

Disc Jockey News MIDWEST

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

Free

Time to head to Vegas 2005!

The 2005 Mobile Beat Las Vegas DJ Show and Conference is ready to rock and roll in a brand new setting, the fabulous Stardust Hotel, February 22, 23, and 24! After several years at the Tropicana Hotel, the move to the Stardust should be a welcome change of scenery for show attendees. And as in the past, this Mobile Beat event seeks to present the best opportunities in the world for DJs:

educational and informational services, networking with industry peers, entertaining evenings, and an Exhibit Hall featuring the latest products and technology!

Arrive early, pick up your badge and attend the annual pre-show party on Monday night, February



21. Karaoke at its best with opportunities to win great prizes! A full day of seminars and sessions will make your day on Tuesday as we welcome back a show favorite, Doug Cox. Doug's special presentation to the attendees this year is titled "Secrets of the Dreamcatcher." Also on Monday, the first of two presentations from Jorge Lopez on business management. Jorge started as a solo operator and has grown into one of

the largest event production companies in southern California. Later that afternoon, Ann Convery, a presentation/speech trainer, will show strategies designed to "Speak Your Business in 30 Seconds or less". Other topics covered on Tuesday will be

karaoke, country music, and digital technology. The American Disc Jockey Association holds their annual meeting Tuesday afternoon.

Later that evening, join show attendees at the world renowned DJ All Star Show! The All Stars provide show attendees with an opportunity to learn from their peers in a fun atmosphere. It's not too late to be a part of the show. If you have something you'd like to share with the attendees, call 800-509-6344.

Two more days of seminars and sponsored workshops continue into Wednesday and Thursday, including presentations by Scott Faver, Mike Ficher, Dave Van Engen, Rob Peters, Mike Fernino

and many more.

Exhibits open Wednesday at Noon, and promise an opportunity to see up close and hands-on, the latest in DJ technology and gear. Wednesday night, American DJ invites you to their Customer Appreciation Party at The Beach, 365 Convention Center Drive. Thursday afternoon, another day of learning and browsing the exhibit floor, one lucky attendee will be the winner of a complete sound system valued at over \$12,000! But you must be present to win!

For a full list of seminars, descriptions, and activities, go to the Mobile Beat show website, www.djshow.info.

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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.

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What Have You Done For The Industry... In The Last 24 Hours

By Dude Walker

To do something for another can be very rewarding. Our egos, however, can hamper that activity. Many disc jockeys do not realize or appreciate the wealth of knowledge around them. Having the opportunity to meet other disc jockeys through MAPDJ and at conventions has given me opportunities to share ideas with disc jockeys that would otherwise avoid each other four years ago. Another benefit is the opportunity to "network" skills and concepts through others companies. mobile disc jockeys all have some level of self preservation. Knowing how to survive is the key. Each of us has some idea of what we believe could improve the problems we all face. Now is the time to get involved, to create a new era in the mobile disc jockey industry that is aching for answers. Sitting back and expecting someone to fix the problems we all face will bring anything but satisfactory results.

Our abilities, those found in each & every one of us, can work together towards a common goal. We need to set aside the petty indifference to move forward. Nothing can be accomplished

while we debate what we should debate about. Start small & then grow.

An association or cooperative isn't formed overnight.

What needs to be done first is to overcome the fear of the unknown. Every disc jockey has at some time been suspicious of their competitors. Ego's play a very large role in our distrust of others. Nothing can be gained without communication. I find that having lunch with my competitors has been very instrumental in creating bonds of trust that transcends any company name. Everyday, I speak with someone in MAPDJ discussing concerns for the future or the successes of the past.

Today is the day to start building your future and role in the mobile disc jockey industry. Realizing what your role is and what you can offer is important to your survival. Ultimately, the decision is yours. Can you take that step in the right direction or not. Knowing yourself and your capabilities can help you attain respect in the eyes of your peers.

So I ask this question: What have

you done for the industry... In the last 24 hours? Have you tried to help a disc jockey that is less fortunate? Have you offered to help another disc jockey in need? Have you invited a competitor out for coffee or lunch? Have you thought about what tomorrow can bring? Have you wondered where the dances have gone...only to find that your competitors are wondering the same thing? Have you tried to increase your prices, despite resistance from clients? Have you given your clients 110%? Have you thought about buying a new piece of equipment but wondered how well it performs? All these questions can be answered by simply communicating with other disc jockeys that are just as cautious of you as you are of them.

When the idea of MAPDJ came to town I was among others that were skeptical. At first the idea that someone was coming to town to teach us what we already knew seemed insulting. We met and then met again. After a few meetings it became very apparent that MAPDJ was something completely different. Finally, every disc jockey

that sits at the table has an equal voice. The opportunity for freshmen disc jockeys to gain knowledge from seasoned veterans was only a phone call away. For seasoned veterans, the ability to see the mobile disc jockey industry from a fresh perspective. If for no other reason, moral support. Regardless of experience, the ability to have colleagues willing to back you up in the time of crisis is invaluable. My father passed away 2 weeks after he retired in September 2003. When my fathers final few days drew near, I had offers from several other companies to help cover any events that I felt I could not perform. Knowing that I was not alone meant more than knowing the events could be covered.

Would this or could this have happened before someone decided to do something for the mobile disc jockey industry in that past 24 hours...probably not.

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Bad Manners are Bad for Business

By Harvey Mackay

Last week, a business associate and I were at a crowded deli in New York for lunch. Several people were in line ahead of us when a table opened up. My associate grabbed my arm and headed for the table. I was shocked and embarrassed at the rude behavior. “What about all those people ahead of us?” I asked. “Harvey, you’re in New York now,” he explained. I suddenly lost my appetite.

If your mother was anything like my mother, good manners was her middle name. Please and thank you were just the beginning, followed by respect, tact, patience, consideration and all the other topics Emily Post reminded us were so important in a civilized world.

Today, I consider myself incredibly fortunate that she and my dad took such pains to impart such values to my sister and me.

Good manners are never out of style or out of date, although lately, I’m seeing less and less of them. My theory is that as business in general becomes more impersonal, people become less concerned with the long-term ramifications of their actions.

In other words, you can now do business by cell phone, fax, internet, e-mail, and be essentially anonymous. You’ve probably been put on hold, paced through a phone menu, pressed every button, transferred to

several incorrect departments, and nobody but the machine knows or even cares. There’s little pressure to be polite, just businesslike and efficient. Sadly, it soon becomes the rule rather than the exception. Sooner or later, you have no other choice than to put up with it.

As customers do business farther away from home, the likelihood that your next door neighbor is also your banker or grocer or school principal lessens. We lose some of the sense of community that helps us behave civilly even when we are disappointed.

Customer loyalty is at an all-time low. Consumers are shopping wherever it’s convenient, in part because the same products are available at many outlets, but also because the stores aren’t enticing them to come back. They can always zip over to the net. Could it be we’re not getting the kind of treatment we want?

My favorite example is the telemarketer who calls at a time most likely to interrupt your dinner, hawking a product that precious few people are likely to buy over the phone. How many of you have actually bought siding/phone service/mortgages/credit cards or similar offerings from an unknown faceless solicitor who doesn’t have the decency to ask if you’re busy? Is this what business has become?

Well, business may have changed, but people haven’t. They still have feelings, and they’d like a little consideration. The best

part is that it’s soooooo easy to do. (And free!)

