

Disc Jockey News

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The Regional Disc Jockey Newspaper

Free

Did They Say The 'B' Word?

By Derrick Thompson

In the disc jockey industry, there are words which can illicit strong emotion and utter dislike quickly among mobile disc jockeys.

One phrase which has been batted around the chat boards and disc jockey meetings in the same light as one would talk about the plague is the term "bottom feeder".

Let's look at what the term "bottom feeder" really means.

First off, by definition of the terms as put together, a bottom feeder is one that derives their livelihood by 'feeding on the bottom'. In the case of your son or daughter's fish aquarium, a bottom feeder survives off the leftovers (uneaten food) of the prettier fish at the top, along with a few other things they find deposited at the bottom of the tank.

But, how does that fit in the world of the mobile disc jockey?

First off, a mobile disc jockey company "feeds" itself off the revenue generated from income of work completed. So, a mobile disc jockey company (like it or not) will be defined by the income they generate and to some extent, the source of that income.

While there isn't a consistent source of income for the typical mobile disc jockey (most companies at one time or another have done everything from bars to private parties to weddings), labeling a company as "higher end" or a "bottom feeder" strictly related to the type of entertainment they provide and the type of show they will take is horribly misleading. The source of income might have a bit to do with the equation of what makes a bottom feeder, but overall, it is such a small, almost unrelated part of the equation that we move on.

In reality, the only factor that can accurately define one mobile disc jockey company as a "bottom feeder" or not is where they fall on the local markets price range.

I have heard many times the lament that "guys who charge less than \$xxx are bottom feeders and should wise up." How can someone make such a blanket statement? Each market is different, with a different price range. If the range in a given market is \$50-\$5000 for mobile disc jockey entertainment, only those truly at the bottom CAN be the bottom feeder. Unless everyone at the lower

rate charge the same, there CAN NOT be more than one. And, every market has someone who (again, like it or not) would be the "bottom feeder."

Some like to point to anyone who is charging too little (in their eyes) as a "bottom feeder". Well, that isn't accurate. There is only the one mobile disc jockey company that can hold that title in a given market. That same company might be (via rate which is the only true measure) considered a high end mobile disc jockey company in a market just down the road. Many people and companies who throw out the label of "bottom feeder" are actually upset with those who are (if your have read any of Dude Walker's writings) producing shows under production costs. Please don't confuse one for the other.

It has nothing to do with professionalism, being part time or full time, or what gear you use, how you dress, or if you meet with a client or not. It is ONLY based on your rate as compared to the others in your market. If you are the lowest in the market, be proud! You are your market's bottom feeder! This doesn't make you bad, it only makes you the least expensive.

Someday I hope to be a bottom feeder. I hope that someday the market rises and the starting rate for entertainment will make my rate that of the "bottom feeder". If I can make a comfortable living, cover expenses, and provide for my family (and retirement) as the lowest priced disc jockey in the city, then I will be proud to be the area's bottom feeder!

Heck, I might even get a T-shirt made!

Inside this issue:

Page 3: Dude Walker

Page 4: Jeff Richards

Page 5: Mike Walter

Page 6: Harvey Mackay

Page 7: John C. Maxwell

Page 9: Product Spotlight

Page 10: Jeffrey J. Mayer

Page 11: Press Releases

Page 13: Music Charts

Page 15: Brian Kelm

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Don't look now... but it's almost tax time!

By Dude Walker

Imagine your surprise if the IRS knocked on your door toting swords and shields, despoiling your home for their personal cut for the government. That sad scenario has been played out by governments in almost every corner of the world throughout time.

Here's a few things to ponder:

1) Paying taxes and filing a return is not purely voluntary, even though taxpayers are permitted to determine their own tax and fill out the IRS forms.

2) The 16th Amendment to the Constitution, which instituted the income tax, was properly ratified by the states. The income tax is not a government "taking" of property without due process of law.

3) Definitions of such basic terms as "taxpayer," "United States," "person," or "employee" cannot be manipulated in ways that exempt someone from paying taxes.

4) Income means what it appears to mean. Some people have tried and failed to assert that wages, tips and other compensation are not income, that income refers only to money from a foreign source and even that Federal Reserve notes are not actually currency.

I've had the chance to speak with DJs from all over our great nation. Some are business people in the truest sense of the word and others have absolutely no idea of where their company is on the map, in part, for failure to file their taxes. Tax time doesn't need to be

burdensome. In most cases the burden arises from simple neglect in bookkeeping which compounds itself over the course of a year to become a major headache come tax time. Setting aside a mere 1 hour per week to update your books will ease your anguish of paperwork related to filing your taxes.

As a business owner the 1040ez waved bye bye for me decades ago only to be replaced by the dreaded Schedule C - "Profit and Loss From Business." In my first year in business, I found myself mired down in a mysterious world speaking a language foreign to everything that seemed related to how I earned a living. I made call after call to a tax preparer that I knew, hoping for magical insights into the byzantine world of the US Tax Code. Form after form, instruction sheet after instruction sheet, I felt less like a business owner and more like a stowaway in the land of opportunity. Every form and instruction demanded answers from the pile of business receipts in the shoe box on the kitchen table.

I'm not sure if it was common sense or just dumb luck but the most instrumental words ever voiced to me by a tax preparer were "why don't you stop by tomorrow and we'll take a look at things." Pheeww! I arrived at the office with contracts in one hand and a shoebox full of receipts in the other. The accountant simply chuckled and in less than 1 hour I went from a "hobbyist" to a US business owner. WOW!

