Disc Jockey News

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N.A.M.E. Is Coming To Minnesota

The National Association of Mobile Entertainers (N.A.M.E.) will be coming to Minnesota in force next month with the Northern Disc Jockey and Wedding Professionals Conference.

The Northern Disc Jockey and Wedding Professionals Conference is a three day event (October 22-24) geared toward wedding professionals who want to increase their business and increase their bottom line. The conference includes a mix of quality, experienced industry professionals as well as three major keynote speakers. www.wedding-professionals.net

"The Northern DJ Conference is very similar to N.A.M.E.'s annual *Building For The Future Conference* we will be having next April in Atlanta," stated Bruce Kesler of N.A.M.E.. "These are business-first conferences designed to teach you how to make more money through learning better sales skills and business growth techniques."

The 2006 Northern Disc Jockey and Wedding Professionals Conference features a Sunday night keynote by nationally known author and marketing trainer Michael Port. Michael's book *"Book Yourself Solid"* has been a huge hit on Amazon where it was ranked #1 in books sold for many weeks and is currently #15 among business books sold on Amazon.

"I attended the Southern Disc Jockey Convention [produced by the Disc Jockey News] and that was a great educational event for the disc jockey industry. N.A.M.E. is designed for improving the disc jockey industry so it only makes sense for N.A.M.E. to go above and beyond to bring great content like this [Northern Disc Jockey and Wedding Professionals Conference] to our members at a great rate," commented N.A.M.E. President David Hanscom.

N.A.M.E. has a special promotion on show passes for their members through September 31, 2006. Currently, the regular show pass rate is at $195 for the three days. "The N.A.M.E. Advisory Board feels it's important that disc jockeys attend educational training meetings and shows," explained Kesler. "We have a great show in the spring, but not everyone can make it to the *Building For The Future Conference* [www.djkj.com]. We want to show our members that we are serious about their growth and improvement, so we are putting our money where it will do our members the most benefit."

N.A.M.E. is offering the full pass rate of $110 for the Northern Disc Jockey and Wedding Professionals Conference. "We took the discount the Disc Jockey News offered to the associations and N.A.M.E. went one step farther by covering part of the cost of the pass to bring our members this incredible rate on the full show passes," added Kesler.

The N.A.M.E. discount is only available through September 31, 2006 for new passes purchased. You can take advantage of this discount by calling 320-285-2323 to order by phone. Each membership will be verified prior to the passes being issued. There is a limit of 1 pass per membership.

N.A.M.E. is one of the sponsoring associations for the 2006 Northern Disc Jockey and Wedding Professional's Conference along with the Minnesota Wedding Videographers, the American Disc Jockey Association, and the Midwest Association of Professional Disc Jockeys.

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Classified ads: Personal classified ads are free for the first 30 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.

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Killing The Industry...One Post at a Time

By Dude Walker

Research is the foundation to good preparation. In the Mobile Disc Jockey (MDJ) industry, anticipating possibilities that uniquely affect what we do well in advance can help you avoid financial catastrophes. Where are the rock solid resources? Are the answers found in college level courses? Are the answers found through networking? Are the answers found at conventions and seminars? Are the answers found on chat-board/forums?

There is no doubt that anyone can flash a credit card and purchase gear, music and transportations. There are DJs that seem to have innate skills and abilities. Even those DJs that seem to posses skills had to learn them somewhere. In many cases skills are simply a conditioned responses that have been learned elsewhere and adapted to the Mobile Disc Jockey (MDJ) industry subconsciously. Our lust for music and gear is more akin to envy and jealousy than the technical attributes that any one item can produce. FACT: state of the art is a myth because the next generation "latest and greatest" is always in development. It is a constant moving target just like the methods that Mobile Disc Jockeys need to utilize to stay competitive and profitable.

So here we are! A growing industry devoid of any measurable way to quantify learning, retention and qualifications. It is as if within this industry, if you succeed ONCE, you become an expert without regard for other entities with more real life experience.

Example: Take 2 groups of DJs that perform exclusively dances on the MOON. (MOON being the closet untapped market)

GROUP A: has 100 DJs that perform ONE event each. 90 DJs within this group experience success and 10 do not.

GROUP B: has 10 DJs that perform TEN events each. 9 out of 10 dances go well and the others do not.

Despite each group having a 90% success rate GROUP A fails to have a track record of repetitive success. GROUP B in essence has more "real life" experience by repetition to base their findings on and should be the best resource for information. However, repetition can be a double edged sword. Practice makes perfect...yet, practicing the wrong thing can guarantee imperfection.

This is where chat-boards/forums enter the picture. Part of the allure of this imperfect mode of communication is our curiosity by reference. DJs have a tendency to gauge themselves by comparison to others. Which breeds a form of insanity referred to as Universal Skepticism. <http://radicalacademy.com/intellectualinsanity.htm>

"Skepticism, while logically impeccable, is psychologically impossible, and there is an element of frivolous insincerity in any philosophy which pretends to accept it." - Bertrand Russell

There is a natural process in learning that compels a person to question things as they are. It starts at a young age and continues for most part until we die. One simple three letter word. "WHY?" The social intercourse that takes place within the threads on chat-boards/forums can offer insights, hindsights and outright disinformation, that without proper supporting argument or evidence, can compel the reader to counterproductive action. Groupthink is the most dangerous mindset, method or device employed within chat-board/forums.

