

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

MAY 2006

The Regional Disc Jockey Newspaper

Free

Southern Disc Jockey Convention

By: Mike Walter

I wrote an article for this fine publication not even a year ago about a phenomenon I call "The Expo High." I had just come home from DJ Times' International DJ Expo and I was flying. My head was swirling from all the great ideas I'd crammed into it over the previous four days and all the unbelievable industry veterans I'd had a chance to rub elbows with too.

Since last August I've had the "Expo High" three more times. I traveled to Minnesota in November, 24 hours after running my first Marathon, to attend and speak at the Midwest Disc Jockey Convention. Then a few months later I flew to Las Vegas for Mobile Beat's annual DJ Convention. And just this past week I traveled to Dallas to attend the first ever "Southern Disc Jockey Convention" hosted by this fine publication.

You could say I'm hooked.

At one point this week, after a particularly motivating and informative seminar, I called into my office and during a conversation with one of my veteran DJs he told me he didn't even recognize my voice. I said, "I'm kinda pumped up right now."

The "Southern Disc Jockey Convention" was all about education. The American Airlines Training Center is less hotel and more dormitory. Its presentation rooms are less ballroom and more classroom. The whole week had the feeling of going back to school. And I, for one, wish it had been a longer semester!

The lineup of speakers this past week was the perfect blend of industry veterans and "outside the industry" professionals. Attendees (or students I should say) heard from people like Brian Dodge who gave an incredibly motivating and high energy talk on Monday morning. We were also enter-

tained by Ron White who met about 60 of us during dinner and then stood up and repeated every one of our names back to us by memory. If that didn't impress us, he then had us create a 40-digit number which he repeated back, again by memory both backwards and forwards. This is no useless novelty trick! Ron gave us practical and useful tips for remembering people's names. I'd repeat them here but alas, I've forgotten them . . .

The final day of the Convention was kicked off by Bryan Flanagan. Bryan is from the Zig Ziglar school of sales training and motivational speaking and

he filled a 2 hour seminar with great tips that every attendee could use to increase their sales and communicate better with their clients. This was a HOME RUN of a seminar and you could feel the excitement during the lunch that followed.

The seminars that were conducted by industry vets included insightful talks by Joseph Mire (on pre-planning with your client) Todd Mitchem (Let's Get Interactive) and Bill Hermann (on performance tips) just to name a few. The week was topped off, both literally and figuratively, with a seminar

Convention Continued on page 4

Inside this issue:

Page 3: Dude Walker

Page 4: Jeffery Gitomer

Page 5: Jason Jones

Page 7: Jeff Richards

Page 9: John C. Maxwell

Page 12: Harvey Mackay

Page 13: Jeffrey J. Mayer

Page 15: Michael Edwin Q.

Page 16: Press Releases

Page 17: Aaron Foster

Page 19: Charts/Swap

Brand New Audio Program Released

Monthly audio program will help you increase your business.

Dallas, TX – MarketingForEntertainers.com has just made **TWO HUGE announcements** that may affect your business.

"I wanted to come up with an idea that would help out fellow entertainers on a monthly basis. I know how giddy some dj's get waiting for their monthly industry magazine or hit music CD to arrive. *That is where this whole idea came from,*" said Aaron Foster, owner of MarketingForEntertainers.com

BUSINESS BUILDER MONTHLY FOR ENTERTAINERS will be an audio CD program that will give you tons of information to help you INCREASE YOUR BUSINESS and make more money.

After much thought and consideration, Aaron has decided to come out with **TWO MONTHLY AUDIO PROGRAMS!** Call him crazy, but he wants to pack your business toolbox with as much information as possible so that you can make as much money as you want. Every

month, you will get both the **Sales Edition** and the **Marketing Edition** of the *Business Builder Monthly* delivered to your mailbox. That's 2 audio CD's delivered to you **EACH MONTH!** **Over 24 audio programs that you will get each year to help your business.**

"When I was thinking about this idea, I was trying to think of all the possible business topics that I could talk about. Most of them were either sales or marketing topics. I was even thinking about the different markets that entertainers work and how I could dissect the sales and marketing portion into part of this. It would take **over 10 years worth** of monthly audio programs in order to cover the topics on these areas alone," said Foster.

The topics will always be changing in order to address the changing needs of your business. For instance, the first month will be about creating your 30-second elevator speech to let people know what

you do. Next month's program will be about building "Strategic Alliances" and how they can have a substantial difference on your business than just referrals. One idea (which there are many more than that) in just a single monthly audio program will pay for YEARS of this audio program series.

The audio program is very reasonably priced at \$29.95/month (which is the Disc Jockey News Subscriber Discount) and you will get BOTH the **Sales Edition** and **Marketing Edition** of the *Business Builder Monthly for Entertainers* **PLUS** you will be considered a Platinum Member. As a Platinum Member, you are going to be **invited to special member-only quarterly teleseminars** in which they will be inviting some very amazing guests, **discounts on future products/training, a special Platinum members forum only** and also some other soon-to-be-revealed special bonuses and surpris-

es that they are still working on.

Sign-up at www.marketingforentertainers.com/djnews.htm or call 888-777-1865

Here is the best part: If at anytime you are not happy with the product, you may cancel at anytime. There are no long term agreements or anything like that. Just simply send an e-mail and they will be more than happy to immediately cancel your subscription. Don't worry, the bonuses are yours to keep just for trying out the monthly program.

SECOND ANNOUNCEMENT: MarketingForEntertainers.com has just come to an agreement with TM Century. If you are one of the **first 50 people to sign-up** for the Business Builder Monthly, you will get **TWO FREE TM CENTURY PRIMECUTS CD'S!** Click on the links above and find out more information about this.

Sign-up at www.marketingforentertainers.com/djnews.htm or call 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 there after. 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.

You find yourself very relaxed.

Have peace of mind with MegaSeg for Mac.



MegaSeg
dj software



Take it for a test spin at 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.

Encountering The Enemy Part 1

By Dude Walker

Walking into a roomful of DJs for some can be a tense experience. We can all have the tendency to believe we are the best at what we do. Whether it's pride or ignorance we still can all learn from each other. I'm currently flying American Airlines on my return flight from the Southern DJ convention in Dallas. What a powerful, quality time with esteemed colleagues all searching for a similar goal: the ability to succeed amidst the conquest of competition.

I spoke to several of the attendees and found a resounding concern. To paraphrase: The content of the seminars was wonderful...but the people that really need to "get it" aren't here. This may be the one area that will plague our industry from now to the end of time: relating what we know to those that don't, can't or won't hear the message.

Look at our industry; it is filled with people that know music and how to set up equipment. Is that the end-all-be-all to who and what we are? There are very few professions that ACHE SO BADLY for a kick in the shorts. Amazingly, the people with the knowledge try to inspire others with the capabilities to take it to the streets. Here's the dilemma - PRIDE and EGO! How do we get around that which gives us our confidence but impedes our ability to progress? Every industry takes some learning of the ropes...the basic learning of "how". Yet there are many within our industry that believe that their knowledge and capabilities are innate. Since these DJs were born all-knowing,

apparently the only other criteria to meet is gear and music.

Perhaps it's the harsh reality that we may not move forward with the present status quo. Is it the "no need for more knowledge" or "no need for any knowledge" that gets in the way? Even if we all agree that something needs to be done, we end up with the need to address what that starting point is. The Mobile DJ industry cannot and will not progress until respect and integrity are found from within. Differences of opinion are fine, but differences of ideologies will always lead to conflict. To understand and appreciate that subtle difference takes a measure of maturity. Unfortunately the maturity needed is not always found within our industry.

