

Disc Jockey News

Midwest Edition

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

Postmaster: Address correction requested: 29442 120th St. Grey Eagle, MN 56336

APRIL 2005

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

Free

Gig hoax hitting dj community

The internet has been an area for all sorts of email scams over the past few years. Recently, more reports have come floating in about a scam aimed at disc jockeys and photographers around the country.

The contact via email. They send you an inquiry with the following components: 1. they are from out of the area (most likely out of the country), 2. they want to pay you in advance for your services, 3. they do not want to share venue or specifics in advance, 4. they do not want a written contract, 5. they want to OVERPAY for your service and have you send the balance to a third party.

The following is a dialog with one of these email hoaxers. The emails are not edited (typos from their conversation are retained) for accuracy.

Scammer John Mike: "Goodday, I am preparing for my wedding which will come up on the 11th of June at Minnesota (All the venue details and wedding facts will be send to you via mail or fax) by 10:00 am, As i was searching

for the best photographer who will come and snapshot on the D-day. I saw your advert and i am really impressed about your performance. How much will you collect if you are to snap a shot for us in the church and reception. we want about 200 copies which will be 5 by 7 size, both in the church and reception which will take place at the same place. And there are up to 40 to 75 people invited.

Just give me the precise amount, let me know the mode of payment you will prefer, either a certified check to be made out to your name or a bank to bank wire transfer which means you have to email me your bank information for that and if it is a certified check from USA bank, then you have to email me your name and address where you receive mail. For travelling conviniences and accomodation, i will have a airline ticket send to you and also book a hotel room here in Minnesota for you where you will stay a day before the wedding and also the night of the wedding day.

Please get to me with your

name, address, work, cell and home phone number. i will be looking forward for your reply. thanks."

The reply: "Our rates for photograph work starts at \$2500 with any prints being additional. For 200 5x7 prints, you would be looking at a \$3750 total cost for shooting the day and your number of prints."

Scammer John Mike: "thanks for the mail i will be sending you \$7000 so you will deduct your own price and send the remaining funds to the videographer so let have your full contact address FULLNAME..... ADDRESS..... PHONE NUMBER..... ZIP CODE..... CITY..... SO I WILL LOOKING FOR

YOUR REPLY ASAP"

The reply: "We have a full time video team on staff. They video with professional digital cameras and do a fantastic job. The final product is all edited to a DVD and you get multiple copies of the footage for parents and as back up copies. Let me know if this might be of interest."

Scammer John Mike: "THANKS FOR THE MAIL WHAT I NEED FROM YOPU IS TO GIVE ME THE ADDRESS TO SEND CHECK HAVE ALREADY GET AN VIDEOGRAPHER SO LET HAVE THE ADDRESS LOOKING FOR YOUR REPLY ASAP."

Gig Hoax continued to page 3

Inside this issue:

Page 3: Dude Walker

Page 4: Harvey Mackay

Page 5: Jeff Richards

Page 6: Mike Walter

Page 7: Disc Jockey Spotlight

Page 10: Kyle McPeck

Page 11: John C. Maxwell

Page 12: Jeffrey J. Mayer

Page 13: Aaron Foster

Page 15: Music Chart/Swap

Martin

tuesday, april 12 at 6pm

featuring new product demonstrations,
intelligent lighting controller demonstrations,
lighting specials, and Q&A with factory reps.

AUDIO-DEPOT

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

www.audio-depot.com

608-251-2000 OR 888-251-2002

new
lighting
demonstration!

EVERYDAY LOW PRICES

on name brand high-quality products.

• Bubble juice • Foam/snow juice
• Fog juice • Fogger cleaning fluid

\$12⁹⁹
per gallon



\$299

**NEW
SCX500
MARTIN
SCANNER**

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.

Mix with the right tool.

The Pro Music Mixing Solution

Mobile and club DJ's, radio stations, restaurants, bars, retail chains and many other businesses use MegaSeg's incredible set of features to give them total control over the scheduling and mixing of music, video, and other audio.

Dynamic Music Scheduling

MegaSeg's powerful feature set includes intuitive management of song rotation, timed playlist events, instant sound effect Hot Keys, elegant playlist rules for artist separation, color coded Request Lists, and iTunes compatible playlists. With MegaSeg, you can segue (crossfade or beatmix) between tracks using any Mac. Even the Mac mini!

Expand Your DJ Business

Mobile DJ companies can inexpensively add a MegaSeg system to their growing business, and double or triple book the weekends! Multiple crews can benefit from a well tuned music library, complete with perfect pre-set segues. Imagine yourself free from carting around all your CD's, players, and mixers to gig after gig. With MegaSeg, an iBook or PowerBook, and powered speakers, you have a complete compact system. And instant access to your entire music library to boot!

Mix It Up

MegaSeg's real-time beat mixing allows you to mix with automatic or manual cross-fades. The Mixer includes an Auto-BPM button to help match the tempo of the next and current songs. With MegaSeg, you are in full control of the mix.



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

Get Your Cue On

If you need to cue and preview tracks, MegaSeg has Multiple Output support for simultaneous Cue and Program outputs. It also works great with digital mixers, such as the Numark DXM01-USB.



MegaSeg 3.0 running on a 15" PowerBook G4

MPEG and QuickTime Video

MegaSeg even plays videos! You can connect a video projector to any Mac, and entertain the crowd with MPEG or QuickTime music videos encoded directly from DVD.

FREE Demo Download

Visit www.MegaSeg.com and take the new MegaSeg 3.0 for a test spin...



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.

Breaking Through The Barrier of Distrust

By Dude Walker

Distrust: To lack confidence in; doubt or suspect. Core meaning: lack of trust. A simple eight letter word. Capable of plunging Super Powers into a cold war that created the very realistic possibility of total global destruction. The word is at the center of current world turmoil as we fall headlong into the future.

"Why can't we all just get along?" Those famous words uttered by Rodney King.

Is the mobile disc jockey industry heading towards an imminent demise due to the distrust between competing companies. That suspicion that is almost invariably based on hearsay, half truths or other things that interfere with our personal agendas. We as humans can master most things that present a problem to us, yet we so often fail when it comes to trust. Distrust is a "cancer," a learned behavior that afflicts the mobile disc jockey industry. If left unchecked it permeates and consumes how we regard one another, what we offer, what we offer for free, our prices, how we view ourselves, how clients view us and ultimately how we treat our clients. Far too often disc jockeys distrust one another so much that the goal is to book the gig at whatever cost in order to deny your competitor the opportunity of getting

the event. Which just widens the gap of distrust. Fixating on that ONE THING that you don't like about your competitor, which ultimately leads to distrust, is like zooming in on a map. You'll find what you're looking for, yet without the ability to zoom out or step back from the situation you'll never know where you are in relation to the surrounding environment. Grasping the bigger picture as a point of reference is always the more important goal.