That brief moment of salvation set me on a path to tax enlightenment that was greater than any knowledge culled from reading the IRS website.

It became quickly apparent that there are individuals that are skilled, trained and predisposed to keep themselves up to date with the latest "secrets" from the IRS. Hmmm...spend countless hours pouring over related tax codes...hire a CPA...oh the dilemma! Perhaps the second smartest choice I made in business was finding a CPA willing to learn the MDJ business with all its quirks.

Perhaps it's a toss up. With all this keeping of books and filing forms...are we preparing for an audit or avoiding one entirely. Fill out one wrong form or better yet fill out the right form - "wrong" and you'll find yourself filling out 10+ additional forms to undue the mistake.

Quite possibly the best reason to account for all revenue and file correctly was illustrated by one of my local competitors. He had landed a rather lengthy contract in a bar. The bar paid him cash...substantial cash. As luck would have it the bar was audited and during that audit the "CASH" expenditure was questioned. Which in turn prompted an audit of my competitor. The auditor asked for deposit receipts to verify compliant reporting. The auditor was happily surprised to find that all cash had been deposited and reported. Audit complete. One moments decision in the past affected the present and

future for my competitor.

The MDJ industry is rife with what could be considered "red flags" for the IRS. It is actually pretty humorous. The person that thinks that they'll never get caught by the IRS is the very person that the IRS is looking for. The IRS has a singular mission. Collect the money that is due the federal government and penalize those that do not comply. Perhaps it will be poetic justice for those that lower their rates for clients willing to pay cash in hopes of avoiding a tax liability. The IRS is becoming more savvy with every audit performed of whom and what to look for with regards to tax evasion within the MDJ industry. That...coupled with the person that squeals on others like a stuck pig when caught.

Tis' the season for pre-tax planning. Arranging an appointment with a tax preparer now can save frustration later. For instance, there's still time to purchase needed gear, vehicles or supplies that can count toward this current tax year. Perhaps funding an IRA or SEP account for retirement instead of giving Uncle Sam the lions share of this years earnings. There are countless "legal" ways that the Federal Government allows you to hang onto your income. You just need to know whom to ask and where to look. Picking up the phone and calling a CPA / Tax Preparer is a good start! Or try these helpful links: www.irs.gov www.irs.gov/formspubs www.irs.gov/individuals.

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly, progressive article that will help those of you just starting out in the DJ business. Each article will cover what it takes to be a successful Mobile DJ. Today's topic is: Continuing your DJ education.

Continuing in your education is the best way to create a professional, desirable business. Tower of Power said it best with their song "The more you know, the more you don't know". Here are five easy ways to help you in being the best DJ that you can be.

1) JOIN A DISC JOCKEY ASSOCIATION: I joined the Midwest Association of Professional Disc Jockeys several years ago when it was just an idea, a dream of a few local DJ's. Today it continues to grow to be a leader in the DJ industry. At the monthly meetings I really get to know other DJ's like me. I listen to and share in stories of events, different ways to perform the standard wedding staples and new ways to interact with the audience. At each meeting MAPDJ brings in specialists who instruct us on how to improve our skills, our business, and our DJ image. Each meeting I learn how to take what I am already doing and do it better. It's not that I was doing it poorly; it's that there are other, better or different ways of doing it. There is an open dialogue between members; we work together as a team to improve ourselves and each other. The association has many of the same views and ideas that I've had for a long time about

improving the quality and professionalism of DJ's and being able to make a livable wage. I was so impressed with the group that in Nov. of 2004 I wanted to get more involved, so I ran for a spot on the executive board and became the Vice President of MAPDJ.

2) GO TO CONVENTIONS: When you're first starting out in the DJ business you might not have a lot of funds available to you, but I would definitely suggest attending a Disc Jockey convention. They take place several times a year and all across the nation. The ones that get the most press are the national conventions held in cities like Las Vegas, Chicago and Minneapolis. At conventions you can attend many free seminars given by people who are experts in their field. You will learn so much then can apply it to your own business. There are always rooms filled with vendors with the latest in DJ equipment. BRING YOUR CREDIT CARD! You can't leave without finding something that you will really need. I always purchase the audio, video or DVD's of the speakers that have a message I want to learn and apply to myself. I think one of the biggest highlights of a convention is meeting DJ's from all across the world! Conventions are educational and fun at the same time.

3) DISC JOCKEY MAGAZINES: There are many publications that are aimed directly to the DJ industry. Read them cover to cover, even the articles that don't directly apply to

you. Save every copy you can, every now and then you will find yourself going back and rereading an article that might not have pertained to you then, but does now. The Disc Jockey News is an excellent resource that comes directly to you at no charge. Many of the contributors to the DJ News are the same people who speak at the conventions. I was truly honored when I was asked to write a column. It is especially wonderful when DJ's with years of experience say to me that they've learned something new in my column and have had great success with it.

