

Disc Jockey News

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

Postmaster: Address Service Requested - Must be readable: 29442 120th St., Grey Eagle, MN 56336

MARCH 2006

The Regional Disc Jockey Newspaper

Free

There Is Nothing Like Vegas!!

In the grand city of Las Vegas, NV entertainers gathered for the 10th annual Mobile Beat DJ Show. Not only were there attendees from across the country, but DJs came from as far as the UK, New Zealand, Mexico and Ireland making this year's show an international event.

Ryan Hein, a first time convention attendee from Portland, OR said, "Mobile Beat is a great opportunity to network with your peers." In addition he said that "you have to know what you are worth and stick to your price . . . if others can make big money, so can you; you just have to be willing to learn."

And learning is definitely what happened in Vegas! Everything kicked off on Monday, February 20th with a welcome karaoke party. The party featured many entertainers who belted out their favorite tunes from all genres. The night was a great icebreaker and paved



the way for the rest of the convention's networking and fun.

Tuesday managed to be a very busy day for all of the attendees. The seminar schedule was in full swing by 8:00 a.m. with the keynote speaker Jeff Justice. Within seconds Jeff had attendees rolling in laughter and convinced us all that humor is a great addition to our shows and to our lives. Highlights from his performance included his "dry eyes" and his magic handkerchief.

Following Jeff Justice were industry leaders Todd Mitchem and Randy Bartlett. Both, once again, gave stellar performances packed with information encouraging each of us to be better at what we do. Todd spoke about his "Use It" mentality and Randy talked about his "Wow Factor". Bartlett stresses that good is the enemy of great and it is the small things we do for our clients that will wow them and get us the

referrals we desire.

Later that afternoon was the Country DJ Mixer. This seminar had a very knowledgeable panel that was able to provide answers for swarms of questions regarding country music. Attendees were even given a Country Music Survival Sheet to help them with their future gigs.

Overlapping the Country DJ Mixer was speaker Jorge Lopez who spoke in depth about focusing your DJ business to achieve financial goals and to increase your sales. Lopez was followed by Kenny Zail who spoke about including corporate events into our entertainment repertoire. He guided attendees in the proper way to market these events and also pointed out the numerous ways in which these events are different from social events.

The last two sessions of the day were sponsored sessions. The first seminar was sponsored by the ADJA. This time was used for their annual national meeting as well as to give information to those interested in joining the organization. The last seminar of the day was sponsored by WeDJ.com. During this session the program Gigbuilder was the main focus. The seminar leaders broke the program down and showed how it could be used to supercharge your website.

Tuesday wrapped with the American Disc Jockey Awards and The DJ All Stars. During the American Disc Jockey Awards seven pioneers of the industry were inducted to the Hall of Fame. The new inductees were Mike Buonaccorso, John Roberts, Bobby Mor-

Vegas continued on page 21

Inside this issue:

Page 3: Dude Walker

Page 4: Jeffery Gitomer

Page 5: Jason Jones

Page 8: Jeff Richards

Page 9: John C. Maxwell

Page 10: Harvey Mackay

Page 11: Jeffrey J. Mayer

Page 12: Aaron Foster

Page 14: Michael Edwin Q.

Page 16: Mike Walter

Page 17: Press Releases

Page 18: Top 200

Page 21: Mobile Beat Photos

Page 23: Charts/Swap

**FREE SPECIAL REPORT FOR ONLY
PROFESSIONAL ENTERTAINERS**

**"The 5 Most Important Things You Must Do To
Make Your Business Explode – Starting Tomorrow!"**

www.BookMoreEvents.com

or 888-777-1865

Disc Jockey News

www.discjockeynews.com
29442 120th St.
Grey Eagle, MN 56336
Phone: 320-285-2323
Fax: 320-285-5264

Published by The Disc Jockey News Corporation

President/Editor
Lori Young
320-285-2323 office
612-597-2998 cell
editor@discjockeynews.com

Sales Manager
John Young
sales@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
Amber Benning
amberbenning@discjockeynews.com
320-285-2323 office
218-310-2619 cell

Sales:
320-285-2323 office
320-285-5264 fax
advertising@discjockeynews.com

Classified:
http://www.midwestdiscjockeynews.com
classified@discjockeynews.com

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

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

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

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

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

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

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

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

User Buzz

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 DJs

I have to say how impressed I am with your software. MegaSeg is brilliant – from the way it looks to how it performs is excellent. It puts PC applications to shame.

— Matthew Webb, 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 – concentrating on what a DJ actually needs during a live performance.

— Dave Owen, AP Digital

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.

— Greg Powers, Greg Powers Entertainment

We have been trying to switch to a digital system and have tried several PC programs, however they were not successful. Megaseg is definitely the way to go. I can use it without worrying about any computer glitches.

— James Brown, JAB Productions

This system works flawlessly for hours. It is undoubtedly the best system I have worked with and I have tried plenty. No other system comes close.

— Darren Cave

MegaSeg breaks the mold on what a DJ program should be.

— W. Guy Finley, Matrix Mobile Entertainment



Take it for a test spin at www.MegaSeg.com



MegaSeg, the MegaSeg swirl logo, and Fidelity Media are trademarks of Fidelity Media, Inc. Mac and PowerBook are registered trademarks of Apple Computer, Inc. © 2006 Fidelity Media, Inc.

Rest In Peace...!

By Dude Walker

Every now and then everyone needs a dose of reality. In the MDJ industry... its never MORE prudent. Pondering these thoughts as I left the runway in Vegas and during the flight home. The staggering amount of self absorption that is all around us. It's easy to get caught up in the excesses of Vegas. The "atmosphere" lures us to indulge; and in many cases over indulge. Walk a few blocks in any direction from the strip and the glitter fades quickly. "THAT" dose of reality seems to be rare within the MDJ industry.

"ALL THE DRAMA..." those words were uttered to me in the lobby of the Stardust at 2:30 am by another MDJ going through a rather rocky time. Not 20 feet and 12 hours later from where those words were uttered, a family of 5 without a place to sleep was encouraged to leave the premises. "ALL THE DRAMA..." it's all around us. The drama itself becomes a machine that requires routine feeding. During the 5 days I spent in Vegas I counted over 80 homeless people. Some eating from dumpsters within feet of buffets with food that goes to waste. Part of me wonders if anyone else took the time to notice these people amidst the Vegas atmosphere.

So why do we attend conventions? Harshly and ironically put...to avoid becoming a homeless person. To attain the necessary knowledge to ascertain whether or not your business has a viable future. Why do I "personally" attend conventions? To maintain a competitive edge that I know others are unwilling to take. The stark reality of the current state of our industry is that several MDJs I spoke with in Vegas did not have a

scheduled gig for the first 100-150 days of 2006. That's not to say that others didn't claim to have calendars busting at the seams. The mantra for most "self help" situations is to keep a positive outlook. What most people miss in the big picture is that you have to keep a positive outlook AFTER sincerely realizing, acknowledging, and accepting the problems that we all face.

I believe that networking FAR surpasses the seminars at conventions. The seminars are not the answer...they are the ideas that stimulate discussion and growth and help you stay in the know and meeting those in the know. Looking over the lineup for the Southern DJ Convention www.discjockeynews.com the seminars will definitely offer the opportunity for discussion and growth. Meeting new DJs at a convention follows a similar process. You are either introduced or you read the name tag yourself. Next comes where you're from, what types of events, what type of gear and eventually....prices. The conversations almost read like an obituary...the sizing and summing up of ones life. After the pleasantries the access to knowledge is unprecedented.

Let's shift gears...(grind...grind...grind...) EXPERIMENT! Write your own business obituary that sums up who you are and what you've achieved. What will it say? Will you have made any impact on your life and the lives around you? Don't get me wrong...this is not about "getting credit" or "social climbing". These are harsh and direct questions. Have you done anything as a MDJ business owner that is notable? Have you

selflessly helped just ONE other business owner reach a greater success? Have you done anything more than just obtain music, gear and the desire to push play in front of a group of people that you hope thinks you're cool?

The legacy that you leave behind is what you will be judged on. There are a lot of con-artists in our industry. They need to maintain their allusions to cope and survive. Time is a critical adversary that will seek justice and truth when we have long turned to dust. There are those among us that seem to not care how they conduct themselves. Largely based in the belief that it will be tomorrow's problem...let someone else deal with it. Sadly, yet poetically, "twist of fate" rears its ugly head. The downside is that "twist of fate" situations are usually indiscriminate, taking casualties from both sides.

Petty and vindictive jealousy seems to motivate MDJs faster than the desire to do a good job. I was speaking with an owner of another company just a few days ago that discovered via the chamber of commerce why his competitors do not like him or converse with him and openly malign him to potential customers. His transgression....higher prices. Rather than rallying behind the higher rates and making competitively more...the wannabees let ABJECT IGNORANCE run amok and stay gainfully undervalued....because.....? Wait a minute, these are business owners, they deserve a measure of respect...YEAH RIGHT! These are the hobbyists that are raping our industry and enticing more to follow suit. These are the scourge of our

industry. If we fail to discern who these people are today and speak out against their anti-business like tactics we are writing another chapter in our own legacy. Speak up, speak out or shut up and get out. There have been a many longtime debates over the terms part-time vs full-time DJs. DJs draw up lines on both side of the battle. PT DJs denounce the term as FT elitist rhetoric. Is it rhetoric? Or is the easiest way to explain the fundamental differences between the two groups? PT DJs may be just as skilled as a FT DJ...yet they lack the ability to survive FT based upon their talent and business knowledge.

So here's the "legacy" being left behind. The ONE group of people, MOST capable of raising the standard of living for the WHOLE industry rests upon the shoulders of the PT DJ...the "majority". The ONE group that could most easily increase their value because they survive on an outside source of income. The one group of people that profess that they are equal or greater than their FT counterparts, yet openly admit by price they are inferior and do not invest the time and money to create a legacy as a knowledgeable business owner by attending training and things such as the Southern Disc Jockey Convention coming up in April.

Who are YOU? What do you stand for? Do garner respect from your peers? Are you willing to keep inching closer to homeless status? Are you willing to stand up for your right to earn a living? Your legacy is not yet complete...how do you want to be remembered?



ARE YOU LISTED?

DiscJockeys.com is the FASTEST growing entertainment directory online. Optimized on top search engines, DiscJockeys.com receives thousands of hits per day and counting!

Sign up for your **FREE** account today!
If you're not in here, you WON'T be found!

www.DiscJockeys.com



Log on for your
FREE Listing!



Want to have your best year ever? Start NOW!

By Jeffery Gitomer

Everyone wants to have their "best year ever," but the fact is that more than half won't. And of course, you're reading this thinking, "Too bad for THEM," because you're CERTAIN that you will.

Interestingly, *thinking that you will* will put you in a positive position to help make it happen, but doesn't guarantee it. You also need to act on the goal.

And keep in mind that EVERYONE wants

to have their best year ever -- including your competition. As a matter of fact, I was looking at your competitions "hot prospect list," and saw that the names of your biggest customers were at the top of their list.

How's that for a best-year-ever slap in the face AND chop to the wallet?

Well, by now most of your New Year's resolutions have faded into dust. You're still carrying that ten pound sack of flour around your waist (like I am). You're still eating wrong, and exercise amounts to a brisk walk to your car.

