Disc Jockey News
Midwest Edition

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DJ Humor: My 'Monk' Moment

By Jim Cerone

My wife and I don't watch much TV, but we do love "Monk" on USA. Tony Shaloub (played the taxi driver on "Wings", was in the movie "Big Night") plays a detective, albeit a germaphobic, obsessive/compulsive, genius freak one. It's a marvelous show and Shaloub totally inhabits the character, adopting bodily tics, halting speech patterns and priceless facial expressions.

I did a corporate party tonight that included a powerpoint presentation, projector and screen. This required taping down an awful lot of cords using an awful lot of the venue's 4 inch wide green carpet tape.

After the video was shown, the presenter (GASP!) ripped up all the cords (tape still attached!!!), balled them all up and left this mess at the base of my speaker stand.

Sparse dancing commenced with most of the guests gravitating to the "Casino Night" gambling tables.

I could not leave that tangle of cords alone. I HAD to intervene on their behalf. I was powerless to stop myself.

Now, this was the worst cord disaster I've ever witnessed. I mean, this guy - this horrible, un-thinking human - had brazenly yanked up those poor wires, with total disregard for whether they would ever coil neatly in a circle again. No consideration for the smooth, perfect feel of the rubber coating, now forever besmirched by tacky, gummy tape residue.

An extension cord was co-mingled with an RCA patch cable, until you couldn't tell where one ended and the other began. Untangling the knots was an exercise in futility - the tape having closed upon itself, forming an impenetrable bond.

A gentleman walked up to request a song. Annoyed, I temporarily set aside my life's work to deal with his petty interruption.

"Can you play Don't Stop Til You Get Enough?"

Bah. Simpleton. Can't you see the journey I'm on? I can't stop until these pitiful, innocent cords are returned to their virgin, pristine condition. Would you stop Moses from parting the Red Sea? Would you divert Henry Ford from the Model T? Anna Nicole from... oh, never mind.

I pressed onward. Inch by inch, freeing the captive wires from their sticky fabric shackles. A breakthrough! The extension cord finally separated from the RCA cable. A setback! The bottom ends rejoined on the floor, cemented by the accursed, misnomered "duct" tape.

Another interloper? Play some Kenny

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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

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What Users Think...

MegaSeg's interface is well thought out, direct and elegant. I have been using MegaSeg for going on three years now, and it's far more reliable than a CD player.
— Charlie Wilson, At Your Service DJays

I have to say how impressed I am with your software. MegaSeg is brilliant. Everything about it – from the way it looks to how it performs is excellent. It puts PC applications to shame. Keep up the good work!
— Matthew Welsh, Head of Music, Flava FM

I have DJed over 70 events without any problems. MegaSeg saved my DJ life – before I would ever go back to shuffling CDs, I would sooner quit the DJ business.
— Mike Early, Mike Early's Pro Sound

We tried numerous DJ programs but found Megaseg to be far and away the best solution. Unlike other programs it is a real world solution concentrating on what a DJ actually needs during a live performance. We can concentrate on entertaining the crowd in a way not possible using vinyl or CD's. MegaSeg is definitely the way forward.
— Dave Owen, AP Digital

I've been working as a KJ and DJ for 10 years now and I can't tell you how knocked out I was with the MegaSeg product. Everyone knows the premier platform for pro audio is Mac (and this is coming from a long time PC guy) and this product lives up to that reputation for DJs. I tried a couple of other products but MegaSeg just breaks the mold on what a DJ program should be.
— W. Guy Finley, Matrix Mobile Entertainment

I can't begin to tell you how easy MegaSeg has made my DJ career. It's easy, versatile, and with the updates it's hard to believe but it's even better. I just wanted to let you folks know what a great job you are doing.
— Greg Powers, Greg Powers Entertainment

Ever since I started DJing with MegaSeg, my business has picked up! People love to peek over my shoulder when searching for songs, and are amazed at how quickly I can add a request with their own personal note. I also encode music videos from DVD into Quicktime movies, and MegaSeg performs even better than I anticipated. You have a superb product.
— Angus G. Nicholson III, Starstruck VIP Karaoke/DJ

I just wanted to tell you how much I appreciate Megaseg. I did a 7.5 hour gig this past weekend and it was a breeze. The interface is laid out logically and it works.
— Bruce Mishkit, Deva Productions

We have been trying to switch to a digital system for some time now and have tried several PC programs, however they were not successful. Megaseg is definitely the way to go. It is smooth and I can use it without worrying about any computer glitches.
— James Brown, JAB Productions

This system works great and flawlessly for hours as I have test run it for two days straight with no drop-outs. It is undoubtedly the best system I have worked with and I have tried plenty. No other system comes close.
— Darren Cave

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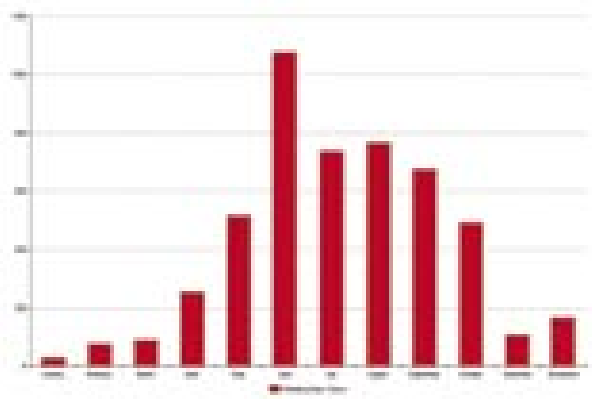
Success Can Be Pure Speculation Part 1

By Dude Walker

Walk into any home or business and you will most likely find a calendar. A series of numbers attached to months that give calculated finality of when today ceases and yesterday becomes a reality. Ancient Egyptians were profound thinkers. Around 4000 B.C. they added 5 days to the end of the then current 12 month - 30 day per month, 360 day calendar for a total 365 days. The only mistake they made was allowing the 1/4 day to accrue for 4 - 365 year cycles placing summer in winter. It wasn't until 1752 that the current Gregorian calendar came into use by the American colonies.

Who could have imagined the impact that simple lunar observations started thousands of years ago would have such a profound affect on the present Mobile Disc Jockey industry? Everything that we, as Mobile Disc Jockeys, do is based on dates. A client may book your services today for a date several months from now. How do you know what to charge? Do you base it on what everyone else charges? Do you base it on what your production costs were for last year and adjust it upward for inflation? Do you anticipate what costs may be? Would you have charged more for mileage had you known where current fuel prices are today? If you don't currently charge mileage, would you start if you knew that fuel prices were going to surpass the $4 gal. mark? Time travel, purely theoretical, could be a great tool in business. However, the closest that you or I may ever come to time travel is by living in that brief moment of time sandwiched between the past & the future. What we do in those brief moments of clarity, that constantly set into motion new time lines being played out, can be critical.