Now let's look at how sound your company is. Are you maintaining your company as a business to create more business or is just a means to an end? Do you invest in yourself increasing your curb appeal in the eyes of your customers and competitors or are you simply settling into complacency? The most misunderstood facet of "minding one's own business" is not the ignoring of those around you but the need to interact with these people to learn how you can succeed. Reaching higher and deeper for solutions is the mental exercise it takes to reach the next level. As human beings we have a built in mechanism to proliferate. We strive to conquer that which is around us. That is not say that benevolence cannot be a part our natures. We all compete to survive,

yet, with a little teamwork we can achieve greater things. The first step is to get over what you are not and become what you can be.

Take the term professional. Merely bring the term up in conversation and MDJs begin choosing battle lines. What amazes me and what I find uniquely concurrent views from MDJs across the USA is their defiant right to defend an empty term. Anyone can pick up the dictionary and read the culmination of the suggested views employed to posture the term, yet ignorance precludes that the term is meaningless whenever MDJs bent on padding their resume' can use and abuse the term to their own gain.

Simple question: What have you done to earn the term professional by means of expanding your knowledge within the MDJ industry? What business related course, seminar, convention, etc have you taken to further your horizons? If you have not attended a formal educational setting, seminar, convention or industry related trade show within the past 3 months, you are stagnant and dying. Owning gear and music does not make you a professional DJ...it makes you a business owner...an investor. MDJs need to learn how to separate their skills and performing talents from their business side of the brain. A person can own a MDJ company simultaneously with other business ventures without the need to be deemed a professional DJ. Not everyone with the desire to DJ deserves to own a DJ company. In fact DJs that do not own the company are probably

amongst the brightest in the bunch. They can invest their time for pay without involving an investment risk.

Make no mistake, those MDJs among us that cling to some pseudo-professional reality will utilize every argument to justify their existence. They will purport that identifying them by definition represents a lack of respect. The self righteous will use a defense of "who are you to question my skill level and talent?" Inferences of faulty interpretation amidst speculations of non-objectivity defeat any positives in this discussion. They will pick and choose definitions to support arguments against those being accused of picking and choosing definitions in support of their contentions.

As you encounter your enemy in the coming weeks make a mental note of how you are judging them and by what standards. Do you focus on the abstract skills and performing talents or the more concrete business approach. Then apply the same standards to yourself. We are living in insolent and garish times. Who needs "experience" when you can manipulate search engines to entice the unwary by false pretense? After all, building tree forts on the weekends should qualify a person to be a professional building contractor...right? Hmmmm....

P.S. As we touched down I'm sure glad it takes more to become a pilot than to merely place the term professional pilot on a business card.

Start Selling Music To Your Customers. Commissionable Downloads Have Arrived!

CREATE YOUR OWN CUSTOMIZED DIGITAL MUSIC STORE TODAY!

Finally a music store the way you want it!



BurnLoungeDJs.com

Independent Retailer Stores

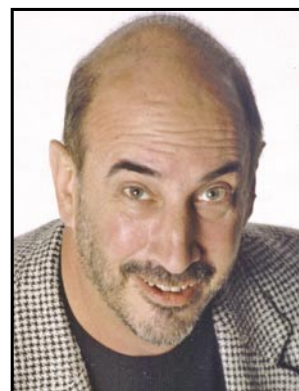


Help, My Sales Are Falling, And I Can't Get Them Up!

By Jeffery Gitomer

Jeffrey, What would be your first recommendation to a company whose sales are decreasing?

When sales go down, all kinds of hell breaks loose, and all kinds of fingers get pointed. All kinds of blame gets issued, and all kinds of panic sets in. Most people blame it on the economy when, in fact, the economy has little or nothing to do with it.



It's interesting for me to note that at the point sales go down, more companies are interested in maintaining their "numbers" than they are in maintaining their relationships.

My first recommendation would be to call your existing customers and find out why. But the fact is this is almost NEVER done. When sales are decreasing, there's a reason. And unless you find out the reason -- from the people buying from you -- you're not likely to fix it.

Here are some strategic areas to look at:

1. The quality of your product is declining, especially as relates to the pricing of your product. The easiest place to detect this is reorders. If your customers have slowed their reorders, it may mean

your quality or your technology is lagging behind.

2. Your competition is undercutting you and trying to steal some of your customers. This is a bigger problem if your customer perceives little or no differentiation between your products/services and your competition's products/services.

3. Your salespeople are being outsold. The quality of your presentation does not beat the quality of your competition's presentation. When sales are declining, one of the first areas "cut" is training. This is the one area that should be expanded. If salespeople are losing because they're not strong enough either in the market or against their competition -- this can only be remedied by enhancing their skill and deepening their belief system.

4. Your sales tool technology has not kept up with the world. Here's a good rule of thumb to follow: every time you see a new model announced in the technology world (new phone, new computer, new iPod) immediately take a look at your own. Especially as it compares to your competition.

5. Your hours of operation are not in sync with your customer's needs for your product. Call your business after hours and try to place an order for your product or your service. Or try to talk to someone in your company. See how easy or difficult it is. Then, try to do the same thing with your competition. Customers tend to do business where it is easiest to do business. Visit your competition's Web site. Now take a look at your own Web site. Tell me which one you would

prefer to buy from. Tell me which one is easiest to navigate.

6. It's not as easy to do business with you as it used to be, as it could be, and as it should be. If you're losing business to the Internet, it's because someone else has made it easier to acquire the product or services that you're selling. If you're moaning about it you're going to die. If you invest in it you keep up or even get ahead.

7. You are not available enough, or not responsive enough, to your customers. What I am saying here is you're being out hustled. This usually happens to people who have "been in the business for twenty years." They're the same people that can't turn on a computer, or complain that they continue to lose a sale for price. They're also the ones that complain that their product has become a commodity.

7.5 Your market may be in decline and even though there's business for you to get, there's just not much of it. Take a look at the history of sales in your marketplace. Since last year, has your market expanded, stayed the same, or declined? If there's a downturn that may be one indicator why your sales are falling, but

not THE indicator. If there's less business in the market, it means you have to fight harder to keep your share.

If you're looking for a place to start, start by stopping. Stop blaming. Stop whining. Stop looking for excuses. Stop cutting. And for heaven's sake, don't panic. Stop spending your time and wasting your time, and start investing your time in strategic planning with simultaneous implementation. Intensify training and have daily meetings that encourage rather than threaten.

Call your customers, they have the answers. Once you have assembled as many answers as you can, take action. Continue to get customer feedback until you begin to see the trend reversing. When it does, throw a huge thank you party for your customers to reward them for rewarding you.

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

Convention Continued from front page

on Bar and Bat Mitzvahs, hosted by Randy Bartlett and Marcello Pedalino. Randy is well known throughout the industry for his 1% Solution DVDs and Newsletter. Marcello is also well known as the best dressed DJ in the biz. He attends countless conventions and is present at every seminar but until this past week he had never spoken publicly. Kudos to John Young and the "Southern Disc Jockey Convention" for providing Marcello with a great coming out party! The seminar Randy and Marcello hosted was chock full of information and inspiration and every DJ there had to walk away with a renewed interest in performing at these highly challenging yet lucrative events.

Besides the day-time seminars, the "Southern Disc Jockey Convention"

also had its nighttime highlights. We were treated to a Sunday night pool party by TM Century that was hosted by the GameMaster himself, Scott Faver. TM Century also hosted a trip to see a Texas Rangers game in Arlington and the Dallas/Fort Worth chapter of the ADJA sponsored an evening at "The Main Event" which gave all the attendees a chance to cut loose with a game of bowling or laser tag. If the seminars didn't prove to be worth the price of admission, then watching Bill Hermann bowl certainly was!

I have written and spoken publicly before about the advantages of attending DJ Expos on a regular basis. It is sad that more DJs didn't make the trip to Dallas for the "Southern Disc Jockey Convention" but the attendees that were there will tell you, it was definitely worth it!

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!

**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

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

Are you in the book?

Jason Jones

A new trend in bridal marketing is emerging in the Twin Cities and making a once no cost way of generating referrals into an additional expense.