Groupthink is defined as a mode of thought whereby individuals intentionally conform to what they perceive to be the consensus of the group. Groupthink may cause the group (typically a committee or large organization) to make bad or irrational decisions which each member might individually and privately consider unwise.

Yale research psychologist and professor emeritus at the University of California, Berkeley - Irving Janis has studied the effects of groupthink. Most notably on the bombing of Pearl Harbor, Vietnam War and Bay of Pigs invasion. Groupthink and related dysfunctional behaviors such as the Abilene Paradox <http://en.wikipedia.org/wiki/Abilene_Paradox> (where a group continues with misguided activities which no group member desires because no member is willing to raise objections) pique the curiosity of Social Research Scientists because they appear in many social situations.

During Irving Janis's research he was able to define eight symptoms that indicate groupthink:

1. Illusion of invulnerability
2. Unquestioned belief in the inherent morality of the group
3. Collective rationalization of group's decisions
4. Shared stereotypes of out group, particularly opponents
5. Self-censorship; members withhold criticisms
6. Illusion of unanimity (false consensus effect)
7. Direct pressure on dissenters to conform
8. Self-appointed "mind guards" protect the group from negative information

Irving Janis also defined seven symptoms of a decision affected by groupthink:

1. Incomplete survey of alternatives
2. Incomplete survey of objectives
3. Failure to examine risks of preferred choice
4. Failure to re-appraise initially rejected alternatives
5. Poor information search
6. Selective bias in processing information at hand (confirmation bias)
7. Failure to work out contingency plans

Killing Continued on page 9

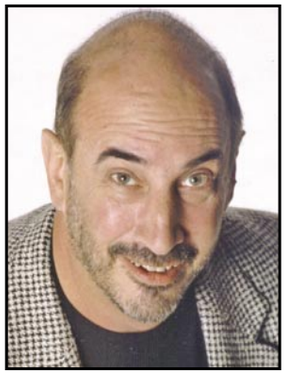
Thinking About What the Customer Really Wants, And Delivering!

By Jeffery Gitomer

Thinking. Business thinking.

You have opportunities to think every day. The big questions are: How do you do it? And, once you've arrived at your thought, or your idea, or your response, how do you deliver it? Or better stated, who is the message in terms of?

Everyone will tell you to "think things all the way through." But no one is able to teach that methodology effectively, UNLESS they think: OUTCOME. And UNLESS they think: CUSTOMER.



That's the secret. DON'T "think it through." Think it through to the desired outcome that the customer wants.

Customers call with what you perceive is a simple problem. Not me. I have found that what most people consider a problem - I look at as a symptom.

Think of it as: applied thinking.

Here's a real-world scenario that happens in every business, hundreds of times a day: 1. Someone calls and presents you with a complaint, a problem, a question, a service call, an order, an opportunity, or even an idea. 2. You pause - and take the time to THINK! You may think to yourself, or think in writing, or think out loud, or think about the situation, or think about the resolve, or MAYBE even think about the outcome, or some combination of these scenarios. In short, you try your best - using your experience, combined with your corporate rules -- to think it all the way out. 3. Now it's time to respond - or even try to resolve. You present your reaction, your ideas, your solutions, and your thoughts. 3.5 The question is: In terms of whom? Who have you thought and responded in terms of? Is it, "What we can do?" Or is it, "Here's what we can do to get you what you really wanted."

The object of thinking is to flesh the idea all the way out from the beginning of the opportunity, to the outcome, to the solution, all the way out to the end - IN TERMS OF WHAT THE CUSTOMER REALLY WANTS.

Here's how to think it through to a win for everyone: Listen to the situation. Discover the symptom and the problem. Communicate the action. Reassure the customer you know what they REALLY want. Look for an opportunity. Create an add-on idea. WOW! them.

Here's a real world THINK! example: Let's say you're in the lawn sprinkler business. Your customer calls and says, "My sprinkler is broken. I need it fixed." If you think: Service call, go fix the sprinkler - you're thinking wrong. You should think: This is not a problem, this a symptom. What the customer REALLY wants is a green lawn. AHA!

To get that green lawn you have to fix their sprinkler. HERE'S THE OPPORTUNITY: Fix the sprinkler, and give them a bag of fertilizer branded with your companies name to help them achieve what they want: a green lawn. (If at all possible, capitalize your opportunity by branding your WOW!)

NOTE WELL: It's not what's wrong; it's what they want. THEIR desired outcome. If you just fix the sprinkler, you get a thank you. Just fix what's wrong, and you get nothing. If you help them get what they want, and add a WOW!, you will earn a referral and word-of-mouth advertising.

As you think things through, ask yourself: Why do they want a green lawn? Pride, show off, be the envy of the neighborhood, provide a place for the kids to play, garden. Discover these answers, document them in a customer file, and now you can get from WOW! to relationship.

Here's another example: Ever make an airline reservation? Do the airlines know your problem? Your desired outcome? NO. They make you a reservation, and hang up. EXCEPT ONE AIRLINE. Richard Branson's Virgin Atlantic. They ask you where you're going when you LAND. People don't want to fly, they want to land. And when they land, they gotta go someplace. Virgin arranges limousine transportation to your destination as part of their Upper Class fare. WOW!

THINK! about the ten prime reasons customers call you. Figure out the symptom, the problem, the customer's desired outcome, and then discover the opportunity to WOW! Then ACT!

If you'd like a few more thoughts to ponder, go to www.gitomer.com, register if you're a first time user, and enter the word THINK 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: What qualifies you as a "Professional" Disc Jockey?

