

Disc Jockey News



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AUGUST 2006

The Regional Disc Jockey Newspaper

Free

The ADJA Rocks NACE!



Dr. Drax, Rob Snyder, and Bryan Foley pictured in the ADJA booth at the NACE National Convention.

The American Disc Jockey Association (ADJA) attended the National Association of Catering Executives' education Conference held in Phoenix on July 16-19, 2006.

NACE members from around the coun-

try attended this three day event which featured seminars and educational content from industry specialists as well as national trainers.

"NACE represents one of our strategic alliances in the ADJA consumer awareness campaign. We look forward to many years of cooperative promotion," stated ADJA President

DJ Dr. Drax.

The ADJA booth and materials really turned heads at the show. The ADJA presence at the conference was to educate

many caterers on the value of quality entertainment and how that reflects on their own facility.

"By influencing Caterers and venue owners on the value of quality professional entertainment, we will be getting our message out to consumers," comment National Director Rob Snyder.

The ADJA also provided talent for several events throughout the week. This included providing facilitators for parts of the conference as well as some evening entertainment. The ADJA Tucson chapter member Bob Deyoe of Desert DJs rocked the opening night party with an energy that

just didn't stop. The highlight of the show was a specially choreographed routine to 'NACE, NACE baby', A remix of 'ICE ICE Baby'.

The response on the ADJA presence was very positive! "We are looking forward to a long relationship with the ADJA," stated Ken Silverstein, NACE business partner coordinator.

Next year's NACE National Conference will be held in Houston Texas. You can be sure the ADJA will be ready to take the image of the industry to the next level!

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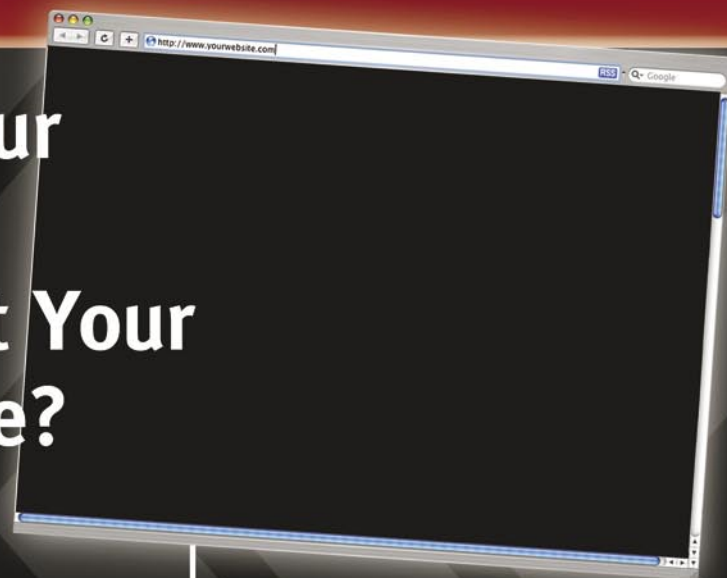
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Weeding the Garden

By Dude Walker

I never really understood why my father pursued gardening. It seemed like a thankless job of digging in the dirt for a bounty that seemed less than bountiful when a perfectly good store offered the same fresh produce for a lot less work. Like father like son and much to my wife's chagrin, every year I hook up the tiller to the tractor and set out to be farmer Joe!

It never really hit until this year as to WHY my father gardened. It was there all the time staring me in the face while I cursed the weeds in his garden growing up and while I curse the weeds in my garden. The raw conflict that abounds in a garden. The conquest of competition at every level above and below ground. However, the answer is yet to come!

If you take an introspective look at world around you - more specifically a garden - you'll find many similarities between gardening and a Mobile Disc Jockey (MDJ) business.

Your garden plot is your business presence in the marketplace. Some are larger some are smaller. Some use a window planter others plant acres. Despite the varying sizes, from beginning to end, the risks are similar.

Take for instance any random piece of land. To prepare that piece of land for a garden can take considerable time and effort to till the soil to making it ready for seed. Like-

wise, it can take a Mobile Disc Jockey (MDJ) company time to prepare for business: acquiring your business cards, registering your business name, advertising to position your company, becoming a portion of the Yellow Pages, building a web site, and finding ways to market your MDJ service as a business.

Once you've made all the necessary preparations (establishment of business presence) to your garden plot you need to decide what you want to plant (target market). What is your potential yield (potential revenue)? Can you survive on your harvest (contracts)? What will be your best possible yield (revenue builder)? NOTE: Not all plants flourish in every type of soil. Knowing your plants and knowing your soil can give you insights in how to properly tend your garden. Interestingly enough, not all types of events flourish everywhere.

The most vital thing to a garden is rain (revenue). Without rain, your garden dies. You need soaking rains to help establish yourself through the dry months. What happens in a drought? (Currently the USA is in a statistical wedding drought. There are less weddings per thousand than 10 years ago) Things shrivel up and die. The very things that you nurture carefully can turn to dust before your very eyes. You can irrigate to nurse the garden along, however, it can take exponential amounts of water to help your garden survive

in a drought.

Then there's the weeds (upstart DJs). Those nasty, moisture robbing, yield impeding plants that serve no desired purpose other than to suck the life out of your garden. In some cases gardens can become overgrown by weeds to the point that the garden simply disappears. There are weeds that wrap their roots around desired plants and literally choke off the water supply. There are weeds that have seedlings that look deceptively similar to the desired plants. Weeds can sprout under adverse conditions...seemingly overnight.

So how do you combat weeds?

For starters, catch them before they become established. There are fertilizers (ad campaigns and promotions) that can impact the weeds. The weeds may wither a bit but the root is still there. You can learn cultivation techniques (business courses, conventions, seminars) to help diminish the weeds. However, the best and most effect way to deal with weeds is to get down on your hands and knees and aggressively destroy the roots daily. If you see a weed, pluck it from your garden. It has no business being there. Take pride in responsible maintenance.

Negligence and procrastination are precursors to failures in gardening. Allowing a garden to become established with weeds that seek unequivocal access to your garden's

moisture displays a lack of gardening knowledge and discipline that is necessary for success. My office is only about a mile from an area that a person can rent a plot of land to garden. I walked amongst the gardens to catch a glimpse at other gardening techniques. What I found in profound display were several well tended gardens and a few that were neglected. The perfect example unfolded before my very eyes. In one area of about ten gardens, one garden was neglected. Many of the weeds that were in the neglected garden showed attempted signs of establishment in the gardens on either side. Negligence in this case affected those garden's around it...could the same be said for the Mobile Disc Jockey (MDJ) industry?

To answer WHY my father gardened. It was his way of controlling his little portion of the world to tend and provide for his family. It gave him a sense of accomplishment to know that the fruits of his...OUR...labor could be enjoyed. It helped me see the world from a different perspective. To see how fragile and magical life really is and can be. It was his way of building character and convictions in me.

Speaking of convictions... I've found a new pastime... I'm a Weed Whacker!

Dude Walker can be reached at dudewalker@discjockeynews.com.

Just who is Michael Port?

<http://www.bookyourselfsolid.com/movie/index.html>

Come see Michael Port and learn how to Book Yourself Solid at the Northern Disc Jockey & Wedding Professionals Conference at Mystic Lake Casino, Prior Lake, Minnesota.

What People are saying:

Deborah Boland: "Before I read this book the idea of being a "salesperson" made me feel slimy and uncomfortable.

Michael helped me let go of my limiting beliefs and dramatically shifted my perspective of the sales process.

