

Disc Jockey News

Midwest Edition

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

Postmaster: Address Service Requested

MARCH 2005

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

Free

The Disc Jockey Party in Las Vegas

Disc Jockeys from around the world descended on Las Vegas for the 9th annual Mobile Beat Disc Jockey Convention.

The 2005 show was held at the Stardust Hotel and Casino after a long run at the Tropicana Hotel. The change in venue for the show was a big hit with this year's attendees.

The convention featured three days of seminars covering topics related to performance, advertising, equipment, and online services.



Evening events included a Monday night welcome karaoke party, the Tuesday night All Stars event, and the Wednesday night American DJ party at the Beaches (pictured are DJ Skillz (left) and DJ Sparky B).

The disc jockey industry has been going through a change over the past year as attendance at conventions has slowly diminished. The 2005 Mobile Beat Convention did not follow suite as they had rooms full of attendees making this possibly the best

attended mobile disc jockey convention in the country.

"Mobile Beat continues to grow and fill the needs of the mobile disc jockey. They really capture the essence of the profession and they try to provide a little something for everyone at each show. They take it up a notch each year," commented Ed Frank of Louisville, Kentucky. "I look forward to every convention to catch up with friends I have met from around the country."

The exhibit hall had a great turnout and the vendors were very busy both days showing off their new products

and services to the attendees. One of the more popular booths in the hall was the Pioneer booth where disc jockeys could play with the new cd and dvd players and their beat mixing functions. "It is great to be able to play with a [cd player] before we buy it!" exclaimed one young disc jockey in the Pioneer booth.

Mobile Beat also produces a summer disc jockey convention which will be held in Niagara Falls, New York June 27th, 28th, 29th. For more information, visit <http://www.mobilebeat.com>.

Inside this issue:

Page 3: Dude Walker

Page 4: Harvey Mackay

Page 5: Jeff Richards

Page 10: Mobile Beat Las Vegas

Page 11: John C. Maxwell

Page 12: Jeffrey J. Mayer

Page 13: Press Releases

Page 15: Music Chart/Swap

AT LAST... A High Quality All-In-One Dual CD Player/Mixer!

Vestax CDX-16

Individual Outputs On Each CD Player Enables The Use Of An External Mixer, Or Utilize The Built-In Mixer Through The 'Mix Out'.

Each Channel Of The Mixer Features A Two Band EQ, A Line Input, And A Phono Input.

The CD Players Are Top Loading With 40 Seconds Of Anti-Shock (It'll Even Play Upside Down!) And Are CD-R And CD-RW Compatible.

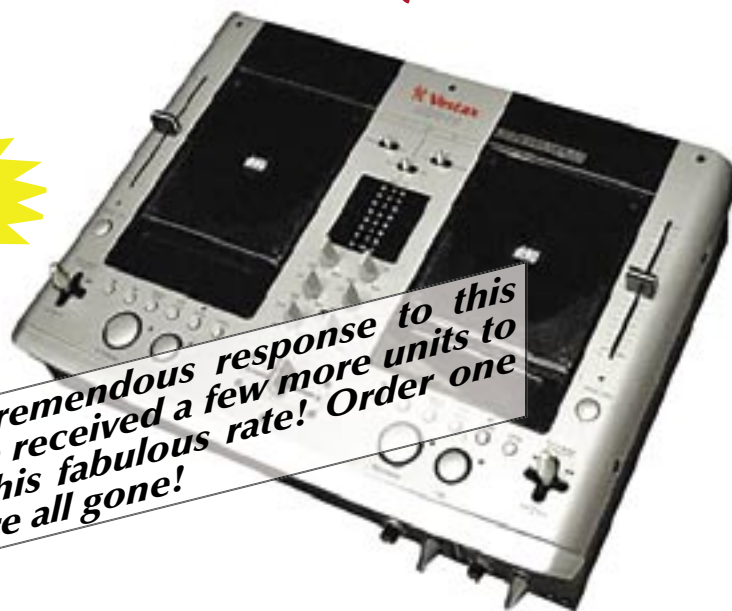
Suitable As Your Main System Or A Convenient Back-Up. Don't Let The LOW Price Fool You - This Unit Is Higher Quality Than Anything We've Sold At Twice The Price!

NOW ONLY

\$299

was \$999

Due to the tremendous response to this offer, we have received a few more units to blow out at this fabulous rate! Order one before they are all gone!



AUDIO-DEPOT

708 E. Johnson St. • Madison, WI • 608-251-2000

www.audio-depot.com • 888-251-2002

For the lowest prices in the nation on Vestax, Numark, Stanton, Tascam, Martin Pro Lighting, Fender Passport, Mackie, Rane, dbx, Alesis, ElectroVoice, JBL, Cerwin Vega, Crown, QSC and more.... Call the DJs at Audio-Depot DJ Supply!

Disc Jockey News

www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News
Corporation

President/Editor

Lori Young

320-285-2323 office

612-597-2998 cell

editor@discjockeynews.com

Sales Manager

John Young

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

Amber Benning

amberbenning@discjockeynews.com

320-285-2323 office

218-310-2619 cell

Sales:

320-285-2323 office

320-285-5264 fax

advertising@discjockeynews.com

Classified:

<http://www.midwestdiscjockeynews.com>

classified@discjockeynews.com

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

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

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

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

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

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

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

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

Once you go Mac . . .

There are lots of DJ software programs out there. Most of them run on PC's. You may be putting off switching to a computer, and worried about stability. A Mac running MegaSeg is your best choice. Here are just a few good reasons why you should decide to use MegaSeg on a Mac...

We sell software only. You decide which Mac system works best for you. Some of our PC based competitors sell hardware and software together at ridiculously expensive prices. They charge four times as much because they need to cover the cost of tech support. They'll pressure you into buying an ugly "lunchbox" system, because most PC laptops are not powerful enough.

MegaSeg is different. It's highly optimized to run on all Mac based systems, from the affordable iBook laptops, to the high-end PowerBook with a beautiful 17" screen. And don't forget the new \$499 Mac mini! Because we know there will be little to no tech support needed, we can sell MegaSeg at a reasonable price. Simple as that.

MegaSeg is easy, and stable. A clean and versatile interface shows features when you need them. Since most DJs dedicate a computer to their DJ business, there's no reason not to buy a Mac to run MegaSeg. Not only will you have a more stable system, but compared to a PC, you'll find Macs have more features and power for the price. Never mind the fact you'll have less headaches and time wasted when using the state-of-the-art Mac OS X.