4) ATTEND PRIVATE SEMINARS: Many of the speakers at the conventions offer a more private seminar to teach the latest in their field of excellence. Instead of a room with 100 or more DJ's, they offer a course for twenty or fewer. It's more of a one on one atmosphere. They will teach a specialty then have you perform it to critique you. You will get immediate feedback to help learn to do it better. Recently I took a seminar with Mark Farrell on the correct way to write and perform the "LOVE STORY". We've all heard about it, seen it done or maybe even perform these at receptions now. There were two things that I personally learned at this seminar, one: DO IT RIGHT or DON'T DO IT AT ALL! When something as special as the "Love Story" is performed properly, it will give beautiful, lasting memories for everyone at that event, but if it's done poorly, it can destroy your business

and leave a bad reflection on all DJ's. The other thing I learned was; it's harder to perform in front of a room of ten DJ's than a room of 400 strangers! (everyone's a comedian) So take a class and learn to do it right!

5) WATCH AND BE WATCHED: On a night off check out other DJ's performing in your area. I've quietly watched other DJ's and have learned from this experience many times. Watch what they do well and try to improve it, watch what they do badly and try not to copy it. Ask a more experienced, respected DJ to come and watch you perform. Have them take notes and TRUTHFULLY critique you. It may hurt your feelings a little but it will help you grow and be better at your craft.

At the MAPDJ convention in Minneapolis, Nov. 6, 7, & 8th, I will be giving a one hour seminar entitled "BE THE SHARK" Being a successful Single Operator DJ in a Competitive Ocean. I will be addressing the concerns of the single operator DJ. I will share some of mine and other talented DJ's ideas on how to be a successful, professional, full time Mobile Disc Jockey. I will convey to you ways to be a leader in our industry instead of just swimming along with the others. In the vast ocean of Disc Jockeys, don't be the gold fish, "BE THE SHARK".

Until next time, Keep on Rockin'! Jeff Richards. To ask Jeff a question or respond to his column please e-mail him at jeffrichardsp@yahoo.com

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

One of my veteran entertainers just left my company. After nine years. And I couldn't be happier about it!

Sound odd? Here's his story:

Sal started with me nine years ago when he was 17. He came to me from a classified ad I'd placed. He responded, came in and interviewed. I hired him immediately. It was an easy decision since he met most of the requirements I always envision

He was a good looking and fit young man finishing High School and he had the enthusi-



asm that comes often with youth. He was excited about finding a new career, albeit part-time, but something that could help him work his way through college and compensate his income as he got his

full-time career underway. That's the career path that so many of my new people take. It's the career path that I sell to them.

So Sal got started as a mixer and after a few months I invited him into Emcee training. He had natural ability and made quick work of my training program. I had hired him in August and he was emceeing his own parties by that holiday season. He was still a senior in high school making more money and having more responsibilities than any of his classmates.

One of the guys that worked in my office at the time (I'll call him "Neil") took Sal under his wing. They had a mutual interest in the musical group Cake and I remember they even took a road trip once to Syracuse to see them. They hung around a lot. This was a good thing when it came to Sal's development because Neil was a top notch emcee for me.

Then one day Neil quit. He wanted to open up his own DJ company. He told me he wanted to have a carefree life like I had, owning a company. I remember that line like it was yesterday. I told him, there may be some things to envy about my life but lack of stress is not one of them. One of the first things I did after my meeting with Neil was call Sal in. I was naturally worried that he'd follow his friend and become one of his DJs.

Sal was upfront and honest with me. He told me that Neil had indeed made him a very good offer and told him he'd (Sal) would be his top DJ. I started to explain to Sal that Neil would just be getting started and he'd be booking himself vigorously so he (Sal) wasn't exactly guaranteed a lot of work. But Sal cut me off. "You don't have to worry about it Mike," he told me. "I'm not going anywhere. You taught me this business and I'll always remember that."

I'll never forget that conversation.

After two years at a local college Sal

decided to get his degree at a school in Jacksonville. He gave me ample notice so I didn't have to reassign any gigs and off he went. I actually helped him get a DJ job down there as a friend of a friend knew someone who owned a company and so I put a good word in for him. Sal spent two years in Jacksonville, got his business degree and supported himself as a DJ. With the skills I'd taught him.

He would come back to New Jersey during his school breaks and he always promised he would work for me again. Sure enough, after college in Jacksonville he moved back to New Jersey and asked to come back on staff. I asked him what his future plans were and he said that wanted to land a job in financing. "How much longer will you DJ?" I asked. And he told me, "Till I don't have to anymore." That was good enough for me so I hired him back.

Sal started back up with us and, being the motivated guy he is, also started pounding the pavement in the business world. This was right after 9-11 so his opportunities were limited. But he eventually got a position at Chase Manhattan. It was entry level but it was something at least. We would talk from time to time and he was working his butt off but he never let it show with his DJ work. He always got excellent evaluations and his referrals came in consistently.

Sal's day job started taking off. He was making some good money. He moved out of his mother's house and bought his own place (no easy feat here in New Jersey.) He started driving a BMW. His golf play became a running joke (I kept telling him he needed to work on his game because he'd need to be a good golfer to succeed in business.) Then one day early this year he came to me and said he just couldn't do both jobs anymore. He was working consistently 60 hour weeks at his day job and he needed his weekends free. We looked up his schedule and he had about 25 weddings on the books. He would honor every

one of them but didn't want any new ones booked.

My concern has always been when a DJ, like Sal, is playing out the string, will he be motivated? Will he continue to do the excellent job he's always done or will he start losing focus and slacking off. Well I didn't have to have any concern with Sal. He continued to call his clients on time, consistently got raves from his Brides and Grooms and even continued attending our monthly meetings.