I’d like to start a campaign to return good manners to business. I’d like the folks on the other side of the cash register or order book to see me as more than just another account. I don’t necessarily want to get personal -- I just want to be a person. I’d like to leave the transaction feeling like a valued customer who is worth their best behavior.

Exhibiting good manners does not make a person appear to be weak or wimpy. Rather, it demonstrates that person’s maturity and ability to appropriately respond to business situations. Who would you rather have working for you -- the sales rep whom customers look forward to dealing with or the bulldozer who’ll stop at nothing to get the order?

Bad manners are bad business.

Wouldn’t it be great if all your meetings and appointments started on time because nobody was late? Punctuality is just good manners.

The voice on the phone identifies herself before you have to ask? Wow! What a concept!

Somebody actually reloaded the copier paper when they used up the supply? This is starting to sound too good to be true.

A little consideration goes a long way.

And it’s really all so basic.

As Eleanor Roosevelt said, “What we need in the world is manners . . . I think that if, instead of preaching brotherly love, we preached good manners, we might get a little further. It sounds less righteous and more practical.”

More simply put, good manners are like a roadmap for society. They help us navigate through tough situations. We don’t have to backtrack because we haven’t taken wrong turns. We will reach our destination without the road rage.

Mackay’s Moral: Good manners are free, but they are also priceless.

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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Starting From Scratch

By Jeff Richards

"Starting From Scratch" is a monthly article that will help those of you just starting out in the business. Today's subject is buying, choosing and caring for equipment.

What the guests see of you and your equipment will stay in their thoughts and opinions of you as a Dj. This is an example I like to give. I went to a wedding some years ago as a guest of a girl I had just started dating. At the reception the Dj had one light pole that looked like it had been ran over with a semi truck. It had four lights, two did not work at all and the other two looked like they belonged to Thomas Edison. The case his sound board and players were in was home made and had the same carpet on it as my grandmother had in her sewing room back in the sixty's. It was all busted up and looked like it had been dropped down the stair case of the IDS center. He also had a gigantic yellow cop light that he NEVER turned off. His sound equipment wasn't properly hooked up, he had no equalizer or cross over, the music was distorted and it was impossible to understand a word he said.

Was this guy a good Dj? I don't really remember, but I can tell you in great detail how horrible his set up looked and sounded to the guests at that event. You are not selling your equipment to your clients when they hire you, but you are selling your "look" to all those who attends the function who might need a Dj in the future.

Every great DJ needs great professional equipment with which to work. When choosing your equipment the best thing to do is talk to a professional sales person at a reputable location or mail order catalog. I personally like to go to the shops of some of the advertisers in the Midwest Disc Jockey News. Most have been in the business of audio and lighting equipment for bands and disc jockeys for many years. I prefer the hands on approach to buying equipment. Not all equipment is created equal, and CD players are a good example. Each company that makes the players have their own designs and special features. If you have a "hands on" before you purchase you will save yourself a lot of frustration and expense in the long

run. A typical Dj just starting out will need the following pieces of equipment for their set up. One duel drawer CD player, sound mixer, equalizer, cross over, 2 speakers, 2 sub woofers, corded microphone, wireless microphone plus the cases needed to hold the equipment.

Along with the sound equipment you may want to have a light show. There are many different lighting packages available that you just buy and take out of the box. You may also want to build and design your own lighting package. I started out with two light poles with four cans, two spots and two color gems. As the business grew I added a strobe to each pole, a third pole with eight gems, two police beacons and a laser. I've also added two bubble machines, two fog machines, back lighting and a second duel CD player. Some Dj's give me a hard time about all the equipment I bring, but I like to add a club atmosphere to my dance floor which in turn brings the guests out to dance. There are so many different kinds of lights available now that you can really create a fun time.

When you buy equipment don't always go for the cheapest thing available. I've always found that even though quality costs more, it will save you money in the long run with less replacement and repair costs. Your equipment is essential for your business, so take extremely good care of it!!! Replace things back into boxes, or use containers that will shield the equipment from damage. You don't want to get to a location to find out something isn't working. I always bring extra light bulbs, fuses, and cables in case of a malfunction. Try to keep your electrical equipment free from dust or moisture. When you go from outside to inside, especially in the winter, give everything plenty of time to warm up to room temperature before turning the equipment on. I have an amplifier that will howl a high pitch if it is still cold when I try to use it.

Once you have all you equipment bought, set it up somewhere that it can be left up and practice, practice, practice. The better you know your equipment the better the Dj you will

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

If you've read the first few installments of "The Q Corner" you've heard my ideas of where to find possible recruits for your Mobile DJ Company, and how to introduce them to the exciting world of DJ Entertainment. When you are successful in your pursuit of talent, you'll find yourself staring at a few young people who have deep wells of potential and who are eager to get going and learn from you. Now, putting these people in a position to succeed becomes your number one priority. Actually, when you think about it, putting people in a position to succeed is one of the more important responsibilities you have as the owner of a company. Be it a new recruit, a sales person or a secretary, matching a person's traits to a needed task and training that person to perform the task is the key to growing any company. But I digress.

I believe the best way to ease a new recruit into your company is to have them work with you, or one of your veteran entertainers. At Elite Entertainment we have a position we call "music mixer" which is a very low responsibility, entry-level position. Having a starting point like this which entails very little training is a great way to get a new recruit out in the field immediately. It whets their appetite

for the business by allowing them to be a part of fun and exciting parties right away and it allows them to begin making a little money (we start our mixers out at \$8/hour) before the big pay days start rolling in. As if it all that weren't enough, putting someone in this position and monitoring their performance and responsibility level for a few months is THE BEST way for you as an owner or manager to weed out the poseurs from the true potential candidates. Forget win-win, this is a win-win-win situation!

I train my new recruits to music mix in one or two nights. They receive hands on training in our warehouse facility on one of our standard DJ systems (never lose sight of how "cool" it is for a new recruit to touch that equipment for the first time. You'll often see it in their eyes, that "Christmas-morning" look.) I teach them the basics of mixing: cueing CDs and segueing two songs together. They learn the difference between mixing out of a song that ends cold versus a fade. They also learn how to follow the different hand signals they may receive from their emcees: the fade, the point and the ever popular "raise the volume." We don't touch at all on beat-for beat mixing. Once they seem fairly capable,

we get them out in the field with one of our veteran emcees. The veterans know when they work with a first or second time mixer that they'll have to double check most mixes and be very clear and concise with any commands. That first gig is often a challenge but you have to get one under their belt before you both can move on.

I want to make one point here about marketing the two-person package. We don't just stick a mixer out in the field at our own expense. It's something that the client pays for. Our most popular packages include a music mixer (we never guarantee a specific person, there's just too much turnover in this role) and it is sold as the more interactive way of having an Elite Entertainer at your affair. The logic goes: When we have a "technician" behind the gear to mix the music, our emcee is able to focus more on entertaining and being involved with your guests and especially in leading all those fun audience participation dances. So besides all the valuable experience that music mixing gives the new recruit, and the ability for you to monitor their professionalism and potential, he or she is also filling a role that the client has paid for. Wow, now we've got a win-

win-win-win situation.

If you are not already using a two-person package, I highly recommend it. You will find yourself more interactive at your events plus you'll begin to start tutoring your new recruits even before the structured training begins.

