

Midwest Disc Jockey News

PRESORTED STD.
U.S. POSTAGE
PAID
SAUK CENTRE, MN-
PERMIT NO. 46

Postmaster: Address correction requested

DECEMBER 2004

Covering Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin

Free

The little convention that could

The Midwest Association of Professional Disc Jockeys held their third annual convention in Bloomington on November 7th, 8th and 9th.

Disc jockeys from around the country made their way to Minnesota for this three day convention.

A few seminar topics included a look at the cost of doing business, advertising ideas, wedding show ideas, and an introduction to Mitzvahs.

The Grand Prize winner on Tuesday afternoon was Ron Ruth of Kansas City. Ron won a \$1000 matching funds gift card at NorthernLightFX. Ron (center) is pictured



with Ben Stowe (left) from NorthernLightFX and the Master of Ceremonies of the convention, Bill Hermann.

Here are some comments from this year's attendees:

"I had never been to one of the conventions, and after last weekend I plan to be at everyone from now on. I went home excited to be in this profession again, and roaring to entertain." --Kelly Samples, Fantasia Mobile

Sound & Light.

"Once again we learned so much from the great speakers. I think the light bulb has finally clicked on after listening to Mr. Ferrell

speaking and we're ready to start on a new path for our business." --Liz Lunzer, CD Express Entertainment

"The content was great as well as the speakers and the timing of them. We have 'RECHARGED' and are ready to move forward again. You were superb hosts, we were in want of nothing." --DJ Drew & Karen

"I just wanted to thank the whole group that put their time and effort into the conference. I was just at my first wedding expo this weekend and felt much more prepared thanks to Mark's 'tool

box' of information. I met a lot of great new people and I can't understand why someone would not want to be a part of such a great organization. I walked around the expo, while my wife covered the booth during a slow time, and promoted MAPDJ to all the D.J's that were not a part of our organization. What a great chance to meet vendors, get great advice, and of course meet a lot of fabulous people. I already raised my rates for next year (although not quite to Mark's \$1200 level yet) but I feel confident I will be there soon." --Dean Downs, Dean-O-Mite Entertainment.

Inside this issue:

Page 3: Dude Walker

Page 4: Harvey Mackay

Page 5: Jeff Richards

Page 6: Mike Walter

Page 10: Kyle McPeck

Page 10: Ask The Tech

Page 11: John C. Maxwell

Page 13: Music Charts

Page 14: Jeffrey J. Mayer

Page 15: MAPDJ Convention

SHOCKINGLY LOW PRICES

Our lowest prices of the year on studio and PA speakers, amps, DJ equipment, multi-track recorders, drum machines, and more!

END OF YEAR STOREWIDE CLEARANCE!



708 E. Johnson Street • Madison
FOR THE LOWEST PRICES IN THE NATION, CALL:

608.251.2000 OR 888.251.2002

AUDIO DEPOT COUPON

**\$100 OFF ANY
PURCHASE
OF \$1000+**

Includes Sale Prices, Some Restrictions Apply, Valid 12/26/2004 thru 12/31/2004

Midwest Disc Jockey News

www.midwestdiscjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News Corporation

President/Editor

Lori Young

320-285-2323 office

612-597-2998 cell

editor@discjockeynews.com

Advisory Board

Bill Hermann 612-327-5919

Bill Lage 612-387-1900

Dude Walker 218-790-2024

Troy Ackerman 320-760-1888

Sales Manager

John Young

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

320-285-2323 office

320-285-5264 fax

advertising@discjockeynews.com

Classified:

<http://www.midwestdiscjockeynews.com>

classified@discjockeynews.com

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.

Classified ads: Classified ads are \$5.00 for the first 20 words and \$.50 per word thereafter. Classified ads must be paid in full prior to publication. Ads can be submitted via mail with an accompanying check or they can be submitted via the website with online payment. We reserve the right to edit or reject questionable ads. Classified ads taken via telephone will receive an additional \$2.00 handling fee.

Subscriptions: Subscriptions to the Midwest Disc Jockey News are free to all disc jockeys and entertainers. Subscriptions are available through sign up on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

Photos: Photos can be submitted to the Midwest Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

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

RUN EM' ALL NIGHT!

INTRODUCING-
FIRE BURST DMX
\$199.99*

FROM A COMPANY
YOU CAN TRUST!

**RUN ALL
NIGHT!**
(NO DUTY CYCLE)



More American DJ FX to run all night!



Deco 250
\$249.99*



NEW! \$129.99*
Hyper Beam



DJ Spot 250
\$399.99*



Western Starlight

Your trusted supplier of Professional Sound & Lighting
Featuring American DJ Products!

TOLL FREE: 800.929.2149

E-MAIL: wesstar@att.net

Western Starlight can save you money!
Killer Deals on new items,
plus a large selection of quality B-Stock!

American DJ
Authorized Dealer

Who Are We, What Are We & Where Are We Going

By Dude Walker

Over the past few years, and most noticeably over the past few months I've had the opportunity to witness a change in the buying focus of most clientele. I had the chance to talk to several mobile disc jockeys, most recently at the 2004 MAPDJ Convention in Minneapolis, Minnesota.

Potential clients seem more rushed and willing to pit decades of experience against someone they know that is just getting started as a mobile disc jockey. The shocking reality is when you ask who this person they know works for, in most cases there is no prior training involved.

About a month ago I had a couple of high school students approach me while setting up for a homecoming dance to show me their new business cards. I commented on how nice the cards looked and asked them how long they've been djing. Their response, "we don't have any gear yet. We are just handing out business cards and we'll rent a system if we get a gig. We have tons on music in our computers." WOW! That must be one heavy hard drive!

The most noticeable problem with these young and entrepreneurs is the use of PROFESSIONAL to describe their service. How on earth can you be a professional without any prior experience? The rampant overuse of terms that over promise

and under deliver the services we provide is damaging the mobile disc jockey industry as a whole. The search for the perfect catch phrase, sound bite or industry term to gain a competitive advantage over competition is out of control.

Webster defines professional as:

1. *somebody whose occupation requires extensive education or specialized training*
2. *somebody who is engaged in an occupation as a paid job rather than as a hobby*
3. *somebody who shows a high degree of skill or competence*

Next, let's look at occupation:

1. *the job by which somebody earns a living*

Lastly, let's look at what Webster says about a hobby:

1. *an activity engaged in for pleasure and relaxation during spare time*

Now, let's explore a few suggested definitions to help categorize who and what disc jockeys really are.

Professional DJ: A person that pursues a full-time career as a mobile disc jockey. A person that has the ability to earn a living as a mobile disc jockey without the assistance of an outside source of revenue (job).

Hobbyist DJ/Part-time DJ: A person that engages in the activity of mobile djing.

A person that cannot earn a living solely as a mobile disc jockey without the assistance of an outside source of revenue (job).

This is a billion dollar industry; with the least claiming they are the same as the best. It's no wonder that potential clients seem confused and rushed when they are contacting disc jockeys for information. We have a responsibility to self regulate terms and quality...before it is imposed upon us.

There are many secrets to becoming a professional disc jockey. The hardest concept for most mobile disc jockeys is the world beyond the performance. In more simple terms, the actual event is the smallest portion of what we do as disc jockeys.

Roughly, only about 25% of the time involved with each event is actually involved in performing for the event. Clients, on the other hand expect to pay for the performance and nothing else. Why is that? Because non-professional disc jockeys do not charge for prep time. Mobile disc jockeys would become enraged if they heard their competition was referring to them as inferior, yet these same disc jockeys prove it everyday in their price. "What we attain to cheaply, we esteem to lightly" - unknownhmmm

Professional disc jockeys, from the moment they wake up to the time their head hits their pillow are focused on their career. Professional disc jockeys do not need to take time off from another job so they can do a gig. Professional disc jockeys include their prep time and production costs into their price.