As a result, I'm out there helping others and changing lives. My business is booming and I'm Getting Booked Solid!

Definitely a refreshing change from all the dry and boring business books I've bought before, but never got around to finishing. Michael has the magic touch!"

Buy a Sunday Night Only Pass and spend an evening with Michael Port for only \$50!!

Sunday Only Pass includes: An evening with Michael Port, book signing, vendor area, plus afternoon and evening networking! Registration desk opens at 4:00 pm.

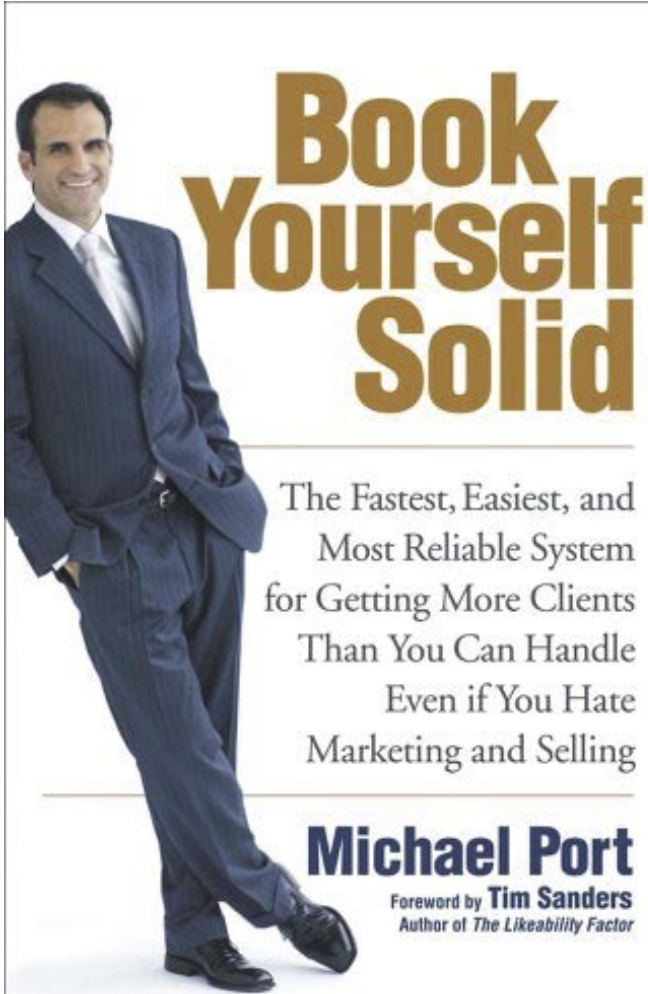
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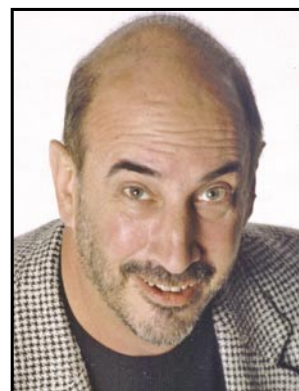
Michael Port
Foreword by **Tim Sanders**
Author of *The Likeability Factor*

E-mail Is Sales-Mail If You Do It Write!

By Jeffery Gitomer

Jeffrey, You give great advice for spicing up your voicemail and for giving 30-second commercials. What advice would you give sales professionals when it comes to spicing up e-mails? Dan

E-mail has taken over communication. E-mail is the fastest, easiest, surest way to communicate. E-mail is always there to help you remember what you said.



E-mail is a way to communicate to thousands of people at once, with just one click. E-mail is RIGHT NOW.

BEWARE and BE AWARE: E-mail is PERMANENT. Many people have gone to

jail based on evidence from recovered e-mails.

But the coolest part of e-mail is that it's just evolving. It's a fifteen year-old teenager. Think about how little TV, or radio, or the cell phone had evolved when they were fifteen,

and that will give you some minor clue as to what's in store. Audio and video e-mails are already evolving. Cell phones and blackberry's are instant retrieval and sending tools.

The rules of e-mail are evolving as well. There are manners. And there is a new lower case and abbreviation of accepted grammar. There is also SHOUTING! And spamming. L

The first rule of e-mail is: Every e-mail is an impression of you. Misspelled words, poor grammar, and misuse of words -- like "your" and "you're" -- are an immediate indication of "not too bright."

The reason I'm sharing this advice is: Before you get fancy or cute, you'd better master the fundamentals.

ADVICE: If your e-mail is unsolicited, you better have a darn good reason for the recipient to open it. The subject line can't be something stupid like, "money saving idea inside." And, it can't replicate current spam popular subjects like pharmaceuticals, mortgages, or private parts.

ADVICE: The best way to get an unsolicited e-mail opened is to ask a question in the subject line that is specific to the recipient. For example, rather than say, "Dish Network is better than cable" you might ask, "How much was your cable bill last month, and what did you get for it?" Or a funny subject line like, "Hey baldy!" always gets my attention -- I love it, and always read it. But some

people may be offended -- because they have no sense of humor. Or, just a simple subject identifying yourself like, "A personal message from Jeffrey Gitomer." Or even more simple, "from Jeffrey Gitomer." There's also a combination of simple and personal, "Hey Bill, it's Jeffrey Gitomer."

ADVICE: If the e-mail is part of an ongoing dialogue, you will have little or no trouble getting it opened. You may, however, have trouble getting it returned. Too often, people expect a response when none is needed. If you want to be certain that your e-mail is responded to, then you have to ask a specific question within the message body, near the end of the e-mail, relating to something your customer considers important. When or where they need delivery, what time someone will be there to pick it up -- something that gets the customer involved.

ADVICE: If you're trying to set up a meeting or an appointment, you'll get a response about 50 percent of the time, UNLESS the customer deems that you are important enough to talk to or meet with. Your urgency does not dictate their call to action.

ADVICE: Don't send jokes. Don't send cartoons. Don't send "pass this on to five people you know." If you want to send something, send them a link to a book you read and thought was great. Or send a link to a relevant article that you found from a search engine

that can impact their business or their life.

REALITY: Half the time your e-mail doesn't get returned because your e-mail, a previous action, or a previous e-mail, has tainted the customer's view of you, and they don't deem you important enough to respond to in a timely manner, or even respond to at all.

2.5 more things (advice) about e-mail: 1. Short. 2. Sweet. 2.5 To the point.

LOOK IN THE MIRROR: Interestingly, the salesperson (not you, of course) will blame the customer for not returning an e-mail, as opposed to blaming themselves for the pathetic content of it. Look at it from the positive perspective. It's not your fault, it's your opportunity to get better.

There's one more important element about e-mail that I would like to share with you, but I'm out of room. Go to www.gitomer.com, register if you're a first time user, and enter the word E-MAIL in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Red Book of Sales Answers*. 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.

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly article that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Location Event Sites.

With all my years as a DJ one of the things that still amazes me are some of the location sites that I have played. Everything from inside a garage in the middle of winter to the highest rated hotel ball rooms in the state. Each one has its own story; its high points, its problems and every site thinks that they're the greatest place to have an event take place.

One simple way to get your business recognized in your community is to talk to the individuals responsible for booking the banquet halls, event centers, hotel ballrooms and other reception sites in your area. Call ahead to get the name of the person you need to speak with and schedule a meeting. Let them know that you will only require a few moments of their time to get acquainted, learn about the location and to share information about your company.