Working past the distrust is no small challenge. Egos hamper most strides forward because we fall into the self destructive cycle of believing we are better than the next disc jockey in line. When someone encroaches into the territory regarded as your territory, flags start going up all over the place. The feelings of almost automatic resentment toward what we feel should have been "ours" turns to passionate and aggressive curiosity. In most cases, rather than meeting the problem head on, the grapevine becomes the most common source of information. That imperfect information fosters contempt and speculation. We find ourselves backed into a corner believing the worst about someone without actually knowing if one shred of it is true. Your perception may be your reality, however, your reality is not

always perceived by everyone.

Identifying the problem of distrust and how it negatively affects the mobile disc jockey industry is only part of the dilemma. Knowing how to get past that distrust and forge new inroads is another. Each and every one of us has the capability and duty to unlearn bad habits and relearn the golden rule. "Do unto others as you would have them do unto you." Joining or forming an association is one of the first critical steps towards becoming a better disc jockey than you are right now. Fighting everyone at every turn is a never ending battle that you will lose if you continue to go it alone. Having industry colleagues that share similar goals can help you grow in areas that you may have never felt possible. Due to MAPDJ: I've been eyewitness to disc jockeys with virtually no confidence take the center stage. I have personally watched disc jockeys command over a 100% increase in rates by simply learning and sharing with each other. I have observed disc jockeys that once hated the ground each other walked on become good friends. All possible by setting aside their distrust of one another to build a better future.

If you knew that your next decision were the most important decision you would ever make, would you spend a little more time making that decision, or would

you allow distrust to instantly affect your actions? Would you debate the person or the issue? The mobile disc jockey industry is at a crossroads. Mobile disc jockeys will either move forward as an economic force or fade into history as a tragic footnote of an industry brought to its knees by ego.

There can be a day when you can walk into a bank and confidently proclaim you're a mobile disc jockey and not have it negatively affect your loan application. There can be a day when you can attend a class reunion and proudly proclaim that you're a mobile disc jockey and not have them wonder what your "real" job is. It cannot happen until we get past the distrust. Distrust is the proverbial anchor around our necks, our achilles heel.

It starts with a phone call, handshake, coffee or lunch. Invite that person you know very little about into your world and they'll most likely invite you into theirs. When you hit a brick wall, try again & again. Sure, you'll find disc jockeys that will embrace the distrust, they'll feel that they cannot survive without it. They are merely projecting their own beliefs and weaknesses. Those that cannot trust...cannot be trusted. Finding those that can be trusted is the future of the mobile disc jockey industry. To those with understanding, my hand is extended...welcome to the future!

Gig Hoax continued from page 1

The reply: "We would need to get a contract signed to send in any funds. Where will the wedding be held at? Send the location and your full contact info for the contract and I can send that over to you to get things going."

Scammer John Mike: "thanks for the mail i said i will send you a certified check to you and about the location of the wedding it will send 2 weeks before the wedding so send the information to send the check because am in holland with my wife for honeymoon so give the address to send the check so i will looking for your reply asap."

The reply: "We can't accept any payments without a signed contract. We need to know the location so we can coordinate with the venue on times and we can file the proper forms for proof of insurances and such with the venue. I am sure you can appreciate that we have formalities to follow being one of the largest corporate wedding service companies in the upper midwest."

That was the last to be heard from the email

scammer. This has become a common scam recently as more and more are looking to use the internet to steal money from unsuspecting people.

The way this scam works: you give them your mailing address, and in a few days you will receive a cashiers check for several thousand dollars. You are instructed to cash the check and WIRE the balance to a third party. The check you have written out looks good enough that the bank in many cases will take it and give you the balance in cash to be wired to the next person it looks good because it is generated with a stolen account. You wire the money off, and then find out in two weeks that the original owner of the "cashiers check" account reports the account number stolen and now you are on the hook for the \$2000-\$5000 you just wired to someone in a foreign country.

This particular scam artist worked from ip address 193.220.45.26, which originates from Zealod Nigeria Ltd. This particular IP address is flagged on many websites as origins of scammers in a variety of sales transactions.



bringing together dj's and event planners

<http://www.djfinder.com>

The original easy to use online event planner!!

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

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



1-800-854-8490

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!*

Glow in the dark bracelets 6" glow in the dark sticks (Individually wrapped on string) Black wayfarer sunglasses Mylar streamer wands	priced as low as04 Per unit priced as low as45 Per unit priced as low as ... 3.00 Per dz priced as low as ... 2.00 Per dz
---	--

The above prices are based on case lot quantities!

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

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

YMCA PARTY KITS ARE STILL AVAILABLE

It pays to call PINTO NOVELTY

for all your party needs!

1-800-854-8490

Laughter: the natural high

By Harvey Mackay

Can you identify this description of a physical reaction?

The neural circuits in your brain begin to reverberate; Chemical and electrical impulses start flowing rapidly through your body; The pituitary gland is stimulated, and hormones and endorphins race through your blood; Your body temperature rises half a degree; Your pulse rate and blood pressure increase; Your arteries and thoracic muscles contract, your vocal cords quiver, and your face contorts; Pressure builds in your lungs, your lower jaw becomes uncontrollable, and breath bursts from your mouth at nearly 70 miles per hour.

Okay, all you “ER” fans, what just happened? Should we call an ambulance?

Better to call a friend and share the joke with them. You just laughed!

Starting your day with a good laugh, or at least a big smile, is as beneficial to your health as it is to your mood. Scientific studies at Northwestern University and Fordham University concluded that laughter benefits the heart, lungs, stomach and other organs. It relaxes tensions, changes attitude, and increases the body’s natural painkillers. It has no harmful side effects. Why don’t we do it more?

We used to, at least when we were little kids. Children laugh an average of 150 to 450 times a day, depending which

study you believe, but all the research says adults laugh a paltry 15 times a day. That’s pathetic. Aren’t we supposed to work hard so that we can enjoy life?

Laughing isn’t hard work, and hard work isn’t funny. But it is possible -- even desirable-- to merge the two. There is no place that needs humor more than the workplace. Considering the number of hours you spend there, and the huge effect it has on your life, wouldn’t you like it to be just a little more fun?

Marty Grunder, who owns a very successful landscaping business in Miamisburg, Ohio, shared his formula for recruiting interesting (yet competent) people. He wrote to me last week and told me about the following ad he had run: “RECEPTIONIST/Rude, lazy, disorganized slob needed to answer phones for national award-winning company. Ideal candidate must talk fast, not listen well, read magazines a lot, and chew gum loudly. Inability to work in a fast-paced environment a must. Sense of humor required . . .” Marty got 42 resumes from that tongue-in-cheek ad. I’d be willing to bet they’d pay him to work there. I’d also wager they’ll work hard and love the job.

Where do you start to lighten up? First, you have to be able to laugh at yourself. The people who can laugh at themselves will never run out of things to laugh at. Telling

a funny story about your foibles or a common dilemma at your office is fine; poking fun at others is risky at best. This is a good time to remember the Golden Rule. Keep it friendly.

Humor builds positive relationships and improves morale. With so many projects dependent on teamwork to be successful, open communication is essential. Laughter is the ultimate icebreaker and bridge-builder. Have you ever noticed how many brainstorming sessions contain a larger than usual amount of chuckles? Humor and creativity are closely linked. I don’t know of any companies that deny the importance of creativity. I surely wouldn’t want to work for one.