More attention is being paid to the mobile disc jockey industry everyday. The Economic Census Bureau has created an industry classification to track the economic impact of mobile disc jockey entertainers. When you have an industry that is 60,000 disc jockeys strong and an extremely small percentage are reporting information to the Economic Census Bureau, curiosity is raised.

Members of the mobile disc jockey industry; you have the opportunity right now to shape your future and become active in what degree you will be regulated in the future. The days of successfully operating off radar as a mobile disc jockey are coming to an end. I encourage every disc jockey to either join or form an association to build a better future.

We can't expect clients to respect what we, as disc jockeys, can do for them if we cannot respect each other or ourselves.

Pinto Novelty Co.

2118 Ave. X

Brooklyn N.Y. 11235

718-332-8131 or 800-854-8490

Fax 718-332-8141

www.pintonovelty.com

WHOLESALE NOW IMPORTER

YMCA PARTY KITS AND SANTA HATS STILL AVAILABLE

Of all your glow in the dark products and party good giveaways

Specials for the month of December

12 tubes of 8" bracelets \$29.95 + \$8.95 shipping
(4 of each color yellow, blue & green)

100 individually wrapped 6" glow in the dark sticks
\$49.95 + \$8.95 shipping
(all with string in assorted colors)

Also on sale all month fold up limbo poles
\$10.00 each or 3 for \$24.99 + \$6.95 shipping

It pays to call PINTO NOVELTY!

1-800-854-8490

There's no place in business for these 4-letter words

By Harvey Mackay

There are certain four-letter words that have no business in business. Many, in fact, are bad for business -- so bad that using them may determine whether you stay in business.

No, we're not really talking about profanity here; that's a given. These are everyday words that really smart people eliminated from their vocabularies long ago. Let me share some of the most offensive. I've even used them in sentences so that you can avoid these common mistakes.

Can't, as in "We can't do that" or "You can't expect us to meet that deadline." Your customers come to you because they think you can do what they ask. If you truly cannot produce what they're asking for, be honest but then help them find someone who can, even if it's your competition. They'll remember that you went the extra mile to make them happy.

Busy: "I'm too busy to do that now" or "I'll call you when I'm not so busy." The last thing your customers want to know is that they rank at the bottom of the food chain. It is acceptable to say that you will need a few days to do the job right, or that you'll knock off a few bucks in exchange for their patience. It is never okay to imply that they aren't as important as all your other customers.

Bore: "This project is such a bore" or "Don't bore me with the details." Unemployment is boring. Try to find something to love about every job or project you do. Otherwise, find a job you love. Life is too short to be bored or boring.

Same: "We've done it the same way for years" or "Same old, same old." If you've been doing something the same way for years, it's a good sign you're doing it the wrong way. Maybe it's time to find a new and better way to do it. People change. Technologies change. Your customers aren't asking you to dye your hair purple and wear your kid's jeans. But their businesses change and they're looking to you to follow (or lead). You should question why you're still doing things the same way.

Safe: "Let's play it safe." Safe is important in baseball, but in business you must be prepared to take some risks. The scary part about taking risks is that they don't always work, but I'll take a good calculated risk any day of the week over the boring, same, safe way. Sometimes it's risky not to take a risk. To triple your success ratio, sometimes you have to triple your failure ratio.

Rude: No sentence example needed here. There is never, ever, ever an excuse

to be rude to a coworker, customer, or a stranger on the street. You're staking your name on your behavior, and you don't want your name to become a four-letter word.

Mean: Your lawyer should be mean. Your tennis serve might be mean. You can't afford to be mean. You are dealing with customers whose business and referrals will determine where your kids go to college and what kind of retirement you can look forward to. If that doesn't make you nice, I don't know what will.

Isn't: "That isn't my job." Maybe your job description doesn't include every last chore that's required to finish a project, but someone has to do those things. You need to take your turn. Along the way, you just might find yourself becoming invaluable for your diverse job skills or your particular expertise. Never pass up the chance to do something new, just because you think you're too good. The further you climb up the ladder, the further down you can fall. It's important to have secure footing on each rung.

Fear: "I fear that we may be moving too fast" or "My biggest fear is that we can't do this" only demonstrate one fact: you haven't done your homework. Common sense, thorough research, and sound advice should allay your fears to a reasonable level. Knowing what is

acceptable risk should help too. If your biggest fear is that rain will ruin an outdoor promotion, plan something inside. If you fear your suppliers will keep you from meeting a production deadline, find a more reliable supplier. Take charge.

Last: "Nice guys finish last." I consider myself a nice guy, and I hate to finish last. But I've had to lose a few times in order to win the next round. I've learned something from every last-place finish.

Mackay's

Moral: Sticks and stones can break your bones, but these four-letter words will hurt your business.

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."



PrimeCuts:
Contains all the radio edits that crack the Top 30 of AC, Hot AC, CHR, Urban, Country, Rock, Dance, and Christian charts. Delivered EVERY week, 52 weeks a year... all on one disc! If it's a hit, it's on PrimeCuts!

PrimeCuts Dance:
Jam packed with the hottest songs from the US dance charts. Perfect for DJs, clubs, bars, and other venues that need the latest dance music. This service is delivered 50 weeks per year.

PrimeCuts Latin:
PrimeCuts Latin was created with our DJ and Club clients in mind. Many have been asking for the hottest new Latin music to complement their other PC music, and add some spice to their repertoire. We've listened and here it is... PrimeCuts Latin!

PrimeCuts Smooth Jazz:
Just the thing for DJs or venues that need just the right music to create a mellow atmosphere. Perfect for dinner music, cocktail hour music, weddings, restaurants, and other venues. We created this service to meet an overwhelming demand for new Smooth Jazz music. PrimeCuts Smooth Jazz will be similar to our other recurrences, with a guaranteed release of at least six issues per year. The disc is formatted by tempo - slow, medium, and fast.

TM CENTURY

972.406.6800 ■ TMCI@TMCentury.com ■ www.TMCentury.com

Service only available to mobile/club DJ's, non-broadcast professionals or ASCAP/BMI compliant public performance venues.

Compare... We Dare You!

All The Hits When You Need Them...
Compare Us To Your Current Service!

	PrimeCuts	Promo Only	ERG	RPM
The Music				
Discs Ship Weekly	✓	-	-	✓
Radio Edits	✓	✓	✓	✓
7 Formats On Every Disc	✓	-	-	-
Discs Ship On A Regular Schedule	✓	-	✓	✓
Guarantees To Service All Songs In Top 30 Of 7 Formats (AC/Hot AC, CHR, Urban, Country, Rock, Dance, Christian)	✓	-	-	-
Tracks Separated By Format (easier to find songs)	✓	-	✓	✓
More Than 40 Years Industry Experience	✓	-	-	-
Cost & Payment Information				
Price Per CD (shipping & handling included)	\$11.20	\$13.33	\$13.84	\$14.61
Convenient Monthly Debit (instead of year up front)	✓	-	✓	✓
Online Tools				
Data Imported Into DJ Intelligence (djintelligence.com)	✓	-	-	-
Free Downloadable Extras	✓	-	-	-
(artist IDs, song instrumentals, accapellas, movie sound bites and more)	✓	-	-	-
Weekly Top 30 Charts Based On Radio Airplay	✓	-	-	-

Contact your TM Rep for details.

Starting From Scratch

By Jeff Richards

"Starting from Scratch" is a monthly article that will help those of you just starting out in the disc jockey business. Today's subject: What kind/style of disc jockey do you want to be? You will need to decide which category of disc jockey you wish to be. Each category can be broken down further. Some disc jockey's cross over category styles, while some stick to just one. Each style has it's highlight and pitfalls and I'll tell you about those.

