

Disc Jockey News

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FEBRUARY 2006

The Regional Disc Jockey Newspaper

Free

Dallas/Ft worth, here we come!

We had hit the home stretch in the preparations for the upcoming Southern Disc Jockey Convention which will be held April 23, 24 and 25th at the American Airlines Training Center in Fort Worth, Texas.

The convention is a three day educational event packed with quality seminars, networking opportunities, and some great deals in the exhibit hall.

We kick things off on Sunday afternoon with seminars starting at 2:00 pm (see schedule on page 11). Sunday is designed for both those fairly new to the industry who can only come in for the day to attend the convention, and those with years of experience wanting to take their company to a higher level. "If a dj can only attend one day, Sunday is the day!" explained John Young from the Disc Jockey News. "We have a great line up on Sunday to help improve many aspects of an entertainer's show. In one day you would learn more and take your

business to a brand new level."

The exhibit area will open at 7:00 pm on Sunday night for some great one-night-only deals. You will find some great deals on new gear and some services to help your company grow and be more successful.

Sunday night will also feature a pool party sponsored by TM Century. Hosting the 2006 opening night party will be the Game Master himself, Scott Faver. Scott will be leading a team of entertainers demonstrating some new equipment and new entertainment techniques.

Monday and Tuesday are two days of advanced training and growth. The Southern Disc Jockey Convention will continue to bring outstanding speakers from within and outside the industry. Monday morning's keynote is none other than corporate sales training and motivational speaker Brian Dodge. Brian will lift you up and teach you some new thought processes in selling your

services and methods of connecting with prospective clients more effectively.

Monday's seminar lineup will be anchored by World Record Holder Ron White. Ron White is a corporate trainer who focuses on improving sales presentations. If you are looking to improve your face to face sales skills or start doing face to face sales (can you say bridal show?), this is the seminar for you!

Tuesday morning's keynote speaker comes right from the Zig Ziglar® Corporation. Bryan Flanagan is one of the top sales trainers and has worked with the Ziglar Corporation for many

years. Bryan's message, "Now go Sell Someone Something" will motivate you and ignite the inner passion for selling and help you sell more effectively.

We haven't even gotten to the benefits of the hotel hosting the convention. Oh well, we can talk more about the great seminar room seating with unobstructed views of the stage/speaker along with free wireless internet a bit more in the next issue!

The full convention schedule is located on page 11. Book your show passes by March 15, 2006 online for the discounted rate at <http://www.discjockeynews.com>.

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“

I just wanted to tell you thanks Aaron for all of your coaching that has helped me increase my business. It was the most phenomenal 28 days I have ever witnessed. Everything has been going so well that just last week I decided to quit my real job and go FULL TIME with my entertainment business!! I am hoping at hitting the \$100,000 mark this year by applying just some of the marketing techniques

you taught me. Thanks again for all of your help, dedication, and teaching that you have done for me.

”

**-DJ Kris Carter
Michigan**



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DJ Immortal...Get Off Your Butt and Do Something

By Dude Walker

{Music motivates...it creates theatre of the mind. This article was written while listening to two songs that I first heard in 1983 over the Atlantic en-route to the middle east. To capture the truest "essence" find a copy of the songs "It can happen - by Yes" and "Changes - by Yes" from their "90125 album" and loop them while reading. <http://yesworld.com/lyrics/90125.html> }

Have you ever reached for a pen only to find it doesn't work? Only to reach for another to find that one doesn't work as well? Laziness toward learning new concepts, skills, business methods will undoubtedly leave you "dry" when you least expect it. You are the only person that can prevent YOU from failing at the most inopportune time.

Can you honestly look in a mirror and tell yourself that you are the culmination of all there is to know about the MDJ industry? Outward defiance to learn is ignorance in a passive - aggressive form. Why are so many DJs quick to condemn shortcomings in others without engaging themselves in some form of continuing education.

Many of today's DJs believe they are invincible. Our ego's can prevent us from accessing the necessary educational opportunities to reach the next level. So many excuses to fail yet one reason to succeed. To realize the difference is the key to the mystery.

Do you experience the world around you or let it pass you by leaving you wondering where things went awry? Just about every DJ will experience in their lifetime the feeling that they've lost their edge, the inside track so to speak. So how do YOU avoid the inevitable dust cloud that will consume those unwilling to sharpen their skills and broaden their minds?

Abandon the resistance to attend local DJ oriented meetings, seminars and conventions. Relegate yourself to learning and then follow through. Everyone can come up with EXCUSES but it doesn't mean you'll be excused for not taking an active role in defining your future.

Selling clients the idea that you are accomplished and knowledgeable, basically capable of meeting their needs today and on some future date is a matter of integrity. If you make the claims of experience, back those claims up by continuing your education and sharpening your skills. Myopic discourse proclaiming no need to associate with others as esteemed colleagues is the "prattle of the ignorant" already heading for self destruction. Pennies of investment NOW will yield greater rewards tomorrow. Let yourself at least have a fighting chance to compete in an ever changing Mobile Disc Jockey arena that your wiser competitors are already gathering knowledge from. You have it within your power and means to attend conventions, seminars and local association meetings to set into motion the social business intercourse to create a better future.

Lamenting that things could be better doesn't change TODAY'S situation. A com-

mon sense approach to self improvement starts with setting aside the contemptuous belief that you have nothing more to learn. Zealous study is needed to "better" the "best"! Yielding the floor to alternate schools of thought opens the mind to ideas that provoke and yield personal growth and skills.

Dynamic performances always leave someone in "awe" to the point of motivation to emulate what they saw...by doing it better. Our personalities in most cases compel us to try and become the best at what we do. Is avoiding Mobile Disc Jockey gatherings, the one place creativity flows most greatly, the best course of action...or in-action? Needs are met in the strangest places and most awkward conversations. Generally speaking conventions are one of the best resources of knowledge in and out of seminars.

"Nailing the event" is for most the goal. Obviously it takes skills and knowledge to respond quickly and in the moment to create a successful event. Tricks of the trade...so to speak. Having a bag of tricks (interactive knowledge) is one thing...but keeping it "fresh" is another. Interaction is the key. Nothing happens without it. Gaining interactive knowledge by intermingling with other Disc Jockeys and sharing knowledge is one of the greatest resources to hone ones experience and skills.

Yardsticks that you'll be measured by are being created by people you've never even met. Euphoria is harder to reach the more often we visit the world of "been there....done that!" To not know where the new goal is placed could leave you running the wrong direction with the ball.

Eventually reality sets in for most. X-ray vision isn't needed to figure out that without some form of business related rejuvenation your skills and abilities will go stale. Professing past successes only increases the expectations that better things are to come. Ergo the need to connect with others with similar abilities to refine knowledge, to share, to grow. Can you see yourself being "adequate" or better yet, just short of "adequate". To most Mobile Disc Jockeys "adequate" would be the kiss of death. Imagine how enticing "adequate" is to a potential client when "better" could be the next phone number in the book. Nobody strives to be "average". Getting to "average" in fact...takes very little effort.

Eroding values seem to be more prevalent today that at any other time in the Mobile Disc Jockey industry. Values that many "due paid veterans" see squandered with a mere keystroke. Everything around us can be prostituted to the point of non-value. Realizing that today's choices effect tomorrows events is paramount. Yet legions of DJs fall headlong into a "self induced mental mind fog" that things are just A-Okay! Thirsting for knowledge should be ever-present. Having the capacity to learn and share should be aspired to. Indifference is the very first step towards failure. Naive or not, the younger generation will consume their predecessors. Genuine

and mutual respect will be the only moderator when that eventual day presents itself.