To me, the responsibility of the NASA launch teams seems huge. They are working on multi-billion dollar projects, sending courageous astronauts into the great unknown, their every move monitored around the world. In short, it IS rocket science. Most folks don’t connect astrophysics with raucous laughter. But have you ever listened to the conversations between mission control and the space shuttle? They’re hysterical! The music that wakes the astronauts up in the morning -- “Fly Me to the Moon,” “Oh What a Beautiful Morning,” “Up, Up and

Away,” “Leaving on a Jet Plane” . . . somebody knows how to mix business with pleasure.

You may also recall Alan Shepard’s famous golf game -- on the moon. I’ve had trouble shipping my clubs to Phoenix. These superbrains decided to give the folks watching at home a good laugh. They still had a long, scary flight home, but they understood how to take the edge off. Maybe we should all sign up for a rollicking week at space camp!

Mackay’s Moral: Take your work seriously, but don’t take yourself too seriously.

Reprinted with permission from nationally syndicated columnist Harvey Mackay



Mackay, author of the New York Times #1 bestseller “Swim With The Sharks Without Being Eaten Alive,” and the new book “We Got Fired!...And It’s the Best Thing That Ever Happened to Us.”

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

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

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

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

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

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

PrimeCuts...The Clear Choice

Compare Us...We Dare You!

All The Hits When You Need Them...

	PrimeCuts	Promo Only	ERG	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 Disc Jockey business. Each article will cover what it takes to be a successful mobile Dj. Today's subject is CLIENT MEETINGS.

The most important meeting you will have with a potential client is the first one. I say this because that old adage "first impressions" is so very true in our business. The first time the client sees you, your dress, your mannerisms, your general look and attitude is what they will base their decision on if they should hire you or not. It doesn't matter what you charge, if you look like an amateur no matter how expensive or cheap you may be, they won't hire you!

Tip #1: Always dress for success! When I first started I wore a polo shirt and matching hat with my logo on it. I had a high percentage of bookings with the clients, but looking back they were lower paying gigs in locations that had a lot to be desired. This was fine until I began to raise my prices and promoted myself as a higher standard of a DJ. It became harder to convince the client to hire me based on my appearance. They didn't believe my true skills and talents were represented in my look. I then woke up and began to dress the part. I started wearing dress shirts, pants and ties. I lost the hat and made

sure I kept my hair cut and groomed well. The clients became more sophisticated, the location sites are of a higher quality and the client didn't have a problem with the higher price I charged. I'm still a t-shirt and blue jean kind of guy, but for the client I'm Mr. Professional.

Tip #2: Walk the walk and talk the talk! Be confident of who you are and the benefits your client will receive when they hire you. If you don't believe in yourself, your talents and the price you charge, they won't believe you either. This doesn't mean being cocky or brash, but be certain and project your confidence with grace and style so that they see who you are and know you are the one for them. Know your stuff! Have the answers to all their questions. Practice with someone your style and delivery. Get so familiar with your speech that you could do it in your sleep. Also be careful not to be an actor who just spouts out words from a script, you have to be sincere or the client will see right through you.

Tip #3: Meet with your possible clients at their home. It shows that you care and are willing to travel to meet them and it shows your commitment to your craft and that you are willing to work at their convenience. The client will be more at ease in their own home. If they are more comfortable they will be more open to hiring that day instead

of waiting to meet your competitors. Bring your materials, handouts, and if you can, a short video of your previous work. I bring a portable DVD player with a disc that has several different kinds of things I do in a menu style, so that each clients only has to watch the things that relate to them and not waste their time seeing things that don't pertain to their event.

Tip #4: The Office: Whether you work in a store front or out of an office in your home, keep your work area as professional as possible. Have the room neatly decorated, but keep it open and clear and not messy or crowded. Everything in the room should represent you and your business. You don't want personal items, pictures or decorations that can draw the clients attention away from the business at hand. Keep everything focused on the sale of your talents and the fun that they will have at the event when they hire you. I like to play a disc of soft love songs in the background to set a romantic feeling during the meeting.

Tip #5: Get to know your clients. Don't just talk AT your client, talk WITH your client. Ask them questions, what they do, how they met, what dreams they have. Really get to know who they are so that they feel comfortable with you when you DJ their wedding. If you are genuinely interested in them they will be more likely

to hire you.

Tip #6: No pressure sale. Don't pressure your possible clients into anything. Pressure will cause a client to step back and walk away. My attitude is, if they don't book that day, someone else will. You'll find if they don't sign you right then and there, they will either hire someone else due to some little non important reason like cost, or they will check out other DJ's and find they felt most comfortable with you and will come back to hire you.

Tip #7: Sell YOU, not your equipment, not your music selection. Sell YOU and YOUR skills and talents. Sell the benefits they will receive by hiring you. Sell the piece of mind and stress free day they will have with you leading the way for them.

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.

Correction:

In the March issue of Disc Jockey News, the Audio-Depot ad had an error. Audio-Depot did not obtain more Vestax CDX-16 dual cd player/mixers. We apologize for the error.



DJs & KJs,

Do you want more of this in your wallet ??

It's as simple as picking up the phone!

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

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

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



National
Association of
Mobile
Entertainers

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

Call toll free for a free membership package

1-800-434-8274

www.djkj.com

The largest association for professional mobile entertainers in the United States

The Q Corner, Where Quality Meets Quantity

By Mike Walter

As a multi-operations owner, I attend as many conventions as I can. If you've been to the DJ Times Atlantic City DJ Expo, you'll know I am heavily involved at that show, usually leading a seminar and also hosting their Monday Night Mobile



Party and, of course, Producing their DJ of the Year Competition. But I get as much, if not more, from shows like this past week in Las Vegas where my involvement is nominal. I get to attend as many seminars as I want. I take notes and gather ideas and get my "DJ Battery" recharged. And, as a multi-owner, I am not just doing this for my self but also for my staff. I'll explain.

DJ conventions usually feature two types of seminars: Business related and

Performance related. The business related seminars I attend and participate in, hoping to find new techniques or strategies for operating my business. There are so many facets of running a DJ business that owners need to be proficient in: Marketing, Sales, Recruitment, Legal, etc. Most of the time I learn nothing at these seminars that I would share with my staff.

But the performance-based seminars are where I gather the most valuable tips for my DJ staff. For example, at this year's convention, I found myself frenetically writing notes at Scott Faver's "Improved Performances Through Interactivity." This was an awesome 90 minute seminar that Mobile Beat should be ashamed to have scheduled in the regular seminar room – why that seminar isn't in the room that the DJ All Star show was in – with a better sound system, stage and dance floor is beyond me, but I digress. I also found some great "nuggets" in Larry Rodkin's "Weddings 101 to 401" seminar and Rob Peters and Mike Fernino's "Peer to Peer" forum.

Besides the seminars, I firmly believe you can learn some quality stuff at events like Mobile Beat's DJ All Star Show. With DJs from across the country getting up and showing off games and dances, you're bound to find something new and original

that you can bring back home to your staff. This years show featured everything from an original song about World Peace to a DJ showing the Electric Slide (I kid you not). But in between all that, I picked up a great idea for a game and a few new dance steps as well.