In August, Sal did his last wedding. I asked him if he'd attend the September meeting even though he was officially done and he said he would. I don't know if he knew what was in store for him. But half way through the meeting I told my entire staff Sal's story

(some of the new people just know Sal as a seasoned veteran.) I thought it was important that they all hear it. Sal has proved that the career path that I lay out is not only possible, but that it's a win-win for everyone. He proved that loyalty is not a dead trait.

After telling everyone at the meeting Sal's story, I thanked him publically for his years of great work and I then I presented him with a gift certificate for golf lessons with a local pro. He got an ovation from everyone.

One of the things I bring up at every seminar I do is that "talent moves on." Sal's story is a great reminder of this.

And that it's not a bad thing. The reason I'm thrilled about Sal leaving is that he did it the right way.

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10 Commandments for the Office

By Harvey Mackay

It's just business as usual, day in and day out. The fast lane gets faster. Competition for business and jobs gets meaner. The world gets smaller every day. You've dealt with a hundred co-workers, customers, vendors, and the irritating kid who works at the lunch counter. It's time to go home and unwind.

The traffic jam gives you an opportunity to replay some of the day's encounters. Regrettably, you wish you would have handled a few things quite differently. How can you make tomorrow better?

My mother always told me, "You don't have to like everybody, but you do need to learn to get along."

Over the years, I've developed a list, a "Ten Commandments for the Office," which makes my commute home a little less guilt-ridden. Better yet, it's improved my commute to the office. If I follow my own advice, I won't have to spend my time apologizing for what I should have done in the first place. Try it out.

1. Be respectful. This includes respect for other people's property, ideas and time. Frankly, this commandment should about cover everything. If you are respectful of others, you can usually work out most issues – even if it's agreeing to disagree. An added bonus is that when you treat others with respect,

they are more inclined to return the favor.

2. Follow through. If you promise to do something, do it. No ifs, buts or maybes. No excuses, no whining. You are only as good as your word. There will always be a place in this world for the person who says, "I'll take care of it." And then does it.

3. Think before you speak. Don't say whatever is on your mind, unless you want your mindless thoughts to come back to haunt you. Those ghosts can rise up years later, just when that promotion looks so promising. And while we're on the topic, remember that how you say something is as important as what you say.

4. Help out. So what if it's not in your job description. If you have an opportunity to be useful, jump at it. Even if the rewards are not in the form of a paycheck, your co-workers will remember who helped them when they needed it. Taking on a little extra work – or a lot – shows that you are a team player, an employee worth watching.

5. Learn something new every day. It could be a new skill. Maybe the latest developments in your industry. Or just the name of a person you see daily at the copy machine. You have millions of brain cells just waiting to work for you!

6. Pay attention. If you go directly to your cubicle and barricade yourself all day, you're missing important developments in your workplace. Not the gossipy events, of course, but the really good stuff – new procedures, new ideas and so on. This commandment also covers those occasions when the value of your input depends on your familiarity with the situation at hand. In short, always keep your antennae up!

7. Ignore pettiness. Rise above it, or you will be dragged down with it. There will always be someone who will make a mountain out of a molehill. It better not be you.

8. Be patient. Not to be confused with tolerating incompetence, this commandment covers a multitude of situations. Someone misunderstood you. A job is taking longer than you planned. You are missing every traffic light. What will you gain by losing your cool? I'm not a patient guy by nature, so I've really had to work at this one. If I can do it, you can too!

9. A good attitude is up to you. It takes a lot for the world to come to an end, so don't act like it's happening every day. Be encouraging, be cheerful. Refuse to be brought down by minor – or major – setbacks. Bad attitudes are contagious. The good news is that positive attitudes

are catching, too.

10. Do your best. Like commandment #1, this should also cover just about everything. No one can ask you to do more.

It's important to decide early on how you will conduct yourself. Then, when a crisis erupts or challenge arises, you won't have to think twice about the right thing to do. I've always said that perfect practice makes perfect. These rules are no exception. And just for the record, these commandments work outside the office too.

Mackay's Moral: Some rules are made not to be broken.

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."



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(artist IDs, song instrumentals, a capellas, movie sound bites and more)				
Weekly Top 30 Charts Based On Radio Airplay	✓	-	-	-

Contact your TM Rep for details.

Good Thinking

By Dr. John C. Maxwell

If you watched the swimming events at the 2004 Olympics, you probably observed the incredible focus the medalists demonstrated. Sure, they're strong and fast. But when hundredths—maybe even thousandths—of a second are all that separate the winners from the losers, it's obvious that something besides strength and speed is at work.

A comment by Flip Darr, a former collegiate swimming coach who played



a part in training eight Olympic medalists, sheds some light on what that critical ingredient might be. "I felt in my coaching career that if I would work on [the swimmers']

head[s], their bodies would come along," he said. "A lot of coaches work on their bodies and then at the last moment try to do their heads. The thing is, if they are working with their heads all the time, and working with their head over the body, mind over matter, they will have more confidence when they walk up to the block."

What a great illustration of the value of good thinking. Athletic ability is important, but preparing for the biggest race of one's life is as much mental as it is physical—if not more so. As Bill MacCartney, the former head football coach at the University of Colorado, once told me, "Mental is to physical what four is to one."

That's a powerful argument in the case for good thinking—on the football field, as well as in your office at work. The specific thoughts that increase your effectiveness as a leader might not be the same as those required for an Olympic medal, but the overall commitment to thinking is identical.