1) "Scratch disc jockey" A scratch disc jockey will use two turntables and a microphone (sounds like a possible song) to create a completely fresh and unique sound for each performance. Vinyl records are the tool of the scratch disc jockey, but with today's technology this scratch method can also be achieved using compact discs. By using two turntables the disc jockey can have one record playing with the basic song and a second record that he will use to "scratch" with. Using the fingertips the disc jockey will stop, start, and shift back and forth very quickly one or both of the records to create that "scratch" sound. You can mix, match or blend together different artists, styles of music and beats to create your own mix of a song. No two mixes are the same.

HIGHLIGHTS: Scratch disc jockey's go over big in clubs with the fast pace and heavy beat-driven sound. Each song is unique to the disc jockey and can be very exciting for the listeners. Scratch disc jockey's typically don't

bring in a large light show or all the extras that add atmosphere to the event. The performance is very high energy and includes mostly fast paced dancing. Some disc jockey's will work as a team, one mixing while one or more will be rapping.

PITFALLS: Due to the older crowd that makes up your average wedding group very few weddings ask for scratch disc jockey's. The sound quality is a disadvantage to using turntables and vinyl records. While these were the top quality equipment in the 70's and 80's, they pale in comparison to compact discs and mp3 players. To be a scratch disc jockey you really need to have a talent and an ear for beat mixing. You need to be very creative and imaginative. It takes a lot of practice and constant honing of your craft. It is much harder then it looks!!!! For those of you who scratch mix, I applaud you and your wonderful talent!

2) Classic Wedding disc jockey: I consider myself and most mobile disc jockey's to be in this category. A classic mobile disc jockey has a set up of a couple cd players, amps, mixing board, mics, compact discs and some form of a light show. I think of it as bringing the club to the people instead of the people going to the club. The disc jockey's job is to provide not just music for the event but to be the focal point of the entertainment and keep the party exciting for all those of all ages who attend. Depending on the event, you may have to teach dances, make

important announcements, create and host fun games, and most important, KEEP THE DANCE FLOOR FULL!!! Classic wedding disc jockey's can do more events than just weddings. You can do private, corporate and school dance events. There is Bar/Bat Mitzvahs, birthday, anniversary and so many other events you can do. It is best to choose one or two and specialize in them to concentrate your best efforts and performances.

HIGHLIGHTS: It can be the greatest feeling at the end of an event when the bride and groom and guests tell you what a wonderful job you have done. The better you get the more money you can charge, the more money you charge the bigger the profits. As you progress in quality and performance value, the more you will personally get out of each event. You will be in DEMAND!

PITFALLS: If you are like me (and I know I am) I continue to buy more and more stuff to add to my show. More lights, more extras, more music more everything. The more you buy the more you will have to haul the more you will have to pack and unpack at each event. Personally, I love to have all the extra stuff because I believe it really adds to the atmosphere of the event. But this does increase your set up and tear down times, which lowers your hourly wage and cuts into the profits. The purchase of all the extra things will also effect your bottom line so pay close attention to your spending!

3) THE DIGITAL disc jockey. The disc

jockey of the future is the digital disc jockey. While using a computer/laptop everything you need is now on mp3 and hard drive. This technology is still very new and exciting and is developing at a fast pace. Using the touch screen or a mouse you can control everything from play lists, programming, mixing, dubbing, and your light show. There are programs that can start, stop, fade, mix and run your event without you even being near your computer screen. This gives you more time to be out on the dance floor performing for and leading your audience. With the hard drive you can have literally every song ever recorded at your fingertips. Just "click" and program your entire show in a few moments. The digital disc jockey is the next step on the evolutionary scale, and don't be a left behind like the crow-magnum man. The industry is turning, the audience is listening and they are now starting to ask about the digital disc jockey.

HIGHLIGHTS: Just a few of the many highlights include less equipment to haul, easier and faster programming of the event, larger music selection and SIMPLICITY!!!! Everything is just so much easier to control and properly operate.

PITFALLS: It can be very expensive to change over from what we use now to a digital system. There are so many new and different programs to choose from finding the best one

Starting continued on page 7

CD Players

Mixers

Disc Jockey Supply of Minnesota

M-F
9-4:30
Sat
10-1

Sales - Rentals
New - Used

35 W. Water St.
St. Paul, MN

Owned and operated by DJ's.

After hours by Appointment

Ph: 651-298-0821

www.djsfomn.com

Cables

Stands

Microphones

**S
p
e
a
k
e
r
s

C
a
s
e
s**

**A
m
p
s

C
a
b
l
e
s**

The Q Corner, Where Quality Meets Quantity

By Mike Walter

Last month we talked about some ways to find potential talent, or as I like to call it, "where to fish." Once you've made that phone ring, the next step is just as essential. It's important to weed out the people who came across well on the phone but don't really have the potential and it's also important to whet that person's appetite enough so they want to come aboard and start giving up their weekends to work for you. I've always had the philosophy that if you could project a potential DJ candidate two years into the future and show them how cool this career is once you get established that you'd have people banging down your door to work for you. Only problem is that technology has not yet been perfected. So it's up to you to "sell" them on the fact that this is a cool way to make great money.

And when I say "sell" that's what I mean. Because you have to clear a very high psychological hurdle with young people once they realize that you want them to work EVERY SINGLE SATURDAY. What, I can't lay on the beach all day? What, I can't party with my friends? What, I can't go see my favorite band? Let's face it, you're doing your job well when you've recruited outgoing, fun loving people. Well, outgoing, fun loving people like to go out and have fun. So it's incumbent upon you to show them early on that a Mobile DJ career can be fun too. And instead of going out and spending all

their money, when they DJ, they actually make money.

So how do we do this? Well, first off, I suggest you forgo the traditional interview process. Have an "Open House" where you can meet five, ten, even fifteen people at once. This will save you time, plus it'll allow you to "sell" this job a lot more.

When we start placing ads, we also set two evenings aside for open houses. We have a warehouse as part of our office (which is used for in house showcasing and training) so that's where we hold these events. But before I moved in here, I just called a banquet hall that I had a good relationship with and held it there (the only time they charged me was in the middle of the summer when they had to turn their Air Conditioning on.)

We start off with our sound system playing cool new music and our lighting system doing some colorful sweeps and effects. It makes quite an impression on these young people to see and hear what they normally only see and hear in a nightclub.

As they enter the room they are given an application. Side one is your basic employment application asking for name, address, phone number and email. We also have space for references and to tell us if they have any DJing and/or performance experience. On the backside of the application, I have fifteen questions that are

aimed at finding out how much the candidate knows and listens to music. Questions like, "If I turned your car on right now, what radio station is tuned in?" and "what was the last CD you bought?" are combined with more objective questions like, "Name the four members of the Beatles."

One thing I always make note of at these Open Houses is who shows up early. Tardiness is a big no-no in our company (and it should be in yours) and if someone is late before they have the job, how are they going to act once they are hired?

When the room fills up, I start out the presentation by showing our demo video. The video is a four minute piece filled with happy dancing DJs and happy dancing clients. It was made to sell our DJ service to our clients but I find it also sells the job to the candidates. They see us dancing around and enjoying our job and that's the impression I want them to have.

After the video, I have about a ten minute presentation, where I explain the job itself, the pay and the opportunities that exist within my company. I also give them tips on how to succeed and move up the ladder at Elite Entertainment. While I am speaking, a power point presentation highlights the points I am making. Once I am done, I open up for Q&A.

After I have detailed the job to the candidates, I invite them onto the stage for a "preliminary" training. I teach them

how to open the trays on a typical dual CD player, plus how to cue and do a simple segue. My goal during this phase of the night is two-fold. First, I want to impress them with the gear. It's like going for a test drive. For many people, just getting to touch a mixing board is impressive enough. I also want to find out their "learnability." There are some people who you just show something to once and they pick it up. And on the opposite end of that, some people need things explained a hundred different ways before they catch on. If a person is going to get to emcee status with me, I'll be teaching them a lot along the way so a person's learnability is extremely important for me.