When I witness something that I can take back to my staff the light bulb goes on over my head and I get a warm fuzzy feeling. My feeling about DJ Shows is that I am there on my company's dime and so it's beholden upon me to bring something back that my staff can benefit from. That's why I go to all the seminars and performances. Any idea I get, I multiply by 18 because I am going to bring it back to my crew and show them and hopefully they'll start implementing it into their shows as well.

Whenever I attend a DJ Convention, I schedule a DJ meeting with my staff for the following week to share with them some of the things I've learned. We meet with our staff every month and the DJs know that the meetings following a Convention are usually the most informative and fun. When it comes to a new dance or game, I don't just explain it but I get everyone to participate. I've always found that the best way to teach any kind of performance is to get everyone involved. I've also purchased

many great DVDs at DJ Shows (Randy Bartlett's 1% Solution and Scott Faver's Games DVD are two great examples) and sometimes I will schedule a DJ meeting and just show a portion of these DVDs to my staff. Again, the logic being, if it's performance related then it'll be beneficial for my staff.

DJ Conventions can be great fun, catching up with friends in the business you haven't seen in a while. They are usually scheduled

close to casinos as well so you can also "get your game on." All that stuff is fine but I always remind myself that this is a working trip. I don't party till dawn and sleep in and miss all the seminars. And I don't gamble during any of the seminars or evening events. I go to get my money's worth and if I happen to have to a few good laughs while I'm there, all the better!





400 Travis Lane Suite 27
Waukesha, WI 53189
(262) 513-9351

Spring Cleaning Open House

Sunday, April 24
11:00AM to 4:30PM

Free Food And Drinks!
Networking Opportunities!
Raffle Prizes!

UP TO 70% OFF



www.thedjshop.com

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 (1-888-674-8427)

DJ Utilities

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

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



DJUtilities.com
800-669-3123

Disc Jockey Spotlight

Adagio Entertainment, Heather Caillier --By Amber Benning

"Our philosophy is to assist you in creating an atmosphere that will make all of your guests feel welcome and involved without making the disc jockey the focus of the reception. Although the music is an important part of setting that tone, we believe the focus should remain on the guests



and the beautiful memories that are being created as they celebrate with you."

The above excerpt was taken from www.adagioinc.com and describes our April disc jockey spotlight company, Adagio Entertainment.

Adagio Entertainment's owner and founder is Heather Caillier. She founded the company in 1998 and currently manages a staff of twelve. Together, she and her staff perform at approximately 300 shows per year, the vast majority of those shows being weddings. Adagio Entertainment is based in Roseville, MN but serves the entire Twin Cities Metro area.

Heather is the sole owner of Adagio Entertainment and is proud that she is one of few sole female owners in the area.

Heather has been a disc jockey for 12 years and got her start when she was just 17 years old. Her first gig was one that her mom had helped her get in a Florida nursing home. Her first shows were a combination of singing, DJing and entertaining the residents. Heather has always loved music and the different aspects of the music and DJing industry.

Heather is a member of the Twin Cities Bridal Association and the Better Business Bureau. She uses these associations to gain knowledge and to learn more about business in general. Heather also states that she always keeps her eyes open for marketing

strategies that she could use. Additionally, she often checks out the websites and promo material from disc jockeys in other regions of the U.S. for ideas. However she still maintains that her best ideas usually come from talking to people. She enjoys learning from those in the disc jockey industry, other business owners and even learns from brainstorming with her own personal assistant.

Heather says that her best advertising strategy has been and remains to be advertising in bridal publications such as Minnesota Bride Magazine. It was

in this publication that Adagio Entertainment was named the *Best of 2004*. Heather describes her worst advertising attempt as putting an ad in her local newspaper after she first started her business. She says that she had hardly any response because her

ad was not hitting the market that it was intended for. She also added that she spends very little money putting a listing in the yellow pages. She keeps a basic listing of her company there and that is all.

When asked what the most useful addition to her company has been, Heather answered her personal assistant without hesitation. She states that having an assistant helps her sanity and frees her to stay more focused on being the owner and an entertainer. Without having to worry about those details Heather feels that she is a better entertainer, boss and is able to focus more on customer service.

It is evident in talking with Heather that she is very proud of the business that she has created and runs. Her advice to anyone entering the disc jockey business is to be realistic. New disc jockeys need to be realistic about the market in their area, real-

istic about what it takes to provide quality service to clients and above all realistic about what it takes to run a disc jockey company.

In years to come Heather hopes to see disc jockeys in the industry continuing to help one another instead of being more "cut-throat." She feels that with the new music technology our role as entertainers is changing and it is going to be even more of a challenge to stay on top of the game. This is a challenge that Heather welcomes with open arms and she plans to take Adagio Entertainment to the top with her.

Would you like to have your company spotlighted as our monthly Disc Jockey Spotlight? Contact the Disc Jockey News at djnews@meltel.net and our spotlight writer will contact you to set up a time for a spotlight interview.



Target Your Market

Advertise in the Disc Jockey News

320-285-2323 • djnews@meltel.net






**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**

Get Geared up for Spring!

NorthernLightfx™
Sound & Lighting Equipment



and its sonic integrity provides clean, distortion free audio with a predictable, repeatable range of control. The Max-X2 makes state-of-the-art crossover technology affordable, but this unit is much more than a high-quality, superbly engineered crossover. **\$149.95**

DBX 223XL

The DBX 223 is a solidly built stereo 2-way/mono 3-way crossover that features Linkwitz-Riley 24db per octave filters and XLR balanced ins and outs. All of the inputs and outputs are bolted down to the chassis to insure that even if someone stomps on a cable while that's plugged into the unit, it's not going to tear up the circuit board inside. Switches for selecting the range of the crossover frequencies as well as between stereo 2-way/mono 3-way operation are on the back to prevent problems that could occur if they were switched mid-program.



\$179.95



MaxX3

The BBE® Max-X3™ is a highly sophisticated 2-way stereo/3-way mono crossover. Housed in a compact and easy-to-use package, it provides a variety of options for virtually all live sound reinforcement amplifier configurations. Max-X3's

logical design makes it simple to understand and easy to use, and its sonic integrity promises clean, distortion free audio with a predictable, repeatable range of control. **\$199.95**



Model PLX	8Ω	4Ω	2Ω	Bridge 4Ω	Weight	Price
1202	200	325	600	1200	21 lbs	\$599
1602	300	500	800	1600	21 lbs	\$699
2402	425	700	1200	2400	21 lbs	\$899
3402	700	1100	1700	3400	21 lbs	\$1,199



PLX SERIES \$100 REBATE!!!

A line of amplifiers that defines high impact. Up to 3,400 watts in a 2 rack-unit chassis that's only 13" deep and 21 lbs. We included our exclusive PowerWave Technology used in our award-winning PowerLight Series for chest-pounding bass and crystal-clear highs. It also features hum-free noise floor and ultra-low distortion of .03% THD.