Maintenance, maintenance and more maintenance. Anything of value is worth working for. Yet...DJs everyday commence operations under the belief that building a website and downloading a library are the components to success.

Yours, mine, everyone's futures depend on defining the greatest problems that we face and then addressing them. Opportunities are just around the corner at the Mobile Beat convention in Las Vegas, NV February 21st-23rd, 2006 and at the Southern DJ Convention April 23rd-25th, 2006 in Fort Worth, TX. Unfettered access to ideas, techniques...solutions can be found when eyes and ears are opened.

Review or reinforcement? Either way something is gained in the process. Attending a convention puts you in the position to become something better than you currently are. Prototypes to other business models will be all around you looking to see how you've succeeded and in most cases ready to share how they've succeeded.

Everyone needs somewhere to bounce around ideas that are industry specific. Xeroxing what others do lacks the fundamental elements of first hand knowledge and experience. Acquiring that knowledge face to face in free and open exchange fills in the gaps building

you a firm foundation to make the next leap forward. Can anyone honestly say that they were born with the innate knowledge to survive let alone master the skills and knowledge to handle a business within a highly competitive market? There are failures everywhere within this industry. Laziness...heck the sheer unwillingness to improve oneself is the testament and battle cry of those pre-disposed to failure. You may "know" that person but you don't need to "be" that person.

When you interact with other DJs at a convention look around. Having charisma, articulate speech, good grooming habits and professional attire are important. All these things are a part of what you sell to clients. Testing your stage presence, knowledge and ideas amongst the only industry sensitive peers on earth is the best place to start or continue your journey.

You have it within yourself to set into motion the events that will make you better than average. Opportunity is knocking. Understanding that opening that door is not such a "scary deal" is an important step towards success.

See you at the convention or not...the choice is yours. ORDINARY people become EXTRAORDINARY people by interacting with others. "WILLINGNESS" is the truest key to success or failure!



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What Makes a DJ Good or Bad?

By Michael Edwin Q.

So, what makes a DJ worth his salt? Let's start at the very beginning, and work our way to the end.

When a potential client asks me for a DJ, I get on the phone, and go hunting. Chances are, the client may have called other agents. Now, it's a race; the first one back with a DJ wins. The DJ I can't get on the phone is immediately out of the running. A mobile phone on hand at all times is a good idea. When I do connect, if the act doesn't have their 'Date-Book' on hand, they're out of the running. "I'll get back with you tomorrow" is just not going to cut it.

Once you've been contracted, sign and return the contract, immediately. At that point, you should have all the information you need. There is no reason to contact the agent, other than to put his mind at ease with a quick, "I got it all under control" phone call, the day before the gig.

Again, do not show up to the gig on time, show up early! If there are any problems or change of plans, you need time to handle it.

Your look should be well groomed and appropriate for the function's theme. Do not eat or drink alcoholic on the job (more on this, later). Remember, the customer

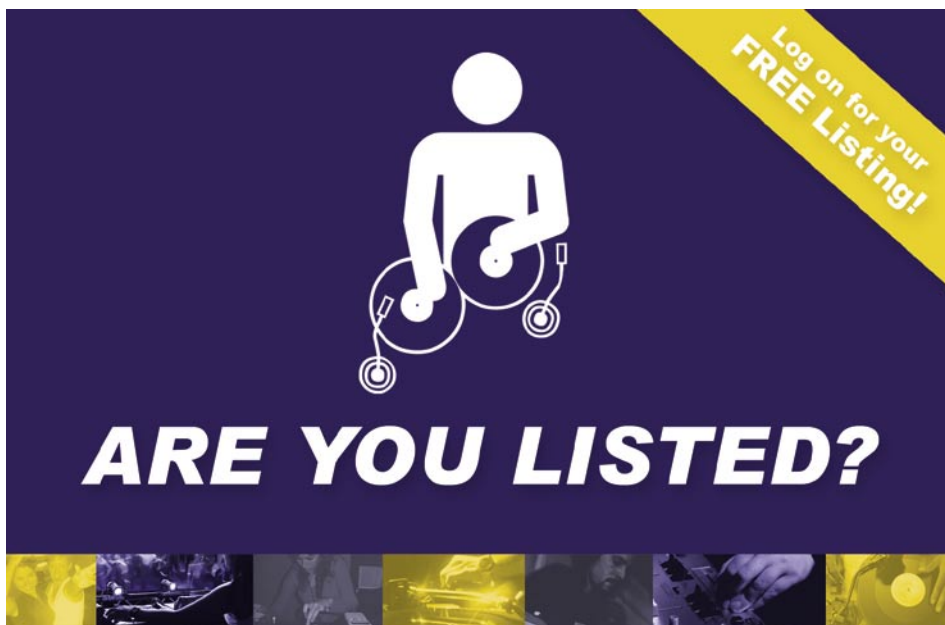
is always right! If they want the music lowered or changed, do it.

Learn to read a crowd. What kind of music is working and what isn't? When making announcements, should you be upbeat and outgoing, or more sedate? Do you work the crowd to get them up and dancing, or should you stay in the background? Ask the client; and, always be polite.

Never...I repeat, never give out your business cards! The agent got you the job; you are representing the agency; use their cards.

At the end of the engagement, thank the client; ask if anything else is needed... before you pack up. The following workday, report to the agent how the job went. The agent should follow up with the client, and have them critique your performance. If it is favorable, the agent should ask for a letter of recommendation for you, which will be kept on file at the agency.

It all sounds like a very easy procedure, and just a simple act of commonsense. But, it is surprising how many DJs don't-won't-can't follow these easy to follow guidelines.




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2006 NAMM Show Draws Huge Crowds

NAMM, the International Music Products Association, announced final registration and exhibitor numbers for the 2006 NAMM Show. At show close, NAMM reported a four percent increase in overall registration for a grand total of 81,315 registrants. The association previously announced breaking the all-time record of exhibitors with 1,462 companies taking space at this year's NAMM Show.

International attendance showed a nine percent increase for a total of 9,170 registrants from 92 countries.

At the 2006 gathering, record crowds explored the latest in new product offerings, networked with new and old friends, visited with celebrities and were surrounded by live music in every aisle. Attendees also had the opportunity to learn savvy business tactics at rapid-fire NAMM University sessions.



"Industry watchers typically look to the NAMM Show for a first look at the year ahead," said Joe Lamond, president and CEO, NAMM. "And based on what we saw here in Anaheim, there's good reason to be optimistic." Lamond continued, "The NAMM show fuels our 'circle of benefits' business model where show revenues are re-invested back into the industry. NAMM's Executive Committee, Board and staff will continue to work diligently on new market-building programs, partnerships and initiatives to help our Members grow."

"The show was tremendous for us, extremely profitable," said exhibitor Dale Baker of Rock Jimmy Products. "This is our first year, and we can't wait to sign up for Austin at this point. We were waiting to sign up until we saw how we did here, and now it's a no-brainer."



Members succeed. This "circle of benefits" model allows NAMM to work toward its mission of unifying, leading and strengthening the global music products industry

NAMM reinvests the revenue from its world-class trade shows to fund programs, activities and initiatives designed to stimulate demand for music products; and provide valuable services to help its

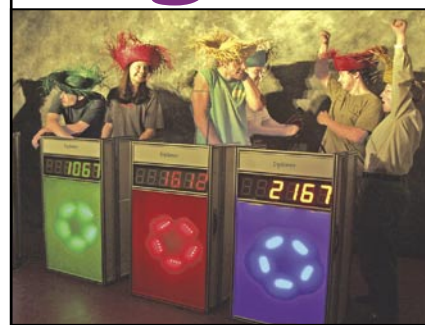
and increasing active participation in music making.