Date speculation...the anticipation of which dates will be more popular than others. Take the seven days of the week. Which day of the week are you most likely to have an event? That day of the week represents one seventh of the year. Most Mobile Disc Jockey companies survive on revenue raised on one seventh of the year so anticipating which dates will be the most popular can give you a competitive and profitable edge if forecast wisely. The big question is, which date(s) will be most popular? For those in the wedding industry it's up to the whim of the bridal party (refer to Chart 1). Let's use New Years eve as an example. The one night that any Mobile Disc Jockey should be able to command a premium price and this year is no exception. New Years Eve falls on a Saturday and will not fall on Saturday again until 2011, 2016, 2022 & 2033. With the demand for entertainment being higher on this popular Saturday date, are you willing to take the first low price you get or are you willing to hold out for more? The same can be said for May - September dates (refer to chart 1).



Each company is unique. How you speculate what dates will be more popular requires good records, a keen sense of what your production costs are and good marketing skills. Plan to maximize your profits on the dates that you determine will be most popular. Over the past 2 decades 16 days of each year have routinely proven to be the most popular dates. New Years Eve is obviously one of those dates....can you choose the other 15? If you think that you're up to the challenge email your 16 dates for 2006 to the Disc Jockey News (dude@discjockeynews.com). The first submission that correctly chooses all 16 dates for 2006 will win a dozen Krispy Kremes and a $20 gift certificate to the Outback Steak House or the Olive Garden. Good Luck!

DJ Humor continued from page 1

Chesney? Lady, you have got to be kidding me! Do your eyes not see? How is it that you can ignore such injustice? What did these long metal filaments ever do to you?

The duct tape consumes me now. The ball of chaos turned inside out and rightside in. Bits of tape adhering to the sole of my shoes, like otherworldly toilet paper - the subject of some adolescent prank.

Yes, okay - a slow song. "Unforgettable" - truer words were never spoken. This horrifying crime scene will be burned on my retinas for a lifetime.

Ah, progress. The extension cord is almost fully liberated, save for one devilishly stubborn gob of putridity.

Success!!! The pile of discarded duct tape grows under the table as I advance, more cunning, more skillful than my adversary.

But... my gaze falls upon the dilapidated RCA to RCA patch. Is there any hope for this one? NO! Failure is not an option. I must persevere.....

What? Play "Erotic City???" Blasphemer! Have you no shame? Don't interrupt me again or you will face my wrath and none will survive.

Have faith, little one. I will be gentle with thine frail coils. Hold very still. If I can just tear this bit lengthwise, against the grain - HAH!!! 3/4 free now. The murderous letch will pay for what he hath done to you!

About this time, I became aware that I needed medication.

Pressing ever onward, I dove into my task anew, stripping fragments of tape that gripped stubbornly like clinging vines. I would make steady progress and then encounter a deadend. An impasse. Changing tacts, I advanced until....

Finally...

The last scrap of vile goo was forcefully removed.

I gingerly re-wrapped the cords, coiling them in perfect ovals, end over end - returning them to their rightful shape, social order and stature.

The last undeniable step. A velcro strap, neatly encircling each cord's bulk.

The world is right again. Order has been restored. My faith in mankind has been rekindled.

I need to see a shrink.

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Excuses Get in the Way of Being Successful

By Harvey Mackay

Making excuses is not new to our generation. This popular diversionary tactic can be traced back to the Old Testament. Adam and Eve made some ridiculous excuses, but it is the Book of Leviticus that describes the custom called the "escaped goat."

When the problems and trials of the people became overwhelming, a healthy male goat was brought to the temple. During a formal ceremony, the high priest of the tribe placed his hands on the head of the goat and read a list of problems. This process transferred the agonies and anxieties onto the goat who was set free, taking the troubles with him.

Things haven't changed much in 4,000 years. We still use the term "scapegoat." But now people use a less-formal, less-effective process of placing blame for their problems on something or someone else. Anyone but themselves.

When it comes to excuses, the world is full of great inventors. I remember hearing about the woman who joined a local health club only to request her membership be refunded after the first day. When the manager asked if there was a problem, she said, "Yes. Your floors are so low I can't touch my toes." She's probably married to the guy who said he couldn't use his exercise bike because it had a flat tire.

When it comes to missing work or being late, I've heard a couple of doozy excuses:

"I thought Halloween was a holiday."

"My astrologer warned me not to come to work before noon on Wednesday."

Look at the people in our correctional facilities. No one is ever guilty of the acts, behavior or crimes for which they are accused. "I was in the wrong place at the wrong time." "I was framed." "I only wanted to rob the guy but when he resisted, I was forced to shoot him."

Children often try to convince their parents that it was someone else's fault. Like the little girl who was being disciplined for misbehavior. In between tears she admitted, "I didn't do it, and I promise I'll never do it again."

And politicians will find any excuse to get out of anything, except out of office.

One of the best business decisions to stop departments from making excuses and holding them more accountable occurred several years ago. Bell Atlantic -- after the AT&T divestiture -- came up with a structure where each department had to bill other departments for their services. Prior to this, various departments made lots of excuses. For example, Information Systems used to respond to the needs of other departments with "we can't do that, we don't have the time, or we don't have the money." Now that Information Systems must show a profit, they are much more responsive because they can't survive making excuses.

We all make excuses from time to time. However, the day you stop making them is the day you will move up in the world. The simple truth is, people who make excuses a way of life will always continue to see life as unfair.

John Wooden, one of the greatest college basketball coaches of all time, encouraged players to take responsibility for their actions. Wooden believed, "Nobody is a real loser -- until they start blaming somebody else."

When it comes to getting things done, I have a philosophy: "Find a way, or make one." I don't tolerate excuses, and you shouldn't either.

Don't be like the high school baseball coach. He was so frustrated with his first baseman who made error after error that one practice he grabbed a glove to show the player how it should be done. The first ball hit to him took a bad hop and clobbered the coach in the chest. Next came a pop up that he lost in the sun and smashed into his forehead. Later a wild throw from the shortstop caused the coach to stretch, tearing his pants. Exasperated, the coach turned to his first baseman and shouted, "You've got this position so messed up, even I can't do a thing with it."

Mackay's Moral: The person who wants to do something finds a way; the person who doesn't finds an excuse.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."

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 "STANDARDS and ETHICS."