Somebody asked me once which is more valuable, the classroom training I give my recruits or the hands on experience they gain in the field. As an answer, I asked them which one of the tires on their car was more valuable. I think he got the point. They are equally as valuable as you surely

know if you've ever gotten a flat tire. The same goes for training. It would be impossible to move a recruit towards emcee status without the eye opening and hands-on experience that comes with working at real live events.



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<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>**Eau Claire MAPDJ Chapter MTG**January 17, 2005
<http://www.mapdj.org>**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**

be. Practice putting it up and together and taking it down. This will help you learn the fastest, easiest and most proficient way of doing it, saving you time at the locations. This will also help you in times of trouble shooting. Every now and then something will go wrong. Sometimes while in transit cables will shake loose, knobs will bust off, buttons will be changed. If you know the equipment well enough you will easily be able to solve problems that occur. As well as knowing what buttons to push, you also need to know how and what makes the equipment work. For answers to your technical questions talk to a sales tech at the store or "ask the

tech" here in this news paper.

To look professional keep your equipment in great shape and keep it clean and looking new. Every spring I take all my light poles, stands, and lights apart and give them a fresh coat of spray paint to make them look new again. Any damage to speaker boxes or bent fixtures I'll fix up so you can't tell the mileage on them. If something is beyond a simple touch up I'll take it in to be worked on at the shop or buy a replacement.

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



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Editorial Page

Submit your letter to the Midwest Disc Jockey News by email at djnews@meltel.net

Editor,

I'd like to address the letter from the DJ who said he has different outputs on his amp and was asking what kind of cables he can use to go from the amp to his speakers. I think you missed the point on a few things on the four type of cable connectors mentioned, 1/4 inch, banana, bare wire, and speakon.

First, I agree that the 1/4 inch is the least dependable when considering signal loss. But seriously, signal loss is so small, it can hardly be measured. However, to say that "it won't take much for someone to unplug it", I assume you mean someone tripping on the cord. That is not an input problem, that's a setup problem and it's easily taken care of by taping down your cords. That means it would take a pretty hard force to pull up the tape and jerk the 1/4 jack out of the amp. No one is going to reach into the back of your amp and pull it out, so tape is the answer. If your speakers are on a stand, then velcro them down the pole every two feet, then use tape from the floor to your rig. I personally bought black carpeted rubber runners at home depot and lay them over the cables. If you use a carpeted case, you can easily use a velcro strap wrapped permanently around the cable and then

stretch it tight to each side of the inside of your case, kind of like a tightrope with the cable wrapped tightly in the middle.

Second, banana plugs make for very good contact with the posts with hardly any signal loss. I personally use and sell many gold bananas. A trick to make them a tighter fit if needed is to put a cloth on one post so you don't scratch it, then slowly bend it wider. It only needs a little and presto, you have a very very tight fit and an excellent connection. Widening the posts has no bearing on signal.

Third is bare wire. I have advised many DJ's and bands never to use bare wire on any piece of equipment no matter if it's permanent or mobile or in your home. Bare wire anyplace is inviting problems from arcing to moisture to corrosion. If you have binding post, then you most likely have banana openings on top of them. There is no signal loss changing from bare wire to banana plugs. If all you have are binding posts, then you do not have a professional amp and have other issues to deal with.

Fourth is the speakon. This is the best connection but many amps do not have them so you are out of luck there. However, you say that most speakers

don't have speakon connections, but that is not what the reader's question was. He wasn't concerned at all about the speaker end, he was only asking about the amp end so that wasn't the issue. However, even if your amp has speakon and your speaker is 1/4 inch, there is still no problem.

You can get 25 foot flexible 12 gauge speaker cables with speakon on one end and 1/4 male on the other. You can also get 1 foot long speakon to 1/4 male if someone wants to convert their speaker or amp to speakon with this jump cable. With a 1 foot jumper inside your amp, you won't have to dig in the dark trying to hook up your cables.

Bob Viking

Editor,

I just wanted to answer a question that was asked in the first issue (October 2004 issue). The question asked was "How can I avoid an echo effect in a gym?" and the answer you gave was not completely accurate. There is a way and it doesn't involve blankets or acoustic tiling but it does involve a lot of cost. When I do gigs in gymnasiums, you won't hear any echo because I compensate for it with more power and more speakers. If you can drown out the echo with coverage, you won't notice it. You don't have to have a million watt sound system blaring at 500 dB but a steady 115 dB with enough speakers and you won't notice any echo.

Just thought I'd throw that out to ya!

Thomas Hamkens
Rollin' Jukebox, DJ Service

Editor,

This is in regards to the article in the December issue of the Midwest Disc Jockey News.

In this issue, Dude Walker presented his thoughts on the use and overuse of the word "Professional" to describe every dj.

While I don't agree totally with everything he said in the article, I do view the use of the word "Professional" as one of the most overused terms in the average djs advertising. This is usually used and mis-used by those who are the least able to represent anyone's definition of professional.

I know in my circle of dj friends,

we have quite a debate about what it means to be professional along with the full time/part time discussion. I want to thank Mr. Walker for taking a step to write something very controversial which should open the eyes of some and help them evaluate their business. While some in our group continue to whine about being picked on in the article, I felt it was something great to see.

Too many of them feel that is it thoughts like those shared in the article which is the problem with this industry. If you feel that way also, get over it! Take a good look in the mirror, most of your problems are self inflicted wounds. You have to choose to make you the best dj you can be. If you are always looking for excuses to hide behind, you will never get very far in life.

Scotty E.
Lazer Sounds

Editor,

I am writing to you in reference to the article in December's issue of MDJN that was written by Dude Walker. In his article, he's trying to tell the readers that being a "full-time" DJ is more professional than a "part-time" DJ. I want to know if he's joking or if he actually believes that. I don't derive my total income from my DJ business but I guarantee that I'm just as "full-time" as someone that does rely on their DJ income to survive. I put just as many, if not more hours into my business as I do as a warehouse manager for a local office supply company.

His use of Webster's Dictionary is very misleading. Here are two parts of the definition he forgot to mention...

1. Engaging in a given activity as a source of livelihood or as a career.

2. Performed by persons receiving pay.

I don't read anything in these parts mentioning that you have to derive your sole income from a certain source to be a professional. His use of Webster's is also incorrect. I have 3 different volumes of the Webster's Collegiate Dictionary and I don't read anywhere where it is said "2. Somebody who is engaged in an occupation as a paid job rather than as a hobby". I'm interested in where he found this.

Thomas Hamkens
Rollin' Jukebox, DJ Service

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How to get the most out of a Mobile Beat Show

By Mike Buonaccorso

Ever find yourself saying "On, no, not another DJ show"? Stop! You should be saying, "Great, another show opportunity!" Your most important asset in your career is you. As such, you need to continually ensure your assets increase in value. One of the best ways to improve your worth is through increased knowledge. The Mobile Beat DJ Show and Conference can be your personal fountain of knowledge on many fronts.

Whether you are a trade show rookie or a seasoned veteran, the cold hard truth is that you'll get what you put into your attendance at the Mobile Beat Show. It can be hard work. However, the benefits you stand to reap make it well worth the effort. So, pack your business cards (lots of them) and get ready to improve your career.