Well, I have good news. I'm going to provide you with a detailed list of elements that, if employed into your daily sales life, will give you your best year ever.

1. Define yourself. In order to be able to have your best year ever, the first person you have to come to know, on as deep a level as humanly possible, is yourself. Personally, I define myself as a father, a grandfather, a writer, a speaker, an idea person, a thinker, a traveler with endless wanderlust, a student, and a lover of fun and fine things. Contrary to what you might think, I'm not a people-person. I'm a one-on-one person. I get loyalty by giving loyalty. And I seek new knowledge every day.

Have you ever defined yourself? Have you ever thought about who you are? Have you ever written it down? Start here.

Your first challenge is to book an hour with yourself. Find a comfortable chair, and put your battery-powered laptop on Microsoft word. Define who you think you are. Or even better, who you think you are at the moment, and who you would like to become. One of the thinkers I respect most in the world, Dr. Paul Homily, taught me to make all decisions based on the person I want to become. Like any eye-opening, thought-provoking statement, it was also a life-changing statement. Once you define yourself, you'll ascertain both where you are and where you want to go.

I'll share one other personal insight with you: I also define myself as the "best salesman in the world." It's a personal feeling, and

a sense of self-confidence that I carry with me wherever I go. When you define yourself, make certain that you include everything that you are "best" at. In order to have your best year ever, you have to think of yourself as best. Even if it's "best salesperson in the company," or "best water skier in the city." Whatever it is, to be the best -- or to have the best -- you have to think the best.

2. Develop a sales mission statement. Every company has a mission statement, and none of you can recite it to me, or even come close. The reason? Because it's a bunch of corporate marketing drivel that you don't believe in, let alone memorize. What you need is a sales mission -- a reason to walk in the door with information the customer can use, be memorable about it, and walk out the door with a signed contract and a check. The mission that you can all embrace and live by is: "Get the customer to buy from me, and make the experience so memorable that they buy again, and tell other people how great I am." That's an easy mission for you to live by. Mission statements are not meant to be memorized. Mission statements are meant to be incorporated into your philosophy as something that you carry with you as a statement of action. It's the MISSION.

3. Have a deep belief in the three critical areas of selling. In order to make your message transferable, in order to engage your prospective buyer in a way that they want to do business with you, and before you develop your sales skills and your presentation skills, you must deepen your belief in your company, your product or service, and yourself.

If you're going to have your best year ever, you have to believe that you work for the greatest company in the world. You have to believe that you offer the greatest product or service(s) in the world, and you have to believe you're the greatest salesperson in the world.

I have often said in my live seminars that "mediocrity stems from lack of belief more than lack of skill." I say it all the time, because it's true. Most people blame their own inability, and their lack of belief, on a variety of external circumstances: pricing, the marketplace, the Internet, the competition, bidding, the economy, and a bunch of other conjured up excuses that prevent a belief system from anchoring in success.

If you believe -- all the excuses fade away. If you wanna have your best year ever, you have to BELIEVE that you're going to have your best year ever.

4. Develop greater pride in accomplishment. Personal pride is easily defined when you think about your child playing the piano, dancing in a recital, scoring a soccer goal, or hitting a home run for their little-league team. "That's daddy's little girl!" "That's mommy's boy!" "That's my son!" That's pride. Personal pride.

I'm going to ask you to redefine pride as TAKING OWNERSHIP. When you buy a new car, and you take ownership, you ride around the neighborhood showing it off. Would you

do the same thing if you rented a car? Would you drive around the neighborhood and say, "Hey everybody, look at my new rental!" Take it even further, if your kid spills a bag of potato chips in the back of a rental car, what do you do? Nothing, it's a rental! Who cares? But if your kid spills a bag of potato chips in the back of your new BMW, you make them lick them up off the back seat. You have to take pride in your achievements and your accomplishments. That pride, that ownership, and that responsibility, will lead you to the next achievement.

Ownership and pride are closely related. CAUTION: Be careful of pride's evil twins cockiness and arrogance. Your ability to display pride will be contagious. You've all heard the expression, "pride of accomplishment." In sales, oftentimes you have to pat yourself on the back because others don't give you enough praise. Part of having your best year ever is building your own sense of pride, without others having to reinforce it.

5. You are what you eat. Every person I know, including me, has ten pounds of weight on them that they wish they didn't have. Wait! (weight!) There's one exception. His name is Eric Taylor. Eric has tied physical fitness to mental fitness. Eric eats right, exercises right, and earns right. He's certain there's a connection, and so am I. Look around at the people you work with. Discover for yourself the correlation between fit and successful. Person-

ally, this is my weakest area. I write about it, I pledge to do something about it, but progress is slow. Through the encouragement of my partner, I'm taking at least one brisk walk a day. Sometimes two. If you want to have your best year ever, you have to start someplace. And you have to work at it every day.

Now you have five of the 20.5 elements. I know it's progressing slower than you want, but hey, it's about having your BEST year ever, and I want to be certain you have all the information possible to make that happen. Yes, there will be additional parts to this piece. But hey, it's about having your BEST year ever, and I want to be certain you have all the information possible to make that happen.

Your next mission is to return next month for part two of how to have your best year ever.

In the meantime, I'd love to know what you are doing to have your best year ever. Send an email to bestyear@gitomer.com and all ideas will be posted on my site.

Jeffrey Gitomer is the author of *The Sales Bible*, and *The Little Red Book of Selling*. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts internet training programs on sales and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com



TRI-STATE SOUND & LIGHT

The Look, The Sound, We'll Do It Right
A Wisconsin Limited Liability Company

The Fastest Growing Pro Audio Super-Store ~ Today's Hottest Brands!



- Sales
- Service
- Installation
- Custom Design
- Live Sound
- Rentals

CALL OR STOP
IN
TODAY!

703 2nd Ave. S.W.
Onalaska, WI 54650
Toll Free (888) 781-6855
Local (608) 781-6855
www.tristatesound.net

Excuse Me, Was That Bad Publicity?

Jason Jones

At any gathering of DJs it won't take long for the topic of "the sorry image of the DJ industry" to come up. This is usually inspired by something the media reported or was printed in a bridal guide. If we are going to change this perception the worst thing we can do is convince ourselves that there is nothing we can do about it. Even the best entertainers who have established a reputation that is contrary to the stereotype stand to gain by an improved public image of the industry as a whole.

Recently one of those situations happened when I heard a radio interview with two Bridal experts, Matt and Bruce "The Wedding Guys" from the Twin Cities Bridal Association (TCBA) in Minneapolis. They were on KS95 a music station that appeals primarily to women. They weren't quite prepared for a host who likes to keep the show tight and funny regardless of the guest. The host opened up the phone lines to listeners for questions. The first question out of the gate was, "How do you find a good DJ?"

Moon, the host, assumed that Matt and Bruce didn't know anything about that aspect of bridal planning and offered up the usual useless advice, "go with someone you know." This is useless because if

the woman calling knew someone, she wouldn't be calling. Matt and Bruce clarified to Moon that they were experts on DJs and reception entertainment and proceeded to advise the caller. They said that it depended on what style of DJ she wanted. Do you want someone clowning around on the dance floor or someone who just plays music and lets everyone have a good time. I was appalled at the representation of our industry and the association with clowns.

Radio paints pictures in our minds and that statement gave me a visual image of a clown at an elegant affair behaving like one might expect a clown to perform. And the latter choice given to the caller insinuated that performers who interact with guests interfere with them being able to enjoy themselves.

Upon hearing this I had two choices as a performer with a stake in how the industry is perceived. I could complain at the next Association meeting or I could call the President of the Bridal Association and air my concerns. I chose both.

Twin Cities Bridal Association President Josh Franz and I spoke at length about the incident. We talked about how it could have been better and what could be done to ensure that if our industry is

publicly discussed in the future that it would be articulated in a clear and accurate way. We found our common ground in that we both have a stake in the bridal market. In order to be successful TCBA needs to provide an effective vehicle to bring potential clients to the members that support their efforts.

When you are responsive to the people generating the publicity or the reporter or media personality, you may be surprised as to how receptive they are. Ultimately everyone discussing this topic or any topic wants to get it right. The key is in having an objective when you respond. My objective was to communicate to TCBA that the publicity I heard was not the kind of publicity I thought I was paying for as a member and that I was willing to be a resource so that it didn't happen again. By sticking to this objective Josh and I were able to find our common ground and align our interests with an outcome that was best for both of us.

If your response is to just complain or argue until you get the other party to admit they are wrong, you're better off not responding. This tactic will achieve nothing but create animosity and potentially encourage more bad publicity.

Josh was very receptive to my con-

cerns and I commend him for taking my business interests seriously. The editorial in their guide provides an accurate portrayal of the levels of service that are available. After reading the outdated information in many of the bridal guides I find in bookstores, the bridal association's content becomes even more impressive. The only problem with TCBA's wedding guide content is a statement that says most DJs cost less than \$1100. This statement will be removed from the 2007 printing of the guide.

Reacting to publicity we hear and see can be a very effective tool that will benefit all of us. When reacting to publicity keep a clear objective in mind. That objective is an accurate and positive portrayal of what DJs provide their clients. If the press is negative and unwarranted, offer to be a resource and don't get upset if they decline. Be positive and professional. If you hear or see publicity that is good - react. Send the generator of that publicity a note of praise and how much you appreciate their work. If we work together to encourage the good stuff and try to correct the bad stuff, it will go a long way to improving the perception of what we do.

If you want to make over \$100,000.00 per year as a mobile DJ, I can help.
FREE REPORT AND CD REVEALS:

"How I Went From Dead Broke, 'Dime-A Dozen' DJ To Becoming A Highly Respected And In Demand Single Operator DJ Making \$141,956.96 A Year (In Less Than 7 Months)."

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.

PUTS BOOKINGS ON AUTO-PILOT

End cold calling forever. My unique SYSTEM will make your phone ring PREDICTABLY with HIGH QUALITY, HIGH PAYING clients automatically so you can golf, sleep, mix, or enjoy life!

To get my no-obligation FREE report and CD: **"Secrets of a SIX FIGURE DJ Income-What Your Competition Doesn't Want You To Know"** simply call my **FREE RECORDED MESSAGE** Toll Free at 1.888.304.2051 ext. 83, anytime 24 hrs a day, 7 days a week. You have nothing to lose, and GREAT INCOME to gain. I am limiting this offer to a select few DJs in each state so don't wait-CALL NOW.

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

Convention Schedule

Sunday April 23, 2006:

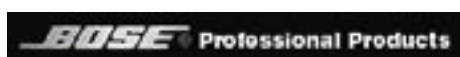
Noon **Registration Desk Opens** (lobby by Flagship)
 2:00 - 2:15 pm Icebreakers; Introduce the Extreme Marketing Makeover
 2:15 - 3:40 pm Mike Hennessey: Actions Speak Louder Than Words (Flagship)
 3:55 - 5:15 pm Todd Mitchem: Use It (Flagship)
 5:30 - 6:30 pm Mike Walter: Hands On Staff Training (Breakout 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 Todd Mitchem: The New Let's Get Interactive! (Flagship)
 2:45 - 4:45 pm Randy Bartlett/Marcello Bar/Bat Mitzvahs (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)**



Southern Disc Jockey Convention 2006

April 23, 24, 25 • American Airlines Training & Conference Center
Ft. Worth, TX

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: Web Sites.