QSC RMX SERIES

RMX amplifiers deliver true studio-quality sound. A full complementary output circuit using the highest-grade linear output devices delivers ultra-low distortion (<0.05% THD) & a ruler-flat frequency response. SMT (Surface Mount Technology) triples small-signal component density, enabling us to pack up to 2400 watts of power in a chassis only 2 rack spaces & less than 16" deep.

Model RMX	8Ω	4Ω	2Ω	Bridge 4Ω	Weight	Price
850	200	300	430	830	35 lbs	\$299
1450	280	450	700	1400	40 lbs	\$399
1850HD	360	600	900	1800	45 lbs	\$499
4050HD	800	1300	2000	4000	68 lbs.	\$1,399



Get the best amplifier in the business! Purchase a PLX or RMX amplifier from NorthernLightFX between now and December 31, 2005, and receive an upgrade to our full, 6-year warranty...absolutely FREE! This is the same 6-Year Full Factory Warranty we sell for \$99, and it's yours FREE for simply completing the online warranty registration form.

PGX-SERIES

Shure's new PGX[Performance Gear Wireless] brings the superior sound of Shure Microphones together with innovative setup features in eight easy-to-use packages. Durably constructed, with 12 compatible systems (multiple bands) and included carrying case, PGX[Performance Gear] is the perfect system for performers on the go who want worry-free performance, every time.

- A** PGX24/PG58: PGX4 receiver, PGX2 transmitter with PG58, microphone. **\$379.99**
- B** PGX14/93: PGX4 receiver, PGX1 body transmitter, WL93 lavalier microphone. **\$419.99**
- C** PGX14/WH20: PGX4 receiver, PGX1 body transmitter, WH20TQG headset microphone. **\$439.99**
- D** PGX14: PGX4 receiver, PGX1 body transmitter, WA302 guitar cable. **\$379.99**
- E** PGX14/Beta98H: PGX4 receiver, PGX1 body transmitter, WB98H/C clip-on instrument mic. **\$499.99**



LEXICON OMEGA STUDIO

Omega Studio is an integrated computer recording system that includes the Omega 8x4x2 USB I/O mixer, ProTracks Plus™ 32-track recording software for PC, Bias® Deck 3.5 SE for Mac® and Pantheon™ world-class Lexicon reverb plug-in. Omega Studio contains all of the components necessary to transform your computer into a professional 24-bit recording studio. Omega Studio provides all the I/O mixing, recording and effects you need to make your next project sound like it came from a professional studio. **\$299.95**



AMERICAN AUDIO

MCD-810

This serious dual CD and MP3 player is American Audio's latest and greatest entry into this line. The MCD-810 offers great functions, user-friendly controls and a wealth of performance options. Check out these other new MP3 players from American Audio:

MCD-510 \$349.99
MCD-110 \$219.99
MCD-810 \$499.99

New from American Audio!

PAIR OF TS-70 ULTIMATE STANDS

Musika by Ultimate Support light-duty tripod speaker stand is affordable, durable and portable. Holds up to 100 lbs. Includes speaker socket adaptor. 3 year warranty.

Check out our selection of Ultimate Support Stands that we have available for you! Our selection includes the popular TS-90 Tele-Lock Stand, the TS-80 Original Ultimate Stand and more accessories!

Pair of TS-70 stands \$69.99

CHANGES COLOR!



WERKLIGHT

Light up the rack with our all new werklight. It has the perfect companion for any pro audio rack. The werklight has a built in chameleon color changer that allows you to change to a different color with a simple push of a button **\$39.99**



LEGEND 3000

Part of Chauvet's New Legend Series, the Legend 3000 moving yoke spot has 12 or 14 channels, a mechanical dimmer, variable strobe/shutter speeds, an indexing rotating gobo wheel with 11 interchangeable gobos plus an open spot and 11 colors on the rotating color wheel. Call one of our knowledgeable sales staff for more information and pricing on this amazing new light!

SCX-500

Compact and light for such a powerful and feature-rich light, the SCX500 is built tough for life on the road, with total safety approvals to get you the ticket into any venue. With 15 gobos plus open, 15 colors including white and 5 mixed colors, the SCX500 powers out shows like the big boys but with all the convenience and savings of its class. A split color option also adds to the SCX500's array of colors and midair effects that will keep them focused on the show, whatever the occasion. **\$299.99**



FURMAN M-8D

The M-8D features two slide out, swiveling light fixtures to provide discreet illumination of your equipment on stages, in studios, and in other dark places. A dimmer knob lets you adjust the lamp brightness to just the right level, also has a bright red, three-digit LED meter that displays incoming voltage. **\$79.99**

B-52 MX SERIES

The MX Series from B-52 is designed for live sound, small venue installations and mobile DJ/KJs. The MX-1515 combines substantial SPL and accuracy from a very compact two-way cabinet. The 1" titanium compression driver delivers smooth and detailed highs while the dual B-52 15-80 woofers produce tight, punchy low end.

1 MX 18S Subwoofer \$339.99

2 MX 1515 Dual 15" 2-way \$299.99



JBL EON15G2

The EON15 G2 is a full range professional speaker system with an integrated amplifier and basic mixer built into one package. This cost effective, versatile system is ideal for bands, clubs, duos and single acts, school, churches, A/V houses, hotels and many others. The low frequency has more than doubled to 300 watts and 100 watts are dedicated to the high frequency horn.



FREE BAG!



NUMARK DVD VIDEO PACKAGE

This awesome video package includes the NEW DVD01 dual deck dvd video player, AVM01 professional audio/video mixer with effects, and the VM03 triple screen display/monitor. Mix your video and your sound all in one rackmount system!

CALL FOR PACKAGE PRICE!

NorthernLightfx™
Sound & Lighting Equipment

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

Are You Resourceful?

By: Brian Kelm

Hello, fellow entertainment professionals! When you get a call from a prospective client for a day you are already reserved what do you do? If you don't assist a prospective client, you are not helping them advance in finding the professionals they need to make their celebration great. For instance, most wedding couples that contact us are planning a once in a lifetime event and need guidance, support, and advice. A "true" professional will spend a couple minutes dialoguing with them to find out what they are looking for along with other professionals (vendors) they are in need of hiring for their event. Let's face it, every week we see all sorts of "professionals" that we might or might not choose to work with in the future. If you are comfortable with certain professionals, make sure to let them know you are referring them. To a wedding couple, the professionals we choose to refer them to are one's that have been pre-qualified based on our experience in working with them.

The perception of us as "professionals" will be noticeable through these

types of assistance. For those that don't provide this kind of resourcefulness, it will be apparent to prospective clients of who they and their friends will choose to do business with in the future. You never know who your next client might turn out to be. By assisting those who you can't personally serve it says a lot about you as a professional in terms of your character, integrity, and passion for what you represent.

As a profession, we need to continue raising the standard in many different ways. Being resourceful to a prospective is one way of doing this and means a lot to them and is the right thing to do. For those of you who don't do these things, please consider changing the way you try to assist prospective clients when you are not available. It will not only help another entertainment company, other professionals (vendors), and you in the long run!