The hot topic on every DJ chat board or on www.djaradio.com is the use of the word "Professional" by Disc Jockeys. There are so many different and sometimes unintelligent arguments about this subject it just seems ridiculous. The majority of the time the people quarrelling forget what the true meaning of "Professional" really is. Recently I listened to a radio show where the host was talking with a fellow DJ who didn't believe that any DJ (including himself) should call themselves a "Professional." The host of the show asked him what his definition of a "Professional" was. After he answered the host was able to apply every one of the caller's definitions to the DJ industry.

Some argue it's the price that you charge, the full time-part time issue or the number of years you have been a DJ. Almost every time it turns out to be the ONE thing that particular DJ believes they do best, so it becomes their definition of "Professional." Listening and reading about this issue with other Disc Jockeys has really opened my eyes to the lack of understanding of how the DJ industry is perceived by the public, other Wedding Vendors, the mass media and even amongst ourselves.

The term "Professional" is thrown around and used like the word "it": it's everywhere. Look at almost any DJ advertisement and it will have the word "Professional" in the title or description.

Think to yourself, what qualifies you to use the word "Professional" in your advertising? I have been in the DJ industry for over twenty five years but I did not start using the word "Professional" in my advertisements until the late 90's. Looking back now I don't believe I was truly able to use this word until just a few years ago. I thought I was working as hard as I could to be a professional but with the knowledge I have gathered in the last few years, I realized I was just kidding myself at the time. To my clients I seemed professional because I took a few extra steps in my customer service and in my performance. In reality I was "being or acting" professional, but wasn't a professional in the true sense of the word.

The industry as a whole is looked down upon and thought of as a joke, not as a real job or business. Since 2001 the DJ industry has really changed and the public has become more suave' to what we can do for them and what they expect from us. The intelligent client demands DJs with skills, talent, quality and so much more.

Which of these makes you a "Professional"? 1) Quality DJ Gear. 2) A large music selection. 3) Many years of Experience. 4) You charge accordingly to your value & worth. 5) A comprehensive contract 6) You dress for success. 7) You work closely with clients. 8) You continually advance your DJ education. 9) You belong to a DJ Association. 10) You DJ as a full time job, not a hobby. 11) You have Standards & Ethics. 12) You have won awards from peer groups. 13) You treat clients, vendors and other DJs with respect. 14) You don't make promises you can't keep 15) You have a great web site.

Does any one of these make you a "Professional?" No! But when you combine all of these along with several other proven business qualities then you can possibly consider yourself a Professional. You have to be truthful with yourself and ask "am I really worthy of the word Professional?" If you haven't changed your business plan, your method of operations and/or your performance, talents and skills in the last six months, then you're possibly not as "Professional" as you thought you were.

The root of the problem starts amongst ourselves. Our industry is so easy to just jump into. There's no need for any specialized training, no registration or license, no real standards or ethics to speak of. All that is needed is some gear and some music. Because of this hundreds of new DJs pop up every year. Some mean well and really want to be a great DJ, but most are people who don't take our industry serious enough and are just looking to make a few extra bucks on the side. They don't care about quality, talent, pricing or fellow DJs. They don't think of themselves as a business and do not take the steps to be a business. They don't feel a need to be a "Professional." This gives everyone who is a DJ a bad image as well as others in the Wedding Industry. For every one "Professional" DJ there are hundreds of less then admirable DJs out there making all of us look bad. I recently met a DJ who literally just started his business up and had not even performed for one event. He handed me his business card and right there is big bold print was "Professional DJ." He's not being truthful to himself or his possible clients.

So what qualifies you to use the word "Professional" in your advertising? I have put together a seminar for the Northern Disc Jockey Conference taking place Oct. 22nd to the 24th at Mystic Lake Casino in Prior Lake Minnesota. In my seminar I will speak to you about how others in the Wedding Industry view Disc Jockeys and what they perceive makes for a "Professional" DJ. I will then go over my ten points that will help you become a true "Professional" Disc Jockey.

Until next time, Keep on Rockin'!!

To respond to Jeff's column send an e-mail to jeffrichards@discjockyenews.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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by Mark Imperial

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

You're busy one week, phone not ringing the next and worrying about where the next job is coming from. I know, because I have been there and almost starved myself out of the business by stubbornly thinking that because I was a great DJ, the world would beat a path to my door. Thinking that by getting better and better at slamming parties, I'd automatically make more money. **Wrong. Dead Wrong!**

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

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

The second Monday of this September is a landmark day. It'll mark the fifth anniversary of the darkest day that most Americans have ever lived through. Indeed, unless you are old enough to remember Pearl Harbor (and I doubt most readers of this fine publication are) September 11th, 2001 is probably the worst day you have ever experienced as a citizen of the United States.

And while everyone in America (and probably most people in the world) can tell you where they were and what they were doing when those planes hit the buildings, I find it just as intriguing when I speak to Mobile Disc Jockeys and the topic turns to the events that we did immediately following that day. They were, for most, the toughest and yet most rewarding parties we have ever thrown.

I know because I entertained at many of these events myself (I actually did a Networking event on September 12th! I was shocked when they didn't cancel it.) And I remember clearly the challenges that went along with them. How those painful moments of silence would bring the entire room's mood down and then, as the entertainment, we were expected to pick it back up. How clients inevitably wanted us to play Lee Greenwood's "God Bless the USA" which would fill the room with a mix of defiance and depression. And how, especially here in the North East, clients and guests would always want to talk to us about someone they knew who perished on that day, when all the while we were trying to maintain a positive vibe.