MegaSeg 3.0 running on a 15" PowerBook G4

iCal (calendar/to-do lists), AddressBook (global contact database), Mail (e-mail with powerful spam filtering), Safari (fast web browser), iSync (syncs PDA's, cellphones), and of course iTunes (which MegaSeg is integrated with to mix music purchased from the iTunes Music Store). Somehow we bet you'll use your new Mac for a lot more than just to DJ.

And finally... MegaSeg can mix your entire iTunes or iPod music library • Output QuickTime and MPEG videos to a TV or projector from your laptop • Use multiple audio outputs for cue and playback • Schedule dynamic playlists • Perform perfect segues • Set Hot Keys for instant sound effects • Show play history charts • Note instant requests • Beatmix • And much more.

Download the demo. Visit MegaSeg.com today, and never look back...



The new Mac mini



MegaSeg 3.0 running on the iBook G4 (left) and iMac G5 (right)



MegaSeg.com
dj software



MegaSeg, the MegaSeg swirl logo, and Fidelity Media are trademarks of Fidelity Media, Inc. PowerBook, iMac, iBook, iPod, and QuickTime are registered trademarks of Apple Computer, Inc. © 2005 Fidelity Media, Inc.

Price Shoppers... You Want To Pay How Much??

By Dude Walker

We all know how it feels when we receive "the call" from a price-shopper. That frustrating, devaluing, condescending call that makes you wonder why you even answered the phone. That feeling that you have just thrown away precious moments of your life, that you can never get back, on an individual that thinks that your crazy to think you can charge that much to "just play music."

What started as a mere curiosity for me back in 1995 has developed over the years into an intriguing set of statistics. It all started when I noticed an increased frequency in phone calls that were concerned only with price. I began logging phone calls from callers asking their first question(s) "how much do you charge?" or "what are your rates?" Much to my surprise the results over the past 10 years have shown a steady increase that coincides with the proliferation of Mobile DJ companies. The most important statistic I discovered is that in 1995 the sale closing rate for price-shoppers was as high as 64% and has fallen to a current low of 8%. Price-Shoppers have always been a part of the market. Over the past decade these price-shoppers have gone from random information gathering calls to a specific form of price reconnaissance.

I have been asking the following questions in the following order to better understand this market shift.

1. What type of an event are you planning?
2. What date are you looking at?
3. How many hours are your looking at?
4. Have you ever seen us perform? / How did you hear about us?
5. Have you set an entertainment budget?
6. Have you had a chance to speak to any other DJs?
7. How important is the dance to you?
8. Would you like more information mailed to you?

Questions #5 and #6 have proven to be the most enlightening. Several price-shoppers have been gathering pricing information to relay to their co-workers, friends or family that DJ on the side.

The problem with "potential clients"

Why? Because most DJs charge the "going rate" based on what they feel others in their market charge. In many cases this information is gathered by co-workers, friends or family. Applying this faulty price information to a working business model is a recipe for disaster. Any legitimate business needs to analyze what their expenses are in relation to how many events they are doing at least once per month. The total expenses divided by the number of events performed can offer a perspective on what your production costs truly are. If you have lousy books you will have a lousy perspective of the financial health of your company.

It's sad to say, but today's price-shopper may be here to stay. Take a look around, with all the technology we have at our finger tips when was the last time you dot com'd the best price on a purchase. We are being conditioned every day to get the best bottom-line on pretty much everything we consume. When event planners look at price as their main and only objective, all the bells and whistles you have to offer account for nothing. The fact that you strive for excellence becomes irrelevant. The cheapest price becomes the price being sought after and that is being applied to the services any DJ offers.

Several DJs have shared with me some of their most repulsive stories of price-shopping. The most notable price-shoppers are schools. They have crossed the ethical line of checking prices...to issuing the "top price" they are willing to pay without giving any regard to what it may cost to actually produce the show. For example: Schools have began decreeing that they're only willing to pay up to \$250 for a prom DJ! Truth be told, that's only \$36 more than my cost of producing a show nearly 20 years ago and my production costs for the same shows have more than doubled. Sad but true...competing DJs have taken those gigs at those rates out of desperation.

So how did the most important part of any dance become the most worthless part of the dance budget. The overpopulation of DJs created a shrinking market share for DJs overall and price became the logical target due to supply and demand. Overpopulation can breed subversive tactics by those less

DJs in the industry set their rates at (X \$\$\$) per evening. That will eventually become the norm.

A few years ago a newer competing company in my market had their sister call several DJs in the area and produced a Comparative Ad (without our consent) that was disseminated to several schools. The problem with the Ad was the information was incorrect. This ad included a wedding rate that very few schools would be willing to pay and it ultimately affected our school dances. Our company was named as the 1st company on the list and aside from the incorrect price the gear and services offered was confused with that of another competitor. When our attorney filed action against this company, it was discovered that this DJ was a former DJ of the yet another DJ in the market that gathers information in the same way. The sad intent of the ad was that the company disseminating the information tried to tip the booking scales in their favor on the basis that they charge less in reference to competing prices. I have discovered several competitors over the years that have directly price-shopped my company to gather price information. You have to love Caller ID and low IQs.

What can DJs do to combat the price-shopper? Join an association. You will soon discover that other DJs share the same frus-

trations. I am a proud member of MAPDJ. <mapdj.org> We meet once a month to talk about concerns such as these and this pool of knowledge is invaluable when it comes to dealing with these problems. The stark reality is that DJs have created a self-destructive circle when it comes to price-shoppers. Today there are more, by sheer numbers, upstart DJs that lack or apply simple business knowledge. That increased number of DJs increases the number of price-shoppers proportionally. The willingness to pander to the client no matter what the cost just for the sake of getting the booking adds to the problems all DJs face. When a client's first question is "how much do you charge?" don't offer a price until they share their entertainment budget with you. If they refuse to offer you a budget decline the gig. If they claim they don't know what their budget is, enlighten them on how important the DJ is, what you have to offer...then share your rates.

Remember...there's always a sale being made. You either sell the client or the client sells you!

Either way you are 100% liable for the services you contract at the price you've agreed on.

Email your price shopper experiences (or horror story) to story@discjockeynews.com.



1-800-854-8490

PINTO NOVELTY CO.