A DJ really needs a web site to establish a link to the world and let potential clients know you're in business. A great web site can do more for you than all your other advertising methods added together. With just a few clicks a client can locate your business, read in-depth details and see actual pictures of you in action. Each year fewer people are using the telephone book to look for goods and services. Those who still do are typically people over the age of fifty or those who are just "price shoppers." Even the phone companies have realized this and have created an on line phone

service and are publishing fewer paper books every year.

Your web site needs to be 1) Informative: Let them know information like what services you provide, your hours, location, phone number and area you cover. You may or may not want to list your prices. 2) Instructive: Teach a potential client of what benefits they will receive from hiring you over another DJ. What makes you unique and professional? Why they can't have a reception without you at the mic. 3) Appealing: It should be pleasing to look at and draw their attention to look further into the site. It should be bright, colorful and cheerful. 4) Entertaining: You are an entertainer, show some of your personality to let them know who you are. Have it fun to look at! 5) Simple: If a site is too complicated to navigate, confusing to understand or slow to download, clients will click off and go onto another site.

To start choose a professional web site design and hosting company. If you want people to see you as a PROFESSIONAL then hire a PROFESSIONAL web site designer. To make it easier and less expensive, hire a company that builds sites as well as hosts sites. A new web site can be very expensive to start up (\$1500 to \$3000) but it will be well worth the expense. In the last few years people seem to think that anyone can be a web site designer (does this sound familiar?) but what typically happens is that they will use a "cut and paste" template to build a site. This style is very cheap and easy to build which means anyone CAN be a web site

designer. "Cut and paste" designs look very unprofessional and no different than the next guy. The most important part of a web site design is in the "coding". ISP's like "AOL" "Yahoo" and "Google" are always changing the parameters for site rankings. Coding is the key to being found, and a professional designer knows what is needed and will consistently make those changes to keep you on top in the rankings. You need a designer who keeps up with the ISP's or your site won't be found unless the potential client knows your exact web address. Your goal is to have any person in the world type in words like "Disc Jockey" and be able to find you quickly and easily. An established professional web designer and host can do all this!

I've been asked, "why would I want a person in China see my web site? I'm not going to go there to do a wedding." The answer is: because people travel the world, they move away but want to return home to have their reception where they grew up and family members still reside. I can't count the number of times I have had a couple who live in another state or country use my site to hire myself for a wedding right here in my area. With a well designed site you can completely handle all the work over the internet. Young service men and women over seas only have a limited time and access to plan a wedding, so they book me while still doing everything a couple would do if they sat in my office but from across the world. The biggest consumer of the internet is the college student. In between classes they can

shop the net to completely plan the wedding and reception without leaving their dorm rooms.

For your site you will need many pictures of you, happy clients, and your equipment at events you have done. Some people like to use clip art or pictures that have been purchased from a business that are "royalty free" This means that they have the ability to sell anyone the rights to use the picture without the fear of a litigation with ownership or use of ones likeness. It's perfectly fine to use these types of pictures but I personally believe a bridal couple would like to see actual pictures of you doing what you do best and what they are paying for. It also doesn't look good if the same picture on your web site also appears in an advertisement for hemorrhoids. (It happens!)

The text of your site is extremely important, not only what you say but how you say it. If your web designer is not an English major, with a background in advertising, I would recommend hiring a professional writer to make the text copy. Too many words, hard to understand language, poor spelling or grammar can turn a potential client away. You should also hire a graphic artist to design some artwork, pictures and logo designs for you to make your site unique from others.

A good web site will have people looking but a great web site will get people buying!

Until next time, keep on rockin'.

To respond to this column or ask Jeff a question, please e-mail him at info@partytimeproductions.biz

RADIOIMAGING.COM

Imagine one of the Movie trailer voice guys saying your D.J./show name to hype up your performance. D.J. drops customized complete with sound effects and Jimmy Fish, who is heard regularly on Showtime promos, saying whatever you want. It will thunder out of your speakers bringing a whole new level of professionalism to your shows!

call 618-694-3231

October 22-24, 2006

Northern Disc Jockey Conference

Mystic Lake Casino, Prior Lake, Minnesota

Sponsored by:



For more information on ticketing, speaking, vendor packages or advertising, email: nconvention@discjockeynews.com

Disc Jockey News

Midwest Edition

Southern Edition

Mid Atlantic Edition

Western Edition



RATE VALID ONLINE
MARCH 2006 ONLY

Discount Full Passes: \$115 until April 06!
Northern Conference discount passes available online only

<http://www.discjockeynews.com>

Where Growth Happens

By Dr. John C. Maxwell

If I asked you to rank your top five favorite leadership responsibilities, attending meetings probably would not appear on your list. It's not that some meetings aren't enjoyable; it's just that there are plenty of other activities that leaders find more thrilling, fun or productive.

That said, there is one kind of meeting that I absolutely love, and that is a creative meeting. For example, I once spent about four hours in a room with 11 people, doing



nothing but talking about books. We discussed how to write better books, and we talked about which topics would add value to people's lives. In the process, we challenged each other.

We built on each others' thoughts and ideas. We argued. We laughed.

Now I realize that to some of you, spending four hours brainstorming about books might sound about as exhilarating as watching paint dry. But for me, it was incredibly exciting. By the time I came out of that room, it was 5 o'clock in the afternoon. After a marathon meeting like that, a guy my age ought to be getting little tired. But I was charged up and ready to spend the evening writing.

There's just something about meeting with a group of positive, energetic, creative people that stimulates my thoughts and spurs me to greater growth than I would be capable of on my own.

On the other hand, being around negative people—in a meeting, over lunch, at a football game, etc.—just sucks the life right out of me. Talk about a thought buster. Negativity tops the chart when it comes to the forces that can stifle thought, squelch creativity and shut down idea generation.

We all know people who regularly use phrases such as "it will never work," "I'm never going to be able to get that done," "it's too hard," and "there's no way we can do it." These people don't build us up or encourage our development; they drag us down with their incessant complaining and constant negativity. If you place a high priority on creative thought, do whatever you can to limit your time with these folks (unless, of course, you're related to one, in which case you'll have to come up with an alternative solution).

On a more positive note, another step you can take to increase your thinking power is to put yourself in a growth environment. If negativity is a powerful thought buster, a growth environment is an even stronger thought booster. Here

are eight characteristics of a growth environment:

1. Others are ahead of you. It's a sad day when you discover that, in every group you're in, you're at the top of your class. Such superiority might be good for your ego, but it's not healthy for your mental development.

2. You are still challenged. It doesn't matter how young or old you are—if you're bored, you won't grow.

3. Your focus is forward. There's nothing wrong with remembering the past, especially if it increases your confidence or helps you to avoid repeating costly mistakes. But growth is impossible if you think your best days are behind you.

4. The atmosphere is affirming. Think of how you felt the last time someone affirmed you when you were struggling with a difficult assignment or situation. I'm sure you'll agree that encouragement is a powerful motivator, especially in the midst of challenging circumstances.

5. You are out of your comfort zone. It's much easier to stick with what you know, but nobody ever achieved greatness by doing that. This is one of the benefits of working with creative thinkers—they stretch you and force you to look for answers outside your normal frame of reference.

6. Failure is not feared. You may be hesitant to venture out of your comfort zone because you're afraid you'll fall flat on your face if you take a risk. But as Henry Ford once said, "Failure is only the opportunity to begin again more intelligently."

7. Others are growing. Yes, growth can be a group activity. It's often precipitated by less-than-ideal circumstances—increased competition, an economic downturn, the loss of key players, etc. But from a leadership standpoint, few things are more rewarding than watching your team become stronger through adversity.

8. There is a willingness to change. In a growth environment, you'll never hear anyone say, "But we've never done it that way before." Not everyone embraces change with the same level of enthusiasm, but people who are committed to growth don't try to run away from it.

If you are not currently working in a growth environment, I encourage you to do what you can to make it one. Take the lead, and others will follow. When it comes to growth, there's definitely a trickle-down effect.

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."

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

Back in stock!
The famous oval
**SCROLLING NAME
BADGES**

Hottest item at the
Minneapolis DJ convention •
Red, yellow, blue, and green •
DJ special, red and yellow only
\$60, Blue and Green, \$75

FLASHING LIGHT UP JEWELRY

for adults and kids, most under
\$1.25. Call about the new
**FLASHING ACRYLIC BAR
WARE**, all under \$4.00

Choose from Martini, beer,
Coke®, and champagne

• Ask about the amazing **LIQUID
ACTIVATED LIGHT UP SHOT GLASS** and
the **DICE SHOT GLASS**

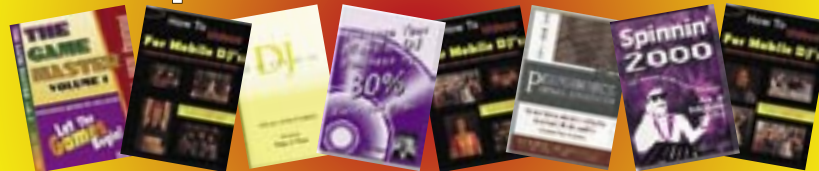
6" FEATHER

BOAS on sale!
Regular \$6.99
now \$2.50 each,
24 minimum order,
assortment of
colors

Lots of light up items for schools to sell or for you to sell at your dances • Help the schools make money while you make money • I will give you my school sales program free along with ideas for making more money at your shows!

DJ Utilities

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



Books • DVDs • Videos • CD-Roms
DJutilities.com
800-669-3123

100% Satisfaction Guaranteed

15th Anniversary Sale

idjnow.com

DJ PRODUCTS FAST & EASY

\$7.99
SAVE \$3.96
UNIVENTURE CD Sleeves 25 Pack. List \$11.95

\$8.99
SAVE \$6
UNIVENTURE CD Divider Cards Sturdy, Blank Tabs, 20 Dividers. List \$14.99

\$15 GAL.
SAVE \$11.99
Fog Fluids List \$29.99

\$49.00
SAVE \$60
CD Case grundorf Holds 336 Univenture Sleeves. List \$109.99

\$199.00
SAVE \$120
gemini UF1264M Wireless Mic. 128 UHF channels, Dual antenna. List \$319.99

\$199.00
SAVE \$206
Numark CDN25 Dual CD Player Pitch Control & Jog Wheel. List \$490.00

ORDER NOW! 1.800.355.7746
Visit Our Showroom | OPEN 7 DAYS |
See it Online! | www.idjnow.com |
Abacadabra | 631.321.1700
1015 Sunrise Hwy W. Babylon NY 11704

Stay Hungry, Stay Foolish

By Harvey Mackay

Last June 12 at Stanford University, Steve Jobs, cofounder of Apple Computer Inc. gave one of the best graduation speeches ever. As graduates earn midyear degrees, I'd like to convey what Steve said.

He began by saying, "I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots."

He explained why he dropped out of Reed College after only six months. The school was consuming his working class parents' life savings. The parents had adopted Steve, and he couldn't stand their life savings being depleted. But he stayed around Reed "as a drop-in for another eighteen months or so before I really quit."