As I said, they were tough events, but they were also the most rewarding. I often think about those Brides and Groom who go married on that following weekend. Both the Major Leagues and the NFL had suspended their schedules and yet these family events, for the most part, went on. I had a wedding on that Saturday (September 15th) where the Brides Dad had to drive up from Florida because the airlines still weren't flying full schedules. He made it, and that Father Daughter dance is one I will never forget!

As a Multi-Op Owner, I had a pretty good idea, in the days that followed September 11th, that my staff might need a good pep talk. And as I thought about writing this article, I remembered a memo that I had sent to everyone on my staff on September 13th, just 2 days after the tragedy but in time for that weekend. Here it is:

To the Elite Staff,

After the events of this past week, I want to touch base with everyone on staff before this weekend. Please, take a few minutes to read the following and absorb it. I believe it is very important.

You have an important task this weekend. I mean, you have an important task every weekend but this weekend is especially important for two reasons:

1- It's going to be more difficult than ever for you to remain upbeat.

2 -It's more important than ever that you remain upbeat.

Last night I had Network Night at the Old Mill Inn. At first I was shocked that they didn't cancel it and I went there with much trepidation. How the hell was I gonna "entertain" these people? I mean, I've been terribly distraught all week and now I have to go be "fun!"

Then as the crowd trickled in and I saw the void on so many of their faces I thought, Oh man this is gonna be impossible. But the crowd kept arriving (we wound up with about half of the usual 250 people) and as I picked up the tempo during cocktail hour I could see some people singing along and tapping their feet. By the time I was supposed to open it up, I had convinced myself to follow my own advice: Go get the party, don't wait for it to come to you.

I gave an opening rap and played some 70's music and sure enough, a good crowd filled in the dance floor. I played a long first set before finally slowing things down and then (with a lot of couples on the floor dancing to "Can't Help Falling In Love") I got ready for the "tribute" that I had thought about all day. As Elvis faded I said, "We've got one more slow one. I thought this would be appropriate today and please, feel free to sing along." I went into Ray Charles' version of "America the Beautiful" and as I had hoped the dance floor remained full and most of the couples were singing proudly. As "America the Beautiful" ended I said, "If we are going to honor the greatest country in the world, we also have to honor the greatest city in the world!" I went into "New York New York." Again, they stayed out on the floor and sang heartily.

That was my little tribute and I wasn't sure if it had any impact until people started thanking me for it and saying how

Q Corner continued on page 15

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October 22-24, 2006

Northern Disc Jockey Conference
The Wedding Professionals Conference

Mystic Lake Casino, Prior Lake, Minnesota

The Northern Disc Jockey & Wedding Professionals Conference is for professional wedding vendors who are interested in personal and professional growth.
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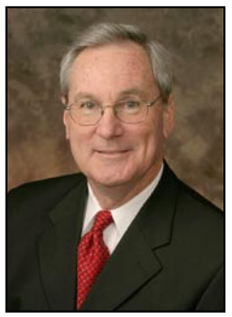
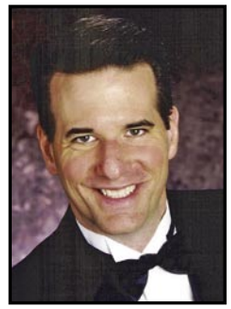


Bryan Flanagan
More Effective Sales
Closing The Sale

Bill Hermann
The Entertainment Experience

Joseph Mire
The Invisible Microphone

Michael Port
Book Yourself Solid



Jim Cerone
Being The Perfect Host

The Northern Disc Jockey & Wedding Professionals Conference features the return of the internationally known **Carr Hagerman.** Carr will be presenting his very popular '**FISH! Philosophy**' training seminar and he will be also presenting his new seminar titled Lessons From A Street Entertainer.

Sunday night features the popular author and speaker **Michael Port** presenting his high end sales seminar titled **'Book Yourself Solid.'** You can here an interview with Michael Port at: http://www.djaradio.com/?p=111 (Sunday Night Only Passes are available for $50.00 online)

Peter Merry of Merry Weddings will be returning to Minnesota with a brand new seminar based on his new book called '**The Best Wedding Reception Ever!**'

Bryan Flanagan of the Zig Ziglar® Training Corporation rocked the house at the Southern Disc Jockey Convention in April, and he will be coming to Minnesota with some new sales training focusing on the **who/what/when/where/why of sales** as only the Ziglar® Training program can teach it. Bryan will also be doing a special session on closing the sale. This is truly a DON'T MISS seminar!! You can hear an interview with Bryan at http://www.djaradio.com/?p=119

Bill Hermann of Blue Chip Productions will bring his years of experience as an actor and entertainer to our seminar room as he helps refine the roles disc jockeys play at events and how disc jockeys can be more polished at the event with his presentation called **'The Entertainment Experience.'**

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)

Jim Cerone of Jim Cerone Inc. will be presenting his popular presentation of **'Being The Perfect Host.'** (Seminar sponsored by the ADJA)

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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More info on seminars and exhibitors can be found online at http://www.discjockeynews.com

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Placement Matters

By Dr. John C. Maxwell

Back in my basketball-playing days, I learned a valuable lesson about employee placement from an early season experiment my coach conducted with our team.

He began by telling the first team, of which I was a member, that he wanted us to scrimmage the second team. There was nothing unusual about that, except that all the starters were to play out of position. "I'm going to show you why it's important to understand your place,

your niche and your position on the team," the coach explained.