To be a good business owner you really need to have a strong set of standards and ethics. What are Standards and Ethics? These are the rules and regulations that you develop for yourself that will explain how you want to operate your business. Some clients have seen or heard horrible stories of bad Dj's and have a fear of hiring one. Your Standards and Ethics will help eliminate some of those fears because you are letting them know up front what you stand for, what you believe in and that you strive to have a higher standard of excellence. These rules can include what you will and won't do, what services you do and don't provide and how you will conduct yourself and your business.

HONESTY: A good foundation to start with is honesty. If you're not honest with your clients they will lose all respect for you. Dishonesty could also get out to potential clients and can ruin your reputation in the community. I received a call from a woman who said that she had hired me several times before and needed me once again. After some conversation with her I realized that it wasn't me that she had hired but in fact a competitor with a very similar business name. I explained the situation to her and she was so impressed with my honesty, she hired me.

SINCERITY: You really need to be sincere. Don't be a "Car Salesmen" with your clients. Don't treat them like a "Mc Wedding." Be real, be yourself and truly be interested in them. No one wants to deal with a fast talking, in your face, sign on the dotted line kind of guy. Care about your clients and your clients will care about you.

DEPENDABLE & RELIABLE: Your clients are depending on you to provide them with entertainment and a reliable service. Be on time, be prepared and be more than they expect by giving more than you have promised. One night a bridal couple was having a great time and asked me to play an extra half hour. I knew they were on a very, very tight budget so when they asked how much, I said it was my gift to them. At the end of the night they took up a collection and gave me a tip that was more than double what I would have charged for the extra time.

RESPECT: Treat not only your clients, but also the guests, and the location staff with respect. "Treat others as you want to be treated." Don't discriminate. Be it race, religion or sexual orientation treat everyone with the utmost respect. Making what you think is a "funny joke" could lead to irreversible damage. Also, treat fellow Disc Jockeys with respect. Bad mouthing, spreading false rumors or blaming things on other Dj's to your clients can never do any good. Here is a great example that recently happened to me. I was meeting with a potential client, going over my sales pitch when they asked me about one of our fellow Dj's whom they had a meeting scheduled with for the following night. It was a Dj that I know and respect. A less than ethical person might have taken this opportunity to say unpleasant things about the other Dj to try and clinch the sale for themselves. I spent ten minutes talking up my fellow Dj, explaining to the client that they would be very happy with either one of us. While I was talking I could see their eyes open wide with excitement. They were impressed that I would speak of how great my competitor is. They had only scheduled meetings with the two of us because the other Dj companies they called all spoke poorly of their competitors. They hired me on the spot.

You will want your clients to know and be involved with some of your Standards and Ethics and some you will want for yourself and your employees. I have what I refer to as a "Personal Pledge" on my web site partytimeproductions.biz I read through the pledge with the potential client and explain to them the importance of my pledge, then sign and give it to them. It won't do any good to make up the Standards and Ethics list if you don't follow it very closely. Keep it handy and read it everyday! Having Standards and Ethics and sticking to them will show your current and future clients that you are a person who is trustworthy, reliable, honest, hard working and have only their best interest in mind. They will respect you and be willing to pay more money for your services.

Charge what your worth and be worth what you charge! 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, e-mail him at jeffrichardsptp@yahoo.com

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

My very first job ever was as the "sexton" at my local Catholic Church. I was 15 years old and my main duty was to open the church on Saturday and Sunday mornings before the first mass and get the altar prepared. When I was hired, the old Pastor of the church, a stately gentlemen named Father Ostermann, handed me a sheet of "Rules and Regulations" for working at St. Margaret's. I remember taking that sheet of paper home with me and studying it. It told me what to wear, when to arrive, what to do in between masses. It even gave me "odd jobs" to perform should I find myself with free time. I was thrilled that I had this guideline to adhere to which would make me the dream employee.

I have the same philosophy when I begin training my new recruits. I usually sit them down before our first night of training and go over the "Ground Rules of Emcee Training." There's no way I can expect them to be perfect little students if I don't tell them what I expect of them. And there's no way they can meet my expectations unless I spell them out clearly and concisely before we even begin.

Here's what I tell them:

Arrive on Time. I am a stickler for punctuality. It shows professionalism and respect for others. If I plan to begin training at 6 pm, you can bet I'll be there at 5:45 ready to go. So don't keep me waiting. If you do, I can only assume that you are going to be late for your gigs as well. And that's an even bigger "no-no."

Arrive Ready to Perform. Everyone has good days and bad days. But I'm not your wife or your girlfriend, so don't vent to me. Whether you've won the lotto that day or gotten into a fender bender, I don't want to know about it. I want someone who is upbeat and positive and ready to grab the microphone and go. If you can't show me a game face now, how can I know that you'll be able to it once you start headlining your own events? And that is one of the keys to success in our business, appearing to be an upbeat, happy guy no matter what kind of mood you are really in.

Bring Your Textbook Every Week. I give all my recruits a textbook when they begin but really, it's a workbook. We write in it. We draw diagrams in it. I assign homework every week from it. So don't show up to class without it. Once will get you a warning, twice will remove you from training.

There Are No Do-Overs. Often times a trainee will start a rap or a dance and get lost. They'll want to wave their arms and start over. I let them know up front that this is a huge "no-no." Once you start performing at your own parties, if you get stuck and forget what you are saying, you can't ask the crowd for a do-over. You have to plow your way through it and hope it doesn't happen again. Well, I want the same standard in training. I'd rather have you stink to high heaven in a routine than ask me for a do-over. At least if you stink, you fought your way through it and that, in and of itself, will help you next time your mind goes blank. So I teach my recruits to review whatever it is they are about to say in their mind before beginning. But once they've started, they better continue to fruition.

Do Your Homework. Each and every week I assign homework from the textbook and I can tell immediately the following week which recruits have worked on that assignment and which recruits haven't. Not doing your homework will slow you down in training and if it continues, you'll be asked to excuse yourself from the class. If I've recruited correctly and if the trainees do their homework, the typical gestation period from first class to first gig is three months. If it takes longer than that, I can almost guarantee that lack of homework is to blame.

Have Fun. Just like a gig, you'll actually be better in training if you have fun. Loosen up a little, we're all among friends! Leave your worries and concerns in your car (just like you should at a gig) and Enjoy Yourself! The best classes I've ever had were made up of two or three trainees that were there to work but also had great senses of humor and enjoyed themselves in training. There is nothing wrong with joking around, laughing and having a good time as long as progress is being made. In fact, when it comes to learning the "art of mobile DJing" I'd argue the two go hand in hand.

Once my recruits understand what I expect of them from week to week, we can begin training. I usually give them the choice of which night is best (Monday – Thursday) then we set the start time and away we go!