NAMM's next trade show for the music products industry, the 2006 NAMM Summer Session, will take place in Austin, Texas, July 14 to 16. For more information, please visit www.nammsummersession.com. The 105th NAMM Show will take place in Anaheim, California, January 18-21, 2007.



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If you could use a **STEADY STREAM** of **HIGH PAYING** gigs, I can help. The Big Money is NOT IN DJing, It's in **MARKETING DJ SERVICES** and that discovery changed my life, and I know for a fact that anybody can copy what I am doing once they understand it.

My proven **SYSTEM** took my pitiful \$2,200 monthly income to over \$11,000.00 per month (one month I brought in \$42,138.16).

Now I'm helping DJs world-wide skyrocket their earnings. **Real Results GUARANTEED.**

by Mark Imperial

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

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

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

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

discovered the answer.

My discovery exploded my business to making over \$11,000.00 per month, and I did it in a lazy way as a **SINGLE OPERATOR** in less than 7 months.

HOW TO GET A STEADY STREAM OF GREAT PAYING GIGS, AND HAVE A LIFE!

I quickly discovered that many DJs know little about **REAL** marketing, and many copy what others are doing badly. I discovered **REAL** marketing and **REAL** experts. Combined with my 20+ years of knowledge, I created a solid **PROVEN** and **TESTED** system that I use personally. My **SYSTEM** will

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

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April 23, 24, 25 • 2006 Southern Disc Jockey Convention

Convention Schedule

Sunday April 23, 2006:

Noon **Registration Desk Opens** (lobby by Flagship)
 2:00 - 2:15 pm Icebreakers; Introduce the Extreme Marketing Makeover
 2:15 - 3:40 pm Mike Hennessey: Actions Speak Louder Than Words (Flagship)
 3:55 - 5:15 pm Todd Mitchem: Use It (Flagship)
 5:30 - 6:30 pm Mike Walter: Hands On Staff Training (Breakout Rm M108)
 5:30 - 6:30 pm Karaoke panel: Tips for booking more shows and making more money with karaoke (Flagship)
 5:30 - 6:30 pm Panel: Marketing a single system company (Breakout Rm M109)
 7:00 - 9:00 pm **Exhibit Hall Sneak Peek: One night only deals!!** (Blackhawk 1 & 2)
 8:00 - 10:00 pm **TM Century Welcome Pool Side Party** featuring Scott "The Game Master" Faver

Monday April 24, 2006:

9:00 - 9:15 am Welcome, early prize drawing (Flagship)
 9:15 - 11:45 am Brian Dodge: Connecting with your client through emotional selling (part 1 and 2) (Flagship)
 11:45-12:00 pm Parade of Vendors (Flagship)
 12:00 - 1:00 pm **SPONSORED LUNCH BY (TBA): TBA (courtyard)**
 1:30 - 5:00 pm Breakout Sessions 2006
Featuring: Mike Walter, Bill Hermann, Aaron Foster, Kyle McPeck, Joseph Mire, David Hanscom, Screamin' Scott, Ryan Burger, Troy Ackerman
 12:00 - 6:00 pm **Exhibit Hall (Blackhawk 1 & 2)**
 6:30 - 8:30 pm Dinner With Ron White: Developing Your Sales Skills (TBA)
 9:00 pm - ? (There is an additional fee for the dinner. Tickets will be available onsite)
DFW ADJA Party (TBA)

Tuesday April 25, 2006:

9:30 - 11:30 pm Bryan Flanagan: Now go sell somebody something! (Flagship)
 11:30 - 1:00 pm **SPONSORED LUNCH BY (TBA): TBA (courtyard)**
 1:00 - 2:30 pm Randy Bartlett/Marcello Bar/Bat Mitzvahs (Flagship)
 2:45 - 4:45 pm Todd Mitchem: The New Let's Get Interactive! (Flagship)
 4:45 - 5:00 pm Present the Extreme Marketing Makeover (Flagship)
 5:00 pm Prize Drawings (Flagship)
 12:00 - 6:00 pm **Exhibit Hall (Blawkhawk 1 & 2)**



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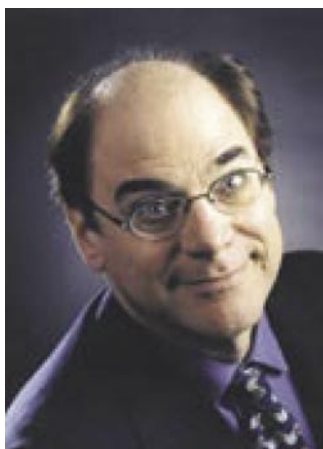
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Southern Disc Jockey Convention 2006

April 23, 24, 25 • American Airlines Training & Conference Center
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THE 2006 DALLAS SPEAKERS



Sunday Night Featuring:

Michael Hennessey
www.actionsspeaklouder.com

Michael Hennessey is a compelling speaker and exceptional body language expert with over 30 years of professional business, speaking, and performance experience. Michael will show you how to use proven non-verbal techniques to awaken the clear goals in everything you say and do!

ACTIONS SPEAK LOUDER THAN WORDS

As the saying goes, "You never get a second chance to make a good first impression." In this session, you will learn valuable body language skills that will enable you to connect with speed and communicate with clarity to achieve the sales growth you want. You will also learn how to read the non-verbal signs that reveal your customer's true motivation, and how to create a powerful and memorable image of yourself.



Monday Morning Keynote:

Brian Dodge
<http://www.results.com/>

Brian Dodge is regarded as one of America's leading experts on the subjects of professional selling, success habits of the wealthy and memory development. Over 16 years ago, in his home in Colorado, Brian Dodge began a study of success habits, and ways to bring these proven techniques to the market place. Over the past years, he has developed a marketing system that allowed these materials to be represented in over 41,000 Major corporations throughout the United States and Canada. Much of what he was discovering he personally used to change his own life. As an avid student of success principles, his new knowledge in a business venture allowed him to move to the Dallas market over 9 years ago, where the opportunities for progress were even greater. Soon the reputation of Brian Dodge spread throughout the United States and he found himself in demand as a guest speaker at service club luncheons, business conventions and as a sales trainer for growing aggressive sales organizations.

As the audiences grew, so did his own storehouse of knowledge, gained from friendships and acquaintances from all parts of the country who sought his services as a consultant or guest speaker in order to make their own enterprises grow from the inspiration and insights shared by this committed individual.

His organization has been committed to promoting people such as Tom Hopkins, Brian Tracy, Jim Rohn, Blaine Athorn and many more.

Mr. Dodge's program, entitled, "How to Build a Better You", focuses on three key areas. The first will be how to have your best year ever. The second will be how to create consistent upward growth in your life. The third will be the benefits of a powerful memory. This program is informative, entertaining, and includes demonstrations of memory techniques and strategies known only to a handful of America's top professionals.



Tuesday Morning Keynote:

Bryan Flanagan
http://www.ziglartraining.com/speakers.php?info_id=7

Bryan Flanagan knows how to energize people. A fourteen-year veteran of IBM, Bryan's people skills launched him from salesman to marketing manager to national sales instructor while in their employ. Bryan is a businessman who understands the corporate marketplace! Since joining Ziglar Training Systems in 1984, Bryan has led seminars and workshops from Philadelphia to the Philippines! His "Who's Who" client list includes numerous Fortune 500 companies.