During that time he audited only those courses he found interesting. He took a calligraphy class because the subject fascinated him and Reed "at that time offered perhaps the best calligraphy instruction in the country." The course seemed to have no purpose in his life, until "ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the

first computer with beautiful typography." It influenced all other computers, and beautiful typography became the industry standard in personal computers.

"If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards ten years later." That's why Steve maintains, "You have to trust that the dots will somehow connect in your future. You have to trust in something—your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."

Steve's second story was about "love and loss." He loved computers and found his passion for them early in life. He and a partner started Apple Computer in his parents' garage when he was only twenty. Ten years later it was a company with \$2 billion in sales and 4,000 employees. Shortly thereafter he got fired from his own company. The board of directors forced him out.

He felt despair. He figured he had let the "previous generation of entrepreneurs down." He felt like running away, but something dawned on him: He still loved

what he did. So he founded NeXT, which later merged with Apple Computer, started another company named Pixar, and met and married the woman with whom he'd start a family. Pixar produced the first computer-animated film, "Toy Story," and is now the most successful animation studio in the world. The technology developed at NeXT fueled the current renaissance at Apple under Steve, who was invited back to take the helm by the board that fired him. His current stint at Apple is considered the greatest second act in American business.

"Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did."

"My third story is about death." Steve was diagnosed with pancreatic cancer. He was told to go home and put his affairs in order. "This," he said, "is doctor's code for prepare to die." Later that evening he had a biopsy. When the doctors examined under a microscope the pancreatic cells they'd retrieved with an endoscope, they started to cry, "because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery, and I'm fine now."

But this brush with death reminded Steve to live every day like it was his last. It also brought to mind a favorite slogan

he'd first encountered in the back cover copy of "The Whole Earth Catalog," a mid-'70s informational bestseller that was like a mini-Google in book form. Beneath a photo of an early morning country road were the words: "Stay Hungry. Stay Foolish."

Steve said he had always wished that for himself, and then he wished it for the graduates. Me too.

Mackay's Moral: *The proper approach eliminates reproach.*

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."



The answer to your new music needs

PrimeCuts is the **only** service that guarantees you **every hit in the Top 30** of 5 music formats.

No one is faster or more reliable with the hits you need **when you** need them.

Shipped every week, 52 weeks a year, **never** wonder when you'll get that hit song everyone is requesting.

Online resources, databases and thousands of downloadable elements.

Only \$11.20 per CD.

Why accept anything less?



972.406.6800

Service only available to mobile/club DJs, non-broadcast professionals or ASCAP/BMI compliant public performance venues.



www.tmcentury.com • tmci@tmcentury.com



Whose Got The Phone?

By Jeffrey J. Mayer

In the last issue I wrote an essay about how I feel about people taking calls during meetings and using their cell phones on airplanes and in restaurants.

I didn't realize how many people are upset about bad phone manners. And I thought it was only me.

Here are some of their comments:

"No matter where in the world we happen to be, most sales people tend to answer their phones. We don't realize how desperate and needy we come across when we return calls we missed.

"We give clients an upper edge and the opportunity to take advantage of the situation. Most importantly we lose a clients respect."

JM: Where does it say that we've got to be on call 24/7? Just because the phone rings doesn't mean we have to jump through hoops like a trained circus animal to answer it.

And what message are we really sending to our clients? Where do you draw the line when you're in a meeting - or on the phone - with important client #1 and important client #2 calls.

I think you should let voice mail take the second call without interrupting the first conversation.

"Since you asked, I could not agree less... Think about it, if an important caller called you and you were talking with me, a worthless reader of your emails, you should get rid of me and speak with the important caller since he is important to your business.

"If you want to discuss it. Call me and I will take your call, unless I am busy with someone more important.

JM: There seems to be one in every crowd, and this reader has the type of attitude we all seem to be concerned with. First off, why have a conversation with someone if there's no value or meaning to it. Why drag out a 30-second conversation into a five to ten minute dialogue?

You end up insulting people when you look at one person as being more important than another. Everybody's important. But that doesn't mean that you must have long conversations with everybody who calls, nor does it mean that you have to take every incoming call.

To keep a conversation focused you can cut through the small-talk by saying "I appreciate your calling. How can I help you?"

"I agree totally with you. I learned to let the phone ring when I had a toddler and a nursing baby at the same time. Who cares who's calling?"

"If it's really important, they'll leave a message, and I'm glad to return their calls... while the children are asleep, or now (how time flies) while they're in school."

"And while we're at it, what about Call Waiting? Don't, please DON'T call me, and then put ME on hold! If you're waiting for an important phone call, call me later. Thank you very much for letting me get this off MY chest!"

JM: That's another of my pet peeves. Someone calls me and then puts me on hold to take another call or to have a conversation with someone else who walked into their office.

"I have taken a stand on the cell phone. I do not even bring it into restaurants or meetings, whether they are with a client or employee. I turn the ringer off in stores - if I have to ask a question about a size or something, I make the call."

"I no longer use my driving time to catch up on calls - let's face it, you cannot give both the road and the person on the other end 100% attention and it is near impossible to write something down (not to mention dan-

gerous). I use the time to brainstorm, listen the tapes or just enjoy quiet music."

JM: If you're looking to have quality time with someone - and build a relationship with them - turn off the phone.

I remember attending a conference in San Francisco last year. I met someone at the meeting and we decided to go out to dinner.

His partner called us three times, and John called him once or twice. I remember saying to myself, "I wish I had gone to dinner by myself and brought a book or newspaper to read."

Here are four things you should do with the phone.

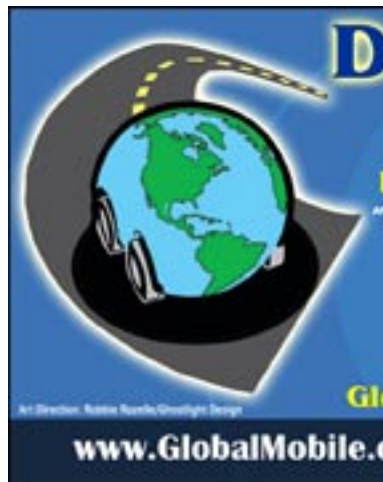
1. Don't allow the phone to interrupt your meetings.

2. Turn your cell phone off when you're out to lunch with a client.

3. Be aware of how loud you're speaking when in a public place.

4. When on an airplane, realize that other people do NOT want to be listening to your phone call with Sarah at the office, as you tell her how you want the Acme widget order processed.

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 Succeedinginbusiness.com.



DJ INSURANCE
(A+ RATED)

NO MONEY DOWN! PAY IT OFF!
Liability & Equipment (Theft & Damage)
"Never leave your house without it!"

From World Renowned
St. Paul Travelers Insurance

Available ONLY thru
Global Mobile Entertainers Association

www.GlobalMobile.org Toll Free: 877-DJ-ASSOC

A Different Spin by Jason Nocera



The Game Show Entertainment System...

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

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

The Original
Game Show®
MANIA

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

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



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

MAPDJ Monthly Tip: By Dan Quiggle *Give Yourself a Call*

Why would you want to do that? Well, when is the last time you listened to your answering machine or voice mail? Is it up to date? Do you sound professional and upbeat? Do you lead your client to your web site? Ask yourself, "Why would a client WANT to leave a message?"

Write down all the questions you would think that a client would want to know. Then rotate your answers either weekly or biweekly. That way you stay on top of your game. In the long run, a client that is really interested in your services will definitely leave a message for you to give them a call back.

Join the only non-profit Disc Jockey Association built for improvement and growth with LOCAL educational tours to bring professional level training to your local chapter. You get more for your money, join today!!

<http://www.mapdj.org>

**Featuring Liability
and Equipment
Insurance**

Learn • Grow • Connect



Do Not Discount Your Price!

By Aaron Foster

Just like any other business would, I have called other entertainment companies up to see what they are charging. Call me a scumbag, but any good business does that. You can't tell me that Walmart doesn't send in secret shoppers to Target and vice versa. Ladies and gentlemen, IT'S BUSINESS! If you don't know what your competition is charging and what they are offering, then how are you even going to begin setting your fee?

I always get a good chuckle every time I get on the phone and begin my calling. Entertainers are real wimps when it comes to selling. They are literally AFRAID to tell the potential client their price because they are afraid of a very scary word called, "NO!" They hate being rejected. They hate turning down potential clients. They will do just about anything for the potential client to say "YES!"

THE DISCOUNT: When I go on these entertainment company phone calling sprees, I am nearly blown away by the companies (which there are many) that are offering discounts to me BEFORE THEY EVEN GIVE ME THE PRICE! This is how completely desperate that they look to book the event.

In America, we have been taught by retail stores all over that it is necessary to offer a discount in order to sell something. "The lower you go, the more you will sell" is a common phrase that many retail outlets have instilled in our heads.

I am here to tell you that nothing could be FURTHER from the truth. In fact, anytime that you discount something, you have now made it cheaper. Not only is it seen as cheaper in money terms, but it is also seen as cheaper in quality. You have now taken a brand new car and made it into a broken

down used car.

THE REAL DEAL: Try this and I promise you that you will book more events. Instead of discounting your price at any time during the consultation, offer things that will ADD VALUE to your service and INCREASE the value. For instance, maybe you are selling a four hour wedding package at \$XXXX and you normally offer 10% discount if they book. Instead of doing that, try offering that same package at \$XXXX and adding an hour of cocktail/dinner music at no charge. What you have now done is changed the client's perception from it being cheaper to now they are getting more. You have just added more value to your services.

Too many times, I see entertainers instantly discount their services or advertise with coupons for \$100 off or 20% off of your booking. They are actually hurting their business more than they are helping. They are also losing money in the process. Spend some time and see how you can add more VALUE to your service than to discount it. I know that you will be much happier in the long haul and your clients will feel great knowing that they get more for their money.

Aaron Foster is an experienced 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!

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!

Upgrade Your Show - Look Like a Pro!

EMI Rentals now carries a full line of intelligent DMX lights



Accu Scan 250



Focus Spot 250



Accu Spot 250



Martin MX-1

Wow the Crowd with Stunning Light Shows!

EMI Rentals • 2852 Johnson St NE • Mpls • 612-789-2496 • www.EMRentals.com

MUSIC • VIDEO • GEAR



PROMO ONLY
THE INDUSTRY STANDARD OTHERS CAN ONLY COMPARE TO....

The Complete Source For DJs

- High quality CDs & DVDs filled with the music you need now!
- High end equipment, expertly recommended by our staff of DJs
- Unbeatable customer service and a staff here for you!

407-331-3600

www.promoonly.com

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

Eating & Drinking On The Job

By Michael Edwin Q.

I'm sure there are many of you, who do not want to hear this and will disagree, but never eat or drink (alcohol) on a job, and I will explain why, but first let me explain how.

Eat before you go on a job. Tell your client when they offer you food, "Thank you, but I've already eaten." If not, they may take pity on you and send a three-course meal to your workstation, and that's a "No-No!" – (I will explain).

