home improvement show. But chances are, they'll be much more rewarding.

Dr. John C. Maxwell he has authored over 30 books, including such New York Times best-sellers as "Failing Forward" and "The 21 Irrefutable Laws of Leadership."

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DJ Times Convention, Atlantic City

Nearly 5,000 DJs converged on the Atlantic City Convention Center this past August 30 to September 2 to learn, network, buy and, of course, party, at the 19th International DJ Expo. With attendance at an all-time high, and more than 30 seminars and workshops, an exhibit hall stuffed with 150 booths and countless DJ products, the International DJ Expo-sponsored by DJ Times and its publisher, Testa Communications-is by far the largest gathering of DJs in the world. For beginner jocks to mobiles to club DJs to remixers, there is something for everybody at the Expo.

"I was inspired from the Monday morning kick-off seminar until the last one on Thursday," said Russ Harris, owner of Chicago-based, multi-system DJ business Show on the Road Productions. "After going to the Expo, I determined that this year I'm getting out of my leased office space and looking for a place to buy and pay a mortgage instead of rent."

"It was a slamming time," says Nigel Richards, global DJ and owner of 611 Records in Philadelphia. "I had a great time on the ['Club DJ Confab: Roadmap to Success' seminar] and then later at dinner with some of the DJs I met."

On the exhibit floor, a wide swath of DJs left fully satisfied after having played with a smorgasbord of DJ toys from manufacturers like Technics, Pioneer, Numark, Korg, Vestax and many, many more.

"The DJ Expo is always the place to sneak-peek new products, and you get a good mix of markets," said Karl Detken, Director of Product Planning for Pioneer Electronics, which debuted its EFX-1000 and EFX-500-R effects boxes.

"And if you make a big splash at the Expo, these DJs will talk."

"This is our first show, and we knew it would be great for us," said Kyle Griffin, Northeast product specialist for M-Audio. "Our market now is everyday DJ users and this show is perfect-and just wait, you'll see more integration in the future. DJs will start wanting to be producers, too."

But more importantly for manufacturers, the DJ Expo is a built-in R&D opportunity. "DJs ask questions and give suggestions that make our products better," said Detken. "We premiered the DVJ-X1 last year and the DJs asked for it to play MP3s. We didn't have plans then, but now we plan to have an MP3 upgrade soon."

The DJ Swap Shop

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For Sale: Mackie 2600i power amp, $575. 218-886-7846

For Sale: 2 cargo vans, $1000.00 each. '91 Dodge or '87 Ford. Not real pretty but runs great. 701-772-0455 Must sell

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For Sale: 3 Complete DJ sound and light systems (turn key). If you are looking to expand or just getting started, this is the deal for you. 701-772-0455 Must sell

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For Sale: Stewart 2.1 power amp. Many consider these amps equivalent to a QSC powerlight. 18lb, 2100 watts at 4 ohms bridged mono. 701-772-0455 Must sell

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For Sale: Speakers. Cerwin Vega, Sunn, Yamaha, Yorkville, JBL, EV, Peavey. We're downsizing. The bigger they are the cheaper they will get. 701-772-0455. Must sell

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For Sale: Peavey 2 channel amp, Mackie 2 channel amp, (4) JBL 15" unpowered speakers, cords cases, bags and stands available, call Tom for details. 507-896-7510

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For Sale: CSL Pro 4. Four par cans with relay pak all neatly assembled in a carpeted box for easy setup and protection. 701-772-0455 Must sell

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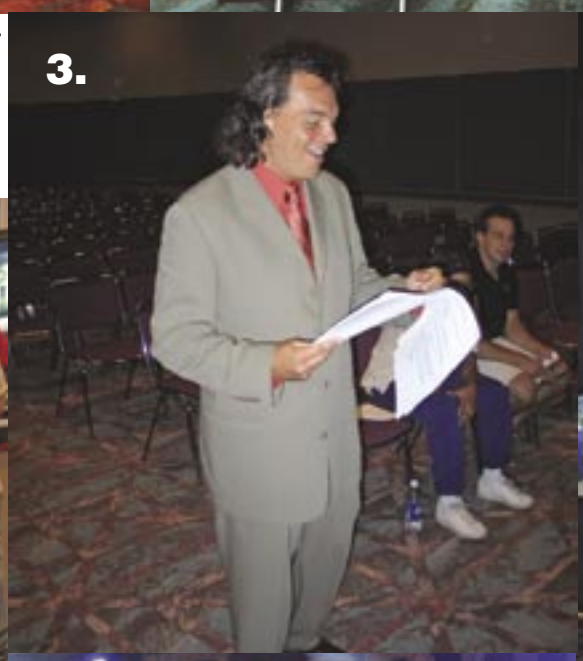
DJ Times Convention: Atlantic City

1. The exhibit hall was full of new products to demo. 2. 4 days of seminars on the busy schedule. 3. Speaker Mike Walter reviewed his seminar. 4. Jim Robinson from Promo Only showed his mixing skills. 5. Pioneer's new dvd player. 6. Demonstrations drew huge crowds on the exhibit floor.