I had to play center, guarded by a six-foot-seven-inch guy named Doug Roth. Needless to say, every time I shot the ball, it came back at me rather quickly. I don't think I even got the ball to the goal one time, and I know for sure I didn't get any rebounds. Doug got all the rebounds, and the first team—well, we just got slaughtered.

Mercifully, the coach stopped the scrimmage after 20 minutes. "Are you getting the point, players?" he asked. Of the two groups of players, the first team had more athleticism and better skills, he told us. But the second team was victorious because they stayed in position, while the members of the first team were completely out of place.

"Remember this," he cautioned. "Talent will never overcome being in the wrong position."

He was absolutely right. Whether you're talking about basketball players, gymnasts, marketing experts or software developers, one huge factor that separates a winning team from a losing team is how the team's good players are placed. Look at it this way:

The wrong person in the wrong place equal regression.

The wrong person in the right place equal frustration.

The right person in the wrong place equals confusion.

The right person in the right place equals progression.

The right people in the right places equals multiplication.

This reminds me of what I call the Law of the Niche, which says all players have a place where they add the most value. But having the right individuals in the right places leads to a winning record only if those people know the value of preparation and have a strong work ethic.

Let me illustrate this with another story from one of my favorite leaders, former UCLA basketball coach John Wooden. During practice sessions, he'd sometimes see one of his players slacking off. When that happened, he'd put his arm around the young man and say, "Now you do understand that if you're not giving 100 percent today, you can't make it up tomorrow."

Although that sounds quite simple, it's a very powerful truth.

"Think about it, John," Wooden said as he shared this story with me. "If you're giving 50 percent today, you can't give 150 percent tomorrow. What you don't do today is never retrievable or recoverable."

In other words, every day counts, and the best way to have success tomorrow is to take care of today. Or, to quote Wooden again, "Make every day your masterpiece."

What does all this mean to you as a leader? It means that if you want to be successful, you must have the right players in the right places on your team. And when you're determining who the "right" players are, don't just look at their skills or resume. They should be highly competent, of course, but they also need to be team players who possess solid values, a strong work ethic and a good attitude. As Henry Ford once said, "Coming together is a beginning, keeping together is progress, and working together is success."

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."

Killing continued from page 3

Applying the research of Irving Janis to chat-boards/forums doesn't take a stretch of the imagination. Countless threads are created based on subjective views, without supporting arguments or evidence. If the process of debate is dog-piled, disqualified by opinion...not fact, muted, harassed, barred, impeded, hi-jacked, locked or deleted - groupthink is imposed and without pluralism, learning cannot take place.

Many chat-board/forum owners, supporters, infer benevolent intentions toward learning and sharing and yet defy the application of First Amendment claiming private ownership of their site. That in itself is a paradox that is eloquently illustrated within Irving Janis's symptoms. Are we resigned to accept compromised learning at the expense of our First Amendment rights as long as the thoughts and ideas fall in step with the chat-board/forum owners and staff? This goes well beyond any example of personal attacks between users, which should be openly denounced. This has more to do with subject matter that is, in many cases, beyond the qualifications of the chatboard and those that run it.

Chat-board/forums are a business like any other. Those sites that have paid for banner and linked advertising are operating for the good of the profit first...not the good of the order. Veiled suggestions that a site will or can be shut down whenever it pleases the owner is dishonest. A site owner that has advertisers under contract is obligated to fulfill the terms or breach the agreement. So playing the "benevolent" nature card falls far short of honesty.

There is nothing wrong with making a profit. However, imploring sympathy toward those that serve to monitor these boards have an arduous, thankless and unpaid position is weak. How can the alleged gateways to knowledge within our industry lead by example on one hand and profess poverty on the other?

The real truth in the matter is that in most cases, those that monitor the boards that make the decisions on what is in the best interest of the industry for the users to see are voluntarily accepting their responsibilities seeking (and sometimes receiving) a measure of respect offered likewise. Otherwise, the opportunity to decline is always available. What I find most curious is that these volunteers can be considered a staff of a for profit venture, yet still be unpaid? Is that actually legal? Where does all the money generated from the advertising go? Is cash actually exchanging hands or is a trade/barter system being used? Either way the commerce legally has to be declared. SEE <http://www.irs.gov/publications/p535/ch13.html#d0e11631>

Another drawback related to chat-board/forums is Internet Addiction. Maria Garcia Duran published an appropriately titled psychology paper called Internet Addiction Disorder <http://allpsych.com/journal/internetaddiction.html>. While this disorder is still fairly new it can give a person food for thought. Many "experience" or "mood altering" addictions have similarities. Largely due to the chemical brain-buzz a person gets from that thrill. For instance, driving in excess of 120mph affects your physiology differently than driving 55mph. Jumping off a picnic table pales by comparison to base jumping.

There are generally 3 phases people go through when they discover the Internet the danger is getting stuck in Stage 1:

Stage 1: Enchantment or obsession (highly addictive: Extremely appealing to people with OCD, ADHD, Autism and Aspergers disorders)

Stage 2: Disillusionment

Stage 3: Balance

What is most curious is that Maria Garcia Duran denotes in this order: 1) chat rooms 2) discussion forums 3) e-mailing 4) on-line gambling as the enterprises most people engage in

Killing continued on page 14

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Why Working Smart Isn't Enough

By Harvey Mackay

Wayne Huizenga knows the value of time at work and at play. In his mid-sixties, he told Business Week magazine that a key measure for him was "'QTR' – 'quality time remaining.' I don't know how many years I'll be able to play golf, so I'm going to enjoy every minute . . ."