MAPDJ Sponsored Todd Mitchem Educational Tour

By Amber Benning

The Midwest Association of Professional Disc Jockeys (MAPDJ) along with Creative Imagineering, Promo Only, Northern Light FX, ProDJ.com and the Disc Jockey News sponsored a free educational tour for DJs in the area with Todd Mitchem this past March in the upper Midwest.

Todd Mitchem is an accomplished leader and boasts an impressive background as a disc jockey and as an entertainer. He has done everything from weddings to "warming up" large crowds for huge acts such as Justin Timberlake and the Beach Boys. But most importantly, Todd travels the U.S. talking with DJs to help them better themselves as people and as performers.

The Todd Mitchem Educational Tour kicked off in the Fargo/Moorhead area on the 14th of March. The tour's second stop was the following day in Bloomington, MN and the final leg of the tour was in Des Moines, IA on March 16th.

At each stop there was an hour of free interactive training with Todd where he spoke about how to improve your shows tenfold by doing simple things like talking to the guest versus talking at them. During this hour anyone could sit in and listen to the great tips and advice that Todd had to offer. One of the major themes during this hour was "use it." Todd spoke in great length about how to use the things that go right and/or wrong at our shows to make us better entertainers. He explained the importance of keeping the focus on why you are doing the show and how to change the focus from you to the people you are there for.

After the hour of interactive training Todd spent an additional 2-3 hours at each location for the "members only" portion of the training. Throughout this part of the evening, Todd allowed the people in the crowd to choose what would be beneficial for them to talk about. During the session at Bloomington, Todd covered everything from how to approach sales and marketing more effectively to how to create interactive dances that crowds will love.

All who attended walked away with great ideas and advice to use in their own shows, businesses and personal lives. For more information about Todd Mitchem please reference www.toddmitchem.com. To join MAPDJ or for questions about the organization please log onto www.mapdj.org.

A note from Todd Mitchem:

"When I gave what I thought was my last presentation for DJs in the summer of 2004, my expectation was to move away from training and into motivational speaking. I have a true love for the world of the DJ and as a performer it was difficult for me to make this decision. I knew I would greatly miss the joy of training and educating professionals like you.

Then I received emails from several members of the MAPDJ. This motivated group of talented DJs wanted me to go on a speaking tour for their various chapters. I believe in the power of guideposts that lead us to our next destination in life, so I accepted. This was an amazing success! After spending three days traveling with a caring professional and passionate MAPDJ member Mark Hudnall, I realized that my work needed to continue.

The last DVD I made was not produced at the level that I knew it should be. I cut costs and corners getting it made. This disappointed my customers and me. Therefore, I decided to create a new, DVD for you. This time I am leaving the corners on.

This DVD will be shot on May 22nd, 2005 at the Danforth Science Center, St. Louis, MO from 10:00 am to 6:00 pm. If you would like to attend this training and taping, visit www.mitcheminteractive.com. Attendees must register by May 15th.

This DVD shoot gives you the opportunity to be a part of the process, but it also gives you a full day of training for a discounted rate of $45. This is my way of saying thanks for your continuing support.

See you in May!"

Todd Mitchem

Are You Compatible?

By: Brian Kelm

One of the best ways prospective clients find the most experienced and talented professionals is by asking! Knowing that everybody's time is valuable, wise prospective clients make the most of it by talking with family, friends, and relatives that have reserved entertainment for an event. Instead of starting from scratch for professionals, many rely on those around them for guidance!

Networking with others will not only save them time, be more productive, and offer them the best value. As we all know, there is so much to be learned from someone who has already gone through the process of planning and coordinating an event. Instead of wasting time looking, they can rely on the professionals they were referred to. Many of us already know that the best form of marketing and advertising for a small business is word of mouth and referrals due to its power in appearance and credibility. If a prospective client has seen one of us or know somebody who has at an event and likes our work, they've already been convinced to reserving us for the event! The power of networking allows us all more time planning and getting ready for the event without the worries of making the wrong decisions.

Catering managers, photographers, and videographers to name a few all face the same struggles as professionals. Pricing, service, and value are all synonymous with each industry despite the perception. Our colleagues do a better job of concealing their problems and differences as a group, unlike us in entertainment who let everybody know.

Our mission if we choose to accept it is to align ourselves with professionals we are compatible with in philosophies, values, and personality. For as much as a client is looking to reserve a professional they are compatible with, they also need to make sure that the professional they select is compatible with the others they will be working with. If they're not, problems will exist!

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

As I am writing this month's column, I have just finished sending out the last of my annual tax forms. Preparing the paperwork for the accountant is tough enough let alone attempting to fill out the forms personally, therefore I thought a column on focus and networking might be an appropriate way to help all of us improve on succeeding in our business.

One of the most challenging problems that small business owners face is the perception that they need to do it all while the reality is that they cannot do it all. Recognizing that we cannot effectively wear all of the hats within our business may be one of the quickest routes to business success. On the flip side, not realizing this can be a quick trip to business disaster.

Two areas that most often you may need to consider delegating to others outside your company are the areas of legal and accounting issues. Just as we feel that customers hire us because of our skills and professionalism at doing our job, we need to hire those with the accounting and legal skills that allow us to continue to focus on the performance at what we do best. You cannot afford to be mediocre at accounting or legal issues. Many business owners continue to perform these tasks just as they did when they first began their companies. Often, the money that they are saving is minimal to the savings they may realize from outsourcing the work to those with the skills to perform it correctly. Look at the cash outlay to outsource as an investment rather than a cost.

I would rather invest money into an individual or company that has kept up on law and rule revisions so that I may save the most money and improve my bottom line dramatically. I've personally got an accounting background but since I haven't kept up on tax law changes I choose to have my myriad of tax and accounting issues prepared by an experienced tax accountant.