Introducing the venue referral booklet. Establishing relationships with venues and other vendors has been among the top ways to generate referrals for disc jockey companies. After playing at a venue once or twice and demonstrating the quality of their work, in addition to how well they work with the venue, they can earn a spot on a list of recommended vendors. Over the years this relationship between quality vendors has proved to be a win win scenario for both the venue and the disc jockey. The venue is assured a certain standard of familiarity and professionalism from the disc jockey in addition to a satisfied client when the recommended vendors please them. The more referral lists a disc jockey is on, the more venues a disc jockey plays, and the more their name will be in front of prospective clients.

Enter Bluvina. Bluvina is a company that was launched by Tim George who owns the Bellagala, a bridal boutique offering disc jockey services, photography, videography and live music in Minneapolis. George says that he was inspired to start Bluvina when event sites

started asking him to design their referral lists so that it would align with the look and feel of their existing print materials.

Bluvina provides free full color marketing brochures to venues who are willing to toss out their referral lists. The brochures are then distributed to clients who inquire or book the venue. Among other things the brochures features ads and listings of up to 3 or 4 vendors in several bridal categories. The vendors have to pay anywhere from \$300 to \$800 (depending on ad size) to be listed in a single venues brochure as a recommended vendor for a year.

The disc jockeys that this trend will have the greatest impact on are the ones who have been in the market the longest and gone to the effort of building relationships with venues. They are the ones that invested their personal time to build relationships with consistent contact, personal appearances, and maybe even the occasional personal gift for the catering manager as they have built up an effective venue referral program. They now will lose their status built with hands-on work as the new referral list will feature paying advertisers. Some of the top companies on the old referral list will likely be given the option of paying for a listing and buying ad space from

Bluvina.

The upside of this trend is that newer companies can get greater exposure from venues by buying ad placement on the referral list. Vendors also have the opportunity to present an image of their company with a full color ad rather than just a name on a typed list. In addition, there is a limit of 3 vendors per category which creates a greater degree of exclusivity. Some venues have the tendency to put anyone who did not ruin the event on the list. Some lists exceed 40 names which can be a daunting list for a bride. Another positive is that by paying for an ad you're guaranteed recommendations without having to spend the time maintaining those relationships.

The downside of this trend is that it will become extremely expensive to maintain the same market presence through venues. Each venue's book will require a separate fee. If you were on 10 lists, your expense to stay on the referral list of those venues would increase dramatically. Right now, Bellagala is the only company present in all three referral book projects. Venues have the most to gain with full color marketing materials paid for by the vendors they recommend. Unless there aren't enough vendors on their list willing to pay for what they used to get for free.

In the case of new, unknown vendors making the referral list; is the venue willing to take a chance on referring a company they haven't worked with? If the recommended vendors do not live up to their clients expectations that will reflect poorly on the venue, defeating the whole purpose of a recommended vendor list.

Bluvina initially offers space to vendors who are on existing referral lists and Bluvina also offers the venue the ability to request a certain company not be included on their venue's referral booklet.

The best business relationships are ones that are win win for all parties involved. In this case the venue wins with great quality, venue specific information professionally produced. The disc jockey company wins with a somewhat exclusive listing in the venue's referral book which can spotlight their company more than a simple name on a piece of paper. And finally Bluvina wins with high quality advertising for themselves and their sister companies.

Jason Jones has been a mobile disc Jockey for over 17 years and formerly a radio personality for 12 years. He is currently serving as the Metro Chapter President of MAPDJ and resides in St. Paul, MN. (jjones@discjockeynews.com)

A FREE Report and CD Reveals How Mobile Disc Jockeys Easily Make Over \$100,000.00 A Year Per System, And How You Can Too...

ATTENTION: All Disc Jockey Business Owners Ignoring This Message Can Cost Your DJ Business \$100,000.00 In The Next Year Alone

How A Very Different Approach To Marketing My Disc Jockey Services Took Me From Being A Dead-Broke, "Almost Needing To Get A Job" DJ To Become An In-Demand, Highly Respected Full-Time Single Operator...I Have Shared My SYSTEM With DJs Across The Country Who Will Verify Everything I Promise You Is True, And You Can Do It Too! That's Why It's 100% Guaranteed To Work For You.

by Mark Imperial

Stop Wasting Money On Advertising "Guesswork"

How would you like a steady, predictable stream of high-paying gigs that you can practically increase or decrease at will? All while eliminating costly advertising by saying "NO!" to the ad reps that show up at your door.

If I could show you in detail, a proven system to do that and more on a CD and report, could I send it to you for FREE?

Being The Best DJ Is Not Good Enough

Even the best DJ in town won't amount to a hill of beans without a steady stream of new clients. I used to think that if I was a great DJ, the world would beat a path to my door.

I was DEAD WRONG!

I had a rollercoaster income. I fell victim to every ad rep that came to my door selling me expensive ads. When the phone barely rang, I jumped at it and played the "cheap price" game (actually the worst thing you could do). I barely survived taking every crappy gig I could get.

I made a pitiful \$2,200.00 per month and struggled to get it. Some months I was starving. My biggest mistake was trying to figure all this out myself.

How I Skyrocketed My DJ Income

On a chance meeting with a celebrity marketing expert, I copied one thing he was doing and it doubled my bookings without costly advertising! I was introduced to other mentors, became addicted to learning these "guerilla" marketing strategies and created 106 that applied directly to my DJ business. Tactics I never knew existed. In less than 7 months my calendar was full (I only had 1 system), and made \$141,956.96!

The best part is I put all of it on auto-pilot, and my flow of gigs is as predictable as the sunrise in the morning.

You Will Waste Far Too Much Time And Money

Trying To Figure This Out Yourself When You Don't Have To I spent years operating "blind" until I got my head out of my a** and found solutions...and I had to go outside of the DJ world to find them. (DJs got into business to DJ, not sell!) I have already done all the painful grunt work. You can simply benefit by learning from my "expensive experience."

I Guarantee 100% That This Will Work For You

My guarantee is rock-solid simply because it works. Period.

Let's Wrap This Up

Anyone can copy what I am doing. I can show you how to position yourself so uniquely that it makes competition practically non-existent. I can show you how you can become the famous expert in your market. My unique strategies are virtually unknown in our industry!

My SYSTEM runs automatically, booking gigs with half the effort and twice the profit so you have more freedom.

Puts Bookings On AUTO-PILOT!

My SYSTEM gives you highly qualified, high paying clients who will **beg to hire you!**

DJs Across The Country Are Now Making Great Money With My Secrets, And You Can Too!

I'd like to prove it to you in detail by giving you a **FREE CD & Report** titled **"The Secrets Of A SIX FIGURE DJ Income: How To Make Competition And Price Irrelevant"**

To get your copy, simply call my **FREE RECORDED MESSAGE** at **1.888.304.2051 ext. 83**, anytime 24 hrs a day, 7 days a week.

You have nothing to lose, and a GREAT INCOME to gain. It only takes 30 seconds, CALL NOW.

© Mark Imperial

How do YOU keep track of your events?

My first event tracking system didn't work.

Years ago I used to keep track of all of my events on slips of paper. These **bits of paper ended up being spread here, there, and everywhere** in my office. Sometimes I misplaced one of those pieces of paper and had to spend hours finding it again. Worse yet, I would occasionally lose something that I had written down. I would have to sheepishly call my clients and ask for the information again. Or worse yet, I would just "fake it" and fly by the seat of my pants without the correct information.

My second event tracking system was better.

In 1996 I developed a tracking system based on a database produced by a company located in Redmond, Washington. It was very simple, and boy did it help me in keeping track of my events. Accidental double-bookings became a thing of the past and I was finally able to tame the paper monster that my business had become.

There was one problem.

The information contained in the desktop application was **stuck on my desktop computer**. I had no way to access the information unless I was actually sitting at the computer that the program was installed on. The usefulness of the application was very limited because I was in my business office only a small

percentage of the time.

I had an idea.