When the client offers you an alcoholic beverage, there's no reason to tell him the full story about your drinking habits. Because, if you say, "Thank you, but I don't drink on the job," the inebriated CEO or Father of the Bride may push a drink in your hand and say, "Hey, I'm paying for this shindig and I say you can drink!" It's best to simply say, "Thank you, but I don't drink," or you'll wind up, unintentionally, committing another "No-No" (Of course, if you are Teetotaler...never mind).

And now, the explanation! Not only, in my opinion, does it look unprofessional, cheap, and tacky, it's bad business! Because, even though the so-called person-in-charge says it's OK, there may be potential customers at the party who don't agree. The CEO may be in a jolly mood, but his secretary is the one who puts the events together. And the sight of you with your mouth full has put you on her No-Call list for next year's party. The Father of the Bride thinks you're doing a great job, but the young lady seated at the back of the room – the one who needs a DJ for her wedding next year – the one who was just about to ask for your business card, but saw you drinking a beer – she's a lost customer – (Lost revenue).

Quick Story: A Booking Agent gets a call from an angry client on Monday morning, "That DJ you sent for our party was a lush, he drank like a fish! I never want to hear from him or you again!" CLICK!

The Agent calls the DJ and asked him to explain. "I wasn't drinking," he said, "the people on the dance floor were leaving their empty glasses on my table!"

Too bad – So sad – Too late!

When this happens – and you know it will – calmly and politely inform the powers-that-be that none of the empties are yours. Don't take it for granted that they know. Whenever possible, ask the wait staff to clear them away. This may seem like a small thing, but this is business, and success isn't just seeing the big picture it's a lot of small stuff too.

There is one exception to the eating rule – if you are working extended hours, perhaps a full day – you may have something, but best to find a place alone to dine. Also, if there are two of you working, you can take turns taking a break for something to eat, but

again, away from the eyes of the client and, most of all, potential clients.

There are no exceptions to the alcohol rule. Of course, part of your job is to be an orator, so drinking non-alcoholic beverages is a necessity and quite acceptable.

Now that that's all out of the way, eat and drink to your heart's content...only do it at HOME!

Industry Directory

Get listed by calling: 320-285-2323

ASSOCIATIONS

American Disc Jockey Association
Education • Networking • Support
<http://www.adja.org>

Global Mobile Entertainers Asso.
Liability and Equipment Insurance
By Travelers Ins. Co.
Toll Free: 1-877-dj-assoc
<http://www.globalmobile.org>

Midwest Association of Professional
Disc Jockeys
<http://www.mapdj.org>

N.A.M.E.
National Association of Mobile
Entertainers
<http://www.djkj.com>

COMPUTER DJ HARDWARE

<http://www.ProDJpc.com>

COMPUTER DJ SOFTWARE

Fidelity Media
Megaseg DJ Software
<http://www.megaseg.com>

MusicMagic
Music Management Software
<http://www.musicmagic4u.com>

CONVENTIONS

DJ Expo
<http://www.djtimes.com>

Mobile Beat DJ Convention
<http://www.mobilebeat.com>

Southern Disc Jockey Convention
<http://www.discjockeynews.com>

DJ Cruise
<http://www.djcruise.com>

GAME SYSTEMS

Creative Imagineering
<http://www.gameshowmania.com>

DigiGames
<http://www.TriviaProducer.com>

DJ SUPPLIERS/RETAIL

Western Starlight
American DJ, Martin Lighting
800-929-2149

Audio-Depot
Lowest prices in the nation
888-251-2002

idjnow.com
DJ Products Fast & Easy
<http://www.idjnow.com>

The Core Store
Your source for DJ Sound & Light
<http://www.thecorestore.com>

www.musicmakers.com
We will make you a better deal period!
800-54psycho

www.proaudio.com
Sound & Lighting Equipment
<http://www.proaudio.com>

INDUSTRY RESOURCES

<http://www.ProDJ.Com>

Discjockeys.com
Disc Jockey Search Engine
<http://www.discjockeys.com>

Mitchem Interactive
<http://www.mitcheminteractive.com>

Marketing for Entertainers
www.marketingforentertainers.com

DowdleDesign
Professional business card design
<http://www.dowdledesign.com>

DJ Utilities
Books • DVDs • Videos • CD-Rom
<http://www.djutilities.com>

<http://www.ProDJpublishing.com>

Disc Jockey News Corporation
The regional disc jockey newspaper
<http://www.discjockeynews.com>

MUSIC SERVICES

Promo Only
Music, Video, Gear for Pro DJs
<http://www.promoonly.com>

ERG Music
The Best New Music on CD & DVD
<http://www.ergmusic.com>

RPM - Top Hits U.S.A.
Hit music and videos
Weekly or Monthly Service
For Radio and Pro DJs
<http://www.TopHitsUSA.com>
800-521-2537

TM Century,
World's leading provider of weekly
music to the broadcast and
non-broadcast industries.
<http://www.tmcentury.com>
972.406.6800

NOVELTIES

Sure Glow
Lowest Prices Guaranteed!
<http://www.sureglow.com>

Viking Party Store
Hats • Beads • Glow
888-262-7357

The BPM List 2005 Edition
<http://www.bplist.com>

SPEAKER REPAIR

Music Magic
<http://www.musicmagic.biz>
760-564-4449

WEB SERVICES

Mobile Entertainer Directory
Internet Marketing for DJs
<http://www.FDJA.com>

<http://www.djwebmin.com>

<http://www.EZDJwebsites.com>

DJ Event Planner/ DJ Finder
The original online event planner
<http://www.djfinder.com>

Want to be listed?

email:
sales@discjockeynews.com
phone:
320-285-2323
Be seen by 14,000 djs a month!

A Free Subscription

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

Please clip and mail this form to:

Disc Jockey News

29442 120th St. • Grey Eagle, MN 56336

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email: _____

Southern Disc Jockey Convention 2006

**April 23, 24, 25 • American Airlines Training & Conference Center
Ft. Worth, TX**

2006 Ticket Rates:

<u>Qty</u>	<u>Description</u>	<u>Rate</u>
_____	Full Show Pass 11/1/05 - 3/15/06 (Includes all seminars, party pass, exhibit hall pass, grand prize drawing) *After March 15th, passes must be purchased online	\$165.00
_____	Sunday Show Pass 11/1/05 - 3/15/06 (Includes Sunday seminars, exhibit hall sneak peek, welcome party)	\$95.00
_____	Exhibit Hall/Party Pass (Includes access to exhibit hall, welcome party, SPOUSE PASS) *Rate valid until 3/15/06	\$60.00
_____	Exhibit Hall Pass (Includes access to exhibit hall) *Exhibit Hall Pass is FREE online ONLY until 2/28/06. Rate valid starting 3/1/06.	\$30.00
_____	Monday One Day Pass (Includes Monday seminars, exhibit hall pass) *Rate valid until 3/15/06	\$75.00
_____	Tuesday One Day Pass (Includes Tuesday seminars, exhibit hall pass, grand prize drawing) *Rate valid until 3/15/06	\$75.00

Rates at the door:

Full Show Pass: \$225, Sunday Show Pass: \$125, Exhibit Hall Pass: \$60, Exhibit Hall/Party Pass: \$95,
Monday or Tuesday One Day Pass: \$110

Total Passes: _____ Total amount Enclosed: _____

**LIMITED
TIME OFFER...
SAVE NOW!**

Rate goes up March ~~15th~~^{20th} to the full door rate of \$225

Please fill out one for each pass purchased. If more are needed, please include on a separate sheet.

Name on pass: _____ Company: _____ City: _____ State: _____
 Name on pass: _____ Company: _____ City: _____ State: _____
 Name on pass: _____ Company: _____ City: _____ State: _____
 Name on pass: _____ Company: _____ City: _____ State: _____

Company Name: _____
 Contact Person: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 email: _____

The Site: American Airlines Training Center, Fort Worth, Texas



Discounted Room Rates of \$89.00/night call: 800.777.6464
 Discount Code: SouthernDJConvention
 Free shuttle from airport
 Free high speed wireless internet

The Convention Official Airlines



Midwest Airlines discount off their lowest rates.
<http://www.midwestairlines.com>
 Through any travel agent
 Midwest Airline Reservations: 800-452-2022
 Discount Code: CMZ1486

Make check payable to:
 Southern Disc Jockey Convention 2006
 or
 Book online at:
<http://www.discjockeynews.com>

The Q Corner, Where Quality Meets Quantity

By Mike Walter

I have always felt that the most effective way to promote what we do, is to show what we do. Showcasing for Elite Entertainment has become the lifeblood of our marketing. Other than direct referrals for our DJs or word of mouth about our service, there is not a single thing that generates more phone calls, and leads to more bookings than our showcasing.

If you are a Multi-Op and you're looking to sell the other members of your staff more, and you're not currently doing some form of live showcasing, I'd ask you to reconsider.

A few years ago, at the DJ Times Expo in Atlantic City, I ran a seminar about performing at Bridal Shows. The seminar included an actual performance from my staff to demonstrate how we go about entertaining brides at the shows we do. Since then, I've had many people say to me, "that wouldn't work in my market." Which is logical. Our shows are highly interactive and, some would say, borderline

cheesy. We get guests up with the typical old school audience participation tricks: YMCA, Electric Slide and The Conga. We hand out giveaways like Hawaiian Leis and Neon Necklaces. And we squeeze this all in to a twenty-minute slot, usually between 2 bands and before a fashion show.

So do I think this would work in every market? Of course not. That would be like me saying, send me your DJs and I'll train them my way and they'll be perfect for your market. I understand that every market, and every DJ Company for that matter, is different. I understand that what works for one, won't necessarily work for others.

But whether you are highly interactive at your events, or you focus more on the music, or anything in between, you can still showcase.

Here's the basic question you should begin with when preparing a showcase: What is it that my company does well that we should demonstrate?

If it's emceeing, then build a show around that. If it's dancing, then make that the focal part of your show. If it's programming music, or customer service or whatever, make your strong points the main points of emphasis when you showcase.

Last month I talked about de-emphasizing your own presence in your marketing, especially if you are like most Multi-Op owners, in that you have no problem filling

your own schedule but need help in filling everyone else's. Well, showcasing can certainly help with this goal. Assuming you have a competent staff of entertainers, allow them to be the stars of the show. Allow them to handle the key roles and get the most exposure in front of all the perspective clients. When Elite showcases, my role is usually to introduce the staff and get the show rolling. After that, my entertainers take over and you see and hear little from me. This is a deliberate effort on my part. I am there, as a presence, so the general public doesn't start thinking, "Oh, he's the owner and he's not involved much anymore." But after our show is over, the DJs that are most often requested are my other emcees.

We at Elite do two types of showcases. We have aligned ourselves with a few companies that produce Bridal Shows in our area and for a fee slightly higher than we would pay for just having a booth at these shows, we are able to get a 20 minute time slot to perform. These performances serve two purposes. First and foremost by entertaining the couples in attendance we generate much more interest than we would by simply standing in front of our booth distributing literature. Secondly, and sometimes even more importantly, we get to "show-off" in front of all the other wedding professionals at the show. These showcases are a huge reason for our being recom-

mended by so many photographers, banquet people and other local vendors.