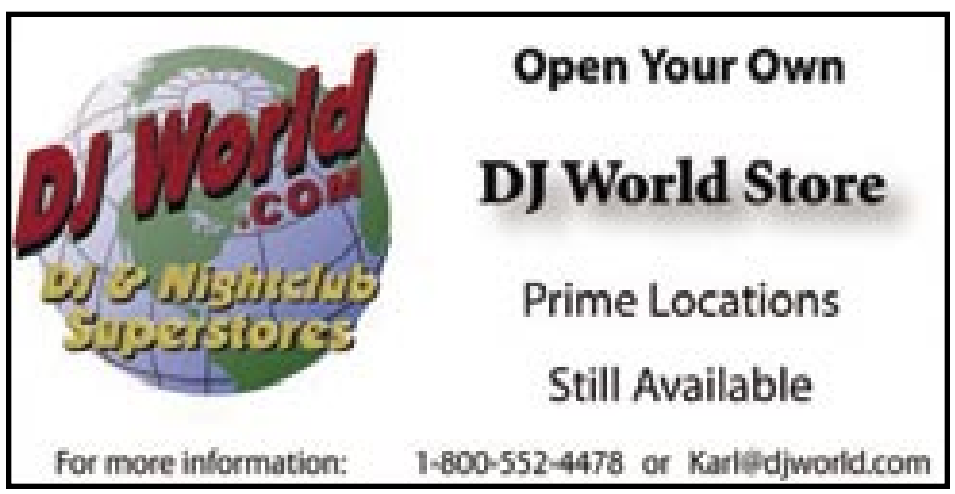
Some business owners have also discovered the benefits of establishing a business advisory council to help oversee their businesses as an extension to outsourcing. A business advisory council or board ideally should consist of complementary business leaders that have somewhat of a vested interest involving your business. You might ask family members to be a part of your advisory board as well as potentially your banker, attorney, insurance agent and possibly retired business leaders. Key employees might also be a welcome addition to an advisory council. The most important qualification, I believe, in finding the right people for your advisory panel is to find those who are successful. I am a firm believer that success breeds success.

Once you have established an advisory board you need to use it. I use mine on an informal basis when I am contemplating an important decision. I will typically run my problems and possible solutions or outcomes by the person that I feel has the most experience in those matters. While I rarely ever get the group together, you might from time to time find the need to get the advisory board together to discuss the outlook of your business. You might discuss pending challenges you are facing as well as review your past results much like a company does with their annual report.

This serves a dual purpose. One, you receive wonderful and relatively cheap advice typically from your advisory board. Second, you are forced to review your results and plan for your future. The introspection that many receive as part of the process is often priceless. The advisory board also serves as a form of networking for my business and me. My advisory board often introduces me to others that can make things happen for my business and me. Remember, this form of networking needs to be a two way street. You need to be there for others just as they are there for you.

Why is all of this so important? Some estimates claim that upwards of 75% of businesses eventually fail. The odds are stacked against you succeeding in this or any other business. Your ability to minimize the risk of failure will not guarantee success but it will give you an edge over your competition. Success is the ultimate goal, right?

Kyle McPeck is an entertainer and entrepreneur based in Zanesville, OH. To join Kyle's free DJ Success email list send an email to kylemcpecksubscribe@topica.com



Making the Most of Every Experience

By Dr. John C. Maxwell

On December 18, 1998, I had an experience that dramatically changed my outlook on life. It began at a Christmas party, but there was nothing festive about it.

On that day, at the age of 51, I had a heart attack.

As I tried to make sense out of what was happening to me, the brutal reality of the situation hit me head on. I didn't know if I was going to live to see another day. As I contemplated the possibility of dying, I suddenly understood that all I have is today. There's no dress rehearsal for life. This is it.

I had known that intellectually, but having a heart attack drove the point home like nothing else could. If I want to live a useful life—in my role as a leader as well as in every other capacity—I have to make the most of every experience. Obviously, some events and situations—such as my heart attack—will fall into the "defining moment" category. But even those less memorable moments influence our lives and contribute to our usefulness and overall fulfillment.

I'll talk more specifically about defining moments later. For now, though, let's look at experiences in general. Each one falls into one or more of the following realms:

1. Entertainment: We absorb this type of experience through our senses. People who engage in this type of activity can see, hear, feel, smell or taste what is happening.

2. Educational: Here, we have the participation of a person's mind and/or body. The goal, of course, is to learn.

3. Escapist: This is an experience that completely involves a person—like spending the day at a theme park: riding the roller coasters, eating the funnel cakes (unless you've recently experienced a heart attack, of course), interacting with the sidewalk performers. The emphasis is on doing, as opposed to feeling or learning.

4. Aesthetic: With this type of experience, you're immersed in a setting, but you have no effect on it. Think of visiting an art gallery or seeing the Grand Canyon—you're affected by the experience, but you did nothing to contribute to it. You're there simply because you want to be there.

Jim Gilmore, co-author of The Experience Economy, said, "The richest and most compelling human experiences draw from all four realms." Very often, those events and encounters we consider to be defining moments do exactly what Gilmore described. They capture our hearts, souls, minds, senses, emotions and sometimes even our bodies in a life-altering way.

This is an important observation for leaders who want to communicate effectively. Whether you have an audience of a thousand or of one, you need to make sure you are utilizing as many of the four realms as possible. You also need to be aware of the powerful, growth-triggering impact that these types of experiences can have on people, and do what you can to provide them in settings that are relevant to what your team does on a daily basis.

Defining moments don't just shape followers, of course. In Geeks & Geezers: How Era, Values and Defining Moments Shape Leaders, Warren G. Bennis and Robert J. Thomas state that all of the truly effective leaders they studied, regardless of age, had "undergone at least one intense, transformational experience" that set them on their "desired, even inevitable" leadership paths. These "crucible" experiences, as Bennis and Thomas describe them, are defining moments that "unleash abilities, force crucial choices and sharpen focus." In essence, they teach "a person who he or she is."

Based upon what I have observed in my own life and in the lives of those around me, I believe there are at least four different types of leadership-defining crucibles.

1. Ground breakers: These experiences literally thrust us out and enable us to break new ground.

2. Heart breakers: These are those painful, unwelcome events—such as my heart attack — that stop us in our tracks and force us to reevaluate our priorities.

3. Cloud breakers: The encounters allow us to see the big picture—suddenly and clearly—like never before.

4. Chart breakers: These defining moments allow us to soar with confidence.

According to Bennis and Thomas, one key difference between lifetime leaders and "nonleaders" lies in how they respond to the defining moments they experience. "Leaders create meaning out of events and relationships that devastate nonleaders," they write.

We don't always know it when we're in the middle of a defining moment; sometimes, the importance of these experiences can only be seen in retrospect. Either way, it is up to us to decide how they are going to affect us and our leadership. As Aldous Huxley said, "Experience is not what happens to a man. It is what a man does with what happens to him."

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

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It's What You Do, Not What You Know

By Jeffrey J. Mayer

Tom and I were speaking the other day. He has been in the financial services industry for a long time but even though he had many years of experience his business had stalled.

Sales - and income - have been flat for the past 24 months. He didn't know where to go next, so he called me.

"Hi Tom. What do you want help with."

"My business is flat. My income's slowly declining as my expenses increase, and I need help."

"How many years have you been in the insurance/financial services business?"

"Eighteen."

"Have you spent those 18 years working to grow and build a business? Or have you been in the business for 18 years. One year at a time."