2118 Avenue X Brooklyn, NY 11235

<http://www.pintonovelty.com>

WHOLESALE NOW IMPORTER

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

<p>Glow in the dark bracelets</p> <p>6" glow in the dark sticks</p> <p style="text-align: center;">(Individually wrapped on string)</p> <p>Black wayfarer sunglasses</p> <p>Mylar streamer wands</p> <p>Hawaiian 1.5" multi color poly lei</p>	<p><i>priced as low as04 Per unit</i></p> <p><i>priced as low as45 Per unit</i></p> <p><i>priced as low as ... 3.00 Per dz</i></p> <p><i>priced as low as ... 2.00 Per dz</i></p> <p><i>priced as low as80 Per dz</i></p>
---	---

The above prices are based on case lot quantities!

We also carry the bare necessities to get your party going.....

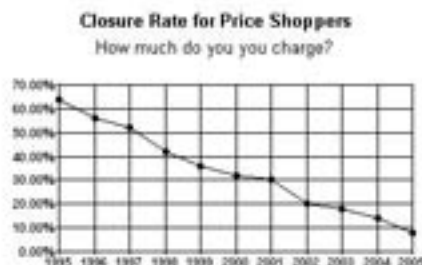
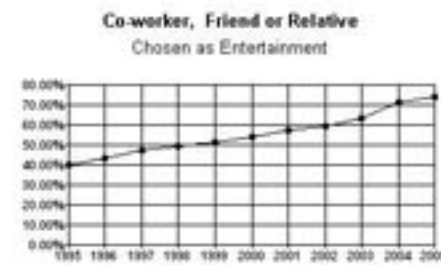
Fold up limbo poles - black duct tape (in various sizes) - Gaffers tape - 9 volt batteries

YMCA PARTY KITS ARE STILL AVAILABLE

It pays to call PINTO NOVELTY

for all your party needs!

1-800-854-8490



gathering price information through subversive means is that many DJs do not base their price on their production costs plus desired salary. Unfortunately, most DJs don't even know what their production costs are.

willing to play by ethical rules. The social dynamics of disseminating incorrect information to the masses is that the masses tend to believe the most frequently shared or most perceivable viewpoint. If the majority of the

Life is a matter of perspective

By Harvey Mackay

It all depends on how you choose to see it.

Is your outlook partly sunny or partly cloudy?

When you wake up every day you have two choices. You can either be positive or negative; be an optimist or a pessimist.

I choose to be an optimist. I see the glass as half full, not half empty. I realize that after every storm the sun shines; that there is a solution to every problem.

It's like the two salesmen who fell on hard times and ended up broke in a small town in Montana. They needed money to move on and learned that the town paid \$20 each for wolf pelts. They sensed the opportunity. That night they set out with a couple of clubs and some borrowed supplies and made camp in the distant hills. They were no sooner asleep than one was startled by an eerie howl. He crawled outside the tent to find himself surrounded by hundreds of snarling wolves. Back into the tent he crawled and shook his buddy.

"Wake up!" he cried. "Wake up! We're rich!"

It's all a matter of perspective.

You can whine because you have to go to work or you can be grateful that you have a good job.

You can complain about learning new

software -- again -- or be excited about having a new challenge.

You can grumble about your incompetent boss or do everything in your power to make your department successful.

You get the idea.

A terrible tornado swept through my home state of Minnesota a few summers back. There was massive damage. An entire town was wiped out. People were distraught. One photojournalist for a local TV station captured a slightly different slant in the aftermath when he featured a man standing by his car, which had been crushed by a fallen tree. He was smiling, waving at people driving by, and holding a sign which read, "new-style compact car."

Pop quiz: What is the most common sentiment expressed by victims of disasters like this? "At least we're all okay." A few hours earlier they wouldn't have given that a second thought. Strange how a little wind can change your perspective.

You may have heard about the shoe company that sent a salesperson to a newly developing country to check the potential market there. He came home and reported, "There is no market there. Nobody wears shoes."

The company decided to test it again, this time with a more positive salesperson. Within a few hours an e-mail came in:

"Start shipping shoes immediately . . . No competition."

The pessimists don't grow your business or even maintain the status quo. They make the job harder for everyone around them. And the worst part is that their surliness rubs off on others. It's a no-win situation from any perspective.

Encourage your employees to look at each business challenge as an opportunity rather than a problem. As Winston Churchill so eloquently put it, "I am an optimist. It doesn't seem too much use being anything else."

There is a monastery on Montserrat, Spain, that is a certain test of attitude. Set halfway up a 4,000-foot mountain, the monastery offers inspiration from every view. But the monks must maintain silence except for once every two years, when they may utter exactly two words.

After his first two years, one young initiate was invited to speak to the abbot. "Bed lumpy," he said. Two years later, the same young man again met with the abbot. This time, his two words were, "Food awful." Another two years went by, and the young monk went to the abbot and said simply, "I quit."

The abbot, shaking his head, said:

"I was somewhat expecting this. All you've done since you've been here is complain, complain, complain."

Don't wait for divine inspiration to improve your outlook. Some people see the positive in every situation, while others go through life waiting for their induction into the negative attitude hall of fame. Life is a matter of perspective. You choose.

Mackay's Moral: Keep your eye on the doughnut and not on the hole.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 best seller "Swim With



The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."

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

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

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

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

972.406.6800 • TMCI@TMCentury.com • www.TMCentury.com

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

PrimeCuts...The Clear Choice

Compare Us...We Dare You!

All The Hits When You Need Them...

	PrimeCuts	Promo Only	ERO	RPM
The Music				
Discs Ship Weekly	✓	-	-	✓
Radio Edits	✓	✓	✓	✓
7 Formats On Every Disc (AC/Hot AC, CHR, Urban, Country, Rock, Dance, Christian)	✓	-	-	-
Discs Ship On A Regular Schedule	✓	-	✓	✓
Guarantees To Service All Songs In Top 30 In 5 Formats	✓	-	-	-
Tracks Separated By Format (easier to find songs)	✓	-	✓	✓
More Than 40 Years Industry Experience	✓	-	-	-
Cost & Payment Information				
Price Per CD (shipping & handling included)	\$11.20	\$13.33	\$13.84	\$14.61
Convenient Monthly Debit (instead of year up front)	✓	-	✓	✓
Online Tools				
Data Imported Into DJ Intelligence (djintelligence.com)	✓	-	-	-
Free Downloadable Extras (artist IDs, song instrumentals, a cappellas, movie sound bites and more)	✓	-	-	-
Weekly Top 30 Charts Based On Radio Airplay	✓	-	-	-

Contact your TM Rep for details.