In an effort to have access to my event tracking software, I installed a copy of the software on a computer my "real job". I also installed the program on my laptop computer. In addition, I kept a calendar planner with me so that when a client called, I could check my availability, even when I was on the road.

This created another problem.

Trying to keep all of the software data and the paper calendar synchronized quickly became a real challenge. I didn't have a good system to keep all the data synchronized and there were points at which I didn't know which set of data was correct or current. I needed a central repository to store all of the information about my events. I had to put an end to the **constant synchronization issues** that I had been dealing with.

The solution.

The internet provided the ideal solution to my event tracking problems. I developed a web-based event tracking system that let me finally get organized and put an end to the constant synchronization problems that came along with desktop software. Because the software was web-based, I could access the information from anywhere there was an internet connection. All of the event **information was stored in one location**,

on a web server located in a secure, stable environment, which had daily backups.

Designed for others from the beginning.

When I started designing the web-based software, I knew that other disc jockeys would be interested in keeping their businesses organized too. That's why I designed the software in such a way that it would scale well to the needs of many users, and that it would be customizable. I knew that every company would want to customize the look and wording to suit their needs.

Integrated, easy to use interface.

Another important factor to the software was that it was easy to use. I studied several user interface designs, and went through a few actual designs before finally deciding on the current interface. I also knew that there needed to be one central control panel. Everything had to be accessible from that control panel. It couldn't have multiple logons and interfaces for various functions.

Sounds great, but what does it do?

The web based software allows you to keep you **keep track of your events**. You can view the dates, times, client information, fees, contacts you've made with the client, payments received, and the event planning details like requests and special activities. The software displays your events in a calendar format, making it

easy to see your upcoming daily, monthly, or yearly schedule.

What about clients, can they log on and access the information?

Each client of your disc jockey business gets their own account and username-password combination. They can **access their account 24 hours a day** and review their event details and update their event planner.

Enhance your website.

The software that I developed will enhance your website with many useful functions. You can add an **availability checker, information request form, music database, and event calendar** all by simply copying and pasting a little bit of code onto your web pages.

No obligation offer

I am going to offer **30 days of unlimited access** to this event tracking software for no cost. It's your opportunity to see for yourself how the event tracking software can help you organize your Disc Jockey business. As an added bonus, by signing up you will be listed on the djfinder search engine at no additional cost. Please visit the following website to sign up for your free trial:

www.djeventplanner.com

Advertisement



ADJA Tip of the Month

Register for the ADJA Members Only Online Forums.

The ADJA has unveiled its newest and fastest way to communicate with Directors, Chapter leaders, and fellow members via the ADJA Online Chat Forums. The forums are accessible under your members log in area.

When logged in you can update your membership ID and Password, download electronic ADJA Logo's, order the ADJA Tri-Fold Brochures and much more.

Log in or call the office today and we will see you online.

"We Help DJs Build & Grow Their Business"

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

The Chicago ADJA
Presents

**Randy
Bartlett's
"Wow Factor"**

Coming to Chicago
May 9, 2006 Doors
open at 6:30 pm
at the Double Tree
Hotel in Downers
Grove, IL. Cost:
\$25 to reserve your
seat!

**FREE
FOR CHICAGO
ADJA MEMBERS!**
Phone: 888-312-ADJA

Starting From Scratch

By Jeff Richards

Starting from Scratch is a progressive article that will help those of you just starting out in the Disc Jockey Business. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Disc Jockey Associations.

For those of you just starting out in the DJ industry you might not be aware of DJ Associations. At the present time there are several national as well as many local organizations designed specifically for Disc Jockeys like you and I. I've been asked many times "why should I join an Association? What do I get from it?" I would like to share with you my own personal experience with DJ Associations.

I believe it was in late 2000 early 2001 when I received a letter from a fellow DJ inviting me to attend a meeting to talk about starting a local association. They had a couple of top notch speakers who would tell us how to make two to three times the amount we were presently making on each event. I sat in that room with about one hundred other DJs who up until that night, wouldn't talk, associate or even acknowledge one another. The DJ industry was a back stabbing, unfriendly, low ball, undercut the competition industry. No one got along and we all thought that we had big "secrets" of our success that had to be kept from one other. We based our price on what the "other guy" was charging and not upon our talents, skills and experience. That night I saw several DJs getting very upset

with the speakers and actually yelled at them for "trying to destroy DJs by asking for more money." What they really did was get us to start THINKING!

I immediately joined the group because I felt what they were looking to do for the industry was the only way that any of us could survive. The real goal for the association was to bring us together, to work as friends and business associates to improve ourselves, our quality of performance, business sense and the industry as a whole. It wasn't really about the money, but as a result of learning to improve on our sales, service and skills we are able to raise our prices.

The association that I am affiliated with has monthly meetings for each of its chapters. My chapter brings in business people who teach us how to be better at what we already do well.

The association gets accountants to help us with our business accounts, taxes and plans. They bring in radio personalities, voice over specialists and comedians to teach about being entertaining. They fly in DJs who are at the top of their fields to show us ways to improve our performance, skills and guest interaction. We learn the latest in games to play, dances and DJ equipment. I've been in the DJ/Entertainment field for over twenty five years and I learn something new at every meeting.

The greatest thing that I personally have

received from the association is "FRIENDSHIPS." It's great to be able to talk to another person who really gets what I do for a living. We all basically have the same personality traits and can get along great with one another. It is true that not everyone is the best of friends due to reasons such as personal opinions, ideologies, egos and maturity but as a group, when you can pick up a phone or e-mail another DJ and talk about ideas, problems and situations it makes your life so much better. The exchange of thoughts, experiences and problem solving can greatly help you to improve your life and your business.

It's fun to be able to have lunch, hang out at a social gathering, or just chat on the phone with fellow DJs that I now consider my friends.

I've told this story many times but I think it needs a revisit. The very first time I booked a wedding for \$1000.00 it was actually referred to me by one of our members. She had talked up a storm to these clients who didn't waste one second hiring me.

"Why should I join?" My answer is really very simple, "why shouldn't you?" Do you have more friends than you need? Don't you want to be the best DJ that you can be? Wouldn't you like to learn the latest and greatest things a DJ can do and be? What's wrong with making a livable wage at what you love to do?

What you get out of it is really what you

put into it. If you don't speak with, share ideas or be friendly towards others, then that is what you will get in return. If you jump in and become one of the group and really respect those around you, then you will reap benefits worth much more than any price of admission.

I'm amazed that some of those angry DJs at that first meeting who said that it couldn't be done, who said we can't make more money, who hated the idea of DJs working together, still have not joined the association but yet are quietly reaping the benefits of the association.

Before you join any association please check it out first. You want to make sure that it is a perfect fit for you. Each group has its own ideas on how it is run and the objectives that it would like to obtain with its membership. Check into their by-laws, the way they govern the group, what are their motives, ideology, and their plans for the future. Is their mission statement, standards and ethics ones that you believe in and wish to follow?

To respond to Jeff's column send an e-mail to info@partytimeproductions.biz. Jeff Richards has over 25 years of experience as a DJ/Entertainer and is the Executive Vice President of the Midwest Association of Professional Disc Jockeys. He speaks at National DJ Conventions and for local DJ Associations. Jeff also offers private consultations to DJ services.

Couldn't Attend the April Convention in Dallas?

Get Your Copy of the Southern Disc Jockey News Convention on DVD!

3 Disc Set
for... **\$250**

Don't Miss Out On This Educational Opportunity!

~ Available For A Limited Time! ~

Only 200 Sets Made. Once They Are Gone... They're Gone!



To Order:

Call 320-285-2323

or Visit: www.discjockeynews.com

October 22-24, 2006

Northern Disc Jockey Conference

Mystic Lake Casino, Prior Lake, Minnesota

The Business Conference For The Professional Disc Jockey

Sponsored by:



Full Passes: \$125 until June 06!

Order Tickets Online: <http://www.discjockeynews.com>

or by Phone: 320-285-2323

Sponsored by:



designed for the Working DJ.