There was a L-O-N-G pause.

"Tom are you still there?"

"Yes Jeff, I was thinking about your question. I guess you could say that I've been in the business for 18 years, one year at a time."

As our conversation continued Tom explained that when he was getting started in business he spent a lot of time looking for new clients. He was very successful in finding them.

But with the passage of time, he began to spend more and more time on paper- and service work, and less and less time looking for new business. For a while the business ran by itself.

Today it needs a bit of help.

Early in Tom's career he had been told that he needed to become an expert in all areas of financial and estate planning. So he took numerous classes and earned so many professional designations that their names would stretch a city block.

He even asked me if he should enroll in more classes so he would have more product knowledge.

Unfortunately, Tom has spent his entire life learning the specifics of his business, but he never learned how to go out and SELL his knowledge.

Tom doesn't need to learn any more about the financial services industry. He needs to learn how to

* Look for prospects.
* Ask great questions.
* Find problems.

If you can find a problem, you've just created an opportunity. If the person wants to solve the problem, you've probably closed a sale. Your job is to look for people who have problems.

How do you discover if a person has a problem? You ask questions!

Let me ask you, who is more valuable? The person who has huge product knowledge, but doesn't apply it; or the person who is hungry and has drive and focus? Which person do you want selling for your company?

Look at all those people who have lots of professional designations. They have invested years of their lives in learning how to do their business. They never take the time to learn how to SELL their services.

You can always find someone who has the technical expertise... when needed.

It's much more important that you look for customers every day.

When you're out there looking for new business, you find it. You close sales. And you put money in your pocket. If you're not looking for new business. It becomes self-fulling prophecy.

You have none.

You Need Motivation

All you need to do to be successful is to pick up the phone and look for customers. Not much more than that. But if you're not in the habit of looking for new business every day - people with problems - you'll quickly forget how to do it.

But getting on the phone is something that takes practice... everyday. You've got to work at it. The more you work the phone, the better you get. Learn from your experiences. Pay attention to what you say and the responses you get.

Do more of the things that get you great results. Stop doing all the rest.

And that's what Tom did.

He stopped fooling around with miscellaneous paperwork and doing other activities that kept him busy and started looking for customers.

He made it a point to get on the phone every morning and much to his delight it didn't take him long to find them.

His business has picked up and his future is much brighter.

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

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Want More Business? Make New Friends First

By Aaron Foster

As a small business owner, you are out there in the world competing against other small businesses and large businesses like Wal-mart, McDonald's, etc. all the time. You have to try and keep up with marketing against all of these other companies. You also have to try and provide as many services that these companies provide in order to make yourself stand out as the solutions provider.

It's a tough road as many of you know. Do you want more business? Of course you do! Why not make some new friends first? When I am talking about friends, I am talking about the florist, the photographer, the caterer, the banquet facility, the limousine company, etc. After the friendships begin flowing, then the real business will also begin.

What am I talking about, you may be asking yourself? I am talking about the power of joint ventures. Joint ventures are still today, one of the most under utilized relationships that a business can have.

What are joint ventures? Joint ventures are when two or more businesses come together, share their resources, customers, expertise, etc. for the benefit of both businesses and everyone's customers.

Here is just an example of one of the joint ventures that I coordinated: January and February are normally dead for us. It is also usually that way for many of my business friends too. We decided that we would put our resources together and sponsor a Valentine's Day celebration at one of the banquet facilities whom I am also business friends with. The sales manager at the banquet facility loved the idea, because they were making money on a night that they probably wouldn't have been booked anyways. The florist was happy because they got a lot of flower sales because of the promotion, sold additional flowers at the event, and did some marketing after the event to all the guys who came offering them a chance to signup for flowers to be delivered monthly to their significant other (which they sold a lot of). The photographer made some nice money taking photographs of couples and upselling packages. The limousine service made more money than they normally would on that night because they charged per ride, instead of an hourly rate. The hotel was happy because they booked a large amount of rooms because of the extra people who wanted to stay over.

Overall, everyone was EXTREMELY happy. You are probably thinking that this took a lot of hard work in order to pull it off. In fact, it wasn't that tough at all. Why? Because every person that I choose to be a part of this event, I have total confidence in. They are total professionals and experts in their industry. We all pitched in our expertise, figured out the numbers game, and then threw out our client lists for marketing purposes.

At the end of the night, we totaled everything up and we had OVER 400 people attend the event. We were hoping for 200 people, but were totally amazed at the results of our marketing. People raved about it and wanted it again the following year. The best part of it all, we all made more money than we hoped for and all the vendors were equally excited about doing it again.

I don't usually tell this to many people, but I guess I am telling the world now. I have made MORE MONEY with joint ventures in all my years of business THAN ANY OTHER BUSINESS PROJECT I HAVE EVER DONE. I am serious about this.

There was one joint venture that I did with a local charity. I won't go into details now, but I might talk about the joint venture later. Anyways, I worked TWO Friday nights a month and made just over $25,000 per year. This took about 10 hours a month of my time. I continued this event for over four years until I moved out of the area. It was all because of the networking I did to build the business friendships that led to the joint ventures.

What are you going to do with your business? Make a list of all the people that you already know and where they work, what they do, or what business they own. This can include other vendors, suppliers, competitors, businesses with the same audience or community, your bank, or maybe even your service providers. Make sure that whoever you decide to start a joint venture with they are cooperative instead of competitive. This will make or break the success of your joint venture.

Start piecing the puzzle together and see how you can work together with your friends to make EVERYONE more money and bring each other more success. Believe me, if you do it right and find the right combination, you will be very successful. Good luck and happy joint venturing!

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!

Your Brain is the Greatest Computer Ever Created

By Ron White

Have you ever walked into a room and couldn't remember what you went there for? Have you ever grasped the hand of a potential client and then when the hand shake broke, the name seemed to disappear from your memory? Or have you ever left a prospect and as you drove away remembered a key point that you should have shared with them?

Of course you have... we all have. However, I have some great news for you. Your memory is nowhere near as bad as you may think it is. Recently, I was a guest at a radio station in Waco. The disc jockey wrote a 50 digit number on a sheet of paper and told his listening audience and then played a three minute song for his audience.

As the listeners enjoyed the song I memorized the 50 digit number. When the song was over we went back live on the air and I handed him the paper. I then proceeded to say the number forwards and then I said it backwards. The disc jockey looked at me in utter disbelief and stunned he said, 'Ron... you are incredible!' I looked him straight in the eye and replied, 'You know... you are right!' I said, 'Jay, the greatest computer ever created does not come from Dell or Gateway. The greatest computer ever created does not sit on the assembly line of a computer factory. Instead, you and I are the greatest computers ever created. And yes... you are right. I am incredible... but so are you.'