The other type of showcase we do at Elite Entertainment is what we call Private Shows. We hold them monthly here in the warehouse space in our office. These shows are invitation only and we market them directly to our own Brides and Grooms. To the couples that have inquired about our service but haven't yet booked. If we get 25 couples per show we are happy with that because we know that means 25 potential bookings. These people wouldn't be here if they had entertainment booked at their wedding already or if they had their heart set on a band. In other words, these are Potential clients with a capital "P."

The format at our Private Shows varies from the regular Bridal Shows we do because we are not up against a time clock. We can do a 30-40 minute showcase and no one is going to cut us off. There's great freedom in that but there also needs to be discipline. If we go on endlessly, I'm sure we'd clear the room eventually.

Both formats work for us here, in generating leads and also in closing deals. And as I mentioned already, if you are frustrated at your success at "selling-down," I'd urge you to consider showcasing your entertaining abilities, specifically those of your staff, to potential clients. There is no better way to "show" what you can do.



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

It's as simple as picking up the phone!

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

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

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



National
Association of
Mobile
Entertainers

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

toll free for a free membership package

1-800-434-8274

www.djkj.com

The largest association for professional mobile entertainers in the United States

Press Releases

Submit your press releases to the Disc Jockey News by email at pr@discjockeynews.com

DJU.ProDJ.Com Relaunches in 2006 - Total Overhaul Since 1999 Launch

In 1999, DJU.ProDJ.Com - The DJ University was launched by ProDJ.Com and was quickly established as the leading educational resource for DJs online. Often copied but never successfully duplicated, it receives thousands of visitors every weeks to its educational articles, links and information. Now with the programming expertise of CubeSol (producers of the popular Mobile DJ Pro and Club DJ Pro software) it has turned into a dynamic site that will continue to grow as the industry grows.

DJ University is a component of the ProDJ.com network. It was created from the belief that an educated disc jockey will enhance the image of the profession, as a whole. I am honored to play a part in this exciting on-line venture. Welcome! And now we are moving on to the next generation of DJU, with the fantastic development work of CubeSol! Over the years, the ProDJ main conversation board has addressed many issues, covering all facets of the disc jockey industry. The need to document, categorize and expand upon this information became evident as the same topics reappeared consistently. The DJ University offers everyone, from the beginner to the veteran, good solid information.

DJU.ProDJ.Com is just the start of the redevelopment of ProDJ.Com and MobileBeat.Com. Coming soon these sites will be tied in together and DJs will seamlessly be able to see content from DJU and MobileBeat along with the conversations of Start.ProDJ.Com on the other sites as part of this network.

Recognized industry members and experts in their field are welcome to contact the DJU staff from the site to potentially have their material published online. Please check out <http://dju.prodj.com> for more information.

Better, Stronger, Faster....The ADJA

Las Vegas, NV - With over 400 attendees at the 2006 National Meeting, the ADJA presented a fast paced, high energy meeting highlighting the strengths and vision of the association. The meeting kicked off with a short presentation to the six-million dollar man theme showing the growth of the association from its beginnings to the and how it has been built into a Better, Stronger, Faster Association.

Better - Better benefits and Educational Content than ever.

Stronger - Stronger than ever with membership at an all time high and chapter growth exceeding expectations.

Faster - Faster communication from the top down. With the new ADJA Online Member Forums, every member has direct access to the National Board, Local Chapter Boards and development tools to strengthen the association for future growth.

The newly elected and re-elected directors were sworn in by Vice President Ben Miller (IL) and they are DJ Dr. Drax (AZ), Bryan Foley (FL) and Brian Graham (TN).

Awards were awarded to Chapter of the Year, ADJA Leadership Award and Humanitarian of the Year. The Chicago Chapter of the ADJA won the Chapter Award. During the past year Chicago ADJA raised over \$1100.00 for hurricane relief, provided sound and entertainment for various community charities, established a Chapter Leadership Manual to be shared with other Chapters and has grown to over 70 plus members in under two years. The Award was accepted by President Allen Deneau and over 23 members in attendance. Chicago has challenged each chapter to try to win it from them next year.

The ADJA Leadership Award named for former ADJA President Peter Merry was awarded to Mr. Peter Merkle of Global heart Entertainment and a member of the Chicago Chapter. Peter founded the Think Tank get together for DJ Entertainers at Mobile beat the past few years, Acted as the head of the National Elections Committee and has been a strong leader on many of the online forums available to DJ's.

The Michael Butler Humanitarian Award was presented to Mr. Larry Williams of the Reno Tahoe DJ Company. Larry has led many local charity efforts in his community for years. This past year he donated a system to a fellow DJ that lost everything during hurricane Katrina. "It is great knowing that I have friends and fellow DJ's like this representing our association and industry," membership director Bryan Foley was quoted saying.

The new ADJA Online Forums were introduced and with it opens the door for faster communication and networking between the Directors, Local Chapters and general membership. We now have the tools for chapters to communicate and discuss issues relating to the successful growth, better meeting content, and sharing of ideas. "This tool will allow new chapters to benefit from the stronger chapters and assist them in not making mistakes or face problems alone," Rob Snyder chapter development director said.

The trade show booth also displayed the traveling wedding backdrop available for local chapters to display at bridal shows in their area.

The biggest excitement was saved for the membership contest prize that was given away on the last day of the show. Membership Director Bryan Foley told us about the membership drive contest that was presented at this show "We wanted to do something to create a buzz and still fall under our defining statement of how to Help DJ's Build and grow Their Business. We gave away a Dell laptop loaded with MS Office Professional and QuickBooks Pro to one winner who either signed up as a new member OR renewed their current membership for another year" Matt Mitchell from Joyful Noise Entertainment in Valencia California and the VP of the PDJA (LA Chapter) of the ADJA was the winner at Thursdays drawing before a standing room only crowd. One of the best things to see was during the drawing for the awards at the end of the trade show, Iris Fox

from Mobile Beat asked the crowd to raise their hands if they were an ADJA member and over 80% in attendance showed their ADJA spirit by raising their hands.

With much more to come in 2006, the ADJA is as Strong as Ever and looking to grow. For membership information and to check out the new ADJA members Forums visit www.adja.org.

The DJ-i-Go, goes where you go

Gator has released a new, innovative DJ product. The DJ-i-Go is a stylish messenger style bag designed to transport 2 iPod's® and



most MP3 DJ Controllers including the Numark iDJ®. The case has polyethylene reinforced side inserts and a 5mm padded Tricot interior for gear protection. Extra features of the case are viewable iPod® windows for use in

case, rubber reinforced carry handle, removable comfortable shoulder strap, and a large exterior pocket for power supplies, cables and other accessories. For more information on this and other Gator Cases, check us out at www.gatorcases.com.

Chauvet Oceana™: Bound To Make Waves

The exclusive 2-channel Oceana is the newest CHAUVET DMX effect, suited for large venues and long nights. Generously outfitted with 40 light and dark blue lenses, Oceana projects a multitude of azure rays that create a wave-like pattern, thanks to an exclusive S-shaped, 800-watt linear lamp rotating on a horizontal axis.



Its wavy patterns are a refreshing addition to any club, lounge or DJ lighting system. One

DMX channel controls the speed of the bulb's rotation. The second DMX channel controls black out and strobe-like effects. In the absence of DMX signal, Oceana responds to sound with a dynamic combination of beam rotation and strobing. Multiple units can be linked and synchronized. The voltage is switchable between 110V and 230V.

For more information on this and other CHAUVET products, please visit www.chauvetlighting.com.

Former Pioneer Electronics Marketing Manager To Man Promo Only Marketing and Distribution Post

Promo Only, Inc., the nation's largest subscriber-based music and music video service, has tapped industry veteran Nick Hahn to fill its newly developed director of marketing and distribution position.

"Nick brings his impressive track record as marketing director for Pioneer Electronics, as well as his passion for music and intimate knowledge of the DJ industry to us at the best of all possible times," said Pete Werner, Promo Only's executive program director and co-founder. "As our company has continued to grow, so have the demands of managing and marketing our ever-expanding product line. That Nick has been courageous enough to accept the challenge to better coordinate our sales and marketing divisions says much about the man and his commitment to our industry. We're proud and grateful to have Nick aboard."

Hahn's DJ career began in 2000 where he served as national trainer for Pioneer's Pro DJ division. By 2003 Hahn's talents and business acumen had earned him a coveted spot in Pioneer's marketing group, a spot Hahn parlayed into the marketing manager's position a short year later. During his tenure at Pioneer, Hahn managed a range of marketing activities that included event and tradeshow coordination, artist relations, budgets, sale programs, and advertising and product campaigns.

"I have always wanted to work more closely with all the professionals at Promo Only," said Hahn. "I am looking forward to the challenge of making the industry's leader in music and music video service even better!"

Effectively manage every aspect of your professional DJ Business with DJ Manager software and watch your *profit* grow.



DJ Manager™

The *ultimate* business management toolset for *professional* DJs.

Visit www.djmgr.com today to download your no-obligation, 60-day free trial

Top 200 DJ Songs for 2005

Compiled by DJ Intelligence

1	Outkast	Hey Ya!	32	Foundations	Build Me Up Buttercup	63	Stefani, Gwen	Hollaback Girl
2	ABBA	Dancing Queen	33	Dexy's Midnight Runners	Come On Eileen	64	Travolta, John & Olivia Newton-John	Grease Megamix
3	AC/DC	You Shook Me All Night Long	34	Presley, Elvis	Can't Help Falling In Love	65	Jackson, Michael	Billie Jean
4	Lynyrd Skynyrd	Sweet Home Alabama	35	Seger, Bob & The Silver Bullet Band	Old Time Rock & Roll	66	Cole, Natalie with Nat King Cole	Unforgettable
5	Morrison, Van	Brown Eyed Girl	36	KC & The Sunshine Band	Get Down Tonight	67	Brooks & Dunn	Boot Scootin' Boogie
6	B-52's	Love Shack	37	Aerosmith	I Don't Want To Miss A Thing	68	UB40	Red Red Wine
7	Kool & The Gang	Celebration	38	Pink	Get The Party Started	69	Black Eyed Peas	Hey Mamma
8	Sister Sledge	We Are Family	39	Beyonce Feat. Jay-Z	Crazy In Love	70	Adams, Bryan	(Everything I Do) I Do It For You
9	Black Eyed Peas	Let's Get It Started	40	Grandmaster Slice	Electric Slide	71	Journey	Faithfully
10	Def Leppard	Pour Some Sugar On Me	41	Bon Jovi	Livin' On A Prayer	72	Simon & Garfunkel	Cecilia
11	Commodores	Brick House	42	Vanilla Ice	Ice Ice Baby	73	Cheap Trick	I Want You To Want Me
12	Village People	Y.M.C.A.	43	Jones, Norah	Come Away With Me	74	White, Barry	Can't Get Enough Of Your Love, Babe
13	Clapton, Eric	Wonderful Tonight	44	Gaynor, Gloria	I Will Survive	75	Hot Chocolate	You Sexy Thing
14	Diamond, Neil	Sweet Caroline	45	Gaye, Marvin	Let's Get It On	76	Timberlake, Justin	Rock Your Body
15	Bee Gees	Stayin' Alive	46	Loggins, Kenny	Footloose	77	Connick, Jr., Harry	It Had To Be You
16	Sir Mix-A-Lot	Baby Got Back	47	Franklin, Aretha	Respect	78	Tone Loc	Wild Thing
17	Usher Feat. Ludacris & Lil' Jon	Yeah	48	Ciara Feat. Missy Elliott	1, 2 Step	79	Madonna	Holiday
18	Lonestar	Amazed	49	Rednex	Cotton Eye Joe	80	Aguilera, Lil' Kim, Mya & Pink, Christina	Lady Marmalade
19	James, Etta	At Last	50	U2	Beautiful Day	81	Outkast Feat. Sleepy Brown	The Way You Move
20	Sinatra, Frank	The Way You Look Tonight	51	Rascal Flatts	Bless The Broken Road	82	50 Cent	Candy Shop
21	Nelly	Hot In Herre	52	McGraw, Tim with Faith Hill	It's Your Love	83	Eagles	Hotel California
22	Righteous Brothers	Unchained Melody	53	Romantics	What I Like About You	84	Weather Girls	It's Raining Men
23	Temptations	My Girl	54	Prince	Kiss	85	Sade	By Your Side
24	Beatles	Twist And Shout	55	Big & Rich	Save A Horse (Ride A Cowboy)	86	Martin, Dean	That's Amore
25	Lauper, Cyndi	Girls Just Want To Have Fun	56	Checker, Chubby	The Twist	87	Jackson, Michael	Don't Stop 'Til You Get Enough
26	Armstrong, Louis	What A Wonderful World	57	Sinatra, Frank	Fly Me To The Moon	88	Smith, Will	Switch
27	50 Cent	In Da Club	58	Green, Al	Let's Stay Together	89	Nelly, P.Diddy & Murphy Lee	Shake Ya Tailfeather
28	DJ Casper	Cha Cha Slide	59	Krauss, Alison	When You Say Nothing At All	90	K-Ci & JoJo	All My Life
29	Brooks, Garth	Friends In Low Places	60	House Of Pain	Jump Around	91	Young M.C.	Bust A Move
30	Wild Cherry	Play That Funky Music	61	Sorta Crackers Band	Chicken Dance	92	Deee-Lite	Groove Is In The Heart
31	Buffett, Jimmy	Margaritaville	62	Violent Femmes	Blister In The Sun	93	White, Barry	You're The First, The Last, My Everything