Bryan is the Director of Ziglar Sales Training where he has delivered powerful programs to over 1,200 groups and 500,000 people in the past decade. His career highlights include 25 years' experience in sales and sales management. He's developed and delivered training programs on teamwork, sales performance, customer service, presentation skills, negotiation and management. He has authored audio and video training courses, plus numerous professional articles. Bryan has appeared on radio and television, and has distinguished himself by sharing the platform worldwide with Zig Ziglar.

Bryan Flanagan is an international speaker whose keynote addresses, seminars and workshops present relevant information that will positively impact workforce development, productivity and people improvement in your organization.

Bryan will be presenting from his book "Now Go Sell Somebody Something!"

WATCH FOR MORE SPEAKER AND SPONSOR INFORMATION IN THE NEXT ISSUE OF THE DISC JOCKEY NEWS!

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 DJ. Today's topic is: Technology and the DJ of the future.

In January of 2005 I wrote an article about the items you would need to start up your DJ Company. If you went out and purchased all those items and began your endeavor, I will tell you this: everything you bought is now outdated. Technology in disc jockey equipment is happening so fast and has advanced so far in the last few years that it is almost impossible to keep up. When I first began we had record players, eight tracks and cassettes. The record player has been replaced by the compact disc. Eight tracks and cassettes

have gone the way of the dinosaur. Even now the compact disc is being replaced with MP3 players, iPods and lap tops. The speakers of yesteryear were huge and extremely heavy. Today speakers are getting smaller and lighter but yet the sound quality is getting bigger and better. An amplifier could weigh fifty to one hundred and fifty pounds, now they make them weighing less than twenty pounds. Lights were big and bulky; each light only had one color and would just blink on and off. Now they build a single unit that can change to many different colors, designs, shapes and sizes and move in all directions to light up the entire room. Microphones, especially the wireless type, have really progressed. You can now wear a wireless headset that is almost impossible for the guests to see but still has a great sound quality.

I am presently in the process of changing to the latest in sound and lighting. I recently purchased a new speaker system (whose name I can't mention in this article, but (sounds like) blows everything I have ever seen away. The speakers are cylinders with a three inch diameter and stand seven feet tall. The bass speakers are the size of a brief case. The quality and the clarity of the sound is beyond anything I have ever heard. I no longer need to use amps, equalizers or crossovers; everything is built right into the base stands of the cylinders. In December 2005, I used them for a speech our

Senator was giving to a Chamber of Commerce. The speakers were about ten feet apart and five feet directly behind the Senator. The room had more than 350 guests that were packed wall to wall, front to back. Everyone in that room could hear him clearly, with no feed back and no blasting of the volume. The level was the same at the table in the back of the room as it was at the table directly next to the speaker, yet the people sitting next to the speaker didn't think the volume was loud at all. "It was as if he was sitting at the table with us chatting" said one of the guests.

Next up for me is going digital, putting my gigantic music selection on a hard drive portable computer or lap top system. With this I will no longer have to carry in over 400 pounds of compact discs. There are now programs that will allow you to mix, beat mix, record and find songs in a second. The screen will look very much like the mixers you are currently using but will allow you to do so much more. You can preprogram sets of music, special remixes, and instantly insert a request without the hassle of looking through hundreds or even thousands of compact discs. With a remote option you can control the computer from the dance floor giving you more freedom to be out among the guests.

I think the biggest change in the last few years is in the lighting. The new "intelligent" lighting is so far advanced than just a few years

back. One single light can do the work of ten older separate lights. I have seen a system that has only four lights and it can give a bigger and better show than the system I am currently using that has thirty individual lights. The "intelligent" light shows can be programmed and controlled by the lap top, leaving you free to work on other aspects of the night.

Of course with this new technology comes a much higher price. Equipment that once cost hundreds of dollars will now cost thousands. Is it worth it? I think so. The smaller compact size will make your loading in and out much faster and easier. The portable computers, lap tops, MP3, and iPods will make storage of music and your performance levels so much better. The "intelligent" lighting will give you a bigger light show but with fewer pieces of equipment saving time in the set up. All this new technology will cost more up front to buy, but will save you so much on the production costs of your show. Like any electronic equipment, over time the prices will eventually begin to drop.

It doesn't matter if you have one year or with twenty years as a DJ, my advice is always try to keep up with the industry or be brave and try to lead the industry. It may save your business from becoming extinct like the eight track tape. Until next time, "Keep on Rockin'" To respond to his column, e-mail Jeff at jeffrichardspt@yahoo.com.

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Take Someone With You

By Dr. John C. Maxwell

A year or two after my wife, Margaret, and I got married, we made a critical decision. We didn't have much money, but we decided that, whenever I was invited to speak in a city she wanted to visit, she would come with me.

This was important to me because I didn't just want to come home and tell her about all the wonderful places I'd seen; I wanted her to experience them with me.

We've traveled together for several decades now, and the memories and mementos we've collected from all the various places we've visited have greatly added to the richness of our life together. In fact, it's made such a

difference in our journey as a couple that, whenever I see someone traveling alone, I always wonder, "Doesn't he have someone to take with him?"

In the last issue of Leadership Wired, I wrote about "traveling light" through life, which involves getting rid of excess emotional baggage and keeping short accounts with work associates and loved ones. Today, and for the next several issues, I'm going to stick with the theme of traveling through life and offer a few tips that hopefully will make your own journey a little more productive and fulfilling.

The traveling advice I want to give you now is the relationship tip I alluded to before: On your journey through life, take someone with you. As I already mentioned, I've practiced this philosophy with my wife since the early days of our marriage, and I've also tried to incorporate it into my professional life. This traveling tip is especially appropriate for people in leadership or mentoring roles; after all, you can't be a leader unless you have someone to lead, and you can't be a mentor without someone to mentor.

Now I must mention that, while being with people has provided some of the highlights of my life, it also provided some of the low lights. I'm sure you can relate to this. As I wrote in my book, *Winning with People*, most people can trace both their successes and their failures to the relationships in their lives. That's just how life works. I'll be the first to admit that, sometimes, taking someone with you doesn't end well. But despite this reality, if we believe that our value to society comes down to what we do with and for other people, it's very essential to take the trip with somebody else.

In *Winning with People*, I identify

a number of principles designed to help readers get along well with others, many of which highlight the value of taking someone with you. For example, the community principle states that what we do together is not as important as being together. The fox-hole principle advises that when preparing for battle, dig a hole big enough for a friend. And the learning principle comes directly from a quote by Ralph Waldo Emerson, who said, "Every man I meet is in some way my superior and I can learn from him."

As you think about the people that you are traveling with now, as well as others you might want to take with you in the future, here are two questions to consider:

1. How can I add value to them? This is a huge priority for me. Every evening, I ask myself a very simple question: Did I add value to someone today? In other words, did I encourage or help someone? Did I do something to help someone become a better worker, spouse or parent? If you're going to take someone with you, you must be intentional about adding value to their lives.

2. What can I learn from them? In order to learn, you have to listen. In fact, both these questions require listening. You can't help or learn from another person without listening to that individual. You have to find out where they are in their life journey be-

fore you can discover what you can offer to them, as well as what they can offer to you.

Before I close, I need to mention one more concept from "Winning with People" that addresses a more sobering reality of taking someone with you. I call it the patience principle, and it says, "The man who goes alone can start the day, but he who travels with another must wait until the other is ready." Here's the application. When you take someone with you, it will inconvenience you. You won't get started as early as you wanted to get started. You won't get to stop at every place you wanted to stop. And you won't get to do everything you wanted to get done.