The Open House can be a great way to meet numerous candidates at once and impress them all with the "coolness" of DJing.



DJ Webmin™

from ProDJ.com

EVENT
CALENDAR

BOOKING
INFORMATION

PRINT/EMAIL
RECEIPTS

PRINT/EMAIL
CONTRACTS

- ✓ Full online booking/event administration for DJs
- ✓ Complete company setup in minutes!
- ✓ Create your own custom forms!
- ✓ 24/7 accessibility from the web
- ✓ Live constant free upgrades
- ✓ Microsoft Outlook® / Palm™ OS Integration
- ✓ Website Integration (through DJ Intelligence)

NEW
Version
3.0

SIGN UP FOR
A FREE TRIAL
TODAY!

www.djwebmin.com

A Free Subscription

For the latest upcoming regional and national events as well as timely coverage of what is new in the industry; subscribe FOR FREE to the Midwest Disc Jockey News.

- Nationally Known Best Selling Authors!
- Industry Information
 - Ask The Tech
 - DJ Classifieds
- Disc Jockey Spotlights
- Monthly Top Ten List

Please clip and mail this form to:

Midwest Disc Jockey News
MIDWEST

29442 120th St. • Grey Eagle, MN 56336

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email: _____

Upcoming Events • Upcoming Events • Upcoming Events**Red River MAPDJ Meeting**

First Tuesday of Month
http://www.mapdj.org

Central Illinois ADJA Meeting

First Tuesday of Month
http://cidja.com

Kansas City ADJA Meeting

Second Tuesday of Month
http://www.kcadja.org

Chicago AJDA Meeting

Second Tuesday of Month
http://www.chicagoadja.com

St. Cloud MAPDJ Meeting

Third Monday of even Month
http://www.mapdj.org

Twin Cities MAPDJ Meeting

Third Tuesday of Even Month
http://www.mapdj.org

WeDJ.Com Cruise

January 9, 10, 11, 12
http://www.wedjcruise.com

Winter NAMM

January 20-23, 2005
http://www.namm.com

Mobile Beat DJ Convention

February 22-24, 2005
http://www.mobilebeat.com

Nightclub & Bar

February 27 - March 2, 2005
http://www.nightclub.com

Canadian Music Week

March 2-5, 2005
http://www.cmw.net

Building For The Future Conference

May 2-4, 2005
http://www.djkj.com

Mid America DJ Expo

June 5-8, 2005
http://www.midamericadj.com

Summer NAMM

July 22-24, 2005
http://www.namm.com

Midwest Disc Jockey Convention

November 6-8, 2005
http://www.mapdj.org

LDI Conference 2005

November 7-13, 2005
http://www.ldishow.com

DJ Cruise

November 11-17, 2005
http://www.djcruise.com

Have an upcoming event or meeting? Email the information to us at event@discjockeynews.com

Starting continued from page 5

for you can be overwhelming. If you choose to download your own music off your own cd's to the hard drive, this can be very time consuming. There are programs with music already loaded for you. Programming the lights to each individual song will also be very time consuming but in the long run, once it is done you will never have to control lighting again. Computers have a tendency to crash, so you still will need to bring a cd player and discs so that you can continue the event and not ruin someone's wedding day. With the recording industry still lagging behind the new technology of today's disc jockey's, it is still unclear how

the industry feels about the down loading of music and the laws and costs to disc jockey's who will do this with their computer. Yes, you did legally purchase the original copy, but making an additional copy and using this in your performance creates revenue for you but not for those who produced and performed the song. It is still a gray area that until the industry makes a decision on what is "legal" and what is not, you might want to be cautious.

Until next time, keep on rockin'!

Jeff Richards: Owner/Operator of Party Time Productions. Comments and questions can be directed to Jeff at jeffrichardsptp@yahoo.com

DJ Idea Sharing 2004

By Mike Walter

On Tuesday Night, November 9th, DJ Idea Sharing 8 took place in a DJ Equipment store in Springfield, Mass. The event brought over 100 DJs to ATC Audio to hear a myriad of speakers present topics on performance and sales.

DJ Idea Sharing is a concept started by Mike Fernino three years ago. Mike owns Music in Motion Disc Jockey service and originally his idea was to bring his own staff together for a night of networking and sharing concepts. He realized though that more ideas would be flowing if he brought in more DJs and so the very first DJ Idea Sharing took place in April of 2001 with almost 50 DJs from the New England area.

This year's event was organized by Mike and Rob Peters. The evening was free for all attendees. Speakers included Randi Rae,



Mike Walter, Sean "Big Daddy" McKee and Marcello were part of the networking at the DJ Idea Sharing 8 in Springfield, Mass.

Dick Dean, Rob Alberti, Marc Burgess and yours truly. Denon Direct DJs also had two representatives on hand to demonstrate their latest CD players.

For more information on DJ Idea Sharing go to www.DJIdeaSharing.com.

Advertise HERE...

This space is only \$40 per month!!

No one knows you're there, unless you tell them...

DJs & KJs,**Do you want more of this
in your wallet ??**

It's as simple as picking up the phone!

Start saving on the benefits and services you want and need.

Call N.A.M.E., the National Association of Mobile Entertainers today and begin reaping the benefits.

- Insurance - the best coverage and lowest rates available on Liability, Property & Casualty, Health and Building & Contents
- Merchant Card Services
- Music & Equipment Discounts
- Technical Support
- Accreditation Program
- 24/7 Emergency Hotline Number
- Bimonthly Magazine
- Free Website Listing and mini website
- Referrals, Member Networking and so much more....



National
Association of
Mobile
Entertainers

N.A.M.E. offers FULL TIME staff, service & benefits

Call toll free for a free membership package

1-800-434-8274

www.djkj.com

The largest association for professional mobile entertainers in the United States

Club NorthernLightFX



Frank Luppino AmericanDJ Rep.

Showing the Love!



Ryan Burger of ProDJ.com
Ben Stowe of NorthernLightFX
Bill Herman of Blue Chip DJ

Recess at the Club!



Ben Stowe of NorthernLightFX

Support from Community[®]



Pat Gilligan of Excellence Marketing
Mark Healy Community Factory Rep.
Kenn Langaas of NorthernLightFX

Gemini Heating it up!



Ted Berquist of Bormann Marketing



ROTO POD 250

COLOR POD 250

American DJ



DJ SQUEEZE



CHAUVET
Valve • Innovation • Performance



ELATION
PROFESSIONAL

CMY ZOOM 250

Check out the newest additions to our growing selection of effect and stage lighting!!

www.northernlightfx.com

The crew at NorthernLightFX would like to take this opportunity to thank the attendees and committee of MAPDJ for their support at the 2004 Convention! We hope to see you all again next year!

Hope you all have a warm, safe, and happy holiday season.





NorthernLightFX and ProDJ.com have teamed up to offer you the opportunity to sail the high seas in high fashion.... FREE!
Call the friendly sales staff at NorthernLightFX or visit www.northernlightfx.com for more details.

Buy one Cerwin Vega Prostax speaker get one **FREE!**

The PSX-123 offers the flexibility to be used as a stand-alone system or augmented with our subwoofers. The high frequency driver is coupled to a 100 x 50 horn and the mid-range transducer is loaded into a proprietary waveguide. Rated at 500-watts* peak with a frequency response of 55Hz to 17kHz.

Perfect for applications requiring full range, high SPL sound reinforcement, the PSX-253 offers three-way performance with a fully optimized frequency response of 38Hz to 17kHz. The high frequency driver is coupled to a 100 x 50 horn and the mid-range transducer is loaded into a proprietary waveguide.

The highly portable PSX-36 delivers high-impact bass that will fill a room. Its compact size allows it to be transported with the ease of a guitar amplifier. With a frequency response of 42Hz to 200Hz, the system is rated at 500 watts* peak and is capable of delivering enough punch to accommodate any style.