When you arrive for your meeting, make sure you are on time; a late arrival will give them a bad first impression. Dress for success; wear the best possible attire. Look Professional; get a hair cut, manicure, whatever you need to look like a C.E.O. of a major corporation. Have professional look-

ing marketing materials at which to glance. These managers tend not to have free time to sit around and chat. Know exactly what you want to say, have it rehearsed and make it short. They will appreciate you didn't waste their time. Check back every six months, some locations have a frequent turn over and you always want to be fresh in the mind of whoever is booking the room. When they get to know and trust you, they will refer you to clients.

I typically have at least three meetings with my clients. The last meeting will take place the week of their event. I have the client arrange a time to convene at the event site with myself, the manager and the couple. At this meeting we work together to coordinate a schedule so everyone understands what the client expects and work on any last minute details to make it a perfect night. I find that if you have the client and everyone involved together at one time it will stop most of the problems that arise if you just show up and expect things to be a certain way. Every location has a "set way" of doing things, but sometimes it doesn't work for you, when you work out all the details ahead of time, the events go smoother.

You also need to keep an open mind. Be flexible with the ways that the location does things. Some places are "stuck" in the way they work an event, if you diplomatically

make suggestions to the manager and the client loves the idea, then the locations tend to be more accommodating. When you work well with the clients and location staff it will bestow you an excellent reputation. Location managers always want to work with people who make them look good to clients.

One of the problems you may face is with some of the people who are left in charge of the event. Most locations have wonderful people who really care about the clients and want them to have the best day possible. But every now and then you will run into people for whatever reasons are less than pleasant to work with. You need to remember that they have probably interacted with hundreds of other DJs and it can only take one bad experience to hurt all of our reputations. If their general perception of a DJ is less than favorable, you will need to demonstrate that you are a skilled and professional entertainer.

Recently I played an up scale hotel ballroom where the woman in charge of the room would not give me the time of day. She refused to attend the meeting with the bridal couple and I to go over last minute details. She absolutely hated that I had the couple arrange the room differently then their "set way". The night of the event she was as cold as ice to me. Because she did not attend the meeting, several things went wrong making the hotel look less then positive in the clients

and guests eyes. She also tried to be in command of items I as the DJ/Entertainer always handle. When I went to line up the Bridal Party in the outside hall for the introductions, she snapped at me. She had already done it, and to "just go in and start right away." It was a good thing that I doubled checked, because everyone was lined up incorrectly. I would have looked like a fool reading off the names in the order the bride gave me and having the wrong people walking into the room. Always be in control of your event; never let an over worked, under paid, unappreciated third party try to tell you how do be a DJ.

The last step you need to do is leave the room looking as good as it did before you got there. Clean up after yourself, pick up waste, and throw away any tape used in your set up. When you load in and out try not to damage the building. If you do have a problem, be honest and offer to pay for the damages.

Until next time, Keep on Rockin'!!

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com. 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.

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Mark with some of his clients' finished printing- who are now saving tons of money AND getting higher response and bookings!

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Successful disc jockeys understand the need for powerful marketing tools starting with their business cards, postcards, and brochures. In the past,

most of these businesses would have their marketing printed at local print shops or even chain "copy shops" like Kinko's, Office Depot, Office Max, and Staples. Some struggle with "online" bargain printers who offer no frills and little help. Folks needed a better solution.

So why are a growing number of deejays flocking to www.PrintingForDJs.com? "I have discovered a unique way to print FULL COLOR for LESS than folks would pay for a black and white photocopy!" says Mark Imperial. He adds: "We can DOUBLE the profits of your marketing by suggesting powerful direct response techniques, and that's why a business that tries us once becomes a client for life. We offer real help crafting your marketing."

One thrilled client is Bill Davis who uses direct mail regularly to attract prospects to his DJ business. He knows the power of well designed direct mail. Says Davis: *"Your company was **very creative**...I get agency quality product for much less money- and I'm delighted!"*

The Perfect Combination Of Marketing, Design, And Printing

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"Mobile DJs aren't the only ones who love the service at Imperial Design and Print, I love it!" said Benny D who previously worked for Office Max, "I left my job at Office Max when

I discovered Mark was creating print marketing for businesses that were ten times more effective AND cost less than HALF what Office Max would charge! I know how valuable our service is to disc jockeys, and by offering Mark's marketing expertise as a FREE bonus, our clients' profits have skyrocketed. That's why we've been flooded with clients!"

Mobile Disc Jockeys Couldn't Be Happier

Does it really make a difference where you get your business cards and flyers? It does if you ask Ken Ginn, who couldn't stop raving about the service: *"You can't go wrong with the company associated with Mark Imperial!"* It also matters to Tom Catucci: *"Noone could beat the price...Price means nothing if the quality isn't there, but the quality and service are **DEFINITELY THERE!**"*

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I talked last month about the value of communication with your staff and I hinted at how motivation can play an important role in operations. I'd like to expand on that because as a business owner, you are ultimately responsible for the success of every event that goes out under your name. And when you accept that responsibility, you realize that your

actions play a large role in the outcome of the events that you aren't doing personally.

Obviously this begins with training and getting your staff qualified to do events.

And then next, with each individual event, there is a certain amount of "facts" that need to be communicated (when and where the gig is, what type of event etc.) Yet after all that, how you psyche your staff up to be the best they can be becomes extremely important as well.

I always say: this isn't pumping gas, what we do. It's not working at the De-

partment of Motor Vehicles. There are a lot of jobs where results are all that's important and attitude is meaningless. When I order a burger at McDonald's I want exactly what I ordered to make it into the bag I'm handed. The right burger, the right size fries etc. If I get a smile and a "hello" I consider it gravy (yuch, gravy on a burger - sorry mixed analogy!)

Yet when I go out for a nice dinner, I already assume I am going to get exactly what I ordered. Now my expectations are raised. I want prompt and courteous service. I want a wait-person who can recommend the right wine with what I've ordered. And I want the courses to be spaced out enough so I don't feel rushed. That's the difference between paying \$5 for a fast food lunch and \$100 at a fine restaurant.

I don't know about you, but we sell our DJ Services as if we are a fine restaurant. We assure our clients that our DJs and Entertainers will play exactly what they want and be upbeat and enthusiastic.

So to continue with the analogy, if I were managing a McDonalds, the way I motivated my staff would be far different from the way I motivated my staff at a fine restaurant.

And that's what I aim to do when I speak to my DJs. I know I can get them

to the right place at the right time with the right gear and all the clients requests. That stuff is a given. But what I aim to do, is make sure they are motivated and pumped up to deliver "Elite" service all weekend long.

Here's a few ways I do this:

* When we get a great evaluation from a client I will wait till Thursday or Friday to call the DJ and read it to him. This way it is right before the weekend and the great vibes that come along with hearing positive feedback resonate throughout their gigs that weekend. Sometimes I'll even time it so that if a guy has a double on a Saturday, I'll call him while he's in transit from one event to the next and read him a great evaluation.

* Conversely, on the rare occasion that we get a negative evaluation or even worse a complaint about one of our DJs, I will call him or her in on a Monday or a Tuesday to break the bad news and find out what went wrong. This way I can hammer home how important it is to avoid these situations early in the week and then by Friday I can begin rehabilitating the DJs psyche and getting him pumped back up for a good weekend.