Starting From Scratch

By Jeff Richards

Starting from Scratch is a monthly 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 "ADVERTISING". You are now set to start making some money but how do you get your name out to let the public know you are open for business? Over twenty years I have tried and failed with many different types of advertising. I'm going to let you in on what I have found to work the best for me.

The first and the easiest is the BUSINESS CARD. A business card can be handed out to ANYONE and EVERYONE at a low cost to you. To start, find yourself a good graphic artist and work with this person to develop your identity. You'll need a design, a slogan or tag line and some artwork or picture that will grab people's attention and make them want to hang onto your card. I started with the plain white card, and then added a musical note punched out of the card on each side of the name. Then went to a gold card with raised lettering with the punched out notes, then I got smart and found a designer who added a photo of myself and four colors. With today's printing technology you can really get creative with your cards. Don't go cheap unless you are a cheap DJ.

Next place to advertise is the YELLOW

PAGES. Back in the day the phone book was really the only way to get advertising over a large area and be effective. The phone book knew that they had a monopoly and used it to their advantage. When I was a kid there was only one book and it covered a majority of the state. A business would put in one ad, and that was all there was to it. Now there are about four different books that I advertise in to cover the same area. The catch is, now they charge you a separate price for each individual book and without being in each book you will miss a huge section of territory you want to cover. When I started I had a three color business card size ad in one book. It was expensive, but the ad did its job. Then as all the local little books started appearing it really got to the point that a sole proprietor couldn't afford that size add. Over the years I have gotten smaller and smaller in my ads to the point that I have just the name, phone number and website listing. This still costs close to \$400.00 a month, more than I paid for the original three color business card size ad.

The latest scam now is these new non-phone company phone books. It's like anyone can print theses things, so if your looking for a side job this is it. Each of these books cover the same area as the most familiar books you already advertise in.

Here's a little tip, DON'T waste your money on any of these books!!!! No one uses them! I personally throw them away when they show up. It is also a regulation that if you have a phone the books must list you "FREE" of charge. They can only charge you more for the extra features like bold print, artwork, web listing, etc. I have also found that the majority of the people who still use a phone book are simply shopping around or over the age of fifty. For real results, use the web listings in the books and on the phone company's web pages.

The biggest event for the wedding industry is the BRIDAL SHOW. The best bridal shows to get involved with are the huge shows put on by bridal magazines and bridal organizations. These shows get a lot of advertising in newspapers, magazines, bill boards and television. The brides who attend these shows are serious about finding the perfect DJ, caterer, photographer and event location sites. They pay a premium to get in and spend many hours there looking for their dream wedding. The only problem with these shows are they can be very expensive to attend. It can cost upwards of \$1000.00 to \$1500.00 for a booth.

Some shows require you to belong to the magazine or organization to have a booth, which costs even more. These shows can

be a one to three day event, which means you have to staff it for up to 10 hours per day. When you add the entire costs of participating in just one show (association fees, booth fees, ads, personal, time, food, lodging, etc.) it can add up to over \$5000.00. You have to figure out how many events you will have to book to recoup your costs for that show.

There are also local bridal shows put on by event sites and small bridal shops that only cost from \$100.00 and up to attend. These can work for you, but I have found that there are typically five to ten DJ's at these events all trying to UNDERCUT each other. The brides at these shows tend to be more the "LOOKIE-LOO" kind. They seem to have their day already planned and booked out. Some are just attending for the free things and the possible new idea. When it comes to hiring a DJ, either they already have one booked, or are only interested in "price shopping" and hire the cheapest cost guy. I'm normally at the top of the price range. Even though I know I can do better than the "budget DJ in a box guy," the local little shows tend to attract a lower economic status of brides. I've also noticed that unlike to big budget shows, the grooms have a tendency not to attend the event.

Starting continued on page 7







**Wireless • Sound
Lights • Video**

**Rentals • Repairs
Sales • Installation**

For over 30 Years!

2852 Johnson St NE, Minneapolis, MN 55418
612 - 789 - 2496

www.EMRentals.com

Fog Juice Blow Out Sale

The DJ Shop, Inc

10% OFF

1 Gallon of High Quality Fog Juice for \$22.25. Prepay for your juice by Feb 12th and receive a 10% prepay discount. No Limit, No minimum. Delivery last week in Feb. In-store pick-up or shipping available. Mention this ad and get \$1 per gallon shipping to anywhere in the continental U.S. Order by phone, email or fax. Call or Email mark@thedjshop.com for more details.

Buy Now And SAVE\$\$\$

400 Travis Lane #27 Waukesha, WI 53189

Mon-Fri: 10AM-6PM CST Sat:10AM-4PM CST

Tel:877-357-7467 Fax:262-513-9353



Increase your mid-week and corporate profits with:

DigiGames

TRIVIA PRODUCER
Revolutionizing Live Trivia!



Systems as low as \$999. Computer controlled and "stand alone" modes. Customizable software. Available in the colors of your choice. Complete marketing and training materials included.

www.TriviaProducer.com
1-888-Trivia-P (1-888-874-8427)

DJ Utilities

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

Book's
DVD's
Videos
CD-ROM



DJutilities.com
800-669-3123

The MAPDJ Educational Tour featuring Todd Mitchem

A FREE Evening of Training and Fun with Todd!!

Todd Mitchem of Mitchem Interactive is one of the top trainers of interaction and performance in the disc jockey industry. He has been a keynote speaker at the Mobile Beat Conventions and the MAPDJ Convention. Todd's private interactive training program usually runs \$200-\$500 per person. You can see him for FREE with the 2005 MAPDJ Educational Tour! Come learn and find out more about MAPDJ and the NEW educational opportunities with membership.

March 14th: Fargo/Moorhead (Days Inn, Moorhead)

March 15th: Bloomington, MN (Outback Steak House)

March 16th: Des Moines, IA (Applebee's off I-80)

Sponsored by:

The Midwest Association of Professional Disc Jockeys
(with Chapters in Fargo, St. Cloud, Minneapolis, Northern Wisconsin, Central Wisconsin)

Creative Imagineering
(Game Show Mania, Game Show Software)

Promo Only
(Music, Videos, Audio and Video Equipment)

NorthernLightFX
(Audio and Lighting Equipment)

Prodj.com
(Where the internet starts for DJs)

The Disc Jockey News Corporation
(Featuring the Midwest Disc Jockey News, Southern Disc Jockey News, New England Disc Jockey News, Mid-Atlantic Disc Jockey News)

Event Schedule

5:00 pm - 7:00 pm

Dinner with Todd

7:00 pm - 8:00 pm

Interactive Training

8:00 pm - 10:00 pm

MAPDJ Members Only Advanced Training

Creative IMAGINEERING™

NorthernLightFX™
Sound & Lighting Equipment

PROMO ONLY®

ProDJ.com
The Internet's Source For DJs

For more information:
<http://www.mapdj.org>

or call the Disc Jockey News
320-285-2323

Over \$5000 in prizes!!!