What does a self-made billionaire do when he takes QTR seriously? Build his own golf course, of course. And, that's what he did. Wayne brought in Gary Player to design the greens for the 300-acre Floridian Golf & Yacht Club on the St. Lucie River, one of the best courses I've ever played. Experts say it's the beauty queen of Florida's myriad courses.

A man of many accomplishments, Wayne Huizenga has been dubbed a "serial entrepreneur." That's a serial success six times over. Among his babies are Waste Management (Yes, he did once drive a garbage truck.), Blockbuster Video and the twenty-billion-dollar-big AutoNation, America's largest car retailer. Wayne also owns the NFL Miami Dolphins and the NHL Florida Panthers . . . and he owned the 1997 World Series champion Florida Marlins. On the road to every peak, Wayne kept his feet on the ground.

Columnist Chick Cheryl tells a classic Huizenga story: At Blockbuster, Wayne would scour the stores "up to 6 hours per day." "Employees nicknamed him 'Toilet Man' because the first thing he would do on a store visit was check out the employee bathrooms – if they weren't clean, the rest of the store would be in the same condition."

A while back, the Financial Times covered an Entrepreneur Summit held in sunny Monaco. Wayne was one of the attendees. The Times reporter captured one Huizenga comment worthy of being etched in stone: "No-one ever drowned in their own sweat." It's vital to work smarter. But, it's not enough to just work smarter. The truth is you need to work harder, too.

As Holiday Inn founder Kemmons Wilson used to put it, get used to working half days. And, it doesn't matter if you work the first 12 hours or the second 12 hours. You have to work smarter and harder if you want to succeed. But, no amount of work will matter if it doesn't yield results.

Accept the inescapable fact that you need to dig in with all you've got. Then ask questions about what you are trying to achieve:

Are you constantly focused on specific goals? Do you change what you're doing when the goals change? Don't assume the goals you wrote down in January still apply in August. When reality shifts, you better follow pronto. For example, crude oil has risen drastically since January. For oil-reliant businesses, that's a significant leap in operating costs. Track the trends daily. It's true if you're peddling heating oil or the hottest runway couture.

Do you constantly try to do things yourself instead of using your personal network or the Web to find information for you? Don't try to be an expert in everything, but do try to be a real expert in one or two things. Then get known for it. Why? Folks will call you for advice. When that happens, you'll build a network of experts in other areas who owe you favors.

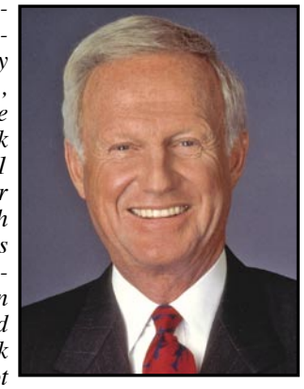
Intelligently use the time you socialize – over lunch, on the golf course, at the ballpark – to move along your A-list business and career agendas. When your head hits the pillow tonight, will you dream about the cob salad you had for lunch or the unfilled staffing hole in the accounting department that could cost you your job?

Hard work is not "show" – it isn't just doing things to impress others that you're exerting yourself. Hard work is doing those things that really have a benefit. Often a trainer (mentor) can help you figure out what really pays off.

Another Huizenga chestnut from Monaco is: "If we want to grow twice as fast, we have to work twice as hard." There are no short cuts. There's no way around it. Know in advance what the price of your growth goals is going to be. Better let your spouse and family know, too. It may mean the difference between awe and awful in your home life.

Mackay's Moral: You won't drown in your own sweat. The trick is using it to float to the top!

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."



Kids Parties

By Michael Edwin Q.

The last time I checked, it was illegal for a DJ (or anyone else, for that matter) to bash a child in the head with a Mixing-Board – no matter how spoiled, rude, and obnoxious that child may be. Keeping that in mind, you must take stock of yourself – can you handle a roomful of screaming children? Be honest – if you can't – turn it down, sub it out, but no matter how much money they offer, don't do it!

Kiddy parties are a part of the DJ business that most DJs aren't aware of or don't pursue, and for those who have no trouble dealing with children it is a very lucrative business. If you are one of the few…the proud…the brave who find no difficulty in working a child's party, here are a few pointers that may help. I might add that in my research for this article, I not only interviewed DJs who work Kid's Parties on a regular basis, but I also spoke with a few Magicians and Clowns – people who do this sort of thing everyday, for a living.

Rule one: Establish Ground-rules – explain the do and don'ts of a party that has a DJ (do have fun – don't touch the equipment, etc.). Let them know what to expect (what kind of music, what kind of games), but leave room for surprises.

Rule two: Except for the child who is being honored, do not single one child out. Try to always do things in a group. No one will be left out, or feel slighted.

Rule three: Try to call each child by their name (nametags work best). Children respond better when they hear their name. "That was some really fancy dancing, Tommy", works much better than, "Nice going, kid".

Rule four: Keep things moving. Children have a very short attention span. Keep your eyes peeled for signs of a game or dance not working and move on. It's best to have the events of the party well planned before hand; so when you move from one thing to another, the flow will be smooth and flawless.

Rule five: Always use encouragement and praise. Susie didn't lose the dance contest; she did her best and gave it a great try.

Rule six: Did you bring enough for everyone? If you are going to give away prizes or candy, make sure you have enough to go around. And see to it that no child leaves the party empty handed.