All that can be very frustrating. And yet, if you decide to travel life alone because you don't want to be inconvenienced, all you will end up with is emptiness and loneliness. That's because we weren't placed here on earth for ourselves; we were placed here for others. And the moment that we understand and accept that, taking someone with us stops being a choice and becomes a responsibility.

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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Only Your Best is Good Enough

By Harvey Mackay

An elderly carpenter was ready to retire. He told his employer of his plans to leave the house-building business and live a more leisurely life with his wife enjoying his extended family. He would miss the paycheck, but he needed to retire. They could get by.

The contractor was sorry to see his good worker go and asked if he would build just one more house as a personal favor. The carpenter said yes, but in time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials. It was an unfortunate way to end a dedicated career.

When the carpenter finished his work his employer came to inspect the house.

He handed the front-door key to the carpenter. "This is your house," he said, "My gift to you!"

The carpenter was shocked!

What a shame! If he had only known he was building his own house, he would have made sure it was all first class.

So it is with us. We build our lives, a day at a time, often putting less than our best into the construction. Then with a shock we realize we have to live in the house we have built. If we could do it over, we'd do it much differently. But we can't go back.

Will Rogers, the famous American humorist said, "We are here for just a spell and then pass on. So get a few laughs and do the best you can. Live your life so that whenever you lose, you are ahead."

Many people are aware of Mother Teresa's quote, "The good you do today, people will often forget tomorrow; do good anyway." But there is more to the quote: "Give the world your best anyway."

Charles M. Schwab, the American industrialist (not the investment leader), had 10 business commandments. Number ten read: "In all things do your best. The man who has done his best has done everything. The man who has done less than his best has done nothing." Growing up, my parents were constantly telling me to do my best. In addition to doing my best all the time, my parents also taught me how my actions would have consequences in the future. They would say, "Just remember, you sleep in the bed you made." My mother died within months of my graduation from the University of Minnesota, so I lived with my father for five years. He would preach to me that one wrong action, one misstep, could tarnish my reputation forever. I've never forgotten that.

The famous Jewish rabbi and teacher, Hillel the Elder said: "Watch your

thoughts; they become your words. Watch your words; they become your actions. Watch your actions; they become your habits. Watch your habits; they become your character. Watch your character for it will become your destiny."

We are all carpenters. Each day we hammer a nail, place a board or erect a wall. Life is a do-it-yourself project. Your attitudes and the choices you make today, build the "house" you live in tomorrow.

Mackay's Moral: Do your best and build wisely in 2006!

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



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You Don't Have To Answer The Phone?

By Jeffrey J. Mayer

Ever feel you've got to get something off your chest? Something that's been bothering you? Well, this is one of those things.

Has this ever happened to you?

You call someone up, introduce yourself and the other person says:

"I can't talk, I'm in a meeting," or

"I can't talk, I'm on a conference call."

or

"I can't talk, I'm having lunch with a client." or

"I can't talk, I'm on vacation and am driving to Disneyland."

What thoughts go through your mind?

For myself, I'm always asking "If you're tied up, why did you answer the phone? Why did you allow my call to interrupt your meeting? Conference call? Luncheon?"

And then I think to myself, what if I had been someone else? Would he have taken the call and interrupted his meeting, conference call, or luncheon?

If he would have taken the call, then he's interrupting his meeting, conference call, or luncheon and the other person's going to sit there while he has a phone conversation.

HOW RUDE!

For the life of me, I can't quite figure out why it's necessary to be on call 24 hours a day, seven days a week, 365 days a year.

What's wrong with letting voice mail take a message?

Have we become so high-strung that we're afraid we'll miss an important call?

And really, how important are these calls?

For myself, I think it's insulting to interrupt a meeting to take an incoming call. It disrupts the flow of the conversation. You end up with two or three people sitting there - with nothing to do except look at each other and twiddle their thumbs - while someone is having a conversation.

Then the meeting takes twice as long as it should. Talk about wasting every-

body's time!

Taking Calls While Eating: I always thought that you met someone for a meal in a restaurant to engage in friendly conversation and to get to know each other better.

How many times have you seen this: You walk into a restaurant and see a group of people sitting together, and everybody's on the phone... talking with someone else? Why bother to get together in the first place.

Using Cell Phones On Airplanes: What's going to happen when we're able to use our cell phones on an airplane. At the moment it's the only refuge we have to escape from incoming calls, and not having to listen to other people's conversations.

You should see the looks I get when I say to these noisy talkers, "Excuse me, could you please speak a bit softer, I don't want to be listening to your phone call."

You would think that it was HIS airplane.

Abusing Caller ID: Caller ID is another fascinating phone feature.

I'm always entertained when someone calls me back - even though I didn't leave a voice mail message - because they saw an incoming call on Caller ID. The conversation goes something like this,

Caller: "I saw that you called and was wondering what I can do for you?"

Me: "Who is calling?"

Caller: "My name is Jill Jackson. I saw that you had called on my Caller ID and wanted to know what you wanted?"

Me: "You had purchased a copy of my 'Closing More Sales By Asking Better Questions' and I wanted to know how you liked it."

Caller: "Oh, I thought you were a customer. It looks fine. I really haven't had time to read it. Why don't you call me back next week. I don't have time to talk now. Bye!" She says brusquely.

Have we become so frantic and stressed out that we're terrified of missing something important from a caller who DIDN'T leave a message?

So we search through our list of incoming calls to call these people back. And then abruptly end the call because they weren't a client and it wasn't important.

Now that I've gotten this off my chest I feel better.

Got to go now... The phone is ringing.

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

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MAPDJ Monthly Tip: By Paula Ray
Communications with your Clients

Whether it is the first dance or knowing who is dismissing the tables for dinner, it is important to know what is going on throughout the evening at their special event. Let your clients know you have time to talk; and take the time to talk with them prior to their night to go over all of the details and their expectations for the night.

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Fall in Love With Your Clients!

By Aaron Foster

This is the month of love. Let me ask you first, do you love your job as an entertainer? For most of you this should be an easy question. If this is not an easy question, then you may want to consider why you are even in this profession.

For those of you that love this profession, have you ever figured out the reason why you continue to be successful in this business? It's likely not the way you mix different songs or how much equipment you have, but rather the way you treat your clients.

NOW IT'S TIME TO FALL IN LOVE WITH YOUR CLIENTS!

Your clients are the reason you are successful today instead of being just a bedroom DJ. Yeah, that's right. They obviously felt something towards you to make them want to book you for an event. Now it's time to turn the tide and fall in love with your clients.

Love is a powerful word. Webster's Dictionary says that love means "to have a deep, tender, ineffable feeling of affection and solicitude toward a person." I know that this is getting pretty deep for some of you, but it's the reason that you have been given the opportunity to do what you love. It's also the reason that your clients will come back to you year after year to use your entertainment services for their events.

What do I mean when I talk about falling in love with your clients? When was the last time that you called your clients just to say hi? Did you send a sympathy card when you heard about the loss of a family member? Did you cut out the

photo of their son/daughters on the front sports page and mail it to them? Did you call them and offer to take them to a collegiate football or basketball game because you had extra tickets? Did you send them a nice birthday card on their birthday? Did you offer to take them out to lunch or dinner just because you had some time during the day? Instead of going golfing by yourself did you invite a couple of clients to go with you so that you could hang out with them and they could also meet each other to network with one another?