Mitchem Interactive

Upcoming Events • Upcoming Events • Upcoming Events

Red River MAPDJ Meeting
First Tuesday of Month
<http://www.mapdj.org>

Central Illinois ADJA Meeting
First Monday of Month
<http://cidja.com>

Kansas City ADJA Meeting
Second Tuesday of Month
<http://www.kcadja.org>

Chicago AJDA Meeting
Second Tuesday of Month
<http://www.chicagoadja.com>

Twin Cities MAPDJ Meeting
Third Tuesday of Every Month
<http://www.mapdj.org>

Southern Wisconsin MAPDJ Meeting
Last Wednesday of Every Month
<http://www.mapdj.org>

MAPDJ Todd Mitchem Tour
March 14-16
<http://www.mapdj.org>

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>

Mobile Beat DJ Convention
June 27-29
<http://www.mobilebeat.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>

WEDJ Cruise
January 9-14, 2006
<http://www.wedjcruise.com>

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

Starting continued from page 5

ORGANIZATIONS are also a great way to let people know who you are. Groups like Chambers of Commerce, VFW's, Legion Halls, Event Sites or anywhere there are people who will listen to you talk about

what you can do for them. One of the best of all is a Disc Jockey Association like MAPDJ. Yes, that's right, other DJ's will get you work. Since I joined MAPDJ I have met many wonderful fellow jockeys.

Now when one of us is already booked for a day we will pass on the referral of the client to each other instead of just letting that client fish for themselves. Recently, I was referred to a client who was so excited about me from what she had heard from the other DJ that she booked me right there without any sales pitch. It was a \$1000.00 wedding! (thank you Paula Vetter!) The idea of DJ's networking has really changed my business for the better. Maybe one day I can refer a client to you!

Until next time,
Keep on Rockin'! Jeff
Richards: CEO- Chief

Entertainment Officer for Party Time Productions. To ask Jeff a question or respond to his column, just e-mail him at jeffrichardsptp@yahoo.com.

Is Your Website BORING?!

Let's face it, these days everyone has a website. So what makes your website **STAND OUT?**

FACT: Research shows that visitors spend **MORE** time on exciting, dynamic websites with engaging content.

We can help!

DJ Intelligence is the fastest and simplest way for you to enhance your existing disc jockey website with engaging, interactive content. No programming required.

- Music Search & Request System
- Dynamic Availability Checker
- Savable Event Planning Forms
- Customizable Event Timelines
- Complete Online Event Booking
- Instant Price Quote Generator
- Post-Event Satisfaction Survey
- Credit Card Payment Gateway
- Guest Request List System

DJ Intelligence™
"Smarten Your Website"
No software to download or install.
Works with any website, hosted at any ISP.
Adds onto your site in seconds.
100% customizable.

Add these features to your existing DJ website today at:
www.djintelligence.com

Don't yet have a website? We can help! Visit our site for details.

Subscribe ONLINE!!

It's Free, It's Easy, It's almost fun

<http://www.discjockeynews.com>



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

It's as simple as picking up the phone!

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

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

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



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

Call toll free for a free membership package

1-800-434-8274

www.djkj.com

The largest association for professional mobile entertainers in the United States

NorthernLightfxTM

Sound & Lighting Equipment

NorthernLightFX welcomes  **MONSTER CABLE[®]**



Microphone Cables, Speaker Cables, RCA/DJ Cables and More!!

Monster is now the world's leading manufacturer of high performance cables that connect audio/video components for professional use. Monster's audio cables increase the clarity, dynamics and power of the audio signals that travel through them. Monster video cables deliver the sharpest, clearest picture possible with naturally vivid color from traditional and digital television, projectors, plasma and DVD. Monster users worldwide will testify to the improved results in their sound and video quality.

***Call our friendly helpful sales staff to ask us
about specials on our refurbished and "B"
Stock lighting effects, CD players and more!!***

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

LIMITED TIME! BLOWOUT PRICES - FREE STANDS!

MATRIX-1000 SOUND SYSTEM

Complete Sound reinforcement solution center!
With 1 15" subwoofer with a 3 channel built-in amplifier and 2 10" two-way speakers this system is great for Mobile DJs!



Call For Price!



MATRIX-2000 SOUND SYSTEM

Complete Sound Reinforcement Solution Center!
This system includes 1 18" subwoofer with built in 3-channel amplifier, 2 12" two-way speakers and packs up compact for Mobile DJs to easily move from one gig to another!



Call For Price!



Check out the New At NAMM section on www.northernlightfx.com/NAMM.php for more great products from your favorite manufacturers, at amazing prices!

NEW AT NAMM® NorthernLightfx™
Sound & Lighting Equipment

Mobile Beat Convention Las Vegas 2005



1. Rob Drachler and Jim Weisz of TM Century manned their booth in the exhibit hall during the 2005 Mobile Beat DJ Show. 2. A large crowd of disc jockeys hit the seminar room to learn new information. 3. The ADJA honored outgoing President Peter Merry with the 'Peter Merry Award' for outstanding service. 4. Victor Alicea of Promo Only helped a customer with his music order. 5. Bill Hermann and Tom Dorscher tried out the table top game show system from Trivia Producer. 6. The ultimate mobile dj vehicle! 7. New products were introduced at the convention like the Game Show 3000 from Creative Imagineering. 8. Mike Walter performed a routine during the Tuesday night All Stars event.

You can do it alone
(and learn things the hard way)
Or, you can grow and learn with friends!

Current Chapters in:
Fargo North Dakota, Minneapolis Minnesota, Northern Wisconsin, Central Wisconsin, Central Minnesota

Future Chapters:
Iowa, South Dakota, Eastern Wisconsin, ???

Join the only non-profit Disc Jockey Association built for improvement and growth with LOCAL educational resources and a yearly regional convention! Local Chapters have access to the **NEW MAPDJ resource DVD library** of educational content. You get more for your money, join today!!

<http://www.mapdj.org>

MAPDJ Convention 2005
November 6, 7, 8
Sofitel Hotel, Bloomington, MN
Bigger, Better, More Fun!