* I never call my DJs too early in the morning, especially on the weekends. I happen to be a morning guy so I'm usual-

ly up by 7am, 8am the latest if I had a late night. But most DJs don't share this trait and I've learned through the years that it's best to wait till a reasonable hour (after 10 or even 11am) to call a DJ unless there is the utmost dire emergency. My staff works hard and after their gigs they often will go out and party hard too. So it's stupid of me to call a guy on a Saturday morning at 9:15 just to say, "Hey don't forget to take your lights for tonight."

Motivation is one of the most important jobs we have as Multi-Op owners. Getting our staff excited about their events so that they remember to do all the little things above and beyond the norm, that is as important as just getting our DJs to the events. Anyone can do that. It's getting them there and amped up enough to throw an unforgettable party (which will translate into tons of referrals) that separates the McDonalds DJ companies from the fine restaurant DJ companies.

Mike Walter is the owner of Elite Entertainment of New Jersey and a nationally recognized expert in the area of multisystem company development and staff training. You can contact Mike at mikewalter@discjockeynews.com.



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Jeff Richards of Party Time Productions will be looking at what a other vendors think of "professional DJs" and what will qualify you to be a professional.

Joseph Mire of The Jam Session will be delivering his popular presentation on wedding preparation and planning in the seminar **'The Invisible Microphone.'**

Website aficionado **Jim Weisz** will present his seminar on **'Effective Marketing Tips For Your Website.'** (Seminar sponsored by NAME)

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Bill Lage of DJSourceOnline.com will dig into the world of website search engines with tips on how to **optimize your website** for those internet spiders.

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Growing Strong

By Dr. John C. Maxwell

I have a simple notebook that I carry with me all the time. My "Traveling Companion," as I call it, is divided into several sections—a compartment for things I'm thinking about right now, a place for items I'm trying to apply to my life right now, and a spot for insights I keep going back to because they are so life-changing for me.

I take my Traveling Companion



everywhere because I never know when I am going to come across a bit of information that I might want to contemplate, analyze or memorize.

It might be a newspaper clipping, a magazine article or notes I've taken during a meeting. Once, I even filed a particularly meaningful poem from a funeral bulletin in my notebook because I wanted to read it every day for a month and memorize it.

My Traveling Companion helps me stay organized, but it also serves another important purpose: It keeps me growing. By filing material in my notebook, I continue to stretch. I continue to learn. I continue to apply. It never stops.

Why is this so important? Because leadership is about growing. In fact, as authors Warren Bennis and Burt Nanus once wrote, "It is the capacity to develop and improve their skills that distinguishes leaders from followers."

I'm passionate about my own growth, but I'm also committed to helping other leaders grow. I'd even go so far as to say that your personal growth is my personal mission. That's why I write this column. I want to see you grow. I want to see you develop. I want to see you reach your potential.

Much of my speaking and writing is devoted to the subject of personal development, and along the way, I've accumulated quite a collection of what I call "growth statements." Here are a few of my favorites.

"In order to do more, I've got to

be more." People frequently ask me, "How can I do more?" The answer isn't complicated: You have to develop personal capacity before you can have personal accomplishments. So many times we want to do more before we become more, but that's backwards.

"If you don't grow, you go!" Yes, that's a little hardnosed. But in our highly competitive, ever-changing world, it's reality.

"It's one of the paradoxes of success that the things and the ways which got you there are seldom those things that keep you there." Charles Handy was right on the money with that comment. It dovetails nicely with Rick Warren's statement that the "greatest detriment to today's success" is "yesterday's success."

"Whatever you do today, do it better tomorrow." Need a vision statement for your personal growth plan? This quote by Robert Schuller is a great place to start.

"For everything you gain, you lose something." This applies to many areas of life, and personal development is no exception. What you leave behind when you grow is just as integral to the process as what you gain.

"You will never change your life until you change something you do daily." Contrary to popular belief, there's nothing mystical about changing your life. The best way to grow is to make changes in your daily behavior.

With these growth statements fresh in your mind, let me leave you with four questions to help you evaluate how you're doing when it comes to personal development.

1. When's the last time you did something for the first time? If you can't remember, make a concerted effort to try something new this week.

2. What have you learned and applied this month? In other words, how are you growing? It might be something as simple as memorizing a poem that inspires you or as complicated as learning a new computer program that increases your efficiency at work.

3. What do you do daily to facilitate your growth? I use my Traveling Companion to help me with this. You might want to try something similar, or you may have another system that works just as well. Whatever the case, the goal is continual improvement.

4. Are you teaching others what you are learning? Leaders often mistakenly think that they have to learn something perfectly before they can pass it on to others. The fact of the matter is that, whether they realize it or not, all leaders transfer what they're learning to other people.

My final challenge to you is this: Grow with your people. Don't present yourself as Mr. Know-it-all or Ms. Answer Woman. Go to your team and say, "Here's a great book I'm reading; let's read it together" or, "Here's a concept I'm trying to grab hold of, let's reach for it together." As rewarding as it is to grow personally, it's even better when you take the journey with others.

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

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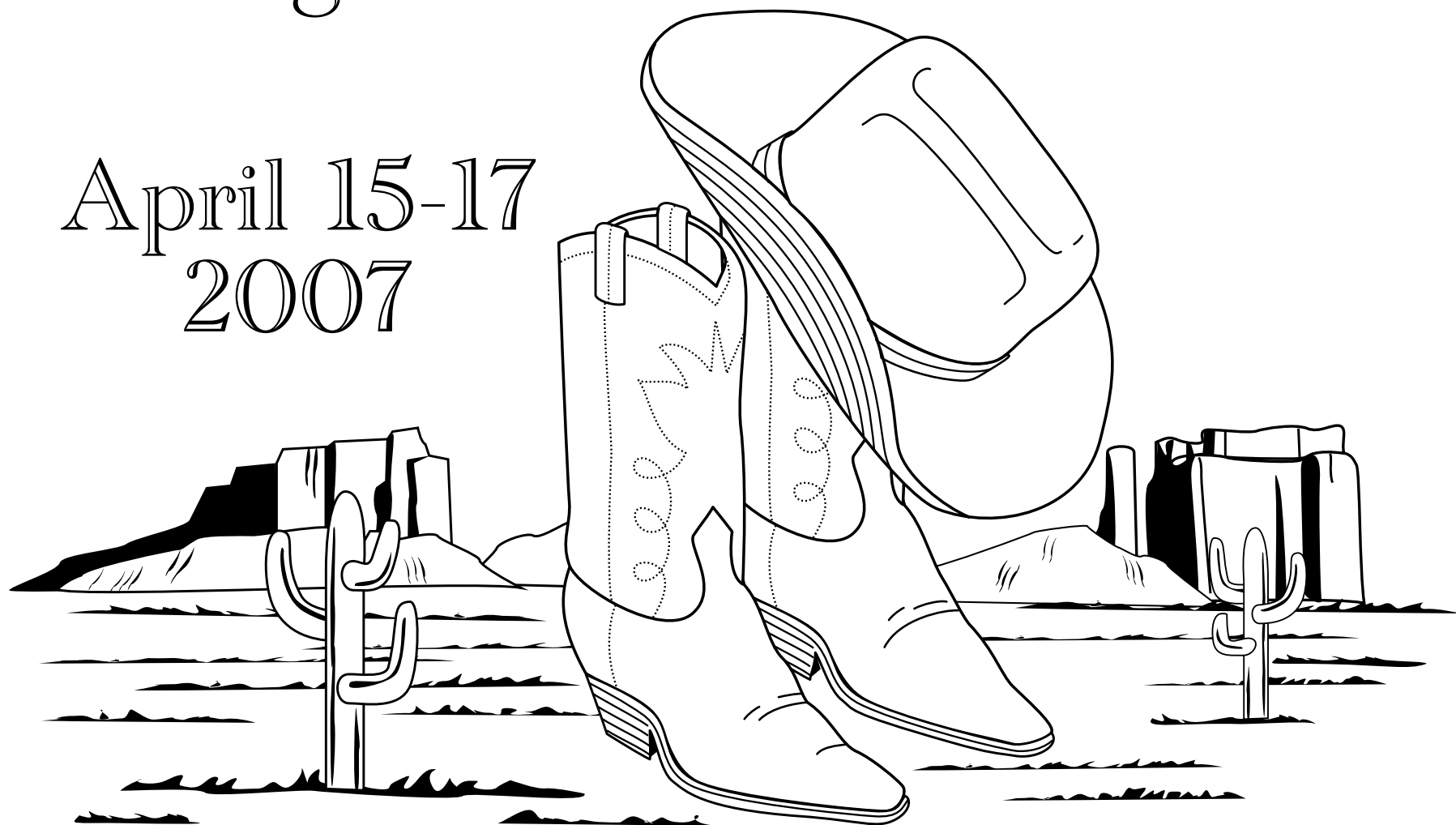
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Produced by the Disc Jockey News