In the environment of the Mobile Beat show, it's OK to let people know who you are! Let's face it, to be an entertainer in itself will cause one to be an extrovert. But will you make this work for or against you? Improve your visibility, but do it in a positive way. No one has great memories of the complainer, but they'll remember the helpful advice you were willing to offer, or the compliment you paid.

There is a saying, "If you get just one idea from the show it was worth it." Don't settle for that: kick up a little sand and

you'll see the beach is littered in pieces of gold!

Mobile Beat Mike's Top Tips to Maximize your trade show Experience:

1. Do advance preparation. Set priorities. Review the schedule before getting there and make a plan. Pre-select and attend the seminars you know make sense for you. Keep good notes! Introduce yourself to the speaker and ask for a business card. Be aware that many professional speakers offer optional materials for a fee to supplement their presentations. It's another opportunity to stock up on information over and above what you already gathered.

2. Wear comfortable shoes, and dress in the image you want to be portrayed as.

3. When the exhibits open, see who and what is there. Leave at the end of the show with a full understanding of what every exhibitor was there for. At the Mobile Beat show, that goal is attainable. Don't get home with the program guide to find what you've missed. Sign up for or gather as much information as you can. Sort and discard unnecessary literature you picked up. Too much information is never a bad thing!

4. Have the necessary business tools, cards, literature, and a camera at hand. If

you meet someone important take a picture of the two of you together. It could be a real door opener for you down the road.

5. The most important thing you should come away for the show with is contacts! Network, network, network. Capitalize on the opportunities the show presents to improve your career and your visibility.

6. Have fun, but do it in moderation. Remember your reasons for being here, it's not Spring Break!

7. When you return from the show it is very important to maximize the experience. Write a summary of what you accomplished. Include copies of business cards and photos. Note any insightful information you gained as a result of attending the show. If other DJs work for you, distribute copies of this summary to



those who did not attend the show. If you were a speaker, received an award, or were showcased at the show, write a post show press release and send it to your hometown newspaper.

Mike Buonaccorso has been the producer of the Mobile Beat DJ Shows and Conferences in Las Vegas, Cleveland, Chicago, and Orlando since 1997. For more information on the Mobile Beat Shows, go to www.djshow.info.

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Back To The Basics

By Kyle McPeck

The most practical, beautiful, workable philosophy in the world won't work - if you won't -Zig Ziglar

In my introductory column last month, I talked about going back to the basics to rebuild your business from the ground up. I contend that as you build your business from the ground up you will lay a better foundation than you originally began with. Why? There are many reasons but the greatest reason is because you are building on the advanced knowledge you currently possess and with a plan of what your business goals will be rather than making decisions as opportunities and obstacles present themselves.

It is a philosophy that I honestly believe works but it won't if you are not willing to try.

People, in general, are well intentioned. No one wants to be a failure. You don't wake up in the morning and say, "My goal today is to fail" do you? Of course not, even if you don't reaffirm it with yourself regularly, you most likely want to be successful.

So, if we can agree that all of us possess that common goal then why is it that some people seem to be successful than others? It isn't always easy to determine why? But we can determine why you have not. Have you laid the proper foundation? If so, have you taken that first step to the next floor in your business? Or, are you spending all of your time on the ground floor? If most of your time is spent on the ground floor planning the ultimate business then you never put any of your plans into action nor actually succeed.

Have you ever met the fellow dj in your market? He has all of the proper equipment. He has the music library to die for. His transportation is top notch. His marketing material is professional. Yet, he can't seem to get any work.

He is stuck on the ground floor. In fact, he is so well prepared that he is essentially unable to function. He may have the best of intentions. He may be preparing properly by doing all of the right things like going to conventions, participating on the chat boards, joined an association or two, or reading the success books. In reality, he does so much to impress the competition that he forgot to impress the customer. Build your foundation and then move on to your next level.

There has never been a business that I have ever been involved with that I could simply open the doors and the customers flocked to my door. You have to let your potential customers know that you exist. There are so many ways to promote your business. Find one marketing vehicle that you feel comfortable with and use it to increase your business. Test and measure your results. The old adage in business is that 90% of your advertising does not work. We just don't know what 90%. By taking a few additional steps and keeping records of all inquiries, you will know what is effective and what isn't.

Surround yourself with successful people. Contrary to the laws of magnetism, it is true that successful people tend to gravitate towards successful people. Likewise, unsuccessful people tend to gravitate towards one another and wallow in their sorrow and despair. One way to find successful people is to get involved with a group for leaders. I'm part of a small group of 16 dedicated individuals called the DJ Success Group. The premise of the group is to increase the success of each member individually and then the group will be successful as a whole. The items that have come out of our group have been tremendous. When, I say get involved

Ask The Tech

By Phil Frank

What is better to use with my system to get better sound, a multi band EQ, or a Bass Enhancer device?

To answer this question, let's look into what each one of these devices can do to your signal and the ups and downs of each.

An Equalizer has a series of filters that allow you to cut or boost specific frequency bands. This gives you the ability to adjust pretty much every usable frequency band. When shopping for an EQ, be sure to pay attention to the number of decibels of cut/boost the EQ gives. Most are switchable between +/- 6 and +/-12. If the range is greater than this, that's all the better.

The downside with an equalizer is that it takes a little while to figure out which frequencies to cut or boost. I don't know about you, but I can't tell just by listening. When something doesn't sound "right" I will experiment a little by cutting or boosting different frequency bands one at a time until I find the one I am looking for. Over time, you may develop the ability to do this by ear, but there is no guarantee of that.

A bass enhancer takes a different approach than a traditional equalizer. It varies a little from on device to another, but for the most part, a bass enhancer will take the existing bass signal and add additional low frequencies to it to make the bass sound deeper. This process is usually controlled by a single knob that adds more of the low end as you turn the control up. Some of these processors, such as the BBE Sonic Maximizer have an additional function that does the

same thing to the high frequencies for additional high-end clarity.

Clearly, the biggest advantage of the bass enhancer is its ease of use. You simply turn up each control until you get the sound you want. The disadvantage is that adding more low bass and more high-end is not always the key to a better sound. Often, the frequencies in the midrange are the ones that need to be adjusted.

When it comes right down to it, these two pieces of gear do different things. I have both a 31 band EQ and a sonic maximizer in my rig. If I had to pick one of them to keep, it would be the EQ. That being said, I use them both all of the time and really have no desire to part with either.

Bulbs for my intelligent lights are very expensive, what can I do (wash them, dust them) to extend their life?

There isn't much you can do to extend the life of your bulbs. I would recommend buying the more expensive bulbs as they are rated for longer life so you don't have to change them as often. A run of the mill ELC bulb will get you 150 to 300 hours of use, depending on the brand. These bulbs are typically made in china and cost \$8-10. If you move into an ELC-5, you will get 500 hours of life for about \$15. GE, Philips, or Eiko typically make these bulbs, as well as ELC-7's (700 hour) and ELC-10's (1000 hour). The worst thing you can do to your bulbs is to touch them. ELC bulbs and many other special effects light bulbs are halogen lamps, so oil from your skin will cause them to blow prematurely.

I actually mean do something. So many people want to be members of a group or organization but few want to participate. In business, you must jump into the pool with both feet. Dipping one foot in and checking the temperature is a sure way to fail in business.

Remember, you need the foundation to be strong to build your business. But, you cannot spend all of your time building your foundation. Most importantly, take that first step today.

Take that risk to improve yourself and your business. You owe it to yourself.

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.