MOBILE BEAT'S FIRST EVENT IN NEW ENGLAND • CROWNE PLAZA, CROMWELL, CT

MBSX.06

MOBILE BEAT'S
15TH ANNIVERSARY CONTINUES!
DON'T MISS
THE MOBILE BEAT SUMMER XPO!
JUNE 26-28, 2006

BROUGHT TO YOU BY MOBILE BEAT: THE MOBILE ENTERTAINER'S MAGAZINE

Pre Show Meet & Greet

Sunday June 25th

Make this a Slammin' Summer for your Business

3 days of seminars & workshops

Monday June 26th-Wednesday June 28th

- Learn how to get more referrals from every gig
- How to pack your bookings calendar and
- How to perform your best for any type of crowd.

2 full days of exhibits

Tuesday and Wednesday June 27th & 28th

The latest gear from the biggest names

American DJ, Numark, Rane, Gemini, B-52, Odyssey, Pioneer, Denon and many more,

Come for the whole event

Or drive in for the day.

It's an easy day's drive from most points in the Northeast.

Location

The Beautiful Crown Plaza Hotel in Cromwell, Ct. Located just minutes from Bradley International Airport—Conveniently located at Route I-91 and Route 9.

Nearby attractions

Foxwoods Casino, Mohegan Sun Casino, Goodspeed Opera House, Champions Ice Rink and Lake Compounce Theme Park and much more!.

learn more at www.djshow.info / 585-385-9920

Top 200 Continued from page 18

94 KC & The Sunshine Band (Shake, Shake, Shake) Shake Your Booty
 95 Womack, Lee Ann I Hope You Dance
 96 Stewart, Rod Have I Told You Lately
 97 Spears, Britney Toxic
 98 Gabriel, Peter In Your Eyes
 99 Earth, Wind & Fire September
 100 Prince 1999
 101 Strait, George I Cross My Heart
 102 Springfield, Rick Jessie's Girl
 103 Jackson 5 ABC
 104 Taylor, James How Sweet It Is (To Be Loved By You)
 105 Beatles I Saw Her Standing There
 106 Beastie Boys Brass Monkey
 107 Dion Runaround Sue
 108 Los Del Rio Macarena
 109 Right Said Fred I'm Too Sexy
 110 Smith, Will Gettin' Jiggy Wit It
 111 Kelis Milkshake
 112 Queen Crazy Little Thing Called Love
 113 Aerosmith Walk This Way
 114 Twain, Shania From This Moment On
 115 50 Cent Disco Inferno
 116 Destiny's Child Bootylicious
 117 Bega, Lou Mambo No. 5 (A Little Bit Of...)
 118 Cherry Poppin' Daddies Zoot Suit Riot
 119 Queen Another One Bites The Dust
 120 Jet Are You Gonna Be My Girl
 121 Gap Band You Dropped A Bomb On Me
 122 Prince Let's Go Crazy
 123 Cline, Patsy Crazy
 124 McGraw, Tim My Best Friend
 125 Adams, Bryan Summer Of '69
 126 Summer, Donna Last Dance
 127 Black Eyed Peas My Humps
 128 Sledge, Percy When A Man Loves A Woman

129 J-Kwon
 130 Soft Cell
 131 ABBA
 132 Beach Boys
 133 Bee Gees
 134 Twain, Shania
 135 Jackson, Alan & Jimmy Buffett
 136 Digital Underground
 137 Smash Mouth
 138 Four Seasons December 1963 (Oh, What A Night)
 139 Setzer Orchestra, Brian
 140 Sinatra, Frank
 141 Destiny's Child
 142 Orbison, Roy
 143 Tone Loc
 144 Snoop Dogg Feat. Pharrell
 145 Brooks, Garth
 146 Idol, Billy
 147 Gaye, Marvin
 148 Wang Chung
 149 Beatles
 150 A-Ha
 151 Joel, Billy
 152 Checker, Chubby
 153 Maroon 5
 154 Kid Rock
 155 James, Rick
 156 Manilow, Barry
 157 Clarkson, Kelly
 158 Morrison, Van
 159 Black Eyed Peas
 160 Temptations
 161 Jackson, Alan
 162 Bangles
 163 Meat Loaf
 164 U2
 165 Chicago
 166 Idol, Billy
 167 Journey
 168 Beatles
 169 Santana Feat. Rob Thomas
 170 Presley, Elvis
 171 Madonna
 172 Sinatra, Frank
 173 Alabama
 174 Matthews Band, Dave
 175 Savage Garden
 176 Maroon 5
 177 Carlisle, Bob
 178 McLean, Don
 179 Baha Men
 180 Bee Gees
 181 No Doubt
 182 Hill, Faith
 183 West, Kanye Feat. Jamie Foxx
 184 Twain, Shania
 185 98 Degrees
 186 Modern English
 187 Stray Cats
 188 Joel, Billy
 189 Dion, Celine
 190 Sean Paul
 191 Chingy
 192 Elliott, Missy Feat. Ciara
 193 U2
 194 Blondie
 195 Madonna
 196 Bee Gees
 197 Shakira
 198 Madonna
 199 Lifehouse
 200 Clarkson, Kelly

You're The Inspiration
 Money Money
 Open Arms
 In My Life
 Smooth
 All Shook Up
 Vogue
 I've Got You Under My Skin
 Mountain Music
 Crash Into Me
 Truly Madly Deeply
 This Love
 Butterfly Kisses
 American Pie
 Who Let The Dogs Out
 Night Fever
 Hella Good
 Breathe
 Gold Digger
 Forever And For Always
 I Do (Cherish You)
 I Melt With You
 Rock This Town
 Just The Way You Are
 Because You Loved Me
 Get Busy
 Right Thurr
 Lose Control
 All I Want Is You
 Heart Of Glass
 Crazy For You
 How Deep Is Your Love
 Whenever, Wherever
 Music
 You And Me



"We Help DJs Build & Grow Their Business"

ADJA Adds FOUR MAJOR New Benefits!

1. Promo Only - Get 17 discs for the price of 12!
2. CellCharge - Process Credit Cards on your Cell Phone!
3. Verizon Wireless - Save on all wireless products and services
4. ADJA Visa Card - 9.9% APR

EDUCATION

- ADJA exclusive DVD Instructional Series featuring key topics for the professional DJ
- Learn to educate consumers on how to choose a truly professional Disc Jockey

NETWORKING

- Network with other professionals in your city and across the country
- Build and grow YOUR business and help encourage success among other ADJA members

SUPPORT

- Membership has its benefits! As a member you will receive: Discounts on Liability and Property Insurance, Exclusive Legal & Accounting Advice, A Mobile Beat Magazine subscription, Music Discounts, Marketing Materials and much more...

BECOME A MEMBER TODAY!

Visit our web site for detailed information and membership application: www.adja.org
 ADJA • 20118 N. 67th Ave., Suite 300-605 • Glendale, AZ 85308 • 888-723-5776 • office@adja.org

Comes See For Yourself! Visit a local ADJA Chapter Meeting Near You

AZ AZADJA - ARIZONA
 CA SCADJA - SO. CALIFORNIA
 CA PCADJA - VENTURA, CA
 CA PADJA - LOS ANGELES, CA
 CA SACRAMENTO, CA
 CA SDCADJA - SAN DIEGO, CA
 CA SVADJA - SILICON VALLEY, CA
 CO CPDJA - COLORADO
 FL TPDJA - TAMPA BAY, FL
 GA ATLADJA - ATLANTA, GA
 HI HPDJA - HAWAII
 IL CIDDJA - CENTRAL ILLINOIS
 IL CHICAGODJA - CHICAGO, IL
 KS WITCHITA, KS
 KY KADJA - KENTUCKY/INDIANA
 MN MINNEAPOLIS, MN
 MO KCADJA - KANSAS CITY, MO
 NH NEW HAMPSHIRE
 NV SLTADJA - SO. LAKE TAHOE, NV
 NY SYRACUSE, NY
 TX HADJA - HOUSTON, TX
 TX DFWDADJA - DALLAS/FORT WORTH, TX
 UT SALT LAKE CITY, UT
 WA INWDJA - SEATTLE, WA
 WA SW WASHINGTON / OREGON
 WA SPOKANE, WA
 WI LAKE GENEVA, WI

N.A.M.E. HEADS TO NASHVILLE

APRIL 10-12
BUILDING FOR
THE FUTURE IV



Music City USA Hosts
Our Biggest
Event To Date
Full Slate of Top Line
Educational Seminars
& Special Show Events

New Conference Committee Schedules Top Industry Speakers:

Steven Muchnij, owner of COMMANDING TOP DOLLAR.com
Todd Mitchem- Mitchem Interactive.com
Dean Lichtenwalner A/K/A "Game Show" Dean
Cap Capello - Concepts of "How To Work a Money Back Guarantee"
Ray Mar(tinez)- "Music & Passion Are Always In Fashion"
Laura Gibbons- "A Woman's Point of View"
Larry Rodkin- "99 Ways To Improve Your Business"
David Hanscom- "How Will My Business Survive?"
Robb Smith "The Art of Role Playing"
Matt Peterson- "Networking Opportunities Abound"
Tony Alonso- "High Energy- High Profit- High Schools"
Jeff Siegel - "Advertising & Marketing To Increase Your Bottom Line"
Eric Godfrey- "Digital Karaoke"
Plus Doug Dandler, Marc Burgess and many more

EXCLUSIVE RIAA SEMINAR ANNOUNCED

Come hear direct from the RIAA - Where they stand with the DJ Industry, how they will proceed moving forward, complete questions and answer sessions and more.