The PSX-153 offers the flexibility to be used as a stand-alone system, arrayed or augmented with our subwoofers. Featuring 3-way performance, the high frequency driver is coupled to a 100 x 50 horn and the mid-range transducer is loaded into a proprietary waveguide. Rated at 600 watts* peak with a frequency response of 45Hz to 17kHz.

PSX-253

PSX-153

PSX-123

PSX-36



CERWIN-VEGA!

www.northernlightfx.com • 1-888-660-6696



Back To The Basics

By Kyle McPeck

"Do you wish to rise? Begin by descending. You plan a tower that will pierce the clouds? Lay first the foundation of humility."

Saint Augustine was quoted as saying that during his lifetime. The quote, which was true when he uttered it around the year 420, is still true today in 2004. Entertainers often dream of growing their business in terms of revenue, volume, or quality on a regular basis. The aspirations of true success always seem to be just "too far" to grasp and therefore they feel relegated to mediocrity and even may feel it is their destiny. But, it doesn't have to be that way.

Growing your business successfully needs to be done with a plan. You need to know what the intended end result of your effort is going to be before you start. Could you imagine taking a trip with no destination in mind? How would you know when you arrived?

The answer? You wouldn't. While some of us may think that aimlessly drifting around might seem relaxing for a vacation, the reality is that for a business it can prove disastrous. You may not go broke immediately but the end result will be similar.

My proposal is that before you consider growing your business from the point you are now positioned that you actually dismantle your business and rebuild it from scratch. Why? Many of the decisions that you have made about your business over time have probably been made with the idea of immediate opportunity and not with the grand scheme of your business operation. As we become more experienced in this business we rarely, if ever, reflect on our past decisions to see if they are still the right choice for our individual businesses.

The items you may decide to reevaluate may be broad issues such as the type of business you go after or they may be as minute as the type of table skirt you use for your setup. For example, you may have begun your business during the Mid

80's during the heyday of school dances. You may have been younger and able to relate to the crowd much easier than you do now or possibly the entire market vanished while you weren't paying attention. In the latter situation, there is no amount of action on your part that is going to bring that market back.

So, we do a mulligan. We figuratively rip apart our business and began as if we were beginning it from scratch, but this time we do it armed with the knowledge we have gained over the years. I believe it is the best idea to start with the form of business that you currently operate. Most entertainment companies were started as either sole proprietorships or possibly partnerships. You may discover that the best form of business for you to operate is a Limited Liability Corporation or an S Corp. The circumstances of each company are different and there are no "one size fits all" situations. If you are having a hard time deciding which form of business to operate you may need to consult with a lawyer, accountant, or both.

Next, you may want to consider the name of your company. Does it fit what you do? Does it fit the image you want to convey? I love to tell the story of a BBQ restaurant that was located here in my hometown. The BBQ was fantastic. But, the restaurant had a terrible time getting customers in their door. The name of the restaurant was Nasty's BBQ. Even though the food was superb it was hard to get someone through the door of a restaurant that called itself Nasty's. It was subliminal but it was true. Today, the restaurant is called Bill's BBQ and on just about any weeknight you have to wait 30 minutes + for a table at Bill's. True story. It was a EUREKA moment for the owner of that establishment. What message does your name convey?

The task may seem daunting at first because the idea of "starting over" does not seem fun. But, I guarantee it will be the most effective time spent in terms of building a strong foundation for

Ask The Tech

By Phil Frank

"I am looking at buying subs. What size subs would you recommend for small, medium, and large groups?"

When it comes to making a decision about subwoofers, there are a few things to keep in mind. First of all, subwoofers are all about moving air. The frequencies that a subwoofer will reproduce, which generally fall between 40hz and 150hz, are such that you don't really hear them as much as you feel them. In order to move as much air as possible, there are two cone sizes that are generally used, the 15-inch and the 18-inch.

Each cone size has its advantages. The 15-inch is great for tight, punchy bass, and works really well as a front mounted sub. The 18-inch cone excels at producing really low, round bass. An 18-inch will lack the punch of a 15-inch, but has an extended low range that will give you that low end "thump".

Another factor that should be considered when picking a subwoofer system is the type of cabinet the subwoofer is in. There are three types of boxes that subs are housed in, and each has its advantages.

First of all, there is the front mounted cabinet. These boxes are ported to allow air to escape the enclosure. Front mounted enclosures are best at producing tight, punchy bass. They work best in small to medium sized rooms where the speakers are close to the dance floor. Both 15 inch and 18-inch subwoofers are available in the front mounted configuration.

The second configuration is the band pass enclosure. In this type of cabinet, the subwoofer fires into a ported box, where the bass wave develops then exits through the ports. A band pass enclosure works best in medium to large rooms, particularly when the audience is a little ways away from the

speakers. This gives the bass wave a chance to develop. Most band pass enclosures are loaded with 18-inch subwoofers, but some are available with 15-inch subwoofers as well.

The third type of subwoofer enclosure is a hybrid of the first two. In this type of cabinet, there are two subwoofers: one is front mounted and the other is band passed. This creates a best of both worlds scenario. You get the tight, punchy bass of a front mounted subwoofer; along with the low-end thump of a band pass cabinet. These work best in medium to large rooms.

The final issue that needs to be considered with subwoofers is the amount of power they need. A generally accepted rule of thumb is to take the amount of power you will be sending to your tops and double it. For instance, if each of your tops were getting 150 watts, you would want your subwoofers to run at 300 watts each.

In a perfect world where space and money are not an issue, and a small army of roadies are at my disposal, I would use 2 single 18's in a band pass configuration, as well as 2 dual 15's in a front mounted configuration. This covers all of the bases, but isn't practical for most DJ's. If you need to choose one or the other, the best thing to do is think about the rooms you play and what kind of music you play most often. If you play mostly rap and R & B, you would want to go with an 18 inch. If you primarily spin country, the 15-inch is the ticket.

On a final note, if you don't have subwoofers currently, adding them to your system is going to make an improvement, regardless of the type of cabinet and speaker size you use.

Submit your audio or technical question to "Ask The Tech" at tech@discjockeynews.com

your business and launching past your competition.

Next month, we will explore more ideas in helping you build a strong foundation for your business today so that you may have a brighter tomorrow. I wish you much success.

Kyle McPeck is a mobile entertainer

and entrepreneur based in Zanesville, OH. He is the co-author of two books, Consistently Successful and The Wedding Ceremony and Reception Handbook and the owner of the DJ Success List located at <http://www.mcpeck.com/djsuccess>. He welcomes your questions and comments by email at kyle@mcpeck.com.

DJ Utilities
a DJ can buy anything
but experience... until **Now!**

**Book's
DVD's
Videos
CD-ROM**

**DJutilities.com
800-669-3123**



Sure Glow™

Featuring a Complete Line of Novelty Items

1-800-959-4569
<http://www.SureGlow.com>

**ORDER BY PHONE & MENTION THIS
AD TO RECIEVE A FREE GIFT!**



Relational Refueling

By Dr. John C. Maxwell

Leadership requires energy.

It doesn't necessarily call for the kind of energy needed to run a marathon or take care of ten 2-year-olds for an hour. But for me, and perhaps for you, leading requires a great deal of mental and emotional vigor.

Think about it. If you're a leader, you have to initiate, which means you often have to be the first one to rise and say, "Let's go." You frequently have to say, "Let's go," to people who don't want to go, which means you have to persuade them that they need to follow you.



You have to make tough calls that directly affect the lives of other people. You have to solve complex problems. You have to serve as a mediator, negotiator, counselor, encourager, and teacher to the people on your team. And so on.

The work of leading is intellectually stimulating and personally fulfilling—if it weren't, who would want to do it? But it can

also be incredibly draining, which is why we all need regular refueling.

Leaders re-energize in various ways. Some read. Some cook. Some fish. Some play tennis—or racquetball, or basketball or golf. Those activities all have their place. But in my life, I also get a great deal of energy from certain personal relationships.