Rule seven: Try and get the parents involved. It will make the party more fun, and your job a lot easier (Adult Volunteers). But, if you get no response, don't push. That goes for the kids too. Don't try and make a child do what he or she doesn't want to do.

Rule eight: Everything you do and say must be done with an air of lightheartedness. A smile and a happy sounding voice is part of the job.

The next part isn't really a rule; it's more of a warning. In this day and age, parents are cautions of the people their children come in contact with; and rightfully so. Never put yourself in a situation where you are alone with the children, or especially one child. Be sure, everything transpires in full view of the parents.

Lastly, just because it's a children's party, don't think you have to shortchange yourself and charge a lower fee. Some kid's parties can be as much work as a wedding reception. Besides, the children aren't paying for it, the parents are. And a DJ who can pull off a perfect children's party is a rare and talented breed, and worth every penny.

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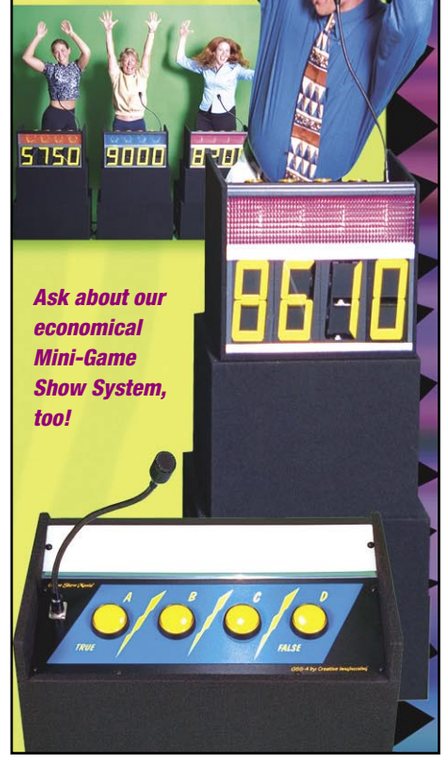

A Different Spin by Jason Nocera

www.nichecartoons.com

Killing continued from page 9

while on the Internet. David Greenfield, PhD, states "It's (the Internet) a socially connecting device that's socially isolating at the same time." The key in all this is the development of dependency.

How do you know if you are becoming dependent?

• preoccupation with online activity (the "need" to "check in")

• repeated unsuccessful attempts to cut down or quit (inability to suppress compulsions)

• using online activity to cope with problems or unpleasant feelings (escape)

• denying or minimizing reality (detachment)

• building a social support network to justify online activity (discovering others online that facilitate your preoccupation)

For the most part, people feel as though they are in control of their lives and the environment around them. Denial is the catalyst that prevents detection early on. Perceiving gradual changes is paramount to staying self aware. Developing sensory questions to evaluate where you are at any given moment relies on self discipline and common sense. For instance: Would you walk down an unfamiliar dark alley in rough neighborhood with voices and sounds coming from the shadows? If so...would you do so with $1,000 cash in your hand? Did you just ask yourself: If it's dark how would anyone see the cash?

The need to self evaluate constantly when being online can help you or becomes a greater part of the problem.

Ask yourself these questions:

1) Does your quality of life hinge largely on the quality of online activity?

2) Do good feelings about you are depend on getting approval from people online?

3) Is your self-esteem bolstered by solving online problems?

4) Does online struggle affect your serenity. Does your mental attention focus on solving online problems?

5) Do you feel compelled to give and share online as a matter of acceptance?

6) Does your mental attention usually focus on pleasing others online?

7) Are your hobbies and interests put aside to spend time sharing with others online?

8) Do your good feelings about who you are depend on being liked online?

9) Do you reshape your ideas, concepts and philosophies to fit in with others online?

10) Are you more aware of how others online feel as opposed to how you feel?

11) Do you put many of your values aside in order to stay in relationships with others online?

12) Do you value online opinions and ways of doing most things more than your own?

13) Are you more aware of what you want or do you find yourself asking what others want?

14) Are dreams of the future mainly linked to online activities?

15) Do fears of online rejection strongly shape what you do and say?

16) Does your "physical" social circle di-

Killing continued on page 17

Q Cornerd continued from page 6

nice it was. Then during the next dance set, a woman came off the floor, sweating and tired. She grabbed my arm and said, "Thank you, I needed this."

I asked, "What's that?"

"I needed to get out," she said. "I've been watching CNN for the past 2 days and it's good to actually live again."

And that's when it struck me how important my task was last night. These hundred some odd people that had come out needed me. They needed to hear some music and dance a little and be happy for a change. They needed a diversion. They needed to escape. And hopefully I gave them that.

You will be just as important this weekend. You. Your clients will look to you to provide that diversion and escape and that's why it's more important than ever that you suck it up and stay upbeat and positive. And "go for it." Your Bride and Groom or your guest of honor will rely on you to do that. They didn't throw this party so everyone could sit around and discuss the week's events. They didn't get their family and friends together so everyone could talk about what they'd do to this bin Laden guy if they bumped into him in a dark alley. And it's all gonna fall onto you to do it. More than any time in your whole career, you are going to have to make something out of nothing this weekend. You are going to have to climb a very steep hill.

Are you up for this? Are you ready?