**QUALITY, AFFORDABLE &
RELIABLE GEAR FROM A
COMPANY YOU CAN TRUST!**



PXI-12P \$299.99*

- High-powered, 12-inch 2-Way Powered Speaker
- Built-in 300W Bi-Amp System
- 1-inch Compression Driver



VLP SERIES AMPS

- VLP300: 300W RMS @ 8 Ohms (Bridged Mono) - \$149.99*
- VLP600: 600W RMS @ 8 Ohms (Bridged Mono) - \$199.99*
- VLP1500: 1500W RMS @ 8 Ohms (Bridged Mono) - \$299.99*



MCD-510 \$299.99*

- Professional Dual MP3/CD Player
- Reads all MP3 Formats (Plus CD & CD-R)
- Electronic Anti-shock (20 sec.)



Are You An ADJ Advantage
Member Yet?

Earn Valuable Points Towards Free Gear!
Details at www.americandj.com



AMERICAN AUDIO

CONTACT US TODAY FOR A FREE 2006 CATALOG
OR AN AUTHORIZED DEALER IN YOUR AREA!

800.322.6337 INFO@AMERICANAUDIO.US

Distributed in Canada by: Sounds Distribution
Toll Free: 800.26.SOUND • Local: 905.428.9062

E-mail: sdinfo@soundsdist.com

WWW.AMERICANAUDIO.US: INFO, MANUALS, DJ FORUM, ADJ ADVANTAGE & MORE...

©2006 American Audio® Los Angeles, CA 90058 USA • *Pricing in U.S. Dollars, Dealer Price May Vary

Travel Light

By Dr. John C. Maxwell

One of the first international trips my wife, Margaret, and I took together was to Japan. When we were choosing luggage for our journey, we decided to get the biggest suitcases we could find. It seemed like a logical idea at the time—after all, the bigger the suitcase, the more we could pack in it.

Unfortunately, while we were packing, it never once occurred to me that we were going to have to carry those bags wherever we went. Now, if you know anything at all about Japan, you know that traveling by rail is often the best way to get around there. Needless to say, we spent a lot of time lugging our suitcases in and out of train stations. I remember going to one



particular depot with two bags that were as big as me, both stuffed nearly to bursting. I was struggling to get to the train with my suitcases, Margaret was struggling down the street with hers, and neither of us was very happy about the whole situation.

Finally, I'd had enough. I stopped right where I was, put the suitcases down and said, "Margaret, anyone who can carry these suitcases can have them! I'm just going to leave them right here. I'm not carrying them anymore."

That little incident, which my sweet wife and I jokingly say is closest we ever came to getting divorced, taught us a valuable lesson: travel light.

Margaret and I learned this lesson so well that, on subsequent trips, we've literally gone out of the country with nothing but our carry-on luggage. In addition to preserving our marital bliss, traveling light alleviates the stress of keeping track of numerous bags, saves time previously spent waiting around at airport baggage claims and keeps us from getting worn out before we ever get to our destination. On top of all that, it doesn't take us nearly as long to unpack once we get home.

As helpful as it is to travel light on a business trip or vacation, it's even more critical to travel light through life. Let me explain what I mean. Many people go through life with far too much emotional baggage. They didn't necessarily intend to fill the biggest bags they could find with their personal junk, but along the way, they've somehow managed to collect quite a stash. A chip on the shoulder here; an ugly batch of pent-up anger there. Ten years' worth of hurt feelings here; three decades of rejection there. I could go on, but I'm sure

you get the picture.

Sadly, these individuals fail to realize the damage their excess baggage is inflicting on themselves and others. For example, a recent survey indicated that people with emotional problems are 144 percent more likely to have automobile accidents than those who do not have such problems. In addition, one of the study's most sobering findings was that one out of every five victims of fatal accidents had quarreled with someone in the six hours before the accident.

This is why it's so important to practice what I call "keeping short accounts." When you keep a short account, you ask for forgiveness quickly when you hurt someone. When you treat someone badly, you make it right as soon as possible. You don't hold grudges. You don't go to bed angry. You don't allow your own injured feelings to fester into bitterness or resentment.

The importance of keeping short accounts really hit home with me when I had a heart attack several years ago. As I lay there, honestly not knowing if I was going to live or die, I felt a tremendous amount of peace because I knew my relational ledger was clean. Ironically, the thought that kept coming to my mind during those first tense hours was, "I don't have to call anybody

on the phone." It was true. I didn't have to make any last-ditch apologies or ninth-hour requests for forgiveness because I had made an intentional effort to travel light through life.

From a practical standpoint, traveling light means that I have to ask somebody to forgive me almost every day. It means that I often have to sit down with Margaret and say, "I'm sorry for using that tone of voice; I was wrong." It means that I have to initiate reconciliation with people who have offended me, not wait for them to make the first move.

None of this is easy. It's often humbling and hard on my ego. And yet, the alternative is much worse. Failing to travel light blurs your focus on what really matters and impairs your ability to live and lead effectively. So if you're carrying a bunch of excess baggage, get rid of it. Write a letter. Make a phone call. Do whatever you need to do.

Just do it now. You've got more important things to do than cart around unnecessary—and potentially life-threatening—luggage for the rest of your life.

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

RED SCROLLING NAME BADGES just \$25.00

programs like an alarm clock
with buttons on the back

- No computer hookup needed
- Runs for days on one battery
- Change messages instantly

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

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 \$14.99

American DJ
Fog Fluids
List \$29.99

\$49.50
SAVE \$60

CD Case **grundorf**
Holds 336 Univenture
Sleeves. List \$109.99

\$199.99
SAVE \$120

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

\$199.99
SAVE \$290

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 |
Abracadabra | 631.321.1700
1015 Sunrise Hwy W. Babylon NY 11704

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

MAPDJ Monthly Tip: By Troy Ackerman

Hang that mirror ball

When hanging your mirror ball, use a detachable key chain to allow for a quick attachment and a quick detachment of the mirror ball from the rotating motor.

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

**October 22-24
2006**

Minneapolis

The place to be

**Northern Disc Jockey
Conference**

Mystic Lake Casino

<http://www.discjockeynews.com>

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 • MUSIC VIDEO



**PROMO
ONLY®**

Designed by Djs. For Djs.

**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!
- 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.

The Earplug Economy

By Harvey Mackay

"For option 5, press the pound sign . . . and leave your message after the tone." If you're like me, you've often wondered who's on the other side of the beep. Has your constructive criticism been routed to the chairman of the board . . . or, to that black hole in the outer reaches of deep space?

Never before has a civilization given so much lip service to "listen to the customer." Never has a world built bigger walls to getting those lips listened to. I've grown fond of calling this way of doing business as "the earplug economy."

That's why I was so heartened to read a first-rate article in The New York Times by William C. Taylor. It's titled: "Your Call Should Be Important to Us, but It's Not."

"How can companies listen to their customers if those customers have such a hard time reaching a human being when they call?" Taylor quips. The Times and The Boston Globe have both covered a leading campaigner in this war against the soundproof walls of corporate America. His name is Paul M. English, and you can click on to his spirited message at: www.gethuman.com.

It's English's plan to "publish a list of the best and worst mass-market consumer

companies in the United States based on how long it takes to get to a human on the phone and on the quality of support received." The website includes a thought-probing blog, including this "disconnect" insight from one of English's contacts: "Big company marketing departments will often spend 25 bucks or more to get a new customer to talk with. . . . Big company customer service departments do everything they can to not talk with customers." Another blog entry from a sales rep at a leading computer company pointed out that being helpful to someone who wasn't a hot prospect actually hurt his bonus. It's partly based on the ratio of systems sold to calls taken.

Take a look at your own phone system. Are false economies helping or strangling customer communications?

There can be good reasons for separating service and sales, but do you penalize salespeople for helping customers who need service or answers?