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Start Now

By Dr. John C. Maxwell

In the early 1970's, I had the opportunity to hear a speech by W. Clement Stone, co-author of one of the best-selling motivational books of all time, *Success Through a Positive Mental Attitude*.

At age 6, Stone was hawking newspapers on the streets of Chicago to help his widowed mother pay the rent. He had his own newsstand at 13, and later founded what would become a multibillion-dollar insurance empire with \$100 of his hard-earned savings.



Stone's own rags-to-riches story convinced him that, with a positive mental attitude, anyone could become successful. The formula for achievement that he shared with us that day allowed no

room for procrastination, however, "When you wake up in the morning, start with the phrase, 'Do it now, do it now, do it now, do it now,'" he said, adding that we should repeat those three words 50 times in the morning and 50 times

before bed.

The message he wanted to ingrain in our heads was simple: If you want to be successful, don't wait for tomorrow. Just do it now.

Stone, who died in 2002 at the age of 100, was a prime example of the power of starting. He didn't let significant obstacles deter him from becoming successful because he understood that the journey of a thousand miles really does begin with one step.

And there's no time like the present to take that first step.

I don't know what you need to start. Maybe it's an MBA program. A foreign-language course. A leadership training program. An exercise regimen. A new way of running meetings. A complete overhaul of your hiring process. The search for a new job. It doesn't matter what it is.

Just start now.

If you're still wavering, let me give you three more reasons why you should start now.

1. *Start now because today matters.*

That phrase—today matters—isn't just the title of my latest book. It represents a deep conviction I have that, to borrow a line from Benjamin Franklin, "One today is worth two tomorrows." Here's what I believe. Most people—including many leaders—over-exaggerate yesterday, over-estimate tomorrow, and under-estimate today. The fact of the matter

is that the "good old days" were never as good as we remember them to be, and tomorrow often isn't as productive as we think it will be. Today is the day that matters, the day with the greatest potential for accomplishment.

2. *Start now because it removes the greatest barrier to your success.*

Do you know what that barrier is? It's what W. Clement Stone warned against: Procrastination. Anyone who brags about what they're going to do tomorrow probably did the same thing yesterday. My friend Dick Biggs made a tremendously insightful comment one day while we were having lunch together. "John," he said, "let me tell you what the greatest gap is. The greatest gap is between knowing and doing." That is so true.

3. *Start now because it is the open door for opportunity.*

It's the job that never started that takes longest to finish. And let me tell you something—you cannot win if you do not begin. You must go through the door of opportunity when it opens to you, because you never know how long it's going to stay open or if it will ever open again. I love this statement by Karen Lamb: "A year from now you may wish you had started today." Those are strong words of caution, especially for people who are reluctant to start because they're comfortable with the status quo, they're afraid of failure or

they don't want to put forth the effort.

This highlights a problem that is all too prevalent in the 21st-century marketplace: We want the rewards of success without paying the price. Unfortunately, as Seth Godin—author of *Purple Cow* and *Permission Marketing*—pointed out in the May 2003 issue of "Fast Company," you can't have one without the other.

"You don't win an Olympic gold medal with a few weeks of intensive training," Godin wrote. "There's no such thing as an overnight opera sensation. Great law firms or design companies don't spring up overnight. Every great company, every great brand, every great career has been built in exactly the same way: bit by bit, step by step, little by little."

In other words, there is no magic solution to success. But there is a first step, and that first step is starting. Not tomorrow, but today. Not next week, but now.

Anne Frank said, "How wonderful it is that we need not wait a single minute before starting to improve ourselves and our world."

Start improving yourself today, and the rest will be history.

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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The Challenge of Finding Good Customers

By Jeffrey J. Mayer

The biggest challenges we have in growing a business is 1. Finding good customers, and selling more to them. and 2. Identifying bad customers, or bad prospects, and not wasting time with them.

The Wall Street Journal - in a front-page story - focused on how Best Buy is trying to grow its business by eliminating their bad customers from the daily sales mix. This gets challenging when you have 1.5 million customers coming into your stores EVERY day.

"The good customers boost profits by snapping up high-definition televisions, portable electronics, and newly released DVDs without waiting for markdowns or rebates.

"The worst customers buy products, apply for rebates, return the purchases, then buy them back at returned-merchandise discounts. They load up on "loss leaders," severely discounted merchandise designed to boost store traffic, then flip the goods at a profit on eBay.

"They slap down rock-bottom quotes from Web sites and demand that Best Buy make good on its lowest-price pledge," the WSJ reported.

Some customers even boast over the Internet that they have been able to buy merchandise far below the store's cost.

Best Buy estimates that 1. As many as 100 million of its 500 million customer visits, (20 percent), each year are by undesirable customers. and 2. Twenty percent of its customers account for the bulk of its profits.

Isn't it interesting how the 80/20 Rule always seems to apply!

To this end, Best Buy is trying to rate its customers according to profitability, then dump the 20 percent that are unprofitable by making it more difficult for them to buy and return merchandise.

If Best Buy can find more customers who match the profile of their best - and most profitable - customers, while purging themselves of their worst customers, its profits should increase dramatically.

"To lure the high-spenders, Best Buy is stocking more merchandise and providing more appealing service. To deter the undesirables, it is cutting back on promotions and sales tactics that tend to draw them, and culling them from marketing list," said the WSJ.

Identifying Good, and Not-So-Good Customers Store clerks have received hours of training so they can quickly identify the desirable customers.

How? They ask questions!

They have been trained to ask a series of questions to try and qualify each customer based upon his, or her, shopping preference, interests, and family situations.

When you can find out what the customer wants, it's a whole lot easier to give it to them.

Looking For Customers

Most of us don't have the luxury of having 1.5 million customers walk through our doors every day, so we've got to go out and look for them ourselves.

selves.

If you're not actively looking for new business, you won't find it. And the best way to do it is by getting on the phone.

Try to spend at least an hour each day looking for business. It's far too easy to do everything else - miscellaneous paperwork, customer service, staff meetings, and who knows what - and leave the search for new customers till later.

And later never comes.

Follow Best Buy's example. Use great questions to separate good customers from not-so-good ones. Service your good customers, keep them happy, and you've a customer for life.

Spend your life serving happy customers, and you'll have a thriving business.

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



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Mike Early's Pro Sound

by Kimberly Early

For Mike Early and his brother Jeff; what began as performing a small, live show for friends; quickly evolved into a successful, live entertainment production company in the late 1980s. The high-energy, live show, complete with a full stage of performers, music and lights, toured the midwest and was even featured at fairs in Southeastern Wisconsin. The show was a hit; and as it grew, so did the amount and quality of stage equipment. By 1990, Mike had accumulated a fair share of stage, light and sound equipment of his own, and when a friend asked him to DJ his wedding, he had everything he needed except for one thing: experience.

Not having been to a wedding in nearly ten years or having any experience DJing, Mike picked up a wedding planner, found himself disagreeing with 95% of what it said about the logistics of a reception, and threw it out the window; deciding to start from scratch and do it his own way. Drawing from his experience as a performer and natural ability for connecting with people; Mike developed a style that night that would

set the stage for a business that would completely take off over the next decade.

From that first wedding, strictly via word-of-mouth, Mike booked 23 weddings. His charisma, personality, performance and flair for what he calls "reading the crowd" was very attractive to prospective customers. The second year he did 44 weddings; the third, 56; and in 2004 he booked 89 events.