Not all relationships fall into this category, mind you. Some people can literally suck the life right out of you if you're not careful. Sometimes you can avoid such relationships, but many times you can't. That makes energizing relationships even more critical.

Do you have people in your life who energize you when the work of leading has sapped your strength and zapped your spirit? If you've never thought of your relationships in that way, perhaps you should start. To help you begin the process, here are eight types of relationships that energize me.

1. My family: Now, I realize that maintaining healthy connections with close relatives also requires a great deal of energy. You cannot expect to be a good spouse or parent if you're not willing to devote a significant amount of time and effort to the relationship. But a strong relationship with a spouse, for example, can also be a tremendous source of energy for a leader. My wife, Margaret, gives me so much in this regard. I can get compliments from a dozen

people after a speaking engagement, but if she says, "Great job," it's worth more than all the other comments combined.

2. Creative people: I love being around creative people because it stimulates my thinking and recharges my own creative batteries. I also just enjoy observing how their minds work.

3. Successful people: When I meet such individuals, I often ask them to tell me how they made it to the top. Not surprisingly, their stories are usually punctuated by examples of hardship and adversity. I'm inspired when I hear how people overcome opposition, persevere through challenges and maneuver around obstacles to accomplish their goals.

4. My team: My favorite day of the month is what we call "Presidents' Day." On this day, I sit down with the people who run my three companies and we review what's happening in our organization. I'm always invigorated when I leave these meetings because my team members—those men and women who are really out there doing the job—are making me so much better than I could ever hope to be on my own.

5. Good thinkers: By this, I don't necessarily mean smart people. I'm not real smart, but I love to think. And I love to spend time with people who enjoy the intellectual give and take of a good conversation. Thinking people don't talk about other

people. They talk about principles, concepts, and ideas. That energizes me.

6. Interesting people: Let's face it. Some people are interesting, and others are not. A person doesn't have to be rich or powerful to be interesting. A keen mind, an interest in others, and a love of learning all determine whether a person is interesting or not far more than his title or the size of her investment portfolio.

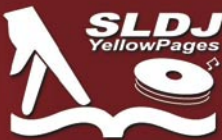
7. Encouragers: When you see these people coming, you automatically know they're going to lift you up. They just can't help it; it's part of their genetic code. Every leader needs a relationship with someone like this.

8. "Fun" people: These folks love life, and their enthusiasm is contagious.

I used to do a considerable amount of counseling, and if there's one thing I learned from those interactions, it's that our relationships very often define who we are and what we can become. So if you want to become a more effective leader, foster relationships with people who stimulate your thinking, make you laugh, encourage you, and inspire you. Your energy level depends upon it.

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

SLDJ



The ULTIMATE DJ Resource

ALL NEW 2005 EDITION... category by category listings of every manufacturer and distributor of DJ gear, including sound, lighting and services, plus retailers, novelty companies and more. Everything you need to run and operate your business. **Over 18,000 listings.**

Midwest DJ News Special:

SAVE \$10 by mentioning THIS SPECIAL when ordering either the 2005 SLDJ print version or the SLDJ CD-ROM. Only \$4.95 plus S&H

FREE Unlimited Access to the SLDJ Directory
www.SLDJYellowPages.com

Plus Sign-up for our FREE **NEW PRODUCTS E-NEWSLETTER**
 Get the latest information on newest products, product upgrades & other releases.

Call (516) 489-6514 to order your discounted copy today.

**THE AMERICAN DISC JOCKEY ASSOCIATION
 INVITES YOU TO MAKE MORE MONEY!**

www.adja.org

EDUCATION, NETWORKING AND SUPPORT!

BENEFITS AVAILABLE FOR MEMBERS-ONLY:

- Exclusive 204 page member manual online.
- Discounted LIABILITY & EQUIPMENT INSURANCE
- Legal Advice and Arbitration service.
- National "GET-A-DJ-FAST" emergency hotline.
- Job leads from ADJA website sent directly to you.
- "DJ-IN-NEED" emergency equipment loan program.
- Exclusive discounts with www.weddingchannel.com
- Discount offer on music subscription services.
- Low-cost merchant credit card processing service.
- PR campaigns (locally & nationally) to increase public awareness and your profits.
- 4 color postcards and trifold brochure for members to enhance their marketing efforts.
- Enhanced web based profiles help clients find our members
- Educational content available on DVD at local chapters.
- Mobile Beat Magazine Subscription
- ADJA client feedback response card!
- Quarterly Newsletter.
- Discount health benefit network.
- Networking with other DJs.



Become a member today!

Visit our website for detailed information and membership application.

American Disc Jockey Association

20118 North 67th Avenue, Suite 300-605, Glendale, AZ 85308 ♦ 888-723-5776

Designed by DJs. For DJs.

- music
- video
- gear

**PROMO
ONLY®**

Redefining Promotional
Music Since 1992

Started in 1992 by djs, Promo Only is the industry's complete source for DJs. We know what djs need, because we are djs. High quality CDs and DVDs filled with the music you need now, high-end equipment, unbeatable customer service, and a staff here for you. Call us today to talk to one of our music consultants and build your music library the right way, the first time, with Promo Only.

407-331-3600
www.promoonly.com

(This service is for professionals only, you must meet qualification requirements, not available to the general public.)

Monthly Music Charts

By Promo Only

CHR RADIO:

- | | | |
|----|----------------------|----------------------|
| 1 | Goodies | Ciara f./Petey Pablo |
| 2 | Let's Get It Started | Black Eyed Peas |
| 3 | Breakaway | Kelly Clarkson |
| 4 | My Happy Ending | Avril Lavigne |
| 5 | Lose My Breath | Destiny's Child |
| 6 | She Will Be Loved | Maroon 5 |
| 7 | On The Way Down | Ryan Cabrera |
| 8 | My Boo | Usher & Alicia Keys |
| 9 | One Thing | Finger Eleven |
| 10 | Broken | Seether f./ Amy Lee |
| 11 | 1985 | Bowling For Soup |
| 12 | Pieces Of Me | Ashlee Simpson |
| 13 | Shadow | Ashlee Simpson |
| 14 | Dare You To Move | Switchfoot |
| 15 | Sunshine | Lil' Flip |
| 16 | Leave (Get Out) | JoJo |
| 17 | Lean Back | Terror Squad |
| 18 | If I Ain't Got You | Alicia Keys |

- 19 My Prerogative
20 I Like That

- Britney Spears
Houston f./Chingy

- 4 My Place
5 Go D.J.
6 Lean Back
7 Locked Up
8 Diary
9 Charlene
10 No Problem

- Nelly Feat. Jaheim
Lil' Wayne
Terror Squad
Akon f./Styles P
Alicia Keys f./Tony! Toni! Tone!
Anthony Hamilton
Lil' Scrappy

MODERN ROCK:

- | | | |
|----|--------------------------|-------------------|
| 1 | American Idiot | Green Day |
| 2 | Pain | Jimmy Eat World |
| 3 | Fall To Pieces | Velvet Revolver |
| 4 | Breaking The Habit | Linkin Park |
| 5 | Vitamin R | Chevelle |
| 6 | So Cold | Breaking Benjamin |
| 7 | Getting Away With Murder | Papa Roach |
| 8 | Cold | Crossfade |
| 9 | Somebody Told Me | The Killers |
| 10 | Just Like You | Three Days Grace |

URBAN:

- | | | |
|---|-----------------------|-------------------------|
| 1 | My Boo | Usher & Alicia Keys |
| 2 | Goodies | Ciara f./Petey Pablo |
| 3 | Drop It Like It's Hot | Snoop Dogg f./ Pharrell |