Negotiating 101: 40 Years of Experience

By Harvey Mackay

If you ask me what one skill has made the biggest difference in my career, I would answer you, hands down, negotiating. It applies to selling, purchasing, hiring, firing, expanding, downsizing, and every other phase of business you can name. It's part of the game that I am particularly fond of, and it's not just to see how much I can get the other person to give. I like to learn from the varied strategies that other people use.

Here are some of the lessons I have learned over a lifetime:

1. You can't negotiate anything unless you absolutely know the market. Only then you will be able to recognize a good deal when you see it.

2. If you can't say yes, it's no. Don't sugarcoat it. Don't talk yourself into yes just to seem like a nice guy. No one ever went broke because he or she said "NO" too often.

3. The single biggest tool in any negotiation is the willingness to get up and walk away from the table without a deal.

4. Always, always, before you begin any negotiation, look beyond the title and make sure that the person you're dealing with is in a position of authority to sign off on the agreement. If not, don't deal until you can negotiate with someone

who is.

5. It's not how much it's worth! It's how much people think it's worth.

6. Many people listen ... very few actually hear. You can't learn anything if you are doing all the talking.

7. In any negotiation, the given reason is seldom the real reason. Find out the real reason and your probability of success goes up dramatically.

8. No one ever choked to death swallowing "his" or "her" own pride.

9. In the long run, instincts are no match for information.

10. There's no more certain recipe for disaster than a decision based on emotion. Or another way of saying this is: Make decisions with your heart and you'll end up with heart disease.

11. A dream is always a bargain no matter what you pay for it. If it's something you've always wanted, and this is your big chance to get it, go for it and make it work.

12. The most important term in any contract isn't "in" the contract. It's dealing with people who are honest. As the old adage goes: You lie down with dogs ... and you get up with fleas. Rotten wood cannot be carved.

13. There is no such thing as a "final

offer."

14. Try to let the other person speak first.

15. Never give an ultimatum unless you mean it.

16. You cannot get dealt in with a straight flush unless you are in the game.

17. Smile and say no, no, no, no, no ... until your tongue bleeds.

18. Agreements prevent disagreements. You have to fight your guts out for an agreement and then you won't have a disagreement.

19. If you can afford to buy your way out of a problem, you don't have a problem.

20. More deals result from whom you know than what you know. And it's not just whom you know but how you get to know them.

21. The walls have ears. Don't discuss any business where others can overhear it. Almost as many deals have gone down in elevators as elevators have gone down.

22. People don't plan to fail, they fail to plan. Top negotiators debrief themselves and their opponents. You never know when that information may be gold.

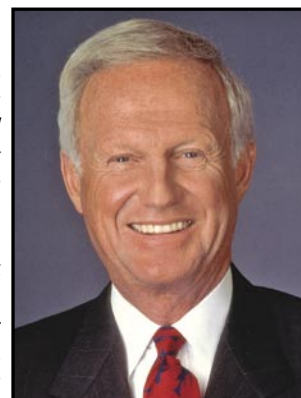
23. Your day usually goes the way the corners of your mouth turn. Your attitude

determines your altitude.

24. People go around all their lives saying: What should I buy? What should I sell? Wrong question: When should I buy? When should I sell? Timing is everything.

Mackay's Moral: 25. When a person with money meets a person with experience, the person with the experience ends up with the money and the person with the money ends up with the experience.

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



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The Perfect Wedding Gig

By Michael Edwin Q.

"There's gold in them dar hills!"...Wedding Gigs – that is! But there are some basics you need to know to pull off a Wedding Gig successfully – every time.

A winning Wedding Gig consists of 10% Perspiration, 10% Presentation, and 80% Preparation. Many Weddings are planned months in advance. The more information you accumulate before hand, the smoother the Gig will go.

In advance, have the Wedding Couple assign someone as your "Go-Between" – informing you during the reception – with plenty of warning time – when the next event on your pre-scheduled list is to happen (Introductions, Cake Cutting, Toast...etc). Also, ask that this person be in charge of giving you your Balance Due Check – it doesn't look very professional running after the Bride at the end of the reception trying to collect your money.

If there is assigned seating, suggest that any elderly guests – especially those with hearing problems – not be seated anywhere near your speaker cabinets. Also, suggest soft, non-vocal music for the first part of the reception – most people want to talk at that point.

Work out with all involved a clear schedule of events for all to follow. If they want the Wedding Party introduced, make a list of the names in the order they will be introduced – write the names out phonetically to assure correct pronunciation.

Introduce yourself to the Wedding Photographer – work with them to insure that every event is captured.

You should have a list of song

requests from the Wedding Couple. Have this prepared and ready to play in the order they are requested. For the "First Dance", ask the couple if they wish to dance the full length of the song (some people don't – five minutes is along time to be stared at). Two solutions work – fade the song out, or announce that the couple would like others to join them on the dance floor. This works the same for the "Father-Daughter Dance", or any other scheduled dance.

I would strongly suggest using a wireless microphone for Toasts or any announcements your clients might want to make. When handing over your microphone to someone who is scheduled to speak, make sure they do not stand in front of the speaker cabinets, and show them how to hold it – as most people tend to hold them too far away from their mouths to be heard.

Something I've seen some DJs do that I've always thought was a nice touch – as well being Good Marketing – take all the songs that are scheduled to be played (First Dance, Father-Daughter, Son-Mother...etc.) and burn them onto a disc in the order they are to be played. This will not only make your job easier, but it makes a great gift from you to the Wedding Couple. If your contact information is on the disc, it is sure to lead to other jobs.

As I said at the start, these are only some basics that will come in handy. There's so much more to doing Weddings, and nothing teaches as well as experience.

Lastly – remember – most often, you will be working in the mist of

very nervous people (anxious to have everything turn out perfect – on their special day); the calmer you remain, the more professional you come across. And the best way to assure that calm, reassuring appearance is "Preparation".

Don't forget to display your business cards – a job well done is a successful audition to other guests shopping for their Wedding.