Throughout the years he has continued to build up his music collection and update his system to maintain a state-of-the-art DJ service that has provided services for not only hundreds of private weddings and parties, but also corporate functions for companies such as Johnson Wax, Harley Davidson, Pepsi, Quaker Oats, JC Penney and Ocean Spray. Recently Mike has converted his system to digital, using two G4 Apple Powerbooks loaded with MegaSeg DJ software. His system also includes four 15" and two 10" JBL EON G2 powered speakers, two JBL M2 18" powered subs, a Rane MP 22 Professional Sound Mixer, ACL-24 Stage Lighting, Omni System Baby Star Lights, a Lightcraft



Light Controller and two Numark CD Mix 2's.

Today Mike's business, Mike Early's Pro Sound, is one of the top DJ services in his area. He currently charges \$1250 for each gig and still

books events largely through word-of-mouth; continuing to provide outstanding services and sound for hundreds of satisfied customers.

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Press Releases

Submit your letter to the Midwest Disc Jockey News by email at djnews@meltel.net

DJ Intelligence Version 4.5 Released

DJ Intelligence, the online software service-provider which allows DJs to add interactive tools to their website, has just released Version 4.5, again packed with more great features for DJ websites.

The Quote Generator now has the added functionality of promo codes (e-coupons). What is a promo code? In essence it's an e-coupon, or a code, that the DJ can give out to prospective clients. They tell their prospective clients to use this code on their website and it will automatically provide them a pre-determined discount the DJ specified.

Here's how it works. The DJ can set up an unlimited number of unique promotions that correspond to a specific campaign. For example, let's say the DJ is going to do a bridal show this winter. They can set up a promotion called "Winter Bridal Show" with a promo code of "WBS1214" offering a discount of \$50 (the DJ gets to decide all the values). When the DJ meets with prospective clients at the bridal show, they can give them their special promo code of WBS1214 (for example, write it on the back of their business card) and tell them to go to their website to receive a special bridal show discount. Not only will this drive those prospective clients directly to the DJ's website after the show, it will also help the DJ to effectively track the source of website inquiries that come in as a result of the show.

This is just one example of dozens of ways this new feature can be put to great use. The DJ can give a code to current customers to refer friends, family, and co-workers and offer them a discount. They can give a code to banquet hall managers. They can give a code to photographers and videographers (and other

professional vendors) for referring their service. The list of potential uses goes on and on. But the bottom line is that it's all about finding unique, compelling ways to drive prospective clients to this DJ's website first, before their competitors'. And that is exactly what this feature does.

In addition, other professional vendors and banquet halls are going to be more likely to refer this DJ's service if they can offer their clients a discount for doing so. This adds value to the other vendor's service offerings. For example, "Book ABC Photography and you'll receive \$100 off DJ services from XYZ DJ Company." It's a win-win scenario that provides value to both the photography company (or other professional vendor or banquet hall) and also to the DJ service. The DJ can, in essence, build a network of other professional vendors and banquet halls that are driving prospective clients to their website.

Try it out on our demo account at <http://www.demo.djintelligence.com/quote> - enter Promo Code "test" to receive a \$50 discount on your hypothetical event.

DJ Intelligence gives DJs the ability to add highly interactive tools to their existing website by offering a series of applications that install into a DJ's existing site. Over a dozen interactive tools are included with the annual subscription service, including an availability checker, online music search and request system, event planning forms, event timelines, satisfaction surveys, price quote generator, online booking system, contact/inquiry form, secure web-based payments, automated client referrals, and much more.

All tools are customized to match the "look & feel" of the DJ's website and can integrate into any existing site, regardless of who designed it or where it is hosted, in under 10 minutes. DJ Intelligence features 99.9% uptime, multiple offsite data backups, and 24/7 rapid-response support.

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

Fidelity Media Releases MegaSeg 3.0 DJ Mixing and Automation Software

Fidelity Media today announced the release of MegaSeg 3.0, the premiere Pro DJ and radio automation software for the Mac. The new version, available at [Megaseg.com](http://www.megaseg.com), includes over 100 improvements and new features. Among these are a redesigned Dual-Deck Mixer, smooth pitch returns, bass and treble controls, right-click mouse support, multi-select editing, playlist sorts, new HTML logging features, library and playlist printing, restrict play dates rule, limit male/

female vocalists rule, revamped open playlist dialog with live preview, direct open/save to iTunes, improved category browser, new log browser, "related artist" separation, cold/fade end indicators, many new database fields, redesigned preview player, exact time feedback in playlist, improved Events UI, improved Rules warnings, improved search engine, and many other improvements.

MegaSeg 3.0 is now available for \$199 from Fidelity Media at www.megaseg.com. An upgrade for current users is available through November for \$59 (normally \$69).

System Requirements: MegaSeg 3.0 supports all Apple Mac G3/G4/G5 systems running Mac OS X and a 500 MHz or faster processor, and at least 256MB of RAM.

Fidelity Media Inc. was founded in 1998 with the vision of simplifying music library management and mixing for mobile DJs, radio stations, and other music related industries. The privately held company's flagship product, MegaSeg, has since 1999 been the premiere DJ music mixing application on the Macintosh.

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

Promo Only Unveils New Caribbean Series!

The music of the Caribbean: it's all about romance and rhythm. And now, the music of the Caribbean comes to Promo Only, the nation's leading promotional music and music video service, as the Caribbean Series, Promo Only's newest monthly CD series!

"The term 'Caribbean' has come to represent such a broad range of music," said Promo Only director Jim Robinson. "All of which are growing in popularity. Reggae, Reggaeton, Soca, Calypso - Caribbean music is becoming a true crossover phenomena."

"Its impact is being felt in virtually every market in the country," agreed Caribbean Series programmer, DJ Leony Vega. "Many of these styles -- Reggaeton, for example -- are only beginning to take off."

And as the appetite for Caribbean music grows, so does the Promo Only lineup of series.

Styles to be featured on each monthly issue of Caribbean Series include (but are not limited to): Reggae, an African-Caribbean style of music developed on the island of Jamaica; Reggaeton, a Spanish language genre of Reggae that features distinct hip-hop influences; Soca, an often bawdy style of island music that combines the lilting sound of Trinidad's calypso with the signature rhythms of India; and Dancehall, a sub-genre of Jamaican reggae characterized by a DJ rapping over raw and danceable reggae music.

"We've tailored the Caribbean Series to represent the full spectrum of what today's Caribbean music has to offer," concluded Robinson. "This is music for the growing mainstream that is still discovering a unique and irresistible dance form."

For further information visit <http://www.promoonly.com>.

Promo Only Announces the Release of Hot Video Classics Best of 1984-1986 Volume 2!

More '80s Video Classics 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 1984-1986 Volume 2, the latest in its series of digitally restored music video classics on DVD.

Hot Video Classics Best of 1984-1986 Volume 2 marks the 22nd specialty DVD from Promo Only, and, like each of its predecessors, features the same high quality classic music videos that have made Hot Video Classics the industry benchmark for quality, selection and reliability.

"We're extremely gratified at the response our Classics have received thus far," said Pete Werner, Promo Only's vice-president and executive programmer. "And more than a little proud to again offer such a great collection of classics."