As we continue the discussion about thinking that we began in the last issue of Leadership Wired, here are five statements that further underscore the importance of solid contemplation.

1. Everything begins with a thought. Every great invention, every technique, every conversation, every leadership practice and every bit of personal growth starts in someone's head.

2. What we think determines who we are, and who we are determines what we do. What kind of person do you want to be? What do you want to accomplish in your life and career? Are your thoughts paving the way for you to achieve those goals, or are they getting in the way?

3. Our thoughts determine our destiny, and our destiny determines our legacy. That's pretty sobering, especially for those of us who have already passed life's halfway point. The good news is that, no matter how old you are, it's not too late for good thinking to influence your legacy in a positive way. This quote by James Allen says it well: "You are today where your thoughts have brought you, and you will be tomorrow where your thoughts take you."

4. People who go to the top think differently than others. There are many reasons for this, but it's absolutely true. As William Arthur Ward said, "Nothing limits achievement like small thinking, and nothing expands possibilities like unleashed thinking."

5. We can change the way we think. This is a comforting thought, especially in light of the previous statement. One of the best ways to change the way we think is to invest in resources that help us improve our leadership methods, our relationships, our technical competencies, our time-management skills, our ability to handle conflict, and so on. Over the years, I have been helped tremendously by books and tapes that cover such issues. They boost my thoughts and add great value to my life.

Before I close, I want to highlight the positive influence other people can have on our thought processes, and the critical impact we can have on theirs. For example, Flip Darr understood that one of his functions as a coach was to help his athletes develop the mental stamina necessary to win the big races. That's why he spent so much time "working with his swimmers' heads." As leaders, one of our jobs is to help our people learn how to think for themselves so they can perform successfully when we're not around.

At the same time, we also need to spend time with people who help us think better. I love interacting with good thinkers. They energize me. They stimulate my thoughts, challenge my ideas and stretch my mind like nothing else can. That's why I like to say that some of my best thinking has been done by others!

The bottom line is this: When it comes to success in life, the ability to think well isn't just an asset; it's a necessity. And when you make good thinking a priority today, you lay the groundwork for success tomorrow.

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."

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Product Spotlight: Hey DJ...Focus!

By Amber Benning

Every professional in the disc jockey industry is always looking for opportunities to improve themselves and their entertainment services. There are countless training aids on the market and new ones coming out each year.

This past month I had the opportunity to watch and review Todd Mitchem's new DVD, "Hey DJ . . . Focus!" For those of you who have not heard of Todd Mitchem he is an accomplished leadership trainer, disc jockey and performer. He has performed at countless events and trained thousands within our industry.

Having seen Todd speak at several DJ conventions, I was excited to see if his humor and laid back speaking style would be evident in his DVD. I was certainly not disappointed.

"Hey DJ . . . Focus" opens with a short introduction on how to use the DVD. Here Todd explains the format of the training and reminds us that our success is continuous and that there are no quick fixes.

The first section of the training is shot at one of Todd's own live performances. He takes you step by step through his event giving useful advice along the way. He really asks the viewer to look at simple things that are often overlooked such as performance space and focal points. Todd speaks in length about building relationships and trust with clients, guests and the other vendors at the event.

The first section of the DVD is truly unique over many of the other training aids that I have viewed. Often times we get tons of useful information, but never get to see the ideas implemented. However, in "Hey DJ . . . Focus!" we are able to see Todd's wealth of information at work and then get to learn more about it as he elaborates on his ideas in the second section of the DVD, the workshop.

In this second section of the DVD you view a workshop session lead by Todd. During this workshop he talks about everything he was doing during his show. He elaborates on how to talk to your crowd instead of talking at them. He goes over some very basic ideas that can really improve how we communicate at our shows. Nothing that he talks about would be too hard for even the starter DJ to master.

Overall the video is well worth the investment. "Hey DJ . . . Focus!" is easy to view, easy to understand, and it will be easy to put the material to work for your

business. If you are looking for a good training aid for yourself or your staff, whatever the skill level, "Hey DJ . . . Focus!" is definitely a great option.

To order "Hey DJ . . . Focus!" or for more information please visit Todd Mitchem's website at <http://www.mitcheminteractive.com>.



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The 13 Characteristics 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 them-

selves to getting the job done.

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

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 Their Mistakes. 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 Skills. 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.

Note from the Editor: The Late Jeffrey Mayer had submitted many quality articles on sales and marketing. The Disc Jockey News will continue to run his articles until the new articles become available from Succeedinginbusiness.com.