Learn • Grow • Connect



Mobile Beat Summer DJ Show

Niagara Falls USA
June 27-28-29

More info
available at
www.djshowinfo

\$99

FULL SHOW
PASS
thru 5/31/05

Building Better Relationships

By Dr. John C. Maxwell

A few years ago, National Public Radio's Workplace Correspondent, David Molpus put the word out on npr.org that he was doing a story on bad bosses and wanted real-life examples. Within two days, he had received more than 300 e-mails. While some were from employees who wanted to defend their bosses, many described behavior that, from a relational standpoint, was downright appalling.

"My former boss...had a habit of snapping fingers to summon support staff, or, if in search



of a secretary, would bang on the women's restroom door calling out names until someone responded," wrote one person who answered Molpus' request for anecdotes.

"I have had a weight problem all my life," another website visitor wrote. "I had a boss who told me, twice, that 'we have to teach you how to walk like a lady instead of charging around here like an elephant.'"

According to an article on npr.org, other frequently mentioned bad-boss behavior included "showering criticism while stinting on praise" and, acting like an employee's best friend one day and his worst enemy the next.

When I read about such behavior, I'm reminded how critical good relational skills are in the life of a leader. Your job description might say you're in charge of a project, a system, a department, or an entire company. But when you're a leader, a key focus of your work is leading people.

The people in your sphere of influence aren't machines; they're unique beings with their own personalities, talents, shortcomings, and needs. That means you can't take a cookie-cutter approach to your relationships at work. You have to get to know the members of your team individually. You have to find out what motivates each one, and then incorporate that into how you lead them.

At the same time, there are certain relationship rules that every leader should follow. Here are five:

1. Get along with yourself.

There's a reason why this rule is No. 1 on my list. If you learn to get along with yourself, then you'll find it will be easier to get along with the people around you. Read this carefully: hurting people hurt people. Over the years, I've observed that people who can't get along with themselves can't get along with anyone else,

either. If your act's not together, you're going to have relationship problems all your life. So learn to like yourself.

2. Value people.

Valuing people will keep you from manipulating them. It will keep you from treating your employees like servants or slaves (see previously mentioned examples of bad-boss behavior). It will keep you from handling others badly simply because you're having a bad day. Of course, you can't just give lip service to valuing people. It's not something you can fake. You cannot make another person feel important if you secretly feel that he or she is a nobody.

3. Make the effort to form relationships.

It takes a great deal of energy to develop relationships. I understand that. I also know that, as a leader, you have plenty of other responsibilities that require large amounts of energy, including the very act of leading itself. But though it might be tempting to put relationship building on the back burner as you focus on these other things, I encourage you not to do it. When you invest in relationships—with the people you lead, with your peers, with professional colleagues, etc.—you build a network that can provide encouragement, inspiration and support during good times and bad. And you also avoid one of humanity's saddest states: loneliness.

4. Understand the reciprocity rule.

What is this rule? Over time, people come to share reciprocally, similar attitudes toward each other. For example, if you have a good attitude toward others and you maintain a good attitude toward them, eventually they'll have a good attitude towards you. Conversely, if you have a bad attitude toward someone and you continue to maintain that bad attitude toward him, eventually (if not sooner), he'll have a bad attitude toward you. In other words, when it comes to attitudes, what comes around, goes around.

5. Follow the Golden Rule.

You may have been looking for something a bit more revolutionary, but there's a reason this principle has withstood the test of time. If you want to have productive, authentic relationships with the people you lead and work with, do unto others as you'd have them to do unto you.

If you follow these rules, you'll have a growing number of relationships that add value to your life and make you a better person. But it won't stop with you. As you practice these principles, the people you lead will notice. And not only will they notice, they'll start following your example.

For leaders who value people, the rewards don't get much greater than that.

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."

PRO SL DIRECTORY

Formerly known as SLDJ Yellow Pages

The ULTIMATE DJ Resource

ALL NEW 2005 EDITION...category by category listings of every manufacturer and distributor of DJ gear, including sound, lighting and services, plus retailers, novelty companies and more. Everything you need to run and operate your business. **Over 19,000 listings.**

Midwest DJ News Special:

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

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

FREE Unlimited Access to the Pro SL Directory
www.ProSLDirectory.com

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

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

www.adja.org

EDUCATION, NETWORKING AND SUPPORT!

BENEFITS AVAILABLE FOR MEMBERS-ONLY:

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



Become a member today!

Visit our website for detailed information and membership application.

American Disc Jockey Association

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

The Game Show Entertainment System...

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

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

The Original
**Game Show®
MANIA**

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

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



Do It Like Dell: Improve Your Processes

By Jeffrey J. Mayer

It's the beginning of the new year. You're thinking about your goals and how you can become more successful. But if you're like most people, you get bogged down because you believe that in order to increase your income you must increase the hours you work.

You feel trapped in a Catch-22.

With this thought in mind - the only way to increase your income is to work more hours - I read a recent article in The New York Times about Dell Computer's ability to reduce its costs of production by increasing its efficiency.

Dell's gotten so good at this that it has become the world's largest - and most profitable - computer maker.

There's a tendency in business to promote - and brag - about how big, and or successful, a business is. But the real key to running a successful business is to keep your fixed costs down, while striving for new ways to increase operating efficiencies.

Once that's been achieved you focus on how to advertise, market, promote and sell your products.

Dell has turned the process of making computers into a science. Dell's production team takes videos of its most productive workers - they're called Master Builders - and uses them as training tools for other workers.

Great Idea: Learn the best from the best, and you become the best.

Dell's designers are thrilled when they can eliminate a single screw from a product. That saves the assembler about four seconds on each computer built. Four seconds may not sound like a lot, but it adds up when you're building almost 50,000 new machines before lunchtime.

For comparison purposes, in 1991 Dell's 4th quarter production was 49,269 comput-

ers, about 550 per day. Look at how they've grown.

When Dell tries to save production time, they're trying to shave seconds off the production line. When they decided to place one fewer stickers on each computer, they shaved another two seconds off the production time.

Dell's constant and continuous striving for improved productivity has reduced its labor costs per computer to roughly \$10, or 2 percent of the overall cost of a PC.

Time is money. Leverage your time and make more money.

Five years ago it took two workers fourteen minutes to build a PC. Today it takes a single worker five minutes to do the same.

Improving Your Sales Processes

We can learn a lot from watching and studying how Dell approaches its manufacturing processes.

Dell studies every one of its processes and searches for ways to do each one in a shorter period of time. It's become their mission.