EDUCATION • EVENTS • NETWORKING
BUILDING FOR THE FUTURE IV
EDUCATE YOUR MIND - BUILD YOUR BUSINESS

CALL (800) 434-8274

Visit www.nameentertainers.com

Special Conference & member pricing until 3/15/06

N.A.M.E. and It's Growing Membership....

Building the Future of the Industry Together

Largest DJ Association
Most Comprehensive Insurance Program
Traveling Tour Stops
Education Conferences
Association Newsletter
Banking & Business Benefits
& Much More

It's Your Association and We Work For You

Simply Put... No One Offers More Than NAME



National
Association of
Mobile
Entertainers

Call 800.434.8274 To JOIN TODAY • www.nameentertainers.com

Mobile Beat: Las Vegas 2006

Vegas continued from page 1

ganstein, Sid Vanderpool, Ray Martinez, Ken Knotts and Cesar Cosio from Mexico.

In addition to the new Hall of Fame inductees, awards were given for the Mobile Beat Lifetime Achievement (Bruce Kessler and Dennis Hampson) and Propmaster of the Decade (Gary Kassor). Please watch for a more in-depth article about the awards next month.

After the awards the DJ All Stars were in full swing with a few interactive routines from John Rozz, Todd Mitchem and Marc Weinstock. Also during the All Stars program DJ Toad, DJ Sticky Boots and DJ Terry Moran showed their spinning skills to a crowd that was eager to dance.

This was a great warm up for Cesar Cosio and his team from Guadalajara, Mexico. Cosio's company, Zeppelin Entertainment, brought an unbelievable setup that was at the center of the ballroom and provided free tequila to attendees. Cesar took control of the system and played the most popular tunes from Mexico and kept attendees dancing until the evening was over.

Wednesday was also a very full day kicking off with a Karaoke Forum and a Peer to Peer session led by Rob Peters and Matt Peterson. These sessions were followed by Ken Cosco who spoke in length about Bar/Bat Mitzvahs. Then Ken DJ Peace and DJ Zan took the stage to talk about the art of interaction. There was also several sponsored sessions throughout Wednesday in which people

had the opportunity to learn more about products that are available to them.

The highlights from Thursday included a four hour interactive session with Scott Favre, Mike Walter, Todd Mitchem, Marc Weinstock and other guest presenters. They performed to a full room and gave loads of useful information and ideas. Thursday also included numerous other small seminars covering topics from marketing to technology.

Keith Johnson from La Porte, IN had the following to say about his first Mobile Beat experience; "...it's not all about the seminars. You get to see DJs from all walks of life, from

every corner of the world. I have a stack of business cards that will remind me of meeting each and every one.

Some of the most valuable information comes from the informal chats with the wide array of our industry professionals."

It is the informal learning combined with the educational content and exhibit hall that allows the Mobile Beat DJ Show to be one of the strongest in the industry.

This celebration of Mobile Beat's 10th year in Vegas and their 100th issue was definitely not a disappointment.

For more information on the upcoming summer convention, visit <http://www.mobilebeat.com>.



PROAUDIO.COM

A CROUSE-KIMZEY COMPANY

800-433-2105

Visit us at the Southern DJ News Convention
in Fort Worth, April 23-25! Booth # E4,8

Celebrating
35
years



Rip vinyl and cassettes
directly to your laptop or PC
with the ART USB Phono Plus!
Includes software - only \$99!

©2006 Crouse-Kimzey Co.



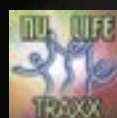
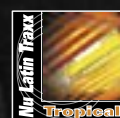
Find out how you can make money hosting trivia parties:
toll-free 1-888-874-8427 www.TriviaProducer.com

RIGHT MIX. RIGHT MUSIC. RIGHT TIME.



We're proud that DJ Mike Setlock was selected as Top Mixshow DJ at the Winter Music Conference (and was runner-up a second time). Translation: Dance record label executives think Mike's one of the top dance music programmers in the WORLD. If you subscribe to Nu Dance Traxx, you'll know that he is.

www.ergmusic.com • 1-800-465-0779 Ext. 238



Subscription Services

CD Compilations For Use By Radio Stations and Professional DJs Only. Not For Sale To The Public.

Monthly Music Charts

By TM Century

Pop

- | | |
|------------------------------|-------------------------|
| 1. Beyonce Feat. Slim Thug | Check On It |
| 2. Ne-Yo | So Sick |
| 3. Pussycat Dolls | Stickwitu |
| 4. Chris Brown | Run It |
| 5. All-American Rejects | Dirty Little Secret |
| 6. Fall Out Boy | Dance, Dance |
| 7. Nelly F/ P.Wall | Grillz |
| 8. Kelly Clarkson | Because Of You |
| 9. Natasha Bedingfield | Unwritten |
| 10. Kelly Clarkson | Walk Away |
| 11. Black Eyed Peas | Pump It |
| 12. Nickelback | Photograph |
| 13. Eminem F/ Nate Dogg | Shake That |
| 14. Juelz Santana | There It Go |
| 15. Ray J | One Wish |
| 16. Mary J. Blige | Be Without You |
| 17. Fall Out Boy | Sugar, We're Going Down |
| 18. Cascada | Everytime We Touch |
| 19. Kanye West F/ Jamie Foxx | Gold Digger |
| 20. Mariah Carey | Don't Forget About Us |

Rock

- | | |
|----------------------|-------------|
| 1. Nickelback | Animals |
| 2. Shinedown | Save Me |
| 3. 10 Years | Wasteland |
| 4. Seether | Remedy |
| 5. Avenged Sevenfold | Bat Country |

- | | |
|-----------------|--------------------|
| 6. Foo Fighters | D.O.A. |
| 7. Disturbed | Stricken |
| 8. Audioslave | Out Of Exile |
| 9. Korn | Twisted Transistor |
| 10. Hinder | Get Stoned |

Urban

- | | |
|----------------------------|--------------------------|
| 1. Mary J. Blige | Be Without You |
| 2. Jamie Foxx F/ Ludacris | Unpredictable |
| 3. Ne-Yo | So Sick |
| 4. Beyonce Feat. Slim Thug | Check On It |
| 5. Chris Brown | Yo (Excuse Me Miss) |
| 6. Nelly F/ P.Wall | Grillz |
| 7. Keyshia Cole | Love |
| 8. Dem Franchize Boys | Lean Wit It, Rock Wit It |
| 9. T-Pain F/ M.Jones | I'm N Luv (Wit A Dancer) |
| 10. Juvenile | Rodeo |

Country

- | | |
|----------------------------|------------------------------|
| 1. Carrie Underwood | Jesus, Take The Wheel |
| 2. Brad Paisley F/D.Parton | When I Get Where I'm Going |
| 3. Josh Turner | Your Man |
| 4. Trace Adkins | Honky Tonk Badonkadonk |
| 5. Tim McGraw | My Old Friend |
| 6. Keith Urban | Tonight I Wanna Cry |
| 7. Faith Hill | Like We Never Loved At All |
| 8. Sugarland | Just Might (Make Me Believe) |
| 9. Rascal Flatts | What Hurts Most |
| 10. Kenny Chesney | Living In Fast Forward |

The DJ Swap Shop

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

Wanted: Professional turntables with stylus that is in working order. litten@alink.com

Help Wanted: Professional DJ company in Philadelphia area is seeking DJs. No experience necessary. Free paid training. call 215-699-2466

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: 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: Pair of EAW LA 325's, 2 years old, Three-way full range with 2 x 15" LF, 2 x 7" MF, sealed 2" HF, Integrated flytrack and suspension points, Power Handling, Full Range: 600 watts, Biamped 1600 watts, Shipping Weight 170 lbs, paid \$3700 for the pair, B/O. 218-886-7846

For Sale: CSL lighting, cases and special effects. If you do not know the quality of these items go to www.csl.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: 2 Rane MM8z MOJO Mixers, 4 years old, paid \$750 each, both need service on one channel, \$250.00 each. 218-886-7846

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.

For Sale: EV MTL subwoofer, 4 years old asking \$575.00. 218-886-7846

For Sale: Misc Lighting and sound reinforcement. Martin 812s, wildfire black-lighting, 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.

Disc Jockeys...

Advertise your used item here for FREE!
Non-used items, ads for services, or employment are charged

Mail your ad to:

Disc Jockey News,

29442 120th St.,

Grey Eagle, MN 56336

email your ad to:

swap@discjockeynews.com

Classified ads deadline is the 20th of the month.



100% Satisfaction Guarantee

15th Anniversary Sale

idjnow.com

DJ PRODUCTS FAST & EASY



PDCJ Red with DAC-2 controller. Easy to use interface Jog wheel, looping, instant start. List \$499.99

\$399.99 SAVE \$100



American Sp DJ Quicksan System Includes: 4 total lights, Bright 150 watt bulbs included. List \$419.99

\$299.99 SAVE \$120

FREE Controller!



JBL/Crown Sound Package Includes: (2) JBL JRX115 & Crown XLS402. Free Speaker Stands. List \$1399.97

\$969.99 SAVE \$400

FREE Stands!



grundig DJ Façade 60" wide 48" high. Hide your messy wires. Look more professional! List \$109.99

\$139.99 SAVE \$80



Gemini MM01 mixer 4 channel, 19" rackmount List \$199.95

\$129.99 SAVE \$70

ORDER NOW! 1.800.355.7746

Visit Our Showroom | **OPEN 7 DAYS** |

See it Online! | www.idjnow.com |

Abracadabra | 631.321.1700

1015 Sunrise Hwy W. Babylon NY 11704

METRO SOUND & LIGHTING

www.metrosoundlighting.com
1731 University Ave. W., St. Paul

(651) 647-9342

The Area's #1 Supplier of PRO DJ Equipment



- PA • Lighting • DJ •
- Recording • Karaoke •

- Great Selection •
- Great Prices •
- Great People •



American DJ

Fusion Scan 250

250 Watt DMX Scanner with
built-in 4.9 mW GREEN LASER!

- 250 Watt, 1000 hour lamp!
- Only 11 pounds!

**Incredibly priced at
UNDER \$300!**



LASER MANIA!



Scorpion LGX

10 mW GREEN LASER
with wireless remote!

- 80 Preset patterns!
- Super bright!

**In stock & ON SALE at
UNDER \$400!**



QSC

PLX2 Series light- weight power amps

Built on the 3rd generation of QSC
"POWERLIGHT" technology with
power output up to 3600 watts!

- Built rugged, yet very lightweight
(starting at only 13 pounds!)
- 6 Models available

**Incredible! Starting at
UNDER \$600!**



... AND
MANY
MORE!