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The 13 Characteristcs of Successful People

By Jeffrey J. Mayer

I've spent many years studying successful people and have identified the skills, talents, and characteristics that enable them to succeed. As you look at and study these skills, talents, and characteristics, you'll realize that you possess many of them yourself. Some of these skills and talents are more dominant than others and will play a greater part in your being, or becoming, a success in the business of life. These are the things you do well. The things you do easily and effortlessly. These are your strengths.

When you find you need a skill or talent you don't have, just go out and look for a person or group of people with the skills, talents, and training you need. Skills and talents that complement your own. These people will become your teammates, colleagues, co-workers, professional advisors, and friends. With these combined skills and talents organizations grow, prosper, and become successful.

These are the five things you'll find every successful person has in common:

1. They have a dream.
2. They have a plan.
3. They have specific knowledge or training.
4. They're willing to work hard.
5. They don't take no for an answer.

Remember: Success begins with a state of mind. You must believe you'll be successful in order to become a success.

The following is a list of the skills, talents, and characteristics you'll find in successful people:

1. Successful People Have a Dream. They have a well-defined purpose. They have a definite goal. They know what they want. They aren't easily influenced by the thoughts and opinions of others. They have willpower. They have ideas. Their strong desire brings strong results. They go out and do things that others say can't be done.

Remember: It only takes one sound idea to achieve success.

Remember: People who excel in life are those who produce results, not excuses. Anybody can come up with excuses and explanations for why he hasn't made it. Those who want to succeed badly enough don't make excuses.

2. Successful People Have Ambition. They want to accomplish something. They have enthusiasm, commitment, and pride. They have self-discipline. They're willing to work hard and to go the extra mile. They have a burning desire to succeed. They're willing to do whatever it takes to get the job done.

Remember: With hard work come results. The joy in life comes with working for and achieving something.

3. Successful People Are Strongly Motivated Toward Achievement. They take great satisfaction in accomplishing a task.

4. Successful People Are Focused. They concentrate on their main goals and objectives. They don't get sidetracked. They don't procrastinate. They work on the projects that are important, and don't allow those projects to sit until the last minute. They're productive, not just busy.

5. Successful People Learn How to Get Things Done. They use their skills, talents, energies, and knowledge to the fullest extent possible. They do the things that need to be done, not just the things they like to do. They are willing to work hard and to commit themselves to getting the job done.

Remember: Happiness is found in doing and accomplishing, not in owning and possessing.

Anecdote: Many years ago I was asked: "Jeff, do you like pleasing habits or pleasing results?" As I pondered that probing question, and squirmed in my chair like a worm at the end of a hook, I felt as if I had painted myself into a corner. A few moments later I answered: "I like pleasing results." From that moment on my life changed. I began to do the things that were difficult, because they enabled me to achieve my goals.

6. Successful People Take Responsibility for Their Actions. They don't make excuses. They don't blame others. They don't whine and complain.

7. Successful People Look for Solutions to Problems. They're opportunity minded. When they see opportunities they take advantage of them.

8. Successful People Make Decisions. They think about the issues and relevant facts, give them adequate deliberation and consideration, and make a decision. Decisions aren't put off or delayed, they're made now!

Success Tip: Spend more time thinking and planning before you make your decision, and you'll make better decisions.

Success Tip: When you don't get the expected results from the decision you've made, change your course of action. Decisions should never be carved in stone.

9. Successful People Have the Courage to Admit They've Made a Mistake. When you make a mistake, admit it, fix it, and move on. Don't waste a lot of time, energy, money, and/or other resources trying to defend a mistake or a bad decision.

Remember: When people are wrong, they may admit it to themselves. If they are handled gently and tactfully, they may admit it to others and even take pride in their frankness and broad-mindedness. But people become very defensive and angry when others try to cram their mistakes down their throats.

10. Successful People Are Self-Reliant. They have the skills, talents, and training that are needed in order to be successful.

11. Successful People Have Specific Knowledge, Training, and/or Skills and Talents. They know the things they need to know to be successful. And when they need information, knowledge, or skills and talents that they don't possess, they find someone who does possess them.

12. Successful People Work with and Cooperate with Other People. They have positive, outgoing personalities. They surround themselves with people who offer them help, support, and encouragement. They are leaders.

13. Successful People Are Enthusiastic. They're excited by what they're doing, and that excitement is contagious. They draw people to them because these people want to work with them, do business with them, and be with them.

Jeff is president of SucceedingInBusiness.com, author of the Best-selling books include: "Opening Doors with a Brilliant Elevator Speech," "Winning the Fight Between You and Your Desk," "Overcoming the Fear of Cold Calling," "Success is a Journey," "Time Management for Dummies."

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