That leads me to these questions:

* What are you doing to lower your costs of sales?

* What are you doing to lower your costs of production?

* What are you doing to increase and improve your productivity?

I see wasted time as the biggest challenge to a sales person. It's far too easy to spend many hours with people who don't buy. And when you add commuting and sales call preparation time, it becomes a huge investment. Wasted Time! Wasted Effort!

And after that H-U-G-E investment of time, it's real depressing when the sale doesn't close, and you don't earn a commission check. Especially when you've worked so hard on it for 30, 60, or 90 days.

Better Qualify Your Prospects

My belief is that if you're able to ask better questions you can do a much better job of qualifying your prospect.

If the answers don't measure up to what you think they should be - and you know you've asked good questions - then you don't have a good prospect. Or at least not presently.

It's time to put the file away and move on.

And when the questions do measure up, and you've found a problem, you've created a good opportunity for yourself.

The secret to becoming a H-U-G-E success is to have a process. A step-by-step process that you follow day-in and day-out.

Create
- and refine
- your processes
and it's easy to
increase your revenues
and profits without
working more hours.

Remember: The goal
isn't to work harder.
It's not to work smarter.
It's

to work less. And everybody should have an MBA: A Massive Bank Account.

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



djfinder

bringing together dj's and event planners

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

<http://www.djfinder.com>

The original easy to use online event planner!!

Easy Website Integration • Secure Client and Staff Access

Event Tracking • Financial Reports • Online Request Information Forms

Press Releases

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

SKB Introduces New DJ Rolling Light Bag

DJ's are always looking for an easier way to load their lights in and out after a gig. SKB's new SKB-DJLGHT Light Bag is the solution. Designed for the working DJ, the Rolling Light Bag features two exterior out-board pockets for lighting controller, an interior cable pocket and a smaller fuse pocket. The interior measures 28" (71.12 cm) by 17 1/2" (39.37 cm) x 12" (30.48 cm), and features seven padded adjustable dividers to

customize the interior compartments for various light combinations including up to six Par 56 Cans or two Sealed Beam Par Cans. It can also be configured to accommodate common automated lights. The exterior is made of 600 Denier Polyester with polyethylene plastic reinforcement and padding. It has a retractable handle, wheels and three lifting/carrying handles.

"In surveying the market and consulting with DJ's we heard that many of the existing light bags had inherent flaws or limitations. Most notably a limited compatibility with some of the most common lights used today," commented SKB Sewn Products Division Director, Teyrie Garcia. "We took the DJ Light Bag prototypes to

stores throughout Southern California test fitting as many lights as we could get our hands on. The result is a really universally applicable bag," Garcia concluded.

The DJ Light Bag will be available April 1st and is collapsible to ship in a smaller carton for storage efficiency and reduced shipping costs.

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

Numark Dual CD/MP3 Player: CDN 95

Numark is proud to announce its new flagship media player, the CDN95. This product offers the most professional feature set of any dual CD/MP3 player in the world. All of Numark's custom mixing effects can now be applied to MP3 files with the same stability of traditional CDs.

Features include: 2 sets of seamless loops per track, scratching, sonar, filters, "interlock" auto-beat matching, stutter start, programmable track sequence, advanced slot load CD drives, "key lock" tempo shift, BPM alignment, start/brake speed adjustment, "dead-space" cancellation, MIDI in/out, digital output and user updatable software.

Numark CEO Jack O'Donnell comments, "This product is ideal for the mobile DJ who requires all the features of an advanced CD player and the convenience of MP3 playback."

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

BSU Students and NorthernLightFX Rock out for Tsunami Relief

A cry for relief help has been heard all over the world due to the disaster caused by the recent Tsunami in December of 2004. The residents of the Lutheran Campus Center of Bemidji State University decided they wanted to do some-

thing that would help with the relief aid efforts. In organizing what they called 'Rock for Relief' many of the LCC residents, fellow students and friends were able to combine efforts with local sound and lighting company NorthernLightFX to do what they could to help out overseas.

The event Saturday night was held at the Bemidji National Guard Armory and ran from 5 pm that evening to 1:30 am Sunday morning. With a main stage set up with equipment provided by NorthernLightFX the group was able to present 8 bands and 4 acoustic acts through the course of the evening. The bands and artists that performed were: Amalise Aakhus, blindlystaringupward, Sapphire to Scarlett, Invitation to A Funeral, Estella, First Things First, Five Stars for Failure, D.A.Z.E.D., Last Call Home, A Sunken Ship Irony, Friends with Ben and Ray-Z. Through out the night the students and volunteers sold shirts,

root beer floats and soda to help raise more for the cause. At the end of the evening a total of approximately 350 people attended the benefit and the center helped to raise more than \$1,700.00 for tsunami victims.

NorthernLightFX, a Bemidji, MN based nationwide retailer of professional sound & lighting equipment, provided the use of more than \$20,000 worth of equipment for the event. The equipment included a main stage trussing system, front of house mixing and sound reinforcement, side fill and monitor systems, intelligent lighting and effects as well as an array of other equipment. Ben Stowe, a representative from NorthernLightFX said, "We're just really glad to do any thing we can to assist these kids from the Lutheran Center in their effort to provide aid to those much in need. It's always been our company philosophy that certain things always transcend business, and this is one of those things. We want our customers and community to know that we're partners with them." Several NorthernLightFX staff members were on hand to assist with load-in, set-up, operation, teardown and load-out at the concert.

About NorthernLightFX: Founded in 1994 in Bemidji, MN - land of the legendary Paul Bunyan - NorthernLightFX is a nationwide reseller of professional sound & lighting systems for entertainment, worship and communications. NorthernLightFX offers over 25,000 products from 74 brands to both the retail and wholesale markets. Today, NorthernLightFX continues to serve customers in all 50 US states, the Virgin Islands, Canada, the UK, Japan, and several other countries from their Bemidji location.



Combining Business Conferences and Networking With DJ Industry Peers With A Great Vacation

THE DJ CRUISE

The Original Disc Jockey Industry Conference at Sea

Signature Sponsors:

ProDJ.Com (DJWebmin, E2DJWebsites and More)	NorthernLightFX
Discjockeys.Com	Tricerasoft
Mobile Beat Magazine	Chauvet Lighting
Promo Only	



Featuring our keynote speakers:



1% Solutions'
Randy Bartlett



GameMaster
Scott Faver

Check out <http://www.djcruise.com>
for more info or to get a copy of our
Cruise Preview DVD sent to you!

or <http://www.northernlightfx.com> for a way to get the cruise for FREE!