If you have a general voice mailbox, is someone routinely checking how long it takes for inquiries to be answered? (Ditto for answers to people who are asked to e-mail their inquiries.)

Don't assume that a small-potatoes question isn't linked to a big-banana deal.

People often form their impression of companies based on how they handle the little things. Remember, little things mean everything.

Design your phone system - and especially access to a human voice - with potential callers in mind. One firm I know launched a great community service program. So good, it stirred a wealthy philanthropist to call up wanting to know where she could send an eye-popping check to help out the cause. The stirring stopped cold when she got so tangled up in the company's phone maze that she just hung up in frustration. For a firm, that kind of phone service is like hanging a sandwich board around your neck: If you don't want to talk about what I want to talk about, don't bug me.

Let's say you're a small company and feel you can't afford a full-time operator. Could you join ranks with several other small businesses to co-fund an operator who answers different lines with different company names? If you do this, make sure the operator has the judgment to juggle and route calls sensibly.

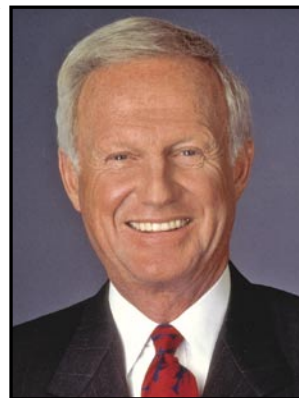
Are there firms out there practicing state-of-the-art customer phone practices? Perhaps none is better than the Dutch financial Giant ING, which has a hefty

presence in the United States. Take their online banking. According to the Times author, calls to ING "are answered by full-time employees who don't rely on scripted answers and don't work under strict time limits." If that sounds like it's opening a Pandora's Box, think again. Taylor reports "the average ING Direct customer calls the bank only 1.6 times a year."

Mackay's Moral: A customer call should be a 911 for a business. Imagine a 911 with a recorded message!

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



Fighting For Victory

By Jeffrey J. Mayer

What do you do when you've had a great year, but all of a sudden you realize that everything you've worked so hard to create is going down the tubes?

You've been sailing along, everything's going smoothly but you see disaster looming on the horizon and there doesn't appear to be anything you can do about it?

As you go through life, you've always got choices. You can 'accept' the inevitable.

Or you can FIGHT!

You can dig deep down inside yourself and see what you've 'really' got.

If you were one of the millions of people who watched the Fighting Illini play the Arizona Wildcats on Saturday night, you witnessed one of the greatest comebacks in college basketball history.

Illinois with a 35-1 record was the #1 team in the country. They've held that spot for the past 15 weeks. A victory in Saturday's game sends them to the Final Four - and a shot at the national championship.

A defeat, and a brilliant season becomes an afterthought, and a footnote to history for a team that never quite made it to the top.

It's late in the second half. The Illini have let a 38-36 halftime lead turn into a 75-60 deficit. There's 4:04 remaining, and I'm beginning to channel surf.

Like everybody else watching the game, I figure it's over. The Illini have had a great run, but will come up short. Time to move onto something else, like the Chicago Cubs and the upcoming baseball season.

Deron Williams, Dee Brown and Luther Head, the heart and soul of the Illinois basketball team felt something else. They dug down deep inside and refused to 'accept' the inevitable.

They fought back. How do you do it in a basketball game? By playing harder on defense. By forcing your opponent

to make a mistake. And then a second and a third.

Williams hits a 3-pointer. Arizona makes two free throws. Head drops a 3-pointer. Brown nails a jumper. Head makes a layup.

It's now a seven point game, 77-70, with 78 seconds remaining.

Arizona makes a free throw, Williams a layup. Two more Wildcat free throws give Arizona a 80-72 lead. The clock is ticking, 63 seconds to go.

The Illini dug in deeper. They turn up the non-stop, full court - tighter than a calves-skin glove - defensive pressure.

Head and Brown make critical steals. Head sinks another 3-pointer. Brown drives to the basket for a layup. Score: 80-77. Forty-five seconds left. You're holding your breath.

Winners always find a way to win.

Reserve forward Jack Ingram steps up, making another huge play. Ingram had replaced James Augustine, Illinois' top rebounder and the team's leading scorer in the tournament, who had fouled out.

Ingram tips Arizona's inbound pass, and after a crazy - everybody's frantically trying to get the ball - scramble, Illinois comes up with the ball. Williams hits a 3-pointer. Score: 80-80. Thirty-eight seconds left in regulation.

Illinois had scored 7 points in 25 seconds, and 20 points in 3 minutes, 26 seconds.

They went on to win 90-89 in overtime, and earned a trip to the Final Four.

Lessons Learned From The Fighting Illini

There are always lessons we can learn from watching a great team win, especially when they come back from being at the blink of oblivion.

In business, the best way to get out of a slump is to stop feeling sorry for yourself and to look for new business.

Woody Allen said it best, "Ninety

percent of being successful is by just showing up."

The Illini 'showed up' by playing fantastic defense during the last four minutes of the game. In business you 'show up' by looking for new business.

Here are two things you can do when the going gets tough.

1. Search Your Database For Customers: Go through your customer database and look for customers who you haven't contacted in a while.

Get on the phone and ask them some great questions. Look for problems. See if there's something they need that you can help them with.

2. Look For New Customers: It's too easy to coast because you've thousands of people in your database. SO WHAT!

The huge number gives you a sense of security. Unfortunately, it's FALSE security.

How many of them have done business with you? And from that group, how many would qualify as being G-R-E-A-T customers.

If you want to grow your business look for new customers.

* Ask for referrals. * Attend networking events. * Scour the newspapers for leads.

Do something to find new business.

There are plenty of opportunities out there. It's your job to go out and find them.

The Fighting Illini gave us a wonderful demonstration of what happens when you work harder, dig deeper, give it all you've got, and then look for a little bit more.

You can do the same.

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.

The Game Show Entertainment System...

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

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

The Original
Game Show®
MANIA

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

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



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



A Different Spin by Jason Nocera



www.nichecartoons.com

PROAUDIO.COM
A CROUSE-KIMZEY COMPANY
800-433-2105



DENON DNS3500
Tabletop MP3/CD Player

\$699.00

©2006, Crouse-Kimzey Co.

Oh Yeah, It's Texas



Booth
E2/E3

Your New Best Friend

www.musicmagic4u.com



DJ INSURANCE
(A+ RATED)

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

**From World Renowned
St. Paul Travelers Insurance**

**Available ONLY thru
Global Mobile Entertainers Association**

Art Direction: Robbie Rozelle/Ghostlight Design

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



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!**



Taking Song Requests

By Michael Edwin Q.

"And now, ladies and gentlemen, for my next trick...using only one finger...I will magically clear off the dance floor and have everyone at this party angry with me!"

That's about what it comes down to, when a D.J. puts on a song at the wrong time. Notice, I didn't say the wrong song – there is no such thing as the wrong song – just the wrong time.

Perhaps, there is nothing more challenging to a D.J. than trying to please a room full of people who are all making requests. One D.J. described it as, "Always working in Damage Control."

Every D.J. that I've spoken to on this topic has had the same answer, "It all boils down to Timing!"

EXAMPLE: You're performing at a wedding reception – the dance floor is packed with people dancing to fast-paced top-forty – suddenly, the uncle of the bride wants to hear Jim Croce's 'Time in a bottle'; he'd like to ask the bride for a dance.

...Great song! ...Beautiful gesture! ...Very bad timing!

So, what's a D.J. to do? Your mission (if you chose to accept it) is to make the uncle happy by playing his request – just not at that moment (unless you have a death wish). But, how will you accomplish this? Time...you need to stall for time.

First rule – Don't even mention a negative word like...No...or Not now...or Maybe later. These statements turn people off. Try something like, "Be glad to...I'll just see if I have that." You haven't offended him, and best of all, you bought yourself some time.

Second rule – Also, explain to them that you have other requests from other guests, and as soon as their songs have been played, you'll put their song on (if you have it). Again, you haven't offended them in any way, and you've bought yourself even more time.