"That we've been able to do so again so quickly without sacrificing the quality and selection we demand of each Hot Video Classic gives us no small measure of satisfaction as well," added Promo Only director, Jim Robinson.

Featuring 38 digitally restored music videos, Best of 1984-1986 Volume 2's track listings include such timeless classics as: What's Love Got To Do With It?, Tina Turner; Pride (In The Name Of Love), U2; Let's Go All The Way, Sly Fox; Legs, ZZ Top; I Can't Wait, Nu Shooz; Kiss, Prince & The Revolution; Like A Virgin, Madonna; and We Don't Have To Take Our Clothes Off, Jermaine Stewart.

Concluded Werner: "Bottom line, Best of 1984-1986 is about great music and good times; about the fun, the fashion and the music that were the best part of the '80s -- with the crispness, clarity, and convenience that only Promo Only can offer."

For further information visit <http://www.promoonly.com>

Chauvet Legend™ 250 Zoom

Legend™ 250 Zoom is a sophisticated, 18-channel moving light that effectively projects patterns, logos, glass gobo images, morphing gobos and even soft light. Multiple gobos, colors, prism and effects can be layered. Features include: linear motorized zoom (15 ° to 22 °), variable iris, variable strobe, motorized focus, mechanical dimming, 8-bit or 16-bit pan/tilt resolution, automatic pan & tilt correction, independent frost, micro-stepping motors, coated optics, two color wheels, one effect wheel and two gobo wheels. Movement range is 540 ° of pan by 280 ° of tilt. Optical encoders at the base of the head automatically correct the fixture's position as necessary.

Each color wheels features 5 colors plus white. The effect wheel has one quad-color filter, 1 bicolor filter, 2 CT filters, 2 glass effects, 1 UV filter and one open position. One gobo

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wheel features 9 interchangeable gobos. The second gobo wheel features 7 interchangeable, fully rotating and indexing gobos plus open. All wheels can be superimposed.

On-board programming eliminates the need for a console in certain applications such as simple trade show lighting or merchandising and display. Nine steps can be saved in one program. Lenses have an anti-reflective coating, which improves image quality and minimizes leaks. A new and specialized glass reflector for the lamp harnesses the focal point, which results in an extremely high light output. The 2,000-hour MSD250W lamp can be turned on and off remotely from a console.

An internal thermal sensor automatically adjusts the fan speed based on internal cooling requirement, allowing quieter operation.

A multi-tap transformer allows selection of the following voltage operating range: 110V, 115V, 208 V, 230V, 240 V at either 50Hz or 60Hz.

Lamp: 2,000-hour MSD 250W.

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

DJ Cruise Announced For November 11th through November 17th

DJ Cruise®, <http://www.djcruise.com>, presented by ProDJ.com, is proud to announce the first in a new series of cruises starting in late 2005. Ryan Burger, president of ProDJ.com has teamed up with Paul Beardmore, the creator of the original DJ Cruise®, to work up a new series of fantastic opportunities for DJs to network with their peers in the fantastic environment of a cruise ship.

"Back in 1999 when Paul Beardmore created the DJ Cruise®, ProDJ.com was excited to be a flagship sponsor of the event because of the excitement that he showed for the event" says Ryan Burger of ProDJ.com. "...And then when I went on it with my wife in 2002 I knew that I wanted to bring more people into the mix and find a way to make it more affordable for other DJs."

"We have taken the format that the DJ Cruise® has had for the last 5 years and shortened it a bit for the 2005 cruise while still maintaining the class of a full fledged event" Beardmore said. "While the past DJ Cruise® were 7 night/8 day events, the 2005 cruise has been pulled down to a 5 night/6 day cruise and scheduled so that DJs don't need to miss 2 potential event weekends."

In addition to the change in time, ProDJ.com by becoming more of the organizer and travel agency of the event will be able to help tremendously with support within the industry and bring in nationally known DJ industry members as keynote speakers on the cruise. Sponsors of the 2005 Cruise include ProDJ.Com, DiscJockeys.Com, NorthernLightfx, Mobile Beat, Chauvet Lighting, Promo Only, and Tricerasoft. Northernlightfx (<http://www.northernlightfx.com>) is even offering a way of getting a free cruise through purchases made through their store and has become a major supporter of the DJ Cruise through it's efforts. Current headline speakers on the cruise include Randy Bartlett, GameMaster Scott Faver, Ryan Burger and others.

For those not familiar with the DJ Cruise® or general convention cruise type

format that Paul brought to the DJ industry, essentially it consists of organized sessions each morning the ship is at sea for all attendees and additional more informal sessions on other more specialized topics available in the afternoons when also not in port. While these sessions are extremely productive and improve the businesses of those actively involved, the real power of such an opportunity as this comes in being with other entertainers in an entertainment filled location with Game Shows, video dance parties, and karaoke filling portions of the cruise. Participants in the cruise were informally talking about how they do business at all hours of the day.

The disc jockey business related portions of the cruise are fantastic for networking, additionally what the DJ Cruise® offers is the vacation aspect of the cruise opportunity. Going to exotic ports of call, swimming with dolphins, climbing waterfalls can't be overlooked for someone wishing to plan a vacation that can be written into the business finances. Social events just for the DJ Cruisers are also planned separate from the general cruising population on the ship.

The DJ Cruise® has always been done on a large format cruise ship and this year is no exception. The Carnival Ship Imagination our host ship and is a state of the art community on water with fantastic stateroom accommodations, fine and casual dining options, 24 hour stateroom service all included with your rates around \$400-\$500 per person double. Plus this includes all of the cruise activities and entertainment, special shipboard events and the Camp Carnival children's program. Off ship activities, taxes and some beverages are additional.

Check out more information at <http://www.djcruise.com!>

KND Systems Inc. unveils handicap accessible dj system at the Mobile Beat DJ Convention

KND Systems Inc. is proud to announce that we have made a breakthrough that makes the DRDJ® 1200 System compliant with the Americans with Disabilities Act (ADA). The system will be on display February 23-24, 2005 in the main exhibit at the Mobile Beat convention hall booth 912, Stardust Resort & Casino, Las Vegas. In addition we will be unveiling the brand new DR.DJ@LT. Our goal is to educate the public, specifically the disc jockey and handicapped communities.

The DR.DJ® 1200 model (Digital Revolution Disc Jockey®) is the ultimate one, two or three-piece, fully integrated system designed for simplistic set-up, and stable efficient operation. The trademarked system is a computer-integrated audio, video, and lighting performance machine.

The DR. DR.DJ® 1200 system, which took, over five years to design and build, is broken into three manageable pieces: the amplification, processing, and control sections. The three components can than be used separately with additional equipment or join to form a bigger, more powerful machine.

For more information visit www.DRDJ.net..

What's Your Backup?

Product Review

You are running a business. You are out making money. You are under contract with a client. You start the night with your favorite set of songs and the dance floor is full. Then, the unthinkable happens, your sound system dies! It has been with you for a number of years without failure. You have cleaned and loved the system like a member of the family. Yet, here you are, with a room of people celebrating a once-in-a-lifetime event and you are without sound. You remember that guy at the convention talking about having backup equipment...hmmmm, now would have been a great time to have some of that back up stuff.

The trick is to find some that will function in the case of an emergency, yet not break the bank.

Some disc jockeys literally carry a complete second sound system. While this is great for keeping a consistent image and consistent feel to the show, it can be unrealistic due to expense, limited transportation abilities, and limited storage.