You might think I am crazy, but these are some of the things that you should be doing if you want to fall in love with your clients. This will keep the relationship happy for many, many years to come. If you decide stop loving your clients, like all relationships, you will most likely BREAK UP or be DIVORCED! After that, you will be left out on the street looking for new love.

Cherish the clients that you currently have and show them the love and appreciation that you have for them. If you continue to do that, then they will continue to love you unconditionally throughout the journey of your career, providing you with substantial income every year.

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

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Ron White: World record holder with memorizing numbers: "Strengthen your sales pitch"
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Mike Walter: Multi system specialist: "Running a successful multi system company"
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Midwest Mobile Entertainers Seminar



ADJA board member, Ron Ruth, shared information about ADJA on Sunday and conducted a round table discussion on Monday. A representative from DigiGames also hosted an after-party Sunday night to display and demonstrate games including Jeopardy, Street Smarts and Family Feud.

Many supporters of the DJ community provided sponsorship and donations to make the event possible. Donor/Sponsors included the ADJA, Phil Uhlik Music, Complete Music, Disc Jockey News, American DJ, Denon DJ, Northern Light FX, Jewelsleeve, Sure Glow, Shure, Promo Only, TM Century, the Tux Shop, Mobile Beat, and others. Lucky winners received a variety of items including a

projector, amplifiers, lights, speakers and a variety of electronics, passes, music, DJ wear and accessories.

Most importantly, the one year old Wichita chapter of 11 members was able to add four more members to its roster, increasing the membership of the WA2DJA to 15. Last year then-ADJA president, Peter Merry, aided in the formation of the Wichita chapter by traveling to Wichita and challenging djs to get involved.



Wichita, Kansas briefly became the center for DJ activity when the first annual Midwest Mobile Entertainers Seminar was held at the Wichita Marriott on January 22-23, 2006.

Approximately 75 attendees representing 60 companies from 4 states came together to be enlightened and en-

tertained by nationally renown presenter and entertainer, the Gamemaster Scott Faver. Scott graciously spoke both days on topics including marketing, games, managing and entertaining at both corporate events and wedding receptions. Former Kansas City American Disc Jockey Association president and former

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I talk to a lot of Multi-Op owners from around the country and one of the biggest concerns I hear is the ability to sell their other DJ. Or as I call it, "selling-down." In other words, selling DJs that are further down your booking board than the client is asking for.

Most of us got to where we are because we were DJing on our own and generating so many referrals that, once our own calendars were filled, instead

of turning gigs down, we decided to build some depth. Then the challenge becomes, how do you get a client that really wants YOU, the owner, to really want THEM, your

DJs.

I don't claim to have the key to unlock this mystery but I will give you some pointers.

First, make individual video demos of everyone on your staff. The best way to do this is to get raw footage of

an event from one of the videographers that you work with. In fact, if you recommend that videographer, they should be happy to give you that footage. Take the raw footage, pull out all the highlights of your DJ, edit them together and Voila! You should have a quick moving, ten to twelve minute demo. If you dress it up nice with an opening montage you might even have a finished product that can sell without you even being there (ie – you can mail it out to prospective clients instead of having to meet them face-to-face or put it up on your website.)

If it's impossible to get footage from one of their events, or if they are newer and just don't have any good weddings or events coming up, an alternative way of putting a demo together is to have them work with you at an event that you videotape. Split time with your emcee at that event, making sure that he or she is out on the dance floor in front of the camera during the really big moments of the party. Then, in post-production, just edit yourself out and create a similar ten to twelve minute demo. I have done this with many of my newer DJs and the resulting demos can be as effective, sometimes even more effective, than a demo from one of their own events.

Another suggestion to help you "sell-down" is to stop putting the company's focus solely on you. For example, when we take our annual group picture, I never sit front and center. I always just place myself somewhere in the mix. In fact we always get a chuckle about who it is each year that "owns the company" when we eventually see the proofs from our group pictures because it's always a random thing the way we stand and who winds up front and center.

Here's a great way to monitor whether your company's focus is too much on you, the owner. If you're reading this article in your office, put down the paper and look around. Do you have action shots on the walls? (if not, I'd ask you why you don't but that's a topic for another article.) How many of those action shots have you in them? If your answer is "All," or even "The vast majority," I urge you to get more pictures of your staff. Do the same test with your website. Do you have action shots online? Well, how many of those feature you?

I want to mention a caveat here before I move on. Unless you want to give up emceeing entirely, don't completely obliterate your image from your companies marketing. If you

do, the perception in your area will be that you are a company owner now and not an entertainer. So while I do suggest changing the "focus" of your company's marketing, I also suggest that it still include you. After all, you are probably the most recognizable name and face that your company has so do not completely paint yourself into extinction.

My last suggestion to you is to start showcasing. Live showcases are the perfect vehicle to "sell down." They give you the opportunity to fill a room with perspective clients and then have every one of your emcees get on the microphone, get on the dance floor and get into their heads and hearts. At most Elite showcases, at least four or five of my emcees get more bookings than I do. And I'm fine with that. I can fill my own schedule with referrals, plus I've begun to cut back on my own bookings in the last year or two anyway so I'm not as desperate for that Sunday wedding in March as I used to be. If it goes to one of my DJs, that's fine with me, because at least it stayed in the company.

Next month's article will include my suggestion for setting up and performing your own showcases.

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The New AC-150 From Arriba Cases:

Now it's easier than ever to protect par cans, tripod stands, chase controllers and dimmer packs, thanks to the new AC-150 Case from Arriba. The company, which introduced the first line of soft cases for mobile lighting earlier this year, has unveiled the new AC-150 Case

at the Entertainment Technology Show -- LDI 2005 in Orlando.

The AC-150 measures 54" x 13.25" x 9" (1371mm x 336mm x 228 mm), making it ideal to protect the American DJ FC/56, LS-50A, and LS-100 par systems, as well as the American DJ Stage Act 4, Chauvet Par 56 System and similar par can products. Designed specifically for the mobile lighting market by a team with 30 years of experience in the industry, this unique case can hold an entire Par can lighting system with the cans (P-56 and smaller) still attached to the T-bar and Tripod Stand. Plus, the AC-150's spacious side pockets can safely accommodate chase controllers and dimmer packs.

Featuring soft padding, and constructed of durable synthetic material, the AC-150 protects costly gear from scratches, nicks and dings. The stylish black soft case with convenient athletic-bag-style handles is priced to fit the budget of the average DJ, VJ and working band.

The AC-150 joins an Arriba line that includes a wide variety of patent pending soft cases, designed to protect everything from small lasers to centerpiece effects. Thanks to their innovative design, Arriba Cases work with products from every major lighting supplier.

Another unique feature of Arriba Cases is that they can be stacked without having to be boxed. This helps DJs and VJs conserve valuable cargo space in vehicles as they travel from gig to gig.

The suggested retail price of the AC-150 Case is \$79.95.

For more information visit: www.arribacase.com.



Chauvet Color Splash Jr.

CHAUVET's COLORsplash Jr. is a 4-channel, linkable DMX-512 washlight can fitted with 86 ultra bright red, green and blue light emitting diodes that produce a richly colored wash suited for architectural, ambience-setting and entertainment applications. The COLORsplash Jr. can create numerous colors via RGB color mixing. Other features

include blackout, dimming and strobing capabilities, individual control of the red, green and blue diodes, built in color change programs, master/slave mode and a 23-degree beam angle. Lumens output is 110 lumens at meter. The lifespan of the diodes (44 red, 21 green, 21 blue) is estimated at up to 100,000 hours. Power is switchable, 115V/230V or 230V. Each unit weighs 3.31 lbs and has a 2-year limited warranty. For more information on this and other CHAUVET products, please visit www.chauvetlighting.com.