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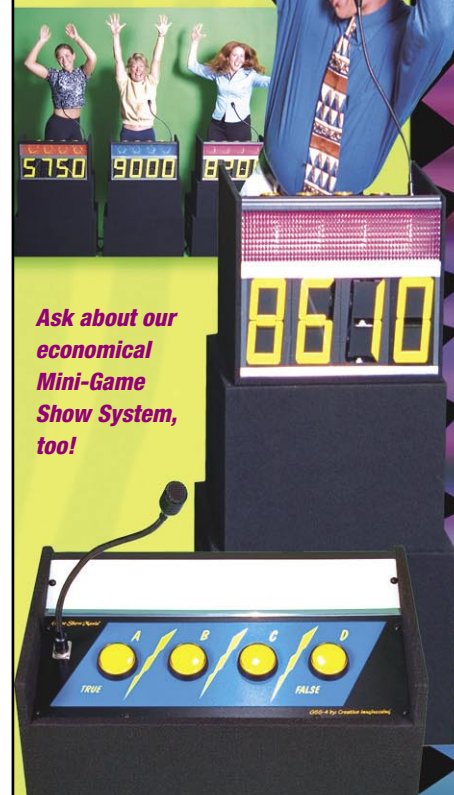
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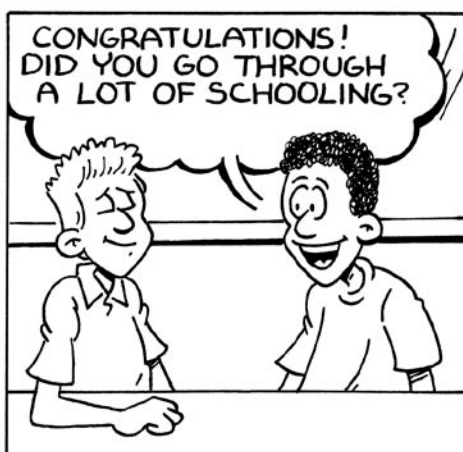
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I've Got Your I-Pod Buddy...

Jason Jones

"Technology to avert the a bridal nightmare... couples, tech savvy especially, can now replace him with the wedding Ipod." Alex Chadwick said as he introduced the story on NPR's news magazine show Day to Day. (<http://www.npr.org/templates/story/story.php?storyId=4803824>) Even though this story originally aired a year ago I am not sure what bothered me more, NPR using assumptions and stereotypes in a story in the place of reporting, the slant of the story that we are some how ripping off our clients because purchasing and managing music has become less expensive or the fact that our trade associations aren't large enough to afford a PR firm that works on promoting how our industry is changing, becoming more professional, offering more than just music to mainstream media and the public.

Since I am the self-appointed media watchdog for the business I responded to NPR's story. There are two choices on their website. One is the respond to a story and another is to provide story ideas. Since this story is a year old I'm a little more than late to just respond to the story. So I decided

to submit some story ideas that NPR could cover in the DJ industry. The following is what I submitted.

"I recently listened to 'Ipod: the new wedding DJ' by Derek John that first aired on August 17 2005. It was a great infomercial for Apple. The entire story was constructed around assumptions and stereotypes of the wedding DJ. The story portrayed DJ's as just ripping off their clients because buying and managing digital music has become less expensive. Some of it was accurate, such as the fact that brides and grooms are looking at their weddings more as individual expressions of themselves than the participation in a tradition. More and more top DJ's create events that are personalized. Their work begins at the start of the reception rather than just the start of the dance.

That said I want to provide NPR some story ideas about what is really happening in the "wedding DJ" industry that can be helpful to consumers who still think there is only one type of DJ. There are two notable trade organizations that have formed to promote higher standards in the in-

dustry. There are now several regular trade conventions that provide on going training and education to improve their performance and business skills. There are several trade media outlets that provide support and education for DJ's like The Disc Jockey news and DJA radio.com™. The industry is at a turning point where a division is growing between the hobby DJ and the professional entertainer whom engages reception audiences in a variety of ways.

The truth of the matter is that the success of the reception hinges on the ability of the DJ/Emcee to engage guests and retain them at the celebration until it's over. What the couple in the Ipod story didn't tell the reporter is that over half of their guests left within a half hour after the Ipod started playing. Yet as the success hinges on the entertainer the average bride typically spends only 4% of her budget on the entertainment.

So produce a story about the personalized experience that top DJ's create for their clients. I can provide you several leaders in the industry who can share how they create memorable

receptions. Too often when these top DJ's share what they can provide with new clients the response they get is that the client didn't know that option was available to them.

Produce a story about how the industry has changed and how Brides have more choices now than ever within the DJ industry. This isn't a request to just produce something positive about the DJ industry. It's a request to produce something that accurately reflects what's happening in the industry."

This may be a two part series. We'll see if I get any response from NPR. Until our trade organizations have grown enough to support managing our image as an industry it is up to all of us to step up when we hear stories like the one on NPR and make our voices heard.

Jason Jones has been a mobile Disc Jockey for over 17 years. He owns One Shoe Productions and is the Program Director for DJAradio.com. He currently serves as the Metro Chapter President of MAPDJ and resides in St. Paul, MN. (jjones@discjockeynews.com)

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To submit your press release, send your information and photo to press@discjockeynews.com

Here Is The Reply To Your E-mail

By: Aaron Foster of Marketingforentertainers.com

I just got this e-mail in from a guy in Florida. This is a person that I know reads all of my columns, e-newsletters, products, etc. I was going to just write this guy back an e-mail, but I thought that I would do something rare and reply to his e-mail here in my article. Here is the letter:

Dear Aaron,

I have to strongly disagree with the notion that a full-time professional cannot be good at all (or a lot of) types of events;

I must agree that I laugh and cringe at the same time whenever I see marketing descriptions of DJs that list every event type they do as if they *have a fear they're going to miss that market*.

A good experienced performer worth his/her salt should be able to professionally handle just about any situation, including event types...just like a General Practitioner (OK, given, the G.P. seems to be on the way out). And, I also admit that there are definitely events that I currently know less how to perform than other types (Quince, Karaoke, 2 big markets just to name a couple), but a party is a party, and a good time is a good time.

I have experience in just about every category (including an Irish Wake), and I'm up for trying all new things...*So should anyone deeming themselves a professional.*

Maybe it's my A.D.D., but I would be

just BORED limiting myself to weddings or mitzvahs.

Why can't the "niche" be entertaining the masses and the "Go Deep" be all the different occasions I have no problem handling?

That's why my marketing *never* lists all the event types I do...It would go on and on...kind of like this letter...and I *don't* want to pigeon-hole myself.

It even amazes me when people ask me what kind of music I play!

I understand Domino's success by K.I.S.S (just pizza)...but I also understand any street corner's Chinese restaurant's success with their menus of a million items.

An experienced full-time professional disc-jockey *can* and *should* be able to do *all* types of events.

Musically Yours,

Jeffrey Mufson

Jemstar Entertainment

Tampa, FL

Hey Jeffrey -

First of all, I am glad that we both can agree on laughing at those who are marketing to EVERY type of client out there under the sun. Some people think they are going to lose \$1 if they don't cram another service on their website or business card.

Second, I will agree with you that a profes-

sional entertainer (full-time or part-time) CAN be good at a lot (not all) of types of events. When I get hired for an event, I know that they are booking me because of my personality or my event expertise. They could care less about the crappy lights or small speakers that I bring. Now, before some of you get all heated about what I just said, let me tell you that I bring adequate sound and lighting to do the job.

Jeffrey, you like many others out there aren't grasping the concept of developing a "niche" market. I don't care HOW much money you have, there is no way that you can afford to properly market your business to 13 different niches. PICK TWO and go after them. Does that mean that since your two niches are weddings and corporate, you can't do a school dance that called you the other day? HECK NO! But what it does state is that you aren't actively marketing to the school dance market.