So, the key becomes to find something that will save your event, yet not break the bank with a large equipment investment or the need to buy a huge trailer.

We reviewed one option for a backup sound system. We reviewed the Vestax CDX-16 and the Fender Passport 250 Deluxe.

If you are looking for something small enough to put in the back seat of your vehicle, yet give you enough ability to keep your event

going, this combination might be just for you.

First off, the Vestax CDX-16 is a dual cd player/mixer in one. The unit features two top load cd players, a cross fader (to go between the cd players and/or additional line input items), and a microphone input. In one unit, you find all of the basics you need for keeping your show going without breaking the bank or filling the trailer. You can hook up the Vestax CDX-16 to your powered speakers for a quick replacement for your main disc jockey coffin in a matter of minutes.

Next, we hooked up the CDX-16 to a Fender Passport 250 Deluxe. Fender makes 4 models of their Passport portable sound systems. The Deluxe versions feature upgraded sound and are designed for vocals and music playback. The 250 Deluxe features a 4 channel on board mixer and two additional line inputs (which worked perfectly with the CDX-16). In our test, we hooked up the CDX-16 to the line inputs on the Passport 250 Deluxe with surprisingly good results from a smaller sound system. The Vestax CDX-16 was easy to use, quickly found tracks on our text CD and CDT, and handled very well for an all in one unit. Combined with the warm, room filling sound of the Fender Passport 250 Deluxe, we had many compliments from our test listeners who thought this small sound system compared to systems thousands of dollars more.

For more information on the Vestax CDX-16 or the Fender Passport 250 Deluxe, visit <http://www.audio-depot.com>.

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CHR Radio

- | | | |
|----|-----------------------|-------------------------------------|
| 1 | Over And Over | Nelly Feat. Tim McGraw |
| 2 | Breakaway | Kelly Clarkson |
| 3 | My Boo | Usher & Alicia Keys |
| 4 | Lose My Breath | Destiny's Child |
| 5 | Just Lose It | Eminem |
| 6 | She Will Be Loved | Maroon 5 |
| 7 | Goodies | Ciara Feat. Petey Pablo |
| 8 | Baby It's You | JoJo |
| 9 | Dare You To Move | Switchfoot |
| 10 | I Don't Want To Be | Gavin DeGraw |
| 11 | Broken | Seether Feat. Amy Lee |
| 12 | My Happy Ending | Avril Lavigne |
| 13 | Let's Go | Trick Daddy Feat. Twista & Lil' Jon |
| 14 | 1985 | Bowling For Soup |
| 15 | On The Way Down | Ryan Cabrera |
| 16 | Welcome To My Life | Simple Plan |
| 17 | What You Waiting For? | Gwen Stefani |
| 18 | One Thing | Finger Eleven |

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|----|-----------------------|---------------------------|
| 19 | Oye Mi Canto | N.O.R.E. |
| 20 | Drop It Like It's Hot | Snoop Dogg Feat. Pharrell |

ROCK

- | | | |
|----|----------------------------|-------------------|
| 1 | Pain | Jimmy Eat World |
| 2 | Boulevard Of Broken Dreams | Green Day |
| 3 | Vitamin R | Chevelle |
| 4 | Cold | Crossfade |
| 5 | Getting Away With Murder | Papa Roach |
| 6 | So Cold | Breaking Benjamin |
| 7 | American Idiot | Green Day |
| 8 | Fall To Peices | Velvet Revolver |
| 9 | Mr. Brightside | The Killers |
| 10 | Breaking The Habit | Linkin Park |

URBAN

- | | | |
|---|-----------------------|---------------------------|
| 1 | Drop It Like It's Hot | Snoop Dogg Feat. Pharrell |
| 2 | My Boo | Usher & Alicia Keys |
| 3 | Go D.J. | Lil' Wayne |

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|----|-------------------|-------------------------------------|
| 4 | Shorty Wanna Ride | Young Buck |
| 5 | Breathe | Fabulous |
| 6 | Wonderful | Ja Rule feat. R. Kelly & Ashanti |
| 7 | Let Me Love You | Mario |
| 8 | Let's Go | Trick Daddy Feat. Twista & Lil' Jon |
| 9 | Charlene | Anthony Hamilton |
| 10 | My Place | Nelly Feat. Jaheim |

COUNTRY

- | | | |
|----|----------------------------|-------------------------------|
| 1 | Mr. Mom | Lonestar |
| 2 | Nothing On But The Radio | Gary Allan |
| 3 | That's What It's All About | Brooks & Dunn |
| 4 | The Woman With You | Kenny Chesney |
| 5 | Some Beach | Blake Shelton |
| 6 | In A Real Love | Phil Vassar |
| 7 | Stays In Mexico | Toby Keith |
| 8 | Awful Beatuiful Life | Darryl Worley |
| 9 | Party For Two | Shania Twain/Billy Currington |
| 10 | He Gets That From Me | Reba McEntire |

The DJ Swap Shop

For Sale: Re-recording studio, all DBX equip. records and albums from the 50's thru 95, 45's, 78's Etc. 507-451-3647

For Sale: 2 Soundtech 15" speakers with wood storage cases,\$100. 2 B-52 MS-18S subs and speaker stack poles(used once),\$500. Ness SP-18 8 outlet rackmount power switch,\$10. Gemini PMX-2000 mixer,\$75. Gemsound CD25 dual CD player (right side CD needs adjustment),\$25. A/B Precedent series 600LX amp, \$150. Samson S3-way crossover(used once),\$200. Samson S700 amp(used once),\$200. Grundorf rack case (8-space bottom, 10-space slant top),\$50. Audio Labs BA15 microphone & Quantum 6' cable/case,\$20. On-Stage Stands light tree, \$25. 4 Par36 aluminum spots,\$40. American DJ CC-5000 light chaser controller,\$30. MBT Double Dancer DJ effects light with c-clamp mount,\$60. On-Stage Stands 10' light truss system,\$100. Elation EL-1101 DJ effect light,\$20. MBT ME-1160 DJ effect light,\$20. Grundorf 4-space rack case (non-amp),\$25. Anvil foam interior flight storage case,\$25. All these items will make up a complete system. Will sell all of it together for \$1500 or pieced out as priced below. Local Pickup only unless you want most of it and will pay freight for a pallet shipment of it together from 55303 zip code. Call Barry at 763-862-5721

For Sale: 4-300 watt PAS speakers, new drivers

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For Sale: 2 Cerwin Vega sl36 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: 2 High End System Original Data Flash Strobe Lights \$500 OBO. 612-387-1900

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

For Sale: Established DJ business in the Mpls/St. Paul metro area called Almighty Sounds, which caters mostly to wedding receptions and Church events. Includes equipment (i.e.; Mackie powered speakers), lights, and karaoke. Great reputation for quality service with Christian and secular event, with our specialty being Christian-oriented events. Almighty Sounds includes the website, www.almightysounds.com which is listed with all search engines. The bulk of the business traffic comes from the interent, word of mouth, as well as many regular clients. The business 800 number is also included. The business has great potential. Unfortunately, as I am moving out of the country in a month or two, it is necessary for me to sell the business ASAP. My asking price is \$11,000 for the complete set up.

For Sale: Vestax PMC 15MKII mixer, 4 channel, 3

mic, XLR outputs, \$150. 320-285-5263

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

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

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

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