1-800-854-8490

2116 Avenue X Brooklyn, NY 11235

<http://www.pintonovelty.com>

WHOLESALE NOW IMPORTER

YMCA PARTY KITS STILL AVAILABLE

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

Specials for the month of March

5 Dozen Blues Brothers Sunglasses \$20.00

5 Dozen Hawaiian Leis \$5.00

Everyone can add fun to their event

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

It pays to call PINTO NOVELTY!

1-800-854-8490

Designed by DJs. For DJs.

- music
- video
- gear

**PROMO
ONLY®**

Redefining Promotional
Music Since 1992

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

407-331-3600
www.promoonly.com

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

Monthly Music Charts

By Promo Only

Pop Charts:

- | | |
|-------------------------------|---------------------------|
| 1. Let Me Love You | Mario |
| 2. 1,2 Step | Ciara Feat. Missy Elliott |
| 3. Beautiful Soul | Jesse McCartney |
| 4. Soldier | Destiny's Child |
| 5. Since U Been Gone | Kelly Clarkson |
| 6. True | Ryan Cabrera |
| 7. Boulevard Of Broken Dreams | Green Day |
| 8. I Don't Want To Be | Gavin DeGraw |
| 9. Numb/Encore | Linkin Park Feat. Jay-Z |
| 10. Nobody's Home | Avril Lavigne |
| 11. Mockingbird | Eminem |
| 12. Over And Over | Nelly Feat. Tim McGraw |
| 13. Rich Girl | Gwen Stefani Feat. Eve |
| 14. Daughters | John Mayer |
| 15. I Just Wanna Live | Good Charlotte |
| 16. Drop It Like It's Hot | Snoop Dogg Feat. Pharrell |
| 17. Only U | Ashanti |
| 18. Baby It's You | JoJo |

19. Caught Up
20. Breakaway

Usher Feat. Fabolous
Kelly Clarkson

Modern Rock

- | | |
|-------------------------------|---------------------|
| 1. Boulevard Of Broken Dreams | Green Day |
| 2. Scars | Papa Roach |
| 3. Cold | Crossfade |
| 4. Look What You've Done | Jet |
| 5. Mr. Brightside | The Killers |
| 6. I'm Not Okay (I Promise) | My Chemical Romance |
| 7. Work | Jimmy Eat World |
| 8. Home | Three Days Grace |
| 9. Pieces | Sum 41 |
| 10. Save Me | Unwritten Law |

Urban

- | | |
|--------------------|---|
| 1. Let Me Love You | Mario |
| 2. Soldier | Destiny's Child Feat. T.I. & Lil' Wayne |
| 3. How We Do | The Game Feat. 50 Cent |

- | | |
|---------------------------|---------------------------|
| 4. Bring Em Out | T.I. |
| 5. Disco Inferno | 50 Cent |
| 6. Some Cut | Trillville Feat. Cutty |
| 7. Ordinary People | John Legend |
| 8. Get Back | Ludacris |
| 9. Caught Up | Usher Feat. Fabolous |
| 10. Drop It Like It's Hot | Snoop Dogg Feat. Pharrell |

Country

- | | |
|--------------------------------------|-----------------|
| 1. Mud On The Tires | Brad Paisley |
| 2. Bless The Broken Road | Rascal Flatts |
| 3. When I Think About Cheatin' | Gretchen Wilson |
| 4. Nothin' Bout Love Makes Sense | LeAnn Rimes |
| 5. Monday Morning Church | Alan Jackson |
| 6. Nothin' To Lose | Josh Gracin |
| 7. He Gets That From Me | Reba McEntire |
| 8. Baby Girl | Sugarland |
| 9. Awful Beautiful Life | Darryl Worley |
| 10. I May Hate Myself In The Morning | Lee Ann Womack |

The DJ Swap Shop

For Sale: 1 Complete GSS-4 Game Show, includes 3 contestant podiums, and 1 control podium, 14 CD's and question cards with sound & voice clips for the game show. Used very little, \$4,500 OBO, Call 785-743-6438.

For Sale: (2) Bag End S18EC subs, (2) Bag End TA12 tops, Elf M-1 processor. \$1250 for set. Great condition. 612-597-4499

For Sale: (2000 Ford E250 Cargo Van. 50,000 highway miles, Excellent condition, Power Steering, AC, AM/FM Cassette, Tinted windows, Safety gate behind driver, Book value \$9950, \$9495 or BO. 715-838-0846

For Sale: Bose 502 Subs, very good condition. 612-387-1900

For Sale: Vestax PMC MKII Mixer, Very good condition. 320-285-5263

For Sale: (2) Bag End D12EC subs, (2) Bag End TA12jr tops, Elf M processor. \$1100 for set. Great condition. 612-597-4499.

For Sale: CD Series, Featuring songs from the 50s-90s, Compilation discs, Original pressed discs, will be on display at the upcoming MAPDJ tour in March, \$5.00 per disc. 612-597-4499

The DJ Swap Shop

Buy • Sell • Trade

Disc Jockeys...

Advertise your used item here for FREE!

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

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

email your ad to: swap@discjockeynews.com

Classified ads deadline is the 20th of the month.



**-Glow items
-Beads -Props
-Hats -Wigs
-Giveaways**

Ask Bob for great ideas
for using props!

Props and giveaways make the difference!!



Viking Party Store • Wisconsin Dells • 888-262-7357

KND Systems, Inc.

**PRESENTS THE FUTURE OF THE
DISC JOCKEY BUSINESS...**

Experience the *Digital Revolution* with the DR.DJ
computer integrated, multifunction DJ/KJ high
performance machines.

(877)657-2567 • www.DRDJ.net • (612)866-3702



A Free Subscription

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

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

Please clip and mail this form to:

Disc Jockey News

29442 120th St. • Grey Eagle, MN 56336

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email: _____



St. Paul, Minnesota
(651) 647-9342

*"THE AREA'S #1 SUPPLIER OF
PRO DJ EQUIPMENT
SINCE 1985!"*

- GREAT SELECTION •
- GREAT PRICES •
- GREAT PEOPLE •

SALES & SERVICE!



VISIT OUR SHOWROOM!



American DJ

AMERICAN AUDIO

JBL

Numark

Pioneer

Martin

RANE

MACKIE

Global
FINES

CHRYSLER

EV

ELATION

DENON

SHURE

HIGH END SYSTEMS

QSC

CROWN

SONY

... AND MANY MORE!