You're "niche" CAN'T be entertaining the masses and "go deep" CAN'T be all the occasions that you are willing to handle. How the heck do you market to that? It's plain and simple.....YOU CAN'T!!!

Let's take a look at some of the most successful business owners in the world. Do you see Donald Trump putting out health and fitness videos? Do you see Mark Cuban (owner of the Dallas Mavericks) going to football and baseball games to see what he can do there to make money? Do you see Tony Robbins coming out with real estate investment tapes?

The answer is NO, NO, NO in all three of these cases. Each one of those multi-millionaires have found their niche in life and are capitalizing (\$\$\$\$\$) off of it. Donald Trump is starting real estate training, producing a business TV show to find someone for his business, closing real estate deals. Cuban is busy cashing in on his basketball (not 7 different sports, one sport) team that he has raised from the dead. Tony Robbins continues to do live events, coaching, and consulting on the things that he continues to teach people to enhance their life. He also keeps developing products to help people "go deep" in what they are learning.

Jeffrey, I loved your analogy of the Domino's Pizza and the Chinese restaurant. This is exactly what I am trying to show you. The Chinese restaurant offers millions of items for you to choose from and they have limited success in your town on that street corner. Domino's Pizza

primarily sells strictly pizza (their niche) and they have a multi-million dollar business all across the country. Which business would you rather have?

Guys and gals, can we have a heart to heart conversation? I know that there are many markets out there for you to choose. Honestly, I don't care which one you choose, but I can tell you this. Whatever market you choose (your niche), has tons of money waiting for you to show the right people that you are the expert in that market. Once you do that, you can pretty much write your own checks. I know a lot of entertainers that have figured this out and are making \$2,000+ on the events that you claim you can't get more than \$300 for. It's the absolute dead honest truth.

Do yourself a couple of favors. First of all, anytime I recommend something I make sure that I have personally used it or read it before I can give it my endorsement. There is one of the best business books out on the market right now called, **"Book Yourself Solid: The Fastest, Easiest, & Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing & Selling"** by Michael Port. I will be brutally honest with you when I say that this is one of the best books I have ever read. If you want to learn how to create a niche and make tons of money off of it, then this is the book you MUST read. I know most of you won't, but those of you who decide to take action from this book will increase your business tremendously.

Finally, make the life changing decision to attend the Northern Disc Jockey Convention in Minneapolis from October 22 - 24. On Sunday night, (October 22) you will get the opportunity to hear **"Book Yourself Solid"** author Michael Port speak LIVE for about 3 hours. You may not know this, but the first week Michael's book was released it claimed the #1 position as the best-selling book on Amazon.com. Believe me when I say that this book is top notch and so is Michael Port. Do yourself, your family, and your business a huge favor and get there!

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!

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Editorial

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

A Letter to the Editor

I would like to apologize to Bill James for my reaction to the "Chat Rash" program aired in a podcast from DJA Radio. I took offense and cried slander and defamation of character to what I thought was an unethical, public trashing of me. The introduction to the program was said in such a way that it made me think you were actually calling me a paranoid "Nut Bar". After listening to the program a few times more, I understand differently.

Later on in the broadcast, you tried to explain to me that no one understood what was going on with me, that I was acting out of character as I'm somewhat known for being. I took the comment wrong. I thought you were insinuating that I was taking Methadone as calling me a drug user. I spoke in generalized terms in my post on that forum because I had to present it that way. Directly referencing other DJ forums or DJs from another community on that forum is against the Terms of Service to do so. I spoke as best I thought I knew to say what I was trying to say.

I was outraged and threatened to sue for slander and defamation of character and that too was a mistake on my part. I know as much about law as I know how to scratch and remix. I'm a DJ, not a lawyer. I apologize.

I am only one of many DJs that visit mobile disc dockey message boards on the Internet. A staggeringly small percentage of DJs compared to the number of DJs today in the Industry. I have memberships with seven different DJ forums. Most notably of them are Prodj.com, DJA and DJChat. I scan the Internet almost daily for one business reason or another.

I read conversations on another message

board that made me upset. Since I am a member at Prodj.com, I posted my thoughts about what I'd read there. This was more than six months ago. I know that few people could understand what I was saying or who I was talking about. I also addressed other things that I had minded to say in that post. I would reference where it is located and can be read, but it no longer exists. I thought this was all over and forgotten by now or at least until the podcast.

When Bill James first contacted me he wanted to talk with me about my post and Peter Merry. I didn't want to be interviewed in the beginning. I said at first if we want to talk about it, we can talk about it. This was not a situation where I was able to listen to Peter Merry or the three of us were talking at the same time. I had no idea of Peter's comments or his side of the interview.

I was led to believe that Bill was working on putting a radio show together for some Canadian radio talk show. It was supposed to be a work in progress and didn't know if or when it would air. I asked to be notified when and where the program would air as well as asking for a copy of transcripts before and at the end of my phone conversation with Bill. I received no notice or any transcripts. I had forgotten all about doing the interview.

The DJ Secret has been widely advertised on some kind of anticipation count down for how long now? There was even a website DJs could visit to stir up talk about the upcoming "Surprise" for the DJ Industry. A lot of time and planning went into launching DJA Radio. However, I had to receive a private message in my email from another DJ I'd never talked to before supporting me in some radio program.

I used the term "Secret Society" wrongly. I

should have known those words would bring a wrong description of the groups of DJs I was referring to in my message about DJ grouping together in local markets to intentionally keep the area rates low. There are DJs that do not agree with the GWYW message and other positive or educational things other DJs have produced to raise the public image for mobile DJs as well has help other DJs succeed. A real group of DJs trying to "recruit" other DJs to work against DJs that do charge more for their service and believe in what DJs like Mark Ferrell and Randy Bartlett and Stacy Zemon.

I have all kinds of DJs in my local market. There are even more DJs beyond my service area limits. I know DJs all across the country and call some of them my closest friends. Some of the most memorable people I was lucky to meet in Las Vegas were DJs I see on magazine covers and books or read about in publications. I network with DJs as much as I can. I operate my company as hard as I work to do my part to raise the public opinion and image of Mobile DJs everywhere. I share my knowledge and experience with other DJs and pass along what I've learned to help them do better. A concept many find hard to follow, I don't compete against other DJs. My service to my last client is my personal competition. I regard other DJs as colleagues. Not as an enemy. If I do my part to make DJs look better and run my company legally and ethically, others can benefit from me. If more DJs did what I'm doing, we'd all benefit from it. I help other DJs because I've received help me.

There are DJs that I feel give our overall image a really bad name. I'm not trying to point anyone out directly because it's not a matter of just a few people. There are types of people I referred to in everyone's market. DJs that are friendly to your face then stab you in the back to other DJs or clients. DJs that walk and talk "DJ Unity" and improving things for everyone, then turn around and smack people around that aren't as good as they are. There are

these kinds of people everywhere.

Private think tanks or "cliques" of network DJs aren't "Secret Societies", c'mon, give me some more credit for that? Private DJ forums for Full time DJs only or pay for membership organizations aren't either. That's just exaggerating. What about the possibility of a select, small number of DJs within a local group or organization with their own "private" agenda not for the benefit of the larger group? Could it happen, sure it could. But since I'm not a member of any, I'm not "paranoid" about it. I'm not offended that I haven't been invited to any private groups. I thought it was non-productive of DJs to find more ways to separate themselves and continue to divide the Industry.