Martin's New Mania SCX600 High on Power and Effects, Low on Price

With each new Mania series light from Martin Professional comes new possibilities and a new level of lighting excitement. The Mania SCX600 is the second scanner in the Mania series, an extraordinary and powerful 250W halogen scanner with state-of-the-art optics. The SCX600 features separate

color and gobo wheels for a multitude of brilliant effects. Included are two interchangeable rotating glass gobos and 5 interchangeable rotating metal gobos along with 9 interchangeable colors and a split color feature for added color



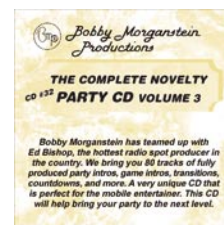
capability. Also included is a separate shutter for fast strobe effects. The SCX600 powers out shows like larger scanners but with all the convenience and savings of its class.

And when it comes to speed, the SCX600 is ultra-fast. The result is a unique, high powered yet low priced entry level scanner. Combine the superior quality of the Mania brand with the unmatched value of a long life halogen lamp (included) and users will experience incredible savings over other lights in its class. And for easy serviceability, the lamp in the SCX600 is a breeze to replace.

Effortlessly portable, the SCX600 is DMX controllable for ultimate manageability or use the music trigger or stand-alone operation. Compact and light for such a powerful scanner, the SCX600 is built tough for life on the road. It comes in a durable yet stylish housing complete with hanging bracket that doubles as a carrying handle. And as with all Mania products the SCX600 is officially ETL, cETL and CE approved meaning users are assured of the fixtures' safety and performance.

The Mania SCX600 is an extremely flexible effect light, designed for both installation and portable use. It is ideal for any show, club, or party and will be appreciated by DJs, live performers and club owners alike. It includes built in macros for easy impression and fast and easy programming.

From the trusted line of Bobby Morganstein Production CDs come 3 new additions.



The Complete Novelty Party CD (Hot Drops & Party Spots) Volume 3. This CD has Event Launches, DJ Drops, Dance floor Motivators, Contest Intros, Countdowns, and many more. Produced by Ed Bishop, one of the radio industry's top audio designers of the past 10 years. This CD is also customizable to include your company and/or DJ name.

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They can be purchased by visiting www.bmpcd.com or by calling 800-355-8288

MegaSeg Compatible With Intel Based Macs

MegaSeg DJ and Radio Automation software has been tested and found fully compatible with Apple's new Mac systems that use Intel chips, says Fidelity Media. The current version runs under an emulation mode built-in the new Macs called Rosetta at speeds comparable to those on native systems. Fidelity Media will release a "Universal Binary" version that will run natively on both Intel and PowerPC based Macs in the near future.

"MegaSeg compatibility testing was done on the new iMac systems, and all systems are go. Apple really did a great job helping developers and users transition to the new systems", says Jason Cox of Fidelity Media. "It really is seamless. The only minor issues we found in the short term is for those who use FireWire audio devices that may need driver updates. Most or all USB based audio devices will work fine out of the box."

"Because MegaSeg utilizes many core technologies of Mac OS X, much of the current version's functions already run natively, since the underlying core technology provided by the OS is native. For example, when playing a video in MegaSeg, the native QuickTime and CoreVideo code do the heavy lifting", says Cox. For more information about Rosetta and Mac with Intel hips, visit www.apple.com/rosetta and <http://www.apple.com/intel>

Price and Availability: MegaSeg 3.1.6 is now available for \$199 from Fidelity Media at www.megaseg.com, and is a free update for users of MegaSeg 3.0. Users of older versions can upgrade for \$69.

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Gemini CDM-500 Professional DJ Station

Gemini is proud to announce the CDM-500 Professional DJ Station, the all-in-one solution for mobile DJs and club installations. The station features a dual tray-loading CD player with an integrated 2-Channel mixer in one conveniently compact design. Whether mixing at home, in the club, or at a party, the CDM-500 delivers optimum functionality in a unit that is perfect for permanent installations or DJs on the go.

The CDM-500 comes with a fully-featured CD player equipped with Anti-Shock™ protection using buffer memory, comprehensive track selection options with direct select buttons, seamless loop capability, and variable pitch control with a range of +/- 12%. The mixer also features 3-Band EQ per channel with gain control, master, mic, and cue level controls, and Fader Start.

"The CDM-500 is the perfect combination of the all primary elements you need," stated, Jeff Handis, Gemini's National Sales Director, "As an all-in-one solution, the CDM's impressive feature set promises not to disappoint users looking for a complete system"

The CDM-500 will have a suggested retail price of \$299.95 and is set to begin shipping in Q2 of 2006.

Martin Mania EFX500 Dazzling High Powered Effect Light

The Mania EFX500 is the latest effect light in the Martin Mania series. It is a powerful, 250W halogen effect featuring dazzling new looks from a combined color and gobo wheel.

With a rotating and swivelling mirror drum, the EFX500 kicks out a dizzying array of razor sharp optics. A combined color and gobo wheel houses a myriad of unique gobo designs. Other effects can be achieved through electronic dimming, strobe effects and manual focus. The result is a unique, high powered yet low priced entry level effect light.

Combine the superior quality of the Mania brand with the unmatched value of a long life halogen lamp (included) and users will experience incredible savings over other lights in its class. And for easy serviceability, the lamp in the EFX500 is a breeze to replace.

Effortlessly portable, the EFX500 is DMX controllable for ultimate manageability or default to the music or auto trig. And as with all Mania products the EFX500 is officially ETL, cETL and CE approved meaning users are assured of the fixtures' safety and performance.

Compact and light for such a powerful and graphics-rich light, the EFX500 is built tough for life on the road. It comes in a durable yet stylish housing complete with hanging bracket.

The Mania EFX500 is an extremely flexible effect light, designed for both installation and portable use. It is ideal for any show, club, or party and will be appreciated by DJs, live performers and club owners alike. It includes built in macros for easy impression and fast and easy programming.

Northern DJ Conference

The Disc Jockey News will be producing the Northern Disc Jockey Conference October 22-24, 2006 at Mystic Lake Casino, Prior Lake, Minnesota.

Speakers for the 2006 event include the return of *FISH!* trainer Carr Haggerman and wedding entertainer/author Peter Merry.

"For the 2006 Northern Conference, we want to focus on improving your business through increasing your sales skills, your performance skills, and your communication skills," commented show producer John Young. "We are excited to be returning to Minnesota for our fall show!"

Michael Hennessey of "Actions Speak Louder Than Words" will be presenting his popular seminar on awareness of your body language and your unspoken communication with the audience. "Hennessey had a unique topic from the prospective that, as entertainers, we are on the stage and can sound excited, but our body language may not reflect that. Michael will show ways to hype a crowd without even using a mic!" explained Young.

Other additions to the 2006 show will be the "Extreme Marketing Makeover." This popular segment is being introduced for the first time with the Southern DJ Convention and features one lucky attendee receiving a complete marketing makeover! This includes a makeover of new business cards, new brochures, new letterheads, and a new website. "The winner of the Extreme Marketing Makeover might be coming in with a package of information that has worked well in the past, but they will leave with an

brand new high end image," added Young.

Attendees will have great room discounts from Mystic Lake Casino for the 2006 event. Mystic Lake is one of the top hotels in Minnesota, and attendees will be able to enjoy their down time in the brand new tower.