COUNTRY

- | | | |
|----|----------------------------|-----------------|
| 1 | I Hate Everything | George Strait |
| 2 | Suds In The Bucket | Sara Evans |
| 3 | In A Real Love | Phil Vassar |
| 4 | That's What It's All About | Brooks & Dunn |
| 5 | Stays In Mexico | Toby Keith |
| 6 | Nothing On But The Radio | Gary Allan |
| 7 | Mr. Mom | Lonestar |
| 8 | The Woman With You | Kenny Chesney |
| 9 | Here For The Party | Gretchen Wilson |
| 10 | Feels Like Today | Rascal Flatts |

The DJ Swap Shop

For Sale: 2 Cerwin Vega s136 portable Earthquake subs these babies rock. 1-800-959-6916 or 218-849-6916

For Sale: Complete P.A. system. 2-Crown CE1000's, 1 Crown CE2000, ART 310 Crossover, ART 343 Dual 15 band Eq., Rack Rider RR15 Power Conditioner, all racked in rolling rack. Custom finished plate with Speakon speaker outs(4) and XLR audio inputs (4). Mackie CFX-12, Rapco 24X4X100ft Snake with Reel, 8X60ft. on stage snake. 4- JBL SF25's, 2 JBL MP255S's. Lots of cabling, including 50+ XLR to XLR, 20+ ¼ in. to ¼ in. speaker cables, all Neutrik and Switchcraft connectors. Speakon to Speakon (4), Speakon to MDP (4), Speakon to ¼ in. (2). This system is in great shape. Used very little. Everything is new within 5 years. 7X18 tandem axle enclosed trailer (white) also available. 517-403-0201 Make Offer.

For Sale: Unique Tabletop EQ. MXR ten-band / ch. equalizer w/ aux input, Compact. \$150.00. 586-773-6182.

For Sale: 2 High End System Original Data Flash Strobe Lights \$500 OBO. 612-387-1900

For Sale: 14x7 cargo trailer, white, dual axel, side door, ramp, \$3400. 218-886-7846

For Sale: (2) Peavey FH2 subs, good condition. 913-706-8546

For Sale: (5) Martin MX-1 intellegent lights, \$350 each. 218-886-7846

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

7846

For Sale: 1 Data Flash Strobe Light controller \$250 OBO. 612-387-1900

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

For Sale: (2) Peavey SP2 speakers, good condition, 913-706-8546

For Sale: 1 Martin 2308 controller (programmed for 218's currently) \$250 OBO. 612-387-1900

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

For Sale: Vestax PMC 15MKII mixer, 4 channel, 3 mic, XLR outputs, \$150. 320-285-5263

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

For Sale: Numark EM 360 mixer, 4 channel, one mic, Kaos scratch pad, XLR outputs, \$200. 320-285-5263

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

For Sale: Furman Mixer. This mixer is as good as any Rane mixer out there. \$200. 701-772-0455

For Sale: Over 5000 LP's and 45's of most requested songs, includes catalog of songs, some rare and collect items. 612-722-2016

For Sale: '93 Chevy Astro AWD 7-8 passanger loaded. New tires and exhaust. Four grand Kelley Blue Book price selling for \$2500.00. 701-772-0455

For Sale: SR 4722 JBL speakers and SR4715 JBL dual 15" subs, new drivers in subs, never used, \$1000 for all speakers. 800-977-4248

For Sale: Digitech 128. Digital signal processor. Reverb, Flange, echo, etc. 701-772-0455

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

For Sale: Yamaha Compressor/limiter. 701-772-0455

For Sale: EQs, crossovers, BBEs, power conditioners, SKB cases, Minidisc players, Sony CD players. 701-772-0455

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

For Sale: Lightcraft controllers, relay paks, dimmer paks. 701-772-0455

For Sale: QSC PLX 3002, very good condition. 320-760-1888

The DJ Swap Shop

Buy • Sell • Trade

Disc Jockeys...

Advertise your used item ad here for FREE!

Non-used items, ads for services, or employment are charged

Mail your ad to: Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336

email your ad to: swap@discjockeynews.com

Classified ads deadline is the 20th of the month.

Cost of printing 5000 post cards: \$400+

Cost to mail 5000 post cards: \$1150

Cost of this ad in the Midwest Disc Jockey News: \$80

Value of an ad in the Midwest Disc Jockey News: **Priceless**

The Midwest Disc Jockey News...reaching over 5000 disc jockeys each and every month.

Twin Cities
Novelties

620 Sims Ave., St. Paul, MN 55101
877-774-4440 or 651-774-4440
Fax 866-774-4442 or 651-774-4442
www.twincitiesnovelties.com

"Nothing improves audience energy like prize giveaways. For competitive prices, immediate order fulfillment, and great service I recommend Twin Cities Novelties."

-- Howard Walstein, Kidsdance

Specializing in Wholesale Novelty Products including:

Light Up Novelties
Mardi Gras Beads
Theme Party Supplies

Inflates
Luau & Beach Parties
Glow in the Dark Products

Hats
Sunglasses
LED Lights

Order Wholesale and become a TCN Affiliate online at www.twincitiesnovelties.com. Receive 15% off your first online order if it exceeds \$75.00 when you input Coupon Code MWDJ.

The Game Show Entertainment System...

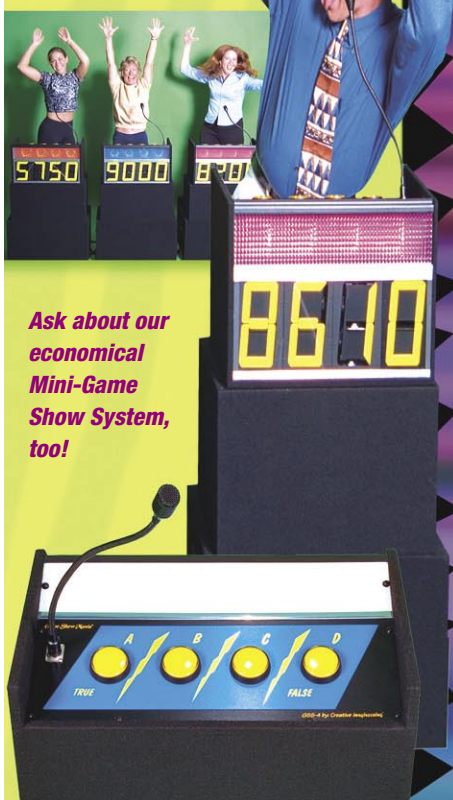
Game Show Mania® is bigger than ever, and now you can offer your guests complete show productions using our popular games or inventing your own!

- **Digital Scorekeeping**
- **Fast Electronic Lockout**
- **Zany Sound Effects**
- **Rugged and Portable**
- **Sets Up in Minutes**

The Original
Game Show®
MANIA

Creative Imagineering
4153 SW 47th Ave, #146
Ft. Lauderdale, FL 33314

800-644-3141
www.gameshowmania.com
954-316-6001 / Fax 316-6005



Ask about our
economical
Mini-Game
Show System,
too!

What's Your Daily Attitude?

By Jeffrey J. Mayer

What do you say when someone asks, "How you doing today?"

Are you energetic and uplifting? Or whinny and mopey?

Do you attract people to you, or push them away?

I got quite an education on this subject when I started in business.

It was 1975. I was 25 years old and had recently started selling for the Northwestern Mutual. Pauline Novak - who was a wonderful woman and became a close personal friend - was responsible for my training.

Pauline was a take-no-prisoners type of person. She told you exactly what was on her mind and didn't mince words. She was blunt and straight to the point.

Though she was only about five-foot one, you thought she was six-foot eight. In the old days you could smoke cigarettes in your office. She often had two - or three - going at the same time.

One morning I walked into her office and said, "hi," and Pauline responded by saying "Hi Jeff. How are you this morning?" in her straight to-the-point voice.

I mumbled something like, "Well, I'm okay," in a soft and quite voice.

Pauline perked up and asked me again, in a stern and more forceful voice, "Jeff, how are you?"