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

Back To The Basics

By Kyle McPeck

In any moment of decision the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.

- Theodore Roosevelt

Hi, my name is Kyle and I am a procrastinator. Maybe you are too. Procrastination can destroy the most brilliant person and rob them of their skills and self-worth. I tried to find some concrete numbers on what percentage of the population suffer from procrastination but I wasn't able to find a definitive answer. Maybe I will find the answer tomorrow. Or, maybe it will be the next day. OK, that was a small attempt at humor on not such a humorous topic. Actually, I did find a study that said that 65% of college students felt they procrastinated on many major tasks.

I'm curious what percentage of business people, in particular, entertainers, might suffer from procrastination. Do you often find yourself putting off important phone calls to either customers or prospective customers? Do you find yourself not following up with potential customers after sending them more information? Maybe you have found yourself not preparing for an upcoming engagement until the last minute then finding yourself completely unprepared. I have done all of the above. I'm not proud of the fact. In fact, I am quite embarrassed at the situation in which I have, at times, jeopardized my own business and jeopardized my relationships with others. My business has been successful in spite of myself. Hopefully, yours has been too!

Procrastination is not a simple disorder. The complexity of procrastination involves emotions, skills, thoughts, attitudes, and factors that we are often unaware of. Unfortunately, the triggers for me may, in fact, be different than your triggers. There also may be no rhyme or reason as to why we tackle one important task yet procrastinate on another important task.

So, why do we do it? It is a coping mechanism that allows us to lead a more enjoyable life by avoiding tasks which we find unpleasant and replacing them with tasks that are more entertaining. For example, would you rather watch TV or work?

Does this sound familiar, by chance? You start a task. Then, you delay it slightly imagining some benefit to starting or perhaps finishing the task later. You will delay it longer often becoming critical of yourself. You may even lie to yourself about how busy you are or even lie to others about your obligations. Next, you are still delaying the task and making the decision to finish the task as quickly and as haphazardly as possible or maybe not at all. You then scold yourself believing there is something wrong with you. In fact, you may even proclaim that you are never going to procrastinate ever again. Finally, you end up repeating the process almost immediately. Ironically, in the worst cases, procrastination may be the only thing in which you do not procrastinate.

The smartest thing to do would be to do the task as soon as possible doing the job

right and not enduring the pain of the task. But, we don't because we like to set goals and announcing that we will complete them. We also enjoy spending as little time on a task as possible. In fact, avoiding the task altogether is often an acceptable option to many procrastinators.

There is an emotion that seems to be present in many, if not, predominant in procrastinators. The emotion is the fear of success or the fear of failure. We may even panic at the potential impossibility of the tasks we need to accomplish. Anger, depression, and the plain distaste of the work that needs to be accomplished are also factors in procrastination.

So, how do you stop procrastinating? First, you have to realize that procrastination is not the actual problem but is the result of an attempt to "cure" our problems as mentioned before (anger, depression, or hating the work). Possibly you have never learned to organize your time effectively or you have been "rewarded" for your procrastination. Rewarding would be the lack of a negative consequence for procrastinating or at least not a consequence that was disturbing enough to shake you from the habit.

A To-Do List might be appropriate along with a daily schedule and a realistic reward system. Others are going to need a crisis to overwhelm them before they overcome procrastination or even attempt to overcome it.

We have to stop turning small problems into big problems by avoiding them. We need to hit the small problems head-on and solve them so they do not become huge issues. We also need to quit conning ourselves into believing that life is supposed to be fun and pleasant all of the time. It isn't and no one has ever guaranteed that to be true. This fallacy applies to our work lives and our private lives. Start to think more rationally about your future including making long range plans and goals for your future and start working towards those goals. Stop taking on tasks that you realistically don't have to be involved in and do not contribute to your short-term or long-term goals. In some cases, the ability to con ourselves into not working on our obligations can only be solved by therapy or by self-help books and materials.

My own personal process of overcoming my procrastination involves taking an inventory of situations in my past where situations have arisen from my procrastinating ways. I've even gone so far as to draw a road map of past situations indicating what happened and what might have happened had I not procrastinated. Some of these deficiencies have included lack of job success to loss of money. In fact, the road map scared me to the point of not being able to sleep for 36 hours. I guess you could say I hit "rock bottom."

I hope I was able to help you work towards your success. In a roundabout way, this was a perfect example of attempting to move forward by going back to the basics.



1-800-854-8490

PINTO NOVELTY CO.

2118 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

APRIL SPECIALS

Glow Braclets 12 tubes

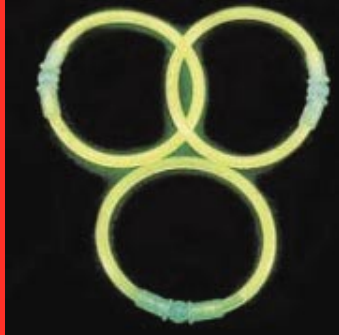
\$29.95 plus shipping

(600 pieces)

Everyone can add fun to their event

It pays to call PINTO NOVELTY!

1-800-854-8490



Get Connected

By Dr. John C. Maxwell

When I was growing up, I was pretty good at getting into trouble.

I wasn't a bad kid. But I did have a high energy level and a creative mind, which, as you can imagine, often led me into all kinds of mischief.

Once, when my fourth-grade teacher was playing the piano with her back to the class, I talked all my classmates into sneaking out of the room and into the hallway. Mrs. Tacy didn't even know we were gone until she finished her song and turned around.



That kind of behavior might have caused some teachers to write me off as a troublemaker, but not Mrs. Tacy. Despite all the orneriness I displayed in her class, she saw my potential.

And she loved me in spite of my conduct.

Back then, Mrs. Tacy was my favorite teacher. Even now, her memory brings a smile to my face because she truly made a difference in my life.

As a leader, I'm attracted to people who make a difference. I've found that these individuals - I call them "make-a-difference people" - are greater on the inside than they are on the outside. They think differently - their minds are like crock pots, not microwaves. When they talk, their words inspire, probe, challenge and move.

Beyond all that, make-a-difference people encourage me. They expand me. They engage me. And they empower me to become better.

As leaders, we should all strive to make a difference - at work, in our communities, with our families, and so on. Beyond that, if we want to be truly successful, we all need to have at least a few make-a-difference people on our teams. That's easier said than done, of course. You can't always tell by looking at someone if she has what it takes to contribute something significant.

I've already given you some characteristics that set such people apart. Before I add to that list, however, let me share two traits that do not automatically place people in the make-a-difference category. First, it's not about giftedness. I have known some extremely talented people who never accomplished much because they were lazy, undisciplined and self-centered. And secondly, it's not about position or title. Just because someone has an impressive resume does not mean he will make a difference on your team.

If I had to think of one word to describe what sets make-a-difference people apart from everyone else, it would be the word connected. I'm not talking about being connected in a name-dropping sense; it goes much deeper than that. Here are three key ways that difference-makers are connected.