Upcoming Events

Midwest Disc Jockey Convention

November 6-8, 2005

<http://www.mapdj.org>

LDI Conference 2005

November 7-13, 2005

<http://www.ldishow.com>

East Coast DJ Cruise

November 10-17, 2005

<http://www.djcruise.com>

West Coast DJ Cruise

November 13-20, 2005

<http://www.djcruise.com>

WEDJ Cruise

January 9-14, 2006

<http://www.wedjcruise.com>

Winter NAMM Show

January 19-22, 2006

<http://www.NAMM.com>

Mobile Beat Las Vegas Convention

February 21-23, 2006

<http://www.discjockeynews.com>

NAME Conference -Nashville

April 17-19, 2006

<http://www.djkj.com>

Disc Jockey News Southern DJ Convention

April 23-25, 2006

<http://www.discjockeynews.com>

New York DJ Cruise

July 10-15, 2006

<http://www.djcruise.com>

DJ Times DJ Expo

August, 2006

<http://www.djtimes.com>

Disc Jockey News Northern DJ Conference

October 22- 24, 2006

<http://www.discjockeynews.com>

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

Press Releases

Submit your press releases to the Disc Jockey News by email at djnews@meltel.net

ProDJpc Dr. Drax Signature Edition Hits The Market

ProDJpc, a division of ProDJ.com, announces the release of the Dr. Drax Signature Edition Digital Video DJ ProDJpc. Dr. Drax has worked with the staff at ProDJpc to design an optimized hardware device that would meet the exacting standards he sets for his own units. The Dr. Drax Edition is powered by a high end Intel P4 with 2 gigs of RAM. Standard features include a dual 400 gig mirrored music array, an ESI 1010 audio card (10 input / 10 output), a DVDR/CDRW optical drive, a set of high end video cards with a total of four full outputs and a video and audio optimized Windows XP pro OS.



This Drax signature edition is backed by the same exclusive one year full swap out warranty as all ProDJpc devices. Backup devices are available within 2 to 3 days in the event of catastrophic failure. ProDJpc's comprehensive protection plan utilizes the swappable music drives not only to provide quick recovery from

problems, but to provide sound and safe back-up of your most important Digital DJ asset, your music and video data library.

"There are only two suppliers whose design standards and support are high enough that I would put my name on it. ProDJpc is one of them," said Dr. Drax at the first stop of the Digital DJ Tour on August 9th. Finishing touches are being made on the Digital DJ Tour sponsored by ProDJpc and the ADJA at this time. Current plans include stops in Chicago, New York, Boston and LA. later this year. Please check <http://www.prodjpc.com> for more information about ProDJpc and the Digital DJ Tour.

About Dr. Drax - Dr. Drax has been a mobile DJ for almost a decade and is known throughout the DJ industry as a leading guru of technology. He is a recurrent speaker on technology, new entertainment concepts & trends at international trade shows. He provides some of the largest, most technically produced digital DJ shows in the country. Dr. Drax is also the current President and Executive Director of the American Disc Jockey Association (<http://www.adja.org>), the largest registered professional trade association for Mobile DJ's in North America.

About ProDJpc (<http://www.prodjpc.com>) - For 10 years, the DJ industry has trusted ProDJ.Com for web marketing and services. Now they offer the ultimate solution for your event production.... The ProDJpc Solution. The ProDJpc Solution is the fusion of a rock solid DJ instrument, a strategic plan that protects your valuable creative assets, and a comprehensive needs based service plan to back it all

up. ProDJpc is your silent, expert, partner in the digital DJ world.

Mackie S400 Loudspeaker

At this year's PLASA show, Mackie is unveiling a new family of passive loudspeakers that utilize design techniques originally developed for large-format touring systems to deliver greater pattern control and sonic performance than is currently possible with traditional two-way loudspeaker designs.

The new S400 Series are the first loudspeakers to benefit from Mackie Tetrad Technology, that was co-developed with the loudspeaker design experts at Eastern Acoustic Works (EAW). Tetrad Technology effectively challenges the commonly accepted compromise in traditional two-way loudspeakers designs—that a perfect sonic image will deteriorate rapidly as a listener moves off-axis or further away from the loudspeaker.

"It's not that a narrow dispersion isn't a good thing, sometimes it's exactly what you need," commented John Boudreau, Live Sound Product Manager for Mackie. "However, many applications call for a much wider dispersion pattern than traditional two-way boxes can provide. This is why the technique of arraying



multiple two-way boxes in larger venues is so common. It's the most efficient method of getting both effective coverage and great sound."

Boudreau continued, "With the S400 our goal was use design techniques originally developed for high-end touring systems to get both from one loudspeaker. And since EAW and Mackie are both part of LOUD Technologies, we had access to some of the best touring loudspeaker designers in the world. Tetrad Technology is the result of this collaboration and the S408 and S410s subwoofer are the first Mackie products to incorporate it."

About Tetrad Technology and the S400 Series Loudspeakers:

Tetrad Technology starts by replacing the single woofer found in traditional two-way Loudspeakers with four smaller 8-inch woofers, and then adds an unusually large horn in the center of the S408. The result is greater overall low-frequency driver surface area that can deliver more punch than a single 15-inch woofer and a horn that delivers far better pattern control in the upper mid frequencies.

Additionally, since four smaller drivers have a quicker attack (transient response) than a single 15-inch woofer, they can be made to deliver a much tighter and focused low-end with a great deal more impact. As such, this quad driver design is applied to both the S408, which features four 8-inch woofers, and the S410s Subwoofer, which features four 10-inch woofers.

Pattern control for the S408 was further enhanced when spacing of the four 8-inch woofers

Press Releases Continues on Page 12

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by Mark Imperial

Chicago, IL – Making good money as a DJ doesn't have a whole lot to do with how good of a job you do. You can be the very best DJ in your area, using only the best equipment, know more about music than anybody, know how to pack a dancefloor and still starve to death.

You're busy one week, phone not ringing the next and worrying about where the next job is coming from. I know, because I have been there and almost starved myself out of the business by stubbornly thinking that because I was a great DJ, the world would beat a path to my door. Thinking that by getting

better and better at slamming parties, I'd automatically make more money. **Wrong. Dead Wrong!**

I did what most people do, started advertising and waiting for the phone to ring, then playing the "cheap price" game (actually the worst thing you can do). I barely survived by bottom feeding and begging, taking every crappy gig that came in and doing cold calling which is as fun as a car wreck. I nearly quit every other day. I was grossing a pitiful \$2,200.00 per month and working myself to death getting it. Some months I was starving. I know that things happen by either determination or desperation, and I had both going for me. That is when I finally

discovered the answer.