The human memory has the ability to hear a 100 digit number or more once and then repeat it forwards and backwards, it has the ability to memorize a Shakespearean play word for word or memorize the stats of every baseball player for the last 100 years, and the human memory has the capability to meet 100 people in 20 minutes and recall every single name!

Now, the question is, are you doing these things? If not, the reason is simply that you have not been trained to. Two thousand years ago a Greek named Simonedes developed a memory method called 'Loci'. With this method, Simonedes numbered locations in his home. He started in the doorway and then logically proceeded around his home. He reviewed these items so many times mentally that if you asked him what was number 25 then he could instantly tell you what piece of furniture that number corresponded to.

These 25 objects were actually mental files for Simonedes. Then if he had a list of items he wanted to recall he would place them mentally on these objects in his home. Let's say that you are a professional who wants to give a speech without notes. Simply turn the key points into pictures and then file them to your 'house files'. When you are called upon to speak simply mentally walk through the house and give your talk without notes.

For example, recently I gave a one hour keynote in Atlanta at a home builders conference. I wrote my speech out the night before. The first thing I wanted to do was talk about the book, 'How to Win Friends and Influence People.' So I visualized the book on my front door and then mentally walked through my house and gave the one hour talk without notes! That can work for you as well. Anything that you want to recall simply turn it into a picture, place it on your house files and get ready to be amazed! YOU are the greatest computer ever created!

Ron White has spent over a decade training business professionals and students how to improve their memory, grades and income. He has appeared on FOX television, broken a Guinness Record by memorizing a 28 digit number in 75 seconds, been a guest on over 35 radio programs in the United States and Canada, and his articles have appeared in print across the country. Ron's live workshops sell out every time at $349 per person. Ron will be a featured speakers at the Southern Disc Jockey Convention in Fort Worth, Texas April 23, 24, and 25, 2006. You can download Ron's new book for free at http://www.jimrohn.com/22lessonsoffer.asp. For more information on Ron White, visit http://www.ronwhite.com.

Press Releases

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

Prodj.com announces winners of DJ Cruise

Mike and Adora Hartman (middle), the winners of the free DJ Cruise at the Mobile Beat DJ Show with Paul Beardmore,

Ryan Burger and Bryan Foley of the DJ Cruise. The giveaway was sponsored by ProDJ.Com and the ADJA and presented at the ADJA's National meeting.

DigiGames Unveils New Hot Trivia Mania Game Show System.

The slick modern look of trivia stations comes to all sorts of entertainers.

The new Trivia Mania player positions from DigiGames, the nation's only source for computer controlled and "stand alone" game show systems, proved it's versatility as it announced the release of its exciting new product line of various game show gear.

The new Trivia Mania system continues the DigiGames tradition of offering high quality, and versatile trivia systems by again artfully combining the needs of area entertainers, with a unique look to impress the booking client and audience.

"I really liked that the computer software provides the host with one interface where everything is controlled. As opposed to a variety of different boxes, controllers and add on peripherals," said the 'Game Master' Scott Faver. "Each podium is one sturdy, stable unit, so there is nothing to stack or put together. 1-3 podiums daisy chained together with one cord. They easily fold up, have cool covers to protect them, and can be stacked on a dolly for transport. Or, you can carry them, one or two at a time, with the handle on the side."

A computer or a small hand-held interface can easily control all DigiGames products with a single common network cable to interconnect the entire system together. Each model can be interfaced with as many as 16 separate player positions simultaneously.

"Many performers would prefer not to have additional help to run the controls while the entertainer does the game show hosting," says Tom Dorsher, owner of DigiGames, "so we have developed a method of producing an automated game show system which will allow the host to concentrate on his players and audience."

For a limited time, DigiGames is offering to any MAPDJ members in the mid-west to-the-door delivery of any of their products, one solid day of staff training, and sales and marketing techniques exclusive for business owners from a trained, experienced professional.

To order, or for more information about this or any DigiGames products including financial assistance visit http://www.triviaproducer.com.

Jem Introduces the Hydra

Jem's new Hydra fog system is the perfect fog solution for themed environments, large clubs or any area that requires a fog effect delivered from multiple locations. The intelligent Hydra system eliminates the need to purchase multiple fog machines by allowing users to control up to 16 fog heads from one conveniently located base unit.

Upcoming Events

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

Central Illnois 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

Mobile Beat DJ Convention
June 27-29, 2005
http://www.mobilebeat.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

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

Come to Metro Sound & Light for the MAPDJ

1731 University Ave. W. St. Paul

DJ Night Out • June 21, 2005

Sponsored by: MAPDJ and Metro Sound & Light

6:30 pm - 8:30 pm

Food & Drinks

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RSVP Appreciated:
Contact Naomi at Metro at 651-647-9342

Watch for the June ad for more details

Midwest Association of Professional Disc Jockeys MAPDJ

Learn • Grow • Connect
http://www.mapdj.org

Monthly Music Charts

By Promo Only

Pop Charts:

1	Since U Been Gone	Kelly Clarkson
2	Boulevard Of Broken Dreams	Green Day
3	Caught Up	Usher
4	Obsession (No Es Amor)	Frankie J f./Baby Bash
5	Rich Girl	Gwen Stefani f./Eve
6	Candy Shop	50 Cent
7	1, 2 Step	Ciara f./Missy Elliott
8	Disco Inferno	50 Cent
9	Goin' Crazy	Natalie
10	Mockingbird	Eminem
11	Karma	Alicia Keys
12	Let Me Love You	Mario
13	Lonely No More	Rob Thomas
14	Beautiful Soul	Jesse McCartney
15	How We Do	The Game f./50 Cent
16	I Don't Want To Be	Gavin DeGraw
17	It's Like That	Mariah Carey
18	Let Me Go	3 Doors Down
19	Lonely	Akon
20	Mr. Brightside	The Killers

Modern Rock

1	E Pro	Beck
2	Little Sister	Queens Of The Stone Age
3	The Hand That Feeds	Nine Inch Nails
4	Boulevard Of Broken Dreams	Green Day
5	Sooner Or Later	Breaking Benjamin
6	Work	Jimmy Eat World
7	Why Do You Love Me	Garbage
8	The Clincher	Chevelle
9	Mr. Brightside	The Killers
10	Scars	Papa Roach

Urban

1	Candy Shop	50 Cent
2	Hate It Or Love It	The Game f./50 Cent
3	Let Me Love You	Mario
4	Ordinary People	John Legend
5	U Don't Know Me	T.I.
6	Some Cut	Trillville f./Cutty
7	How We Do	The Game f./50 Cent
8	Still Tippin	Mike Jonesf./Slim Thug & Paul Wall
9	Number One Spot	Ludacris
10	Soldier	Destiny's Child f./T.I. & Lil' Wayne