1. Make-a-difference people are connected to the leader.

They don't wait for this connection to happen by itself, either. They take the initiative, because they understand that everything rises and falls on leadership. If you want to be successful, find a leader who makes good things happen and get close to that person. It doesn't have to be your boss; in fact, it could be someone in a totally different profession. Just hook up with a leader who makes a difference, and soon you will be making a difference too.

2. Make-a-difference people are connected to the vision.

As John Sculley said, "The future belongs to those who see the possibilities before they become obvious." Vision isn't just something you see; it's something you hear. What should you be listening for? Let's start with three voices.

• The inner voice.

This is the voice inside that pulls you above the mundane and says, "You were born for something better than this. You were created to do something great."

• The unhappy voice.

This is the voice of discontentment that says, "I don't like things just as they are." Great leaders create change because of the internal voice that proclaims, "Things could be better. Things should be better. And there's something I could do to make it better."

• The successful voice.

This is the inspirational voice of somebody who's already climbed the mountain and is saying, "I'm up here and there's room at the top. Come on up—you don't have to stay down there!"

3. Make-a-difference people are connected to others who want to make a difference.

People who want to make a difference spend time with other people who want to make a difference. And people who don't care about making a difference hang around with other people who don't care about making a difference. Like attracts like.

If you want to be a make-a-difference person, get connected to a good leader, a powerful vision, and other people who want to make a difference. And then get busy. As Mrs. Tacy's example proves, no matter who you are or what you do, you have plenty of opportunities to make a difference in your world.

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



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

No Prospects. No Business

By Jeffrey J. Mayer

How's your business?" I asked.
"Not doing too well. Things have been slow," Sue replied.

"How much time do you spend looking for new business?"

"Oh. I don't cold call," Sue said, getting all huffy and puffy.

"I only work by referral!" she said with a great deal of attitude.

"Calm down. Take a deep breath. Don't get so excited... Why did you associate 'looking for new business' with cold calling?"

"Because the only way to look for new business is to cold call, and I don't do it anymore!"

Sue and I continued our conversation for a few more minutes, but it seemed to go around in a circle. In her mind she associated looking for new prospects with cold calling.

Unfortunately her perspective and attitude is wrong.

Getting referrals should be your preferred way of obtaining new customers, but it shouldn't be the ONLY way for you to get your customers.

It's great when you've a group of people who love what you do so much that they tell all their friends, relatives, business associates and colleagues how wonderful you are. And they should all call you up to buy from you.

But for most of us, we don't get that many referrals a day, week or month.

In fact, we probably forget to ask for

referrals as frequently as we should. And we wonder why business is so slow.

But referrals isn't the end-all, be-all of selling. Even if you're lucky enough to get a lot of referrals, you still need to have great phone skills. It's still necessary for you to call the prospect to schedule a meeting.

Just because you've a great referral doesn't mean that you've gotten a wonderful new customer.

When you're meeting with your prospect you need to ask great questions. If you can't discover a problem, a problem the customer wants to do something about, he's not going to buy from you no matter how wonderful your referral source was.

If you want to learn the art of asking great questions, order a copy of my "Closing More Sales By Asking Better Questions" training manual.

In my 30+ years of selling, I've never met anybody who is able to keep his calendar full strictly from referrals. So why not go out and look for more business.

How many networking events do you attend on a weekly, monthly, quarterly or yearly basis? How many more people could you meet if you started looking for new prospects?

Here's a quick thought: Go where your customers are! Meet them on a favorable basis. Then call them up afterward.

As long as you're going to a networking event, bring a lot of business cards.

When you meet someone, ask for their card as you give him one of yours. Then start asking questions. Questions about their business, their career, their family, their challenges.

You can learn a great deal about a person in three to five minutes. If they're someone you want to call later, write notes to yourself on their business card after the conversation has concluded.

When you get back to the office plan to give them a call within the next day or two, while the conversation is still fresh in your - and your new friend's - mind.

But once again, this means using the telephone. Try as you may, there's no escaping the need to have great phone skills.

With great skills you'll create opportunities with people who weren't real open to your calling in the first place. But with terrible phone skills you'll lose even the best referrals.

Getting back to Sue, her real problem was that she didn't like getting rejected. Over the years I found a way of getting around the rejection issue, you do this by changing your perspective.

If you think that everybody you call will be happy to speak with you, you'll be very disappointed, despondent and depressed. But if you expect that most people WON'T want talk to you, then you're not being rejected, your expectation is being confirmed.

I call this my One Percent Rule. One of every hundred prospects will buy. Ninety-nine won't. So when you speak with someone who isn't interested you're not being rejected, it's just confirmation. He's one of the ninety-nine that isn't a buyer.

The beauty of using the phone is that you can quickly qualify the person during the call thereby saving you the time of driving to and from their offices for a meeting. Time you can spend on the phone looking for more customers.

Sue changed her attitude. She started looking for more customers and worked on improving her phone skills. Within a couple of months her business had picked up and she was becoming more aggressive in her search for new customers.

Yes, referrals are great. But you still need to look for new customers.

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."



**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



Networking Successfully

By Aaron Foster

Many of you think that networking is not that important to your business. Ask Tom French from Fatman Entertainment how important networking is. He is one of the biggest networking maniacs that I have ever met. He is going to the Chamber events, the BNI breakfasts, etc. He does it all! Has it affected his business? It has INCREDIBLY changed the way he does business. In fact, I think that he told me not too long ago that he has pulled the majority of his advertising because his word of mouth has gotten so huge and he is getting booked up fast by people just talking about him. When people in Tom's area are looking for entertainment, we know the first place they are going to call Fatman Entertainment!

How important is networking to your entertainment business? It's real important!

Jeffrey Gitomer explains networking this way, "Networking is life skills and social skills combined with sales skills. It's business leisure conducted before and after work as opposed to business frantic, which is conducted from 9-5 (the exception being lunch)."

Many of you think that networking takes too much time and it's not fun. When I network, I make sure that it is fun! Here are just some of the things that I do to make networking fun:

-Take this person out for a round of golf or to a sporting event?

-Send them a dozen HOT Krispy Kreme donuts to their office on a Monday morning to wish them a successful and prosperous week?

-Cut out a clipping in the local newspaper of their kid winning the local spelling bee and sending it to them and their child along with a "Congratulations" card?

-Send a pizza to their office around lunch time with a note on it saying that lunch is "Compliments of YOUR Company?"

With all this talk about networking, it leads

us to our next question:

WHAT DO I NEED TO BE A GREAT NETWORKER?

There are only really 3 simple things that you need to be a great networker:

1. Business Cards: You don't know how many conventions that I have gone to that people have "accidentally" left their business cards at home. If you are a person that does this, then you are just giving away free money to your competition. I try to bring way more than what I think I will need that way I can give everyone 2 or 3 of them because remember they have friends and other business associates.

2. 30 Second Elevator Speech: You will need to make sure that you have a 30 second elevator speech that briefly tells people what you do, engages them, and makes them want to ask more questions about your service or how you can help their event.

3. An Official Networking Plan: What market are you going to attack? Go after one or two markets and make a plan for networking. If you try to do anymore than 2 you will fail miserably and be very disappointed. Also make sure that networking is something that you truly desire to do. People can read you like a book and they will know if you truly want to be there or not. If you truly have the desire and motivation to be there, you will reap great rewards from networking.