Midwest Airlines will be the official air carriers for the 2006 event. 10% discounts will apply off any Midwest flights into the Minneapolis/St. Paul airport for the convention.

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MAPDJ Convention
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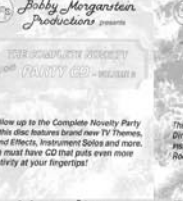


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Disc Jockey Spotlight: Scott Stevens

By Amber Benning

If you are a member of DJChat.com, you will probably recognize the name of this month's spotlight entertainer.

Scott Stevens is the moderator for DJChat's karaoke forum, but more importantly he is an accomplished entertainer and business owner. Scott's

company, Scott Stevens Productions, is based out of Pittston, PA. His company serves the areas of Wilkes-Barre and Scranton as well as the smaller surrounding communities.

Scott Stevens has much to be proud of when speaking about his business. He considers himself a single operator although he does have assistants that

will help him if he is busy; which is quite often. Scott works five nights a week doing karaoke gigs at several local bars and performs at approximately 60 private events each year.

Recently Scott was voted Best Karaoke DJ by a local entertainment newspaper. Further, the bar in which he has a regular karaoke show was voted Best Karaoke Bar in the area by two local entertainment publications. Week after week Scott draws in crowds to sing and enjoy his shows due to his personality and great music mixes.

Not only has Scott hit his niche in

the karaoke market, but he also has a successful mobile division as well. The majority of his mobile shows are weddings and he specializes in fun, classy and interactive events. Scott believes in taking the time to get to know his clients and never walks into an event as a stranger.

According to Scott, during his private events, especially weddings, dinnertime is very valuable to his performances. He uses this time to gently lead his audiences to the party mentality. He adds that if you use this time to your advantage, your events will be much more successful overall. He thinks of himself as a leader as well as an entertainer.

Scott claims that the best addition to his business has been his switch from cds to digital media. He says that this switch has allowed him to become much more interactive and gives him extra time to spend with the guests at his events. This in turn allows him to put out a better product again and again. He states that his secret to success is to seek out clients that want what he can deliver based upon his talents and strengths.

It is evident in speaking with Scott that he is passionate about what he does. Scott used to work part-time in radio, but let that go approximately five years ago. He states that his wife was hesitant about the move from a stable "normal" job to his self-employment as an entertainer. However, she became much more supportive after her first trip to a DJ convention. Scott recommends that if you have someone in your life that doesn't necessarily believe in what you are doing that you should take them to a trade show and show them just how professional the industry is.

Scott states that although it may be hard to compete in the industry, there will always be room for professional, established entertainers . . . and that is somewhere he plans to be for many more years to come.

For more information on Scott Stevens, please visit his website at www.djscottstevens.com.

If you would like to have your entertainment company spotlighted in the Disc Jockey News, contact Amber Benning at amber@discjockeynews.com.



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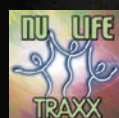
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6. Staind Falling
7. Disturbed Stricken
8. Audioslave Doesn't Remind Me
9. Avenged Sevenfold Bat Country
10. Seether Truth

Urban

1. Mary J. Blige Be Without You
2. Nelly F/ P.Wall Grillz
3. Jamie Foxx F/ Ludacris Unpredictable
4. Mariah Carey Don't Forget About Us
5. Ne-Yo So Sick
6. Purple Ribbon All-Stars Kryptonite
7. Beyonce Feat. Slim Thug Check On It
8. Dem Franchize Boys Lean Wit It, Rock Wit It
9. Chris Brown Yo (Excuse Me Miss)
10. Trey Songz Gotta Go

The DJ Swap Shop

BPM List: To purchase the new 2005 edition of **The BPM List**, go to www.bpmlist.com. tfnB

Help Wanted: 15 years old dj company in Dallas/Fort Worth is seeking 2 new mobile djs. Experience not necessary, will train. Great pay. Contact Dave at MTR DJ's at 214 405 3674 or email at jobs@mtrdjs.com.

Help Wanted: Ultimate Sound djs looking for professional djs. We have been in business for over 13 years and we are based out of Queens nyc. 718-204-1938 speak with Frank.

Help Wanted: Professional wedding DJ located in or near North Carolina; Experience necessary along with a great music collection, no equipment necessary. Full Time office person in Charlotte, NC. Contact Joe Bunn at 919 785 9001.

For Sale: Karaoke System. JVC CD+G Player, Monitor, Monitor Stand, 2 Microphones, 66 CD+G Discs spanning the 40s thru 2002. Complete only \$495 plus shipping to you. Ron Michaels (970)225-3900.

For Sale: AUDIO TECHNICA wireless headset mic, Freeway 600 series, w/receiver and rack mount. Used only 12 hours, excellent condition. New \$300,

asking \$100. Also, RADIO SHACK 200 watt/channel power amp, rack mount, good condition. Both with manuals. New \$300, asking \$100. SACRIFICE ALL for \$150. 304-203-3526

For Sale: Complete Mobile DJ System for sale, 2-JBL TR-225's (450 watts each), 2-Peavey SP-118 18" Subs (1000 watts each), Lighting effects, Truss Systems for lights, two Gemini turntables, 4 channel Optimus mixer, 2 channel Gemini mixer, 1000 watt Yamaha Amp for highs, 2000 watt Samson S2000 amp for subs, amp case with slant top for 4 channel mixer, Peavey Crossover (2 way or 3 way), Cables, whole set together, non-separable, \$1500.00 for equipment, \$3000.00 for equipment and enclosed 12 foot trailer to haul it with, contact at 860-508-1679, or email at gregory.martel@gmail.com

For Sale: Multi system DJ business for sale \$40,000. Established 1984 in Grand Forks and Fargo ND. Fantastic reputation and name recognition. Our phone rings constantly from word of mouth. This is a great deal for expanding your current market or a start up. The name alone is worth this price, but you get to choose the equipment you want for \$40,000 Serious buyers only, call 701-772-0455.

For Sale: CSL lighting, cases and special effects. If you do not know the quality of these items go to www.csnl.com. I will be selling everything at half of new cost. ACL 24, 12' ACL Truss, lighted dance floor risers, lighted back drop panels, Star Galaxy II, Fog distribution system and much more. Please don't call if you are looking for cheap junk, this is top of the line equipment. 701-772-0455.

For Sale: 2000 White Chev Astro Cargo Van.

92,200 miles. Looks, runs and drives great. \$4,000. Call 701-772-0455.

For Sale: Complete digital MP3 systems. I have several systems for sale with two matching notebooks in each for backup. Includes: music library on CD and MP3, custom road cased Rane mixer, BBE, Numark software controller, wireless mic, etc, JBL Eon G2s speakers, road cased DMX lighting with software controller from CSL. This system rolls in on CSL supertable in one trip and sets up in about 20 minutes. Average stike time is 10 minutes. Systems starting at \$4,000. Serious buyers only call 701-772-0455.

Sor Sale: Misc Lighting and sound reinforcement. Martin 812s, wildfire blacklighting, followspots, 8 par 56s, 8 par 38s, lightcraft dimmers and relay paks, digital power amps, Furman mixers, Sharp projector and 100" reversible screen, DVD mixing system with monitor, Ashley mixer, 8mm player in 12 sp SKB. roadcased sony single mini disc and CD players, Roadcased Karaoke system, Cerwin Vega b36 subs, JBL 15" pro line in EV cabs, and much, much more. Everything will be sold at fair market value. Call 701-772-0455.

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