After sometime, as always the mood of the party will change – naturally. The dance floor will thin out some. Some people need to sit down and get a second wind; others may want to get a drink. Whatever the reason, it's time for something different.

You put on the uncle's request – he dances with the bride – everyone lets out in a chorus of 'Ooohs and Ahhhs' – mission accomplished – you've done your job.

So, let's review: There is no such thing as the wrong song, only the wrong time. Never give a client a negative answer (they read this as you can't or you won't). But never give them an immediate yes (they'll read this to mean you are going to play the request right then).

Remember – always be polite – play for time – give them what they want, but, only when your experience and talent tell you to. That's one (if not the main) reason you're being paid – for your

judgment based on your experience and talent. If you do – you'll please more people than not – and your chances of making it a successful event is assured.

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

PUBLICATIONS

The BPM List 2005 Edition
<http://www.bpmlist.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: _____

Press Releases

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

Digital DJs Come Out From Behind Your Console

ProDJpc is constantly looking for little things that make your events easier and we have found it in the ProDJpc Remote. A RF (Radio Frequency



- not needing line of site) remote control that works up to 50 feet away controlling the most popular functions of most major disc jockey MP3 applications

including Rockit2000, Tricerasoft, DJ Power, Virtual DJ, PCDJ, and more. An interactive DJ can get out in the crowd or at the entrance to a facility to dynamically introduce the bride and groom into the room, bring out the homecoming court, introduce the guests of honor or whatever without losing direct control over the sound and music of the event. Additionally sets can be pre-programmed to start at the hit of one key for such events as the garter and bouquet toss, and similar events.

The ProDJpc remote is available from many digital DJ suppliers including ProDJpc (<http://www.prodjpc.com>) and DJ-Computer (<http://www.dj-computer.com>) and will be demonstrated at the Mobile Beat Summer Conference on the exhibit floor and at some of the nighttime events.

Promo Only Announces the Release of Hot

Video Classics Best of 1998 Volume 2

Promo Only, Inc., the nation's largest subscriber-based music and music video service, today announced the release of Hot Video Classics Best of 1998 Volume 2, the latest in its catalog of music video classics on DVD.

Featuring 40 digitally enhanced music videos on one DVD, Hot Video Classics Best of 1998 Volume 2 tracklistings include such pop, dance, urban and rock favorites as: Truly Madly Deeply, Savage Garden; Frozen, Madonna; I'll Be, Edwin McCain; No, No, No, Destiny's Child; Zoot Suit Riot, Cherry Poppin' Daddies; If I Could Read Your Mind, Stars on 54; and Make 'Em Say Uhhh, Master P.

"Having set the standard for excellence," said Jim Robinson, director, Promo Only, "we're keenly aware of the high expectations each new Hot Video Classic must meet; and more committed than ever to exceeding those expectations with each new Hot Video Classics collection."

For more information concerning Hot Video Classics Best of 1998 Volume 2, or any Promo Only audio or video product, contact Promo Only by phone at 407-331-3600 or by email at customerservice@promoonly.com.

Take Your Digital DJ Show to a New Level

From SoftJock and ProDJpc comes an awe-some utility for digital DJs, Remote Request! Ryan Burger of ProDJpc says "I was at a middle school dance when I thought up the concept of

Remote Request when the students were crowding around my ProDJpc computer during the event.



remote computer through standard computer networking. You can then drag those requests right into your DJ software and play them instantly! Easy to use, easy to setup, and no more having people crowd you in the DJ booth or on stage asking for requests. On the DJ computer, you instantly see those requests; can drag and drop the indexed requests into most popular DJ software; send messages to the users; disconnect users, etc. Perfect for weddings, school dances, clubs, even internet radio stations!

This software was developed by pro DJs, to help make your life as a DJ much easier, more productive, and fun for the crowd! Take it for a free test drive today by going to <http://remoterequest.softjock.com>

American DJ's Spektra 250 Turns Ordinary Lightshows

Clubs and mobile DJs everywhere have been discovering the amazing visual excitement of American DJ's Deco 250, a high-powered moonflower effect with colorful textured glass patterns. Now, the company has given lighting users yet another option with the introduction of the brand-new Spektra 250, an economical



"plug-n-play" version of the Deco 250 for those who want the same stunningly artistic, brilliant 250-watt effect without DMX control.

Like the Deco 250, the Spektra 250 creates an architectural, geometric-looking effect composed of vibrant patterns that resemble swirling circles of multi-colored beveled glass. It produces seamless scrolling colors that are illuminated through 3-dimensional glass gobos and can be projected on walls, ceilings, floors or other large surfaces. Best of all, this powerful and versatile fixture carries an extremely affordable suggested retail price of only \$219.95.

"The Spektra 250 makes it simple to put on a truly spectacular and memorable lightshow—just like our Deco 250, only without having to use a DMX controller, and at an attractively economical price," said Scott Davies, General Manager of the American DJ Group of Companies. "This unique club effect creates a colorful visual statement that will definitely be remembered."

Like the Deco 250, the Spektra 250 features 11 textured glass patterns and 11 dichroic colors. Instead of DMX control, users can operate the glass patterns and colors via two separate effects switches. Each switch can operate in three different modes—static, continuous rotation or sound-active. For added flexibility, effect switches #1 and #2 work independently of each other: You can let the patterns move to the music while the color stays static, have the colors move to the music and the patterns continuously rotate, or adjust the settings to any possible effects combination you desire.

The Spektra 250 uses a 250-watt high-quality Philips halogen lamp to create rich, saturated colors that are vivid and brilliant. The ZB-ELC10 bulb lasts a long time—up to 1,000 hours—so clubs and DJs don't have to go to the trouble and expense of replacing it very often.

Lighting users will also be happy to learn that the Spektra 250 doesn't have an on/off duty cycle. Equipped with a high-velocity fan, the fixture can be run continuously all night long without ever overheating. And, since the fixture comes with circuit-breaker protection, there's never any need to change fuses.

Compact and portable, the Spektra 250 measures 10"L x 13"W x 11.5"H. It weighs just 9 pounds (4kgs). The suggested retail price of the Spektra 250 is \$219.95.

For more information visit www.americandj.com.

You Could...
Hire your
sister to carry
your message to
disc jockeys across
the country...

or

You could advertise in
the Disc Jockey News
and reach over 14,000
djs each month!

WE SELL
REALLY COOL
DJ THINGS!!
555-555-1212



Disc Jockey News

office: 320-285-2323 • email: sales@discjockeynews.com

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

The Most Powerful Words In Business

By Aaron Foster

Think back to the last time you made a major purchase. Maybe it was a car, an appliance, a house, etc. I have a simple question for you. Did the salesperson send you a thank you note? Probably not! In fact, I am going to be bold and say that probably less than 10% of salespeople send thank you notes. This is another reason why most salespeople fail.

Just a few weeks ago I got back from the Southern Disc Jockey Convention in Dallas, TX. For me, this was one of the biggest life changing events I have ever been to. I won't go into it here, but you can read about it by going to my blog at marketingforentertainers.blogspot.com and find out the details. The first thing I did once I got back to the office was begin to write thank you notes. I wrote thank you notes to as many people as I could think of.

Why?

Because these people invested their time, money, and talent with this convention. Some of them were speakers, exhibitors, or just plain attending. Each one of them was part of the experience that was created for me in Dallas and they each deserve

some thanks for that.

Think about your own business. When was the last time that you sent out a thank you note? Was it because someone booked you? Was it because they met with you about an event? Was it because you just met them for the first time and they have no need for your services?

All of those are great reasons to send a thank you note. Too many people think that there needs to be money exchanged in order for a thank you note to be sent. Nothing could be further from the truth.

I met a guy at the convention in Dallas that told me he does this. He says that he has a database of names and addresses, and then once or twice a year he types up a letter on his computer and mail merges the database and the letter together so that he can send out the 500 or so letters to his vendors, thanking them for their business.