Networking works great when you use the two-word secret: SHOW UP! Get a great attitude, some business cards, a short commercial and you will find much success in networking.

Aaron Foster is an experienced entertainer that publishes his own FREE weekly newsletter for entertainers that offers great marketing and business advice. You can sign up by going to www.marketingforentertainers.com to get your copy every Monday!

<http://www.msprecordshow.com>

Mobile Beat DJ Convention

June 27-29, 2005

<http://www.mobilebeat.com>

Summer NAMM

July 22-24, 2005

<http://www.namm.com>

Madison Music Expo

September 17, 2005

<http://www.madisonmusicexpo.com>

DJ Times DJ Expo

August 15-18, 2005

<http://www.djtimes.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

Editorial

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

Editor,

I have read several articles in your publication by an individual who is well known for his rather interesting business practices and have been left shaking my head every time. He was a pioneer in the Mobile DJ business and I respect that. However I don't agree with him on certain issues and a great many things have changed in the last 20 years and whoever knows how to adapt will have the longevity.

Personally I work way too hard for any one besides the company I work for to benefit from it. This however is only my opinion and is not representative of the company and should be taken as my opinion only. This month's (March 2005) article is about price shoppers he specifically states that a school told him they won't pay more than \$250 for prom, is he talking about a school with 5 people in it?

I am a reasonably intelligent person and I just can't figure out why you keep printing his articles. The reason I am confused with this one is annually we perform at between 15 and 20 proms in the local area and we do them consistently every year, so we know no one else is. This could be why other company's have seen a steady decline in school business over the last 10 years. While I won't disclose the actual rate

I will say it is more than \$400 without our video add-on, with that it's more than double what he claims he was told, this is why I am confused by this article. We do get our share of price shoppers, but once they see our high quality "comparatively" for our reasonable rates "comparatively", they book us --- so I say keep raising those rates.

We have no problem getting the rate we want for any type of event and our calendar has never been more solidly booked, so good luck to all who run a respectable business, we know how hard you work and you have our respect and would never drag your name through the mud, we'll leave that to the pros. We however respectfully disagree with anyone who implements business habits that use falsehoods to discredit and deface a competitor surely because they lack the ability to deal with friendly competition.

Again the opinion raised here, however based on fact, is just that my opinion and should be taken as that and not a reflection of the company. We have a respectable business and expect to be treated as such and now laugh when we hear the rumors that are circulated on a regular basis, because we have learned to deal with it - we have had over 10 years now to learn how.

Sincerely, Jim Rivers

Powerplay DJ, Fargo, North Dakota

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>

Northern Wisconsin MAPDJ Meeting

Second Tuesday of Month

<http://www.mapdj.org>

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>

Building For The Future Conference

May 2-4, 2005

<http://www.djkj.com>

Mpls/St. Paul Record Show

May 15, 2005



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, EZDJWebsites and More)
DiscJockeys.Com
Mobile Beat Magazine
Promo Only

NorthernLightFX
Tricerasoft
Chauvet Lighting

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!

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 Boulevard Of Broken Dreams Green Day
- 2 Let Me Love You Mario
- 3 How We Do The Game f./50 Cent
- 4 1, 2 Step Ciara f./Missy Elliott
- 5 Disco Inferno 50 Cent
- 6 Rich Girl Gwen Stefani f./Eve
- 7 Since U Been Gone Kelly Clarkson
- 8 Caught Up Usher f./Fabolous
- 9 Soldier Destiny's Child f./T.I. & Lil' Wayne
- 10 Obsession (No Es Amor) Frankie J f./Baby Bash
- 11 Mockingbird Eminem
- 12 Bring Em Out T.I.
- 13 Drop It Like It's Hot Snoop Dogg f./Pharrell
- 14 Breakaway Kelly Clarkson
- 15 Get Right Jennifer Lopez
- 16 Beautiful Soul Jesse McCartney
- 17 It's Like That Mariah Carey
- 18 Daughters John Mayer

- 19 Sugar (Gimme Some) Trick Daddy f./Ludacris & Cee-Lo
- 20 Let Me Go 3 Doors Down

Modern Rock

- 1 Boulevard Of Broken Dreams Green Day
- 2 Scars Papa Roach
- 3 Little Sister Queens Of The Stone Age
- 4 Mr. Brightside The Killers
- 5 Save Me Unwritten Law
- 6 I'm Not Okay (I Promise) My Chemical Romance
- 7 E Pro Beck
- 8 Home Three Days Grace
- 9 Work Jimmy Eat World
- 10 Hysteria (I Want It Now) Muse

Urban

- 1 Let Me Love You Mario
- 2 How We Do The Game f./50 Cent
- 3 Disco Inferno 50 Cent

- 4 Candy Shop 50 Cent
- 5 Soldier Destiny's Child f./T.I. & Lil' Wayne
- 6 Bring Em Out T.I.
- 7 Ordinary People John Legend
- 8 U Don't Know Me T.I.
- 9 Caught Up Usher f./Fabolous
- 10 Some Cut Trillville f./Cutty

Country

- 1 Bless The Broken Road Rascal Flatts
- 2 Nothin' To Lose Josh Gracin
- 3 Mud On The Tires Brad Paisley
- 4 That's What I Love About Sunday Craig Morgan
- 5 Monday Morning Church Alan Jackson
- 6 Nothin' Bout Love Makes Sense LeAnn Rimes
- 7 Baby Girl Sugarland
- 8 Let Them Be Little Billy Dean
- 9 He Gets That From Me Reba McEntire
- 10 Anything But Mine Kenny Chesney

The DJ Swap Shop

For Sale: 2 Used Vertipro's, 1 used aggressor, 1 used pair of B-52 LX-18E's, 1 used pair of sonic T215FR's, 1 Used Light truss (American DJ LTS-50), Used Par Cans, Gemini Cd-240. Call for offer. 877-357-7467

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: Chauvet F-1700 Fogger, Silver demo unit that works as great as it looks. 218-444-2994

For Sale: Stanton S-650 MK2 Dual deck CD player refurbished by the manufacture, silver and in great shape. 218-444-2994

For Sale: Chauvet CH-155 Color Bank, Used at a trade show, black and good as new. 218-444-2994

For Sale: American Audio DCD-PRO 210, Black, dual deck CD player that was factory serviced. 218-444-2994

For Sale: Chauvet Green Laser Wizard, Demo'd at shows, 3 in stock. 218-444-2994

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: AKG D60S Performer Series Dynamic Vocal Microphone, \$29.95. 800-433-2105

For Sale: Behringer MX3242x 32/16-channel 4-bus console w/digital effects, 499.95. 800-433-2105

For Sale: Koss VC20 in line volume control cable for headphones, \$6.95. 800-433-2105

For Sale: Sennheiser EW335-A handheld wireless microphone system, brand new, \$399.95. 800-433-2105

For Sale: Marantz CD5000P CD/R-RW player, \$229. 800-433-2105

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: _____

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.



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!



04.0927



... AND MANY MORE!