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give **YOU** the power to choose only the **BEST GIGS** from a steady stream of leads in record time.

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Press Releases Continued from Page 11

was calculated so that the polar pattern of the drivers matched the polar pattern of the horn at the crossover—both horizontally and vertically. This consistency is important because when sound radiates from a loudspeaker, listeners will typically hear the direct sound first; then they'll hear the energy that is reflected back from the room. If the low-frequency directivity is wide, and the high frequency directivity is narrow, there will be a lot more reflected low-end, which results in a "muddy" tone. Careful attention to detail has eliminated this anomaly in the S408.

The Big Horn:

Because of the smaller 8-inch drivers, the S408 is able to incorporate a large, central 75-degree x 40-degree horn. A big horn presents a friendly load impedance to the high-frequency device, which means lower distortion. And big horns offer better pattern control at lower frequencies than smaller horns—which is why they're used in large-format touring systems. Additionally, the large horn also eases the crossover transition from the 1.75-inch titanium compression driver to the 8-inch drivers. This allows the S408 to keep the crossover frequency low enough that the critical vocal and midrange frequencies are all reproduced by the horn. Put simply, the S408 sounds and projects better than any other portable PA speaker in its class.

Taken together, the spaced woofers and central horn allow for a horizontally and vertically symmetrical design. This means that the off-axis frequency response is the same on one side of the S408 as it is on the other. This is particularly useful when the S408 is used as a stage monitor. As the performer moves, the sound remains the same.

For more information, visit <http://www.mackie.com>.

New Tri Pack Live From American Audio Delivers Thunderous Sound In A Small Package

American Audio set a new low for compact satellite speakers earlier this year with the introduction of its Tri Pack. A nifty little system consisting of a 15" powered subwoofer for extreme lows and two 8", 2-way satellite speakers, the Tri Pack gave new meaning to the term



"boom box." Now the company has taken its "good-things-come-in-small-packages" philosophy a step further with the introduction of the newest addition to the Tri Pack family of powered speaker systems, Tri Pack Live.

Smaller, lighter and even more mobile than its famous namesake, the Tri Pack Live still packs plenty of punch, making it ideal for mobile musicians and DJs who want a big sound when performing in small clubs and similar venues.

The Tri Pack Live features a 10-inch powered subwoofer that supplies power to two 6.5-inch 2-way satellite speakers. The muscular subwoofer puts out a robust bass sound thanks to a combination of smart features. Weighing in at 62 lbs. (28 Kgs), the subwoofer sports a built-in 3-channel amplifier, microphone input and auxiliary input with volume control. Other

features include 300W RMS power handling, 30-250 Hz frequency response, and 4 Ohms nominal impedance.

Each of the light (13 lbs./6Kg) satellite speakers features a 6.5-inch woofer and a 1-inch tweeter, as well as 50W RMS power handling capability, 150-20 Khz frequency response, 4 Ohms nominal impedance and a crossover frequency of 3,500 Hz.

"A subwoofer-and-satellite speaker system of this size has never offered this kind of sound capability," said Tom Freret, national sales manager for American Audio. "With its extreme portability and affordable price, the Tri Pack Live is ideal for any working musician or mobile DJ who wants to bring big time sound to a small room. Plus, the system's compact design makes it real easy to transport from gig to gig."

Designed for convenient, easy transport, the Tri Pack Live system is extremely compact and lightweight. The subwoofer measures 17" x 14" x 19.75" (430mm x 360mm x 500mm), and the satellite speakers measure 14" x 8.25" x 10" (360 mm x 210 mm x 250 mm).

American Audio also has Tri Pack dual pole mount T Bar units available for hanging two satellite speakers, as well as speaker stands. The pole mount T Bar units and stands are sold separately.

The suggested retail price of the Tri Pack Live is \$799.95.

For more information, visit <http://www.adjaudio.com>.

Promo Only Announces the Release of Hot Video Classics Best of 2000 Volume 2!

More Classic Music Videos on DVD from the Pros at Promo Only!

Promo Only, Inc., the nation's largest subscriber-based music and music video service,

today announced the release of Hot Video Classics Best of 2000 Volume 2, the latest in its series of digitally remastered music video classics on DVD.

"Putting together a collection of such recent classics certainly had its challenges," said Pete Werner, Promo Only vice-president and executive producer. "Not the least of which was our desire to deliver the inspired programming our subscribers have come to expect from our Hot Video Classics series. Thankfully, once again our staff brought their game. What they've given us is an essential collection of the hits of 2000; one that can proudly stand alone, or shoulder-to-shoulder with our previous compilations."

Featuring 40 digitally remastered music videos, Best of 2000 Volume 2's track listings include such chart-topping hits as: Oops!...I Did It Again, Britney Spears; Music, Madonna; Big Pimpin', Jay-Z; With Arms Wide Open, Creed; (Hot S*t) Country Grammar, Nelly; It Feels So Good, Sonique; Desert Rose, Sting; and Last Resort, Papa Roach.