Again I mumbled, "I'm okay," as I sat down and slumped in a chair.

With that Pauline got up from behind her desk and gave me a lesson on attitude.

"Mr. Mayer," she said. I always knew I was in trouble when she addressed me as Mr. Mayer, but I didn't think I had done anything wrong yet, so I didn't know what was coming next.

Pauline continued, "You sound like a timid little mouse to me. Do you think anybody wants to do business with a meek, timid little mouse? Where's your energy and enthusiasm?"

"People want to do business with successful people. People who exude an aura

of confidence."

"Jeff, ask me how I am today!"

"Okay Pauline, How are you today?"

"I'm WONDERFUL! I'm MARVELOUS! I feel FANTASTIC!" She belted at the top of her lungs.

"Now repeat after me, I'm WONDERFUL. I'm MARVELOUS! I feel FANTASTIC!"

And I did, but not to her liking. "Jeff, put more energy, enthusiasm and power into your words," she implored.

After a couple more attempts I found myself yelling "I'm WONDERFUL. I'm MARVELOUS! I feel FANTASTIC!" at the top of my lungs.

Much to my surprise, my attitude had changed. Instead of feeling wimpy, timid and mousey, I felt more energetic, more forceful and more confident.

"Today's lesson is over," Pauline said.

"Now get out of here and go to work. Get on the phone and look for people who have some problems that you can help solve," she ordered.

And I did.

Confidence Is Contagious

Last week I was at a program sponsored by the National Association of Corporate Directors. Before the program began there was the usual networking session. I introduced myself to Tom, who was standing next to me, and I asked him how he was.

I got the usual mousey, timid, answer. Then he asked me "How are you today?"

"I'M WONDERFUL! AND EVERY DAY GETS BETTER!" I bellowed.

My response startled him. He had this bewildered look on his face. He didn't know what to say in response.

I thought for a moment and said, "What would you expect me to say? 'I'm terrible. And every day gets worse!'" in a sarcastic tone of voice.

We both laughed and chatted for another few moments.

Think about the difference in attitude and perspective.

Do you feel great and every day gets

better? Or do you feel terrible, and every day gets worse?

The choice is yours.

Your thoughts control and influence your beliefs and your attitude. When you speak to people, what are you conveying to them?

* Success: I'm wonderful. or

* Defeat and Failure: I'm terrible.

'I'm terrible. And every day gets worse!' is a downward death spiral. It will take you into an abyss.

A black hole you'll never get out of.

Your Homework

So here's your homework: From this moment forward, whenever you speak with someone either on the phone or face

to face, when they ask "How are you?" give this response: "I'm WONDERFUL. I'm MARVELOUS! I feel FANTASTIC!"

Say it with energy! Enthusiasm! Conviction!

Feel the power that comes out of you as you say these words, and watch - and enjoy - the amazed expression on the other person's face.

Try this for the next week and let me know how this works for you.

Now get on the phone and look for new customers.

Today's lesson is over.

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."



djfinder

bringing together dj's and event planners

<http://www.djfinder.com>

The original easy to use online event planner!!

**Easy Website Integration • Secure Client and Staff Access
Event Tracking • Financial Reports • Online Request Information Forms**

Sign up today for the FREE search engine and test drive the online event planner for FREE!!

Midwest Disc Jockey Convention 2004

Bloomington, MN



1. Screamin' Scott explained one of his activities to the crowd during the welcome party. 2. Excited convention attendees showed their love for the Master of Ceremonies Bill Hermann. 3. The Sunday night welcome party featured game show night with multiple entertainers showing off their best game show activities. 4. The Midwest Association of Professional Disc Jockeys elected their new Executive Board for 2005. Executive Board members are (from left) Dude Walker, President; Bill Lage, Membership Director; Jeff Richards, Vice President; Mark Hudnall, Secretary-Treasurer. 5. Metro Sound and Light were one of the sponsors for Schtick Night with t-shirts for all in attendance at the convention. 6. Dressing assistance was one of the many games shown at the convention. 7. Sarge showed off one of his crowd involving dances during Schtick Night. 8. Rebecca and Mark Ferrell had some sit down time during the question and answer part of their presentation on Tuesday afternoon. 9. Randy Bartlett was one of the featured speakers discussing weddings and Bar/Bat Mitzvahs.

Midwest Disc Jockey Convention 2005

Mark your
Calendar

November 6, 7, 8
Minneapolis, MN

Pinto Novelty Co.

2118 Ave. X

Brooklyn N.Y. 11235

718-332-8131 or 800-854-8490

Fax 718-332-8141

www.pintonovelty.com

WHOLESALE NOW IMPORTER

*Of all your glow in the dark products and party good giveaways, With
UNBELIEVEABLY LOW CASE LOT pricing!*

Glow in the dark bracelets	priced as low as04 Per unit
6" glow in the dark sticks	priced as low as45 Per unit
(Individually wrapped on string)	
Black wayfarer sunglasses	priced as low as3.00 Per dz
Mylar streamer wands	priced as low as2.00 Per dz
Hawaiian 1.5" multi color poly lei	priced as low as80 Per dz

The above prices are based on case lot quantities!

We also carry the bare necessities to get your party going.....
Fold up limbo poles - black duct tape (in various sizes) - Gaffers tape - 9 volt batteries

YMCA PARTY KITS ARE STILL AVAILABLE

It pays to call **PINTO NOVELTY**
for all your party needs!

1-800-854-8490

"The Twin Cities' #1 Supplier of Pro Audio & Lighting Since 1985!"

The Event of the season!

METRO
SOUND & LIGHTING

www.metrosoundlighting.com

1731 University Ave., St. Paul
(651) 647-9342

BIG SAVINGS
on special purchases, closeouts & clearances!

FREE treats!
FREE T-Shirts!
(while supplies last)

DJ Gear
Karaoke Gear
Amplifiers
Speakers
Mics
Recording Gear
Lighting
Mixers

GIFT CERTIFICATES
available!

Twelve Days of Christmas
SALE-A-BRATION!!!

12 Great Days!

Nov. 29 (Mon) – Dec. 4 (Sat)
Dec. 6 (Mon) – Dec. 11 (Sat)

**NO Payments
NO Interest
until June 2005!***

6 MONTHS, NO interest, NO payments

* Financing available on purchases over \$300 to qualified buyers during our SALE-A-BRATION!

Apply for your METRO charge card!



Check out some of our GREAT SPECIALS and NEW PRODUCTS, and ...

Register to **WIN** one of these great
SHOPPING SPREES!

audio-technica.



AT2020
Incredible!
New large-diaphragm condenser mic for under \$100!



JBL SRX-700
High-performance speakers—**ALL on sale!**

• **BONUS!**—**FREE** protective case (worth up to \$130!) with each speaker



Numark PT01
Portable turntable—battery or AC operated
• Cartridge included
• Built-in speaker
• Only \$99.95!



QSC PLX & RMS
Power amplifiers
SPECIAL!—6-year extended warranty (normally 3-year)—**no-charge!**



CROWN XS Series
Lightweight, high-efficiency amplifiers
• Up to 1600 watts per side!
• Prices starting at under \$600!



lexicon MPX-110
Dual-channel, 24-bit processor
• Legendary Lexicon effects for under \$200!



SHURE SM-58 SM-86
\$10 rebate!



EV ZX5 **NEW!**
Lightweight and powerful!
• 600 watts RMS and only 41 pounds!
• **BONUS!**—**FREE** ultimate TS-80B tripod (\$130 retail value!) with each speaker!



DENON DN-S1000/DN-X100 **NEW!**
Compact performance CD/mix combo
• Unbelievably priced at under \$1000!



MACKIE ONYX
Analog mixers designed for the **DIGITAL** era!
• Firewire option available!
• Prices starting at under \$550!



ANTARI/VIVID fogger
"Ultra-portable and powerful!"
• 700 watts, 5 pounds, and under \$100!