Country

1	That's What I Love About Sunday	Craig Morgan
2	Baby Girl	Sugarland
3	Anything But Mine	Kenny Chesney
4	It's Getting Better All Of The Time	Brooks & Dunn
5	Gone	Montgomery Gentry
6	Nothin' To Lose	Josh Gracin
7	My Give A Damn's Busted	Jo Dee Messina
8	Bless The Broken Road	Rascal Flatts
9	If Heaven	Andy Griggs
10	I May Hate Myself In The Morning	Lee Ann Womack

The DJ Swap Shop

For Sale: Complete DJ Unit: Crossover, Woofer, Equalizer, Maximizer, Amplifier Speaker, lights, Speakers all the hook up cords, Mini-Disc Player,Recorder, Denon CD Player, and more. 219-923-3678 or e-mail me for a list and picture JOHNMDJ@AOL.COM.

For Sale: 1999 Ford E250 White Extended Cargo Van, Only 61,750 miles on it and is in perfect condition, CD player, Air Conditioning, Cruise Control, Alarm System, 5.4 L V8 PFI SOHC 16v Engine. NADA GUIDE Price is $10,375, asking $9,500. 715-235-7769

For Sale: Various DJ mixers (Numark and Gemini), (4) Peavey Mid range and (4) Peavey 18" sub cabinets, great for large venues or schools. (2) Numark CDN-34 dual CD players. (4) Crown PB2 ampliers, various crossovers, eqs, and BBE processers in racks or will sell seperately. 1) 1992 Ford E150 cargo van. 169K Runs good. $1750.00 or best offer. Call for info or pricing on what you're interested in. 651-697-0024 or 800-557-6220

For Sale: 2 Used Vertipro's, 1 used aggresser, 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: (2) Peavey SP2 XT, 15" bi-amplable full range speakers, good condition, sound great $300 for pair. 815 251 4211

For Sale: Never used MoboLazer ML8-5RG with G-Scan head and smart pad controlled scanning and test system, purchased in 2000, never used. $2500; (4) Martin MX-4's fixtures with 2510 controller, includes cables, $1800; 1 ETA Imagenation series microprocessor lightint controler with (8) 3000 watt par cans and 2 Lighttronics AS-40 4 channel 600 watt per channel dimmer, excellent condition, $1500. 319-644-3586

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: Vestax PMC MKII Mixer, Very good condition, $125. 320-285-5263

For Sale: (2) Bag End D12EC subs, (2) Bag End TA12jr tops, Elf M processor, can deliver in the Twin Cities Metro area. $1100 for set. Great condition. 612-597-4499.

Wanted: 6'x 8' or 6' x 10' enclosed trialer. 320 285 5263

The DJ Swap Shop

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Classified ads deadline is the 20th of the month.

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Disc Jockey Night Out in Madison with Martin Lighting

New lighting fixtures from Martin Professional drew a crowd at Audio-Depot DJ Supply on Tuesday April 12th. Factory Rep. Darrell Barnes bought pizza and beer for the group before giving a brief overview of intelligent DMX lighting and handing out free DVD tutorials on the subject.

A dazzling aray of new lighting effects were displayed, such as the latest releases in the Ego and Mania series of dj lights. The EF-2 and EF-3 probably received the most interest, especially when everyone found out that they have a regular street price of $179.

Scott Schlitz of Prime Time DJs indicated that his company owns 10 of the DC1 water effect lights, which he encourages his djs to point at the wall behind them as they dj. "It focuses everyone's attention on the dj"

Schlitz stated, "The DC1 is a really solid fixture, and it's a really nice, classy effect for weddings."

Despite the low cost of newer lighting fixtures, mobile dj mainstays such as the Raptor, the T-Rex and the DMXable Acrobat still received a lot of interest. None of the Martin lighting effects have a duty cycle that would require them to be turned off periodically to cool down, making them ideal for mobile djs and club use.

Some of those in attendance were disappointed that a prototype of the new SCX500 scanner did not make it to the event, and that the cost of the $299 fixture is being increased by Martin effective May 1st. Pre-orders for the new low-cost scanner are being accepted at the old price until the end of the month, but it will not begin shipping until July.

Clint Whitehorse of Capital Sound DJs won an Ego-2 light fixture, which sells for $229, as a door prize. Nanten Osio won a Martin DJ bag, which was originally designed to carry two Ego series light fixtures.

The Martin Lighting Demonstration was held in conjunction with the monthly meeting of the Wisconsin DJ Network (WDJN). WDJN meets on the second Tuesday of each month at 5:30 pm to trade stories and information, followed by a 6:30 pm meeting to discuss issues affecting the industry and to hear from speakers related to the industry. Meetings are free and open to the public, and are usually held at or above Audio-Depot DJ Supply at 708 East Johnson Street in Madison, Wisconsin.

Anyone interested in receiving a free DVD tutorial on intelligent DMX lighting can contact Audio-Depot toll free at 888-251-2002.

Nouns and Verbs

by Seth Godin

I had two great seminars in my office this week. Not only do cool people show up, but it pushes me to think hard about new ways to talk about things that work.

Today, we talked about nouns and verbs.

Investments are a noun. Investing is a verb.

Paint is a noun. Painting is a verb.

A gift is a noun. Shopping for or giving one is a verb.

People care much more about verbs than nouns. They care about things that move, that are happening, that change. They care about experiences and events and the way things make us feel.

Nouns just sit there, inanimate lumps. Verbs are about wants and desires and wishes.

Is your website a noun or a verb?

What about your management style or the services you offer?

A few years ago, the rage was to turn products into services. Then it was to turn services into products.

I think the next big thing is to turn nouns into verbs.

Reprinted by permission from Seth Godin's Blogs. Seth Godin is a bestselling author, entrepreneur and agent of change. He is author of six books including the very popular Unleashing the Ideavirus. For more information on Seth Godin, visit http://www.sethgodin.com.

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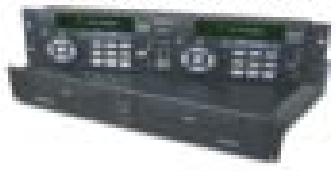

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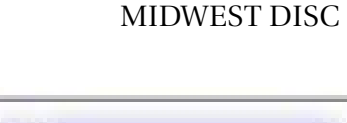

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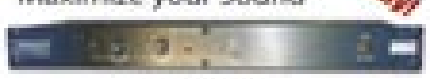

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