NO, NO, NO, NO!!!!

There are many things that are wrong with this. First of all, ALL thank you notes need to be handwritten. The minute that you have a computer produce them, and then the person will

think that it is just a standard form that you send out after each event or meeting. When you handwrite them, it shows the person that you truly mean it. If you are a multi-op owner, make each one of your dj's write them out for the events and meetings they attended. Also, never just send them out once a year. You should be sending them out constantly and making a habit of it.

Now set down this paper and go

write 5-10 thank you notes. I think you will be happy with the results.

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

Digi Games
New Ownership
New Product Line
New Prices!

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

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

Building the Future of the Industry Together

It's Your Association and We Work For You

Largest DJ Association

Most Comprehensive Insurance Program

Traveling Tour Stops

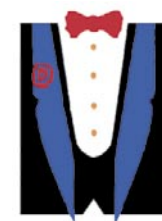
Education Conferences

Association Newsletter

Banking & Business Benefits

& Much More

Simply Put... No One Offers More Than NAME



National
Association of
Mobile
Entertainers

Call 800.434.8274 To JOIN TODAY • www.nameentertainers.com

HARMONY . SIMPLICITY . CONTROL

MUSIC/MEDIA AUTOMATION SYSTEMS



Control your **Environment. Your Ambiance. Your Demographics. Your profits.** Introducing Symphonex, the first music/media automation system to combine playback hardware and software WITH a music library and updates.

www.symphonex.com . 1.800.706.9746



SYMPHONEX
HARMONY . SIMPLICITY . CONTROL

AVAILABLE NOW IN CANADA, COMING SOON FOR US SUBSCRIBERS

Powered By



Monthly Music Charts

By TM Century

Pop

- | | |
|------------------------------|--------------------------|
| 1. Sean Paul | Temperature |
| 2. Rihanna | S.O.S. |
| 3. Natasha Bedingfield | Unwritten |
| 4. Mary J. Blige | Be Without You |
| 5. James Blunt | You're Beautiful |
| 6. Kelly Clarkson | Walk Away |
| 7. Shakira Feat. Wyclef Jean | Hips Don't Lie |
| 8. Daniel Powter | Bad Day |
| 9. Cascada | Everytime We Touch |
| 10. Staind | Right Here |
| 11. Beyonce Feat. Slim Thug | Check On It |
| 12. Chris Brown | Yo (Excuse Me Miss) |
| 13. Nickelback | Savin' Me |
| 14. Pussycat Dolls | Beep |
| 15. Fall Out Boy | Dance, Dance |
| 16. Ne-Yo | So Sick |
| 17. All-American Rejects | Dirty Little Secret |
| 18. T-Pain | I'm N Luv (Wit A Dancer) |
| 19. Nick Lachey | What's Left Of Me |
| 20. Chris Brown | Run It |

Rock

- | | |
|--------------------------|--------------------|
| 1. Red Hot Chili Peppers | Dani California |
| 2. Pearl Jam | World Wide Suicide |
| 3. Godsmack | Speak |
| 4. 10 Years | Wasteland |
| 5. Shinedown | I Dare You |

- | |
|-----------------------|
| 6. Buckcherry |
| 7. Nickelback |
| 8. Foo Fighters |
| 9. Shinedown |
| 10. Avenged Sevenfold |

Urban

- | | |
|-----------------------|--------------------------|
| 1. T.I. | What You Know |
| 2. Dem Franchize Boyz | Lean Wit It, Rock Wit It |
| 3. Three 6 Mafia | Poppin' My Collar |
| 4. Bubba Sparxxx | Ms. New Booty |
| 5. Keyshia Cole | Love |
| 6. Chris Brown | Yo (Excuse Me Miss) |
| 7. Mary J. Blige | Be Without You |
| 8. Sean Paul | Temperature |
| 9. Avant | 4 Minutes |
| 10. Yung Joc | It's Goin' Down |

Country

- | | |
|--------------------------|----------------------------|
| 1. Rascal Flatts | What Hurts Most |
| 2. Bon Jovi F/ J.Nettles | Who Says You Can't Go Home |
| 3. Toby Keith | Get Drunk And Be Somebody |
| 4. Keith Urban | Tonight I Wanna Cry |
| 5. Jason Aldean | Why |
| 6. Brooks & Dunn | Believe |
| 7. Jack Ingram | Wherever You Are |
| 8. Faith Hill | The Lucky One |
| 9. Blake Shelton | Nobody But Me |
| 10. Dierks Bentley | Settle For A Slowdown |

The DJ Swap Shop

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

For Sale: One pair of used old school JBL Base bins 15 in. woofers asking \$350.00 for the pair, One used wireless microphone unitech asking \$75.00. You may call 815-684-5426 or 815-441-5187 ask for Dean.

For Sale: Complete JBL MPro sound system, less than 4 years old, excellent condition. (2) 18" powered subs (internally powered by Crown Amps) - 660 watts @ 4 ohms (per channel), and (2) 12" Two-Way Speakers - Peak Power Capacity: 1400 watts. Also including power cables for subs, and (2) Poles for mounting the 12" speakers. Subs are on casters for easy transportation. Will also include (2) JBL bags for the 12" speakers! Approximately 350 lbs total shipping weight but will confirm upon purchase. Paid \$3600.....selling for \$2495 FIRM + shipping to your door, unless you want to pick up. I will drive up to 100 miles to meet you. Call 937-266-6872

For Sale: Retiring DJ has DJ & Karaoke(lp size) equipment. E-mail beachtunes@yahoo.com or call Tampa Florida 941-778-2710

For Sale: Used Dj Equipment, 2 Technique 1200 turntables in flight case with GLI mixer \$650.00, 2'x3' flight case \$50.00, Par lighting on stand with mirror ball \$125.00 2 large professional speakers (needs repair) \$40.00, DJ's 12" single collection on vinyl consisting of 40 very popular dance songs in great condition \$250.00. Contact seller Laura at (847) 546-7282

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.csnl.com. I will be selling everything at half of new cost. ACL 24, 12' ACL Truss, lighted dance floor risers, lighted back drop panels, Star Galaxy II, Fog distribution system and much more. Please don't call if you are looking for cheap junk, this is top of the line equipment. 701-772-0455.

For Sale: 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: Misc Lighting and sound reinforcement. Martin 812s, 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



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

\$399.99
SAVE \$100



American DJ ADJ 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 JR115 & Crown XLS402. Free Speaker Stands. List \$1389.97

\$969.99
SAVE \$340

FREE Stands!



grundorf DJ Façade
60" wide 48" high. Hide your messy wires. Look more professional! List \$199.99

\$139.99
SAVE \$60



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 •

Numark HDCD1



"NU" FROM NUMARK!
BOTH IN STOCK!

UNDER \$1500!
(PRICED TOO LOW TO PRINT!)

**Rack-mountable dual CD/MP3
player with built-in hard drive**

- Two jumbo displays and navigation controls!
- PRO-DJ functionality, including instant relay start and seamless looping!

Numark HDX



UNDER \$1300!
(PRICED TOO LOW TO PRINT!)

**Tabletop hard drive/CD/MP3 player
with 12" motorized platter**

- Scratching, smart looping and auto beat matching!
- Effects include sonar, slide, filter, echo and chop!

• Capable of storing an entire DJ collection • Record thru link inputs • Create playlists and search CD's hard drive by song, artist, album or genre • Rip audio from CD • Transfer audio files from computer over USB

NEW!

American DJ

Fusion Scan 250

**Extremely bright 250 Watt
DMX SCANNER
with built-in 4.9 mW
GREEN LASER!**



BUILT-IN GREEN LASER!

- 1000 hour lamp!
- 7 colors/10 Gobos!
- Operate via DMX or built-in programs!
- Lightweight—only 11 pounds!

**ON SALE FOR
UNDER \$300!**



**... AND
MANY
MORE!**