I'm just a mobile DJ out here trying to run a business like everyone else. I almost feel like I made a mistake by communicating with other DJs so often. I'm not trying to get so wrapped up in the DJ world that I can't run a successful company on my own. I have bills to pay, a family to support and a love of DJing.

I hope I've finally put this to rest and someone has been able to understand what I was trying to say. I meant no individual attacks. Some people reacted to my words as though I pointed them out directly. I don't know why someone would feel defensive against my position on private groups unless there was something there I wasn't aware of to be concerned about. Again, that is nothing I know about or care to get into.

Thank you for allowing me the opportunity to apologize and support my position. I hope this time I have been more clear and understandable.

- Chris Hollowell

Editor Note: Chris' letter will be posted in the Industry Thoughts area on the Disc Jockey News website for your comments. http://www.discjockeynews.com/discjockeynews/industry_thoughts/

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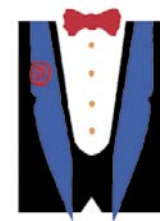
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Monthly Music Charts

By TM Century

Pop

- | | |
|------------------------------|----------------------------|
| 1. Nelly Furtado | Promiscuous |
| 2. Rihanna | Unfaithful |
| 3. Cassie | Me & U |
| 4. Panic! At The Disco | I Write Sins Not Tragedies |
| 5. Fray | Over My Head (Cable Car) |
| 6. Shakira Feat. Wyclef Jean | Hips Don't Lie |
| 7. Christina Aguilera | Ain't No Other Man |
| 8. Gnarls Barkley | Crazy |
| 9. Pussycat Dolls F/Snoop | Buttons |
| 10. Fort Minor | Where'd You Go |

Rock

- | | |
|--------------------------|----------------------|
| 1. Red Hot Chili Peppers | Dani California |
| 2. Three Days Grace | Animal I Have Become |
| 3. Buckcherry | Crazy Bitch |
| 4. Tool | Vicarious |
| 5. Audioslave | Original Fire |
| 6. Stone Sour | Through The Glass |
| 7. Godsmack | Speak |
| 8. Hinder | Lips Of An Angel |
| 9. Breaking Benjamin | The Diary Of Jane |
| 10. Shinedown | I Dare You |

Urban

- | | |
|----------------------|-----------------|
| 1. Young Dro | Shoulder Lean |
| 2. Lil' Jon | Snap Yo Fingers |
| 3. T.I. | Why You Wanna |
| 4. Field Mob F/Ciara | So What |
| 5. Yung Joc | It's Goin' Down |
| 6. Beyonce F/ Jay-Z | Déjà Vu |
| 7. Cassie | Me & U |
| 8. Letoya | Torn |
| 9. Chingy | Pullin' Me Back |
| 10. Kelis | Bossy |

Country

- | | |
|---------------------|------------------------------|
| 1. Carrie Underwood | Don't Forget To Remember Me |
| 2. Brad Paisley | The World |
| 3. Toby Keith | A Little Too Late |
| 4. Rodney Atkins | If You're Going Through Hell |
| 5. Kenny Chesney | Summertime |
| 6. Rascal Flatts | Me And My Gang |
| 7. Gary Allan | Life Ain't Always Beautiful |
| 8. Wreckers | Leave The Pieces |
| 9. Steve Holy | Brand New Girlfriend |
| 10. Little Big Town | Bring It On Home |

The DJ Swap Shop

For Sale: Thousands of 12" records from 1986-present. I belonged to the Ft. Lauderdale/Miami record pool and was #3 in pool. I recently stopped the pool and now have 1000's of used in mint shape and hard to find import records. Selling whole lot or by the piece. Make me an offer!!! Randy 954-214-9870

For Sale: Large Collection of 45's (over 5,400) Doo wop, Disco, classic rock and country. Very Good to mint condition (all in sleeves) \$21,000.00. or best offer. Serious inquiries only. Call Joe (727) 861-3335

For Sale: Chauvet Par 38 Lighting System. Four spots with gels, tripod stand, controller, foot switch. \$75. Kansas City 816-519-5555.

For Sale: Draper 100 inch folding reversible screen, thousands of music videos, Panasonic camera with remote controlled panning motor, Sharp LCD projector, DVD players, mixer, all professionally cased. \$3,000, Must see. 877-775-4784.

For Sale: (16) Martin 812s in cases, (7) 2510 martin controllers, in Minneapolis area. 877-775-4784,

For Sale: Colorado Sound -n- Light built back drops... these are truly one of a kind, I will deliver in Minnesota, they are selling for way less than you could build them for. Ask for email of photo 877-775-4784.

For Sale: Complete DJ MP3 system with back-up computer, DMX software, Tophits USA and Primecuts CDs, Rane Mixer, DACII controller, JBL G2 15in powered tops, JBL 18in powered subs, too many lighting effects to name. 877-775-4784

For Sale: Karaoke discs and players. Sound choice (foundation and bricks) and much more. (Also available in MP3 format.) Nearly 40,000 titles to choose from. 877-775-4784.

For Sale: New in Box. (4) JBL Eon G2 15in with bag, \$700 each. 877-775-4784.

For Sale: Subs. (2) double 18in (Eminence) front load. (2) Cerwin Vega B36 18in folded horn. (2) 15in JBL proline in EV cab. (2) JBL Mpro series Powered 18in subs and (2) unpowed 18in subs. 877-775-4784

For Sale: Game show Mania by Creative Imagineering. GIII series with powered podium, mixer, dual CD play etc. Set up to plug into existing system or stand-alone and provide

dance music after the show. Will deliver in MN. 877-775-4784.

For Sale: Haulmark 8.5 x 12 Lowrider trailer with Edge package. Drop down back door, tandem axle, brakes, roof vent, linoleum floor, carpet on walls, spare tire, e-tracking, ATP on back door, very sharp & like new. 877-775-4784

For Sale: Dance floor risers. (2) 4 x 4 x 10in battery operated, lighted risers created and built by Colorado Sound -n- Light. Very sturdy, legal height and lighted for safety issues. 877-775-4784.

For Sale: DMX ACLs by Colorado Sound -n- Light. These are the famous ACL 24s with 24 aircraft landing lights with the DMX controller built in. If you don't know what these are you need to check into them because they are the best light show option available. 877-775-4784.

For Sale: Sky Dancers with bride and groom air puppets. 877-775-4784

For Sale: Helmut Gameshow by wireless wizardry made popular at Atlantic City DJ convention. Small, light, easy to use and very unique. 877-775-4784.

For Sale: Gone out of business. 15 system DJ liquidation. Rane Mixers, QSC amps, Yamaha, JBL, Sunn speakers, mirror 12in mirror balls, hand held confetti cannons, Omni fog machines, CSL bubble machines, numerous lighting effects, BBEs, tri-pods (some crank up) Par 38s, and cases all top of the line equipment. 877-775-4784.

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August, 21-24 2006
<http://www.djtimes.com>

Disc Jockey News Northern
DJ Conference
Minneapolis, MN
October 22- 24, 2006
<http://www.discjockeynews.com>

The NAMM Show
Anaheim, CA
January 18-21, 2007
<http://www.NAMM.com>

Mobile Beat Las Vegas Convention
Las Vegas, NV
February 20-22, 2007
<http://www.mobilebeat.com>

NAME's Building For The Future
TBA
April, 2007
<http://www.djkj.com>

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