"To be honest, we're as excited about our latest Classic release as we were our first," concluded Werner. "Do we think our latest volume is our greatest volume? Until we release our next Hot Video Classic, you bet."

Hot Video Classics Best of 2000 Volume 2 marks the 26th specialty DVD from Promo Only, and, like each of its predecessors, features the same high quality classic music videos that have long made the Promo Only line of Hot Video Classics the industry benchmark for quality, selection and reliability.

For more information about the Promo Only line of Hot Video Classics, or any Promo Only audio or video product, contact Promo Only at <http://www.promoonly.com>.

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Monthly Music Charts

By Promo Only

Pop

- | | | |
|----|---------------------------|---|
| 1 | We Belong Together | Mariah Carey |
| 2 | Listen To Your Heart | D.H.T. |
| 3 | Don't Cha | The Pussycat Dolls Feat. Busta Rhymes |
| 4 | Pon De Replay | Rihanna |
| 5 | Behind These Hazel Eyes | Kelly Clarkson |
| 6 | You And Me | Lifhouse |
| 7 | Lose Control | Missy Elliott Feat. Ciara & Fat Man Scoop |
| 8 | Get It Poppin' | Fat Joe Feat. Nelly |
| 9 | Scars | Papa Roach |
| 10 | Cool | Gwen Stefani |
| 11 | Don't Phunk With My Heart | The Black Eyed Peas |
| 12 | Beverly Hills | Weezer |
| 13 | Shake It Off | Mariah Carey |
| 14 | Let Me Hold You | Bow Wow Feat. Omarion |
| 15 | These Words | Natasha Bedingfield |
| 16 | How To Deal | Frankie J |
| 17 | Feel Good, Inc. | Gorillaz |
| 18 | Let Me Go | 3 Doors Down |
| 19 | Holiday | Green Day |
| 20 | Switch | Will Smith |

Rock

- | | | |
|---|--------------------------------|--------------|
| 1 | Feel Good, Inc. | Gorillaz |
| 2 | Best Of You | Foo Fighters |
| 3 | Right Here | Staind |
| 4 | Wake Me Up When September Ends | Green Day |
| 5 | Don't Tread On Me | 311 |

- | | | |
|----|-------------------------|-----------------|
| 6 | Doesn't Remind Me | Audioslave |
| 7 | Sugar, We're Goin' Down | Fall Out Boy |
| 8 | The Hand That Feeds | Nine Inch Nails |
| 9 | Girl | Beck |
| 10 | Only | Nine Inch Nails |

Urban

- | | | |
|----|--------------------|---|
| 1 | We Belong Together | Mariah Carey |
| 2 | Like You | Bow Wow Feat. Ciara |
| 3 | Shake It Off | Mariah Carey |
| 4 | Gold Digger | Kanye West Feat. Jamie Foxx |
| 5 | Cater 2 U | Destiny's Child |
| 6 | Let Me Hold You | Bow Wow Feat. Omarion |
| 7 | Free Yourself | Fantasia |
| 8 | So Seductive | Tony Yayo Feat. 50 Cent |
| 9 | Hollaback Girl | Gwen Stefani |
| 10 | Lose Control | Missy Elliott Feat. Ciara & Fat Man Scoop |

Country

- | | | |
|----|-----------------------------|-------------------|
| 1 | Mississippi Girl | Faith Hill |
| 2 | Something More | Sugarland |
| 3 | As Good As I Once Was | Toby Keith |
| 4 | Play Something Country | Brooks & Dunn |
| 5 | Alcohol | Brad Paisley |
| 6 | Do You Want Fries With That | Tim McGraw |
| 7 | A Real Fine Place To Start | Sara Evans |
| 8 | Help Somebody | Van Zant |
| 9 | Something To Be Proud Of | Montgomery Gentry |
| 10 | All Jacked Up | Gretchen Wilson |

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What is Your ROI?

By Brian Kelm

Hello, fellow entertainment professionals! Life is a long, winding road full of choices. Along with every choice, there's a decision that has to be made. As business owners and staff members, we have many decisions to make on a daily basis even before our day can officially begin. The decisions we make can either be positive in terms of an investment or negative in terms of an expense. The term "Return On Investment" or **ROI** is something business professionals are familiar with. It is the ability to forecast & demonstrate the time it will take for the revenue used to make the investment shall return and start showing profitability. Making more money, better productivity, and efficiency are just a few of the benefits you shall receive if you look at your purchases as investments. With everything we do on a daily basis, to promote and grow our businesses, what's your ROI? Is it solely based on money? Brand identity? Growth or expansion?

For every business decision you

end up making, no matter how small or large, consider the following questions:

1. What are my business objectives? (business plan)
2. Does this particular decision match my objectives?
3. How will we benefit from this decision?
4. How will this benefit us short-term/long-term?
5. What struggles or barriers could we face based on this decision?

In general, everything we end up doing in business is a potential risk. For best results, evaluate, research, and determine what is right for your business in making worthwhile investments.

Brian Kelm will be a featured speaker at the 2005 Midwest Disc Jockey Convention in Bloomington, Minnesota on November 5-7th.

Brian Kelm is the Chief Entertainment Officer of Boomin' Beats Mobile Entertainment, serving all of Wisconsin and Illinois. Your comments are welcome: info@boominbeats.com

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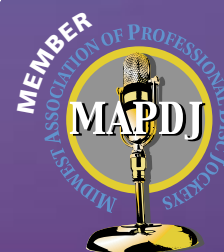
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