Here are a few suggestions I'd like to make to help you:

* Try to block the negatives out. We've all spent the whole week watching footage of burning buildings and planes and all that. Heck, Tara even hooked rabbit ears up to her TV in the office so she could see that clip of the camera man diving under the car while he continues to record one of the falling towers (that guy deserves a bonus by the way.) We've overdosed on this. So please, an hour or so before you have to leave for your gig this weekend, shut off Wolf Blitzer and turn on your favorite music. For me it'll be Prince. I'll crank up "Get Off" and sing along while I shower and change and in my head I'll try to make this just any old Saturday. I will stiff-arm any thoughts from the week that creep in because I can't afford them and I don't want them. And if my mixer starts asking me if I saw the footage of the camera man diving under the car, I'll change the subject very quickly.

* Remind yourself <u>often</u> how important your job is today. I find when I do an important task, it becomes easier when I allow myself to feel proud of what I am doing. Be proud. Every person you get on the dance floor is one more person who can escape from this horrific week. Work hard to do it ('cause it may take hard work) but when you achieve and pack the dance floor, pat yourself on the back. You've done a wonderful thing!

* Try to stay positive with your music. This is something I do normally anyway but I will be more aware of it this weekend. Look for "positive message" songs as opposed to "negative messages" songs. For example, if you're in a new dance set, avoid songs like "Better Off Alone" or "Things Just Ain't The Same" and go with "Unspeakable Joy" or "We Like to Party." As a writer I think I over analyze lyrics sometimes (I would never play "You've Lost that Loving Feeling" at a wedding unless the Bride or Groom asked for it themselves) but I think this weekend it'll be very important to watch what you play. I think we can all assume that any group of 100 or more is going to contain at least one person who lost a loved one in this tragedy. Be thoughtful of that person. (Obviously this all goes out the window if your clients have asked for something. I don't care if my Bride and Groom ask for something totally distasteful like "You Dropped a Bomb on Me." If they want it, they get it!)

* If you want to do a similar "tribute" to what I described, ask your clients. I was fortunate at Network Night because there is no specific client or guest of honor so I get more free range to what I play. But this weekend (I have 2 weddings) before I play something like I described, I am going to say to my Bride and Groom, "I thought it would be nice to play a patriotic song as a tribute to what has happened this past week. Would you like me to do that or do you want me to avoid the whole thing all together?" This way I don't remind them of something they were hoping to avoid but I also won't miss out if they'd like to pay tribute. <u>I strongly suggest you do the same.</u>

There's something I say to my mixers all the time right before intros. I knock fists with them and I say "Let's be awesome." I try to pump them up and get them to focus on their task at hand but I also say it for myself. My standard is "awesome." I won't accept anything less from myself. Well this weekend, we all need to have that standard. You better be ready to go out and be awesome this weekend. It's what your clients need. It's what all those guests need. Go do it as your little way of helping out the war effort!

Mike

Anyone that's been in the business for over five years can probably recall their own stories of those immediate days and weeks following September 11th. In my opinion, the Mobile DJ Business just like the entire special events business, did itself proud by "partying" and allowing our fellow citizens to celebrate. It's what we do every weekend, but in troubling times, it's what we do the

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.

This guy interviewed this guy

and this guy over at DJA RADIO about

the upcoming Northern Disc Jockey Conference
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Catch Bill Hermann's interview with Bryan Flanagan at: http://www.djaradio.com/?p=119

Be Careful Of What You Are Selling

By: Aaron Foster of Marketingforentertainers.com

A quick flip through my local Yellow Pages shows several pages of DJ advertisements: these are ads of varying size, color, placement, and quality that fill the pages. When the new phone book comes, it's fun to open the Yellow Pages and pick out your own ad and stare at it for a while and hope that it brings in business. Perhaps you quickly glance at everyone else's ad. Then you put the book away and go about your business until it's time to renew your ad next year. It's the same with newspaper ads, too.

Naturally, you're looking at your ad from the business owner's point of view. But now look at it from the customer's point of view for a moment. What do THEY see when they flip open the Yellow Pages to book a DJ for their event? They see page after page of DJs all claiming basically the same thing. Sure, there might be someone who claims to be "the wedding specialist" or "the one to call for rockin' bar mitzvahs" but aside from those minor differences, how does your ad stand out?

If someone is turning to the Yellow Pages for guidance, it's because they don't have a referral from a friend or family member. They need to find entertainment but have to rely on the multitude of ads to help guide them. And if every ad seems to be the same, there's no guidance so they choose randomly. And random odds don't bring a lot of business to you.

If you've ever bought a car, you know exactly what it's like: you show up at the dealership and if you don't already have an idea about what you want to buy, you're practically overwhelmed by the acres and acres of cars. They all look shiny and new… and identical. It feels like you could just grab one – any one – and it wouldn't matter. The salesperson asks you questions and helps to understand your needs before they present a couple final options to you.

Unfortunately, there's no sales person walking the prospect through the Yellow Pages. It's just them, on their own, trusting their instincts. You need to help them by creating an advertisement that stands out from the crowd.

Here's one way you can do that:

Forget your name. Unless your company is run by a celebrity, forget putting your name front and center. Instead, in the primary spot you'd normally reserve for your company's name, write a few words or a short phrase that describes the feeling your customer will have during your show.

Sound crazy? That's what makes it so effective. And it's not that unusual. Perhaps you've heard of…

- Happy Meals
- Party stores
- Close-up toothpaste
- Power bars

These promotions, and many others like them don't describe the food or the contents of the store or the white teeth… they promise a feeling during use. And even ads that don't have that in their name will try to display the feeling. Most commercials do this well. Many print ads – especially the print ads of DJs – fall far short.

Want to catch a prospect? Catch their eye, stop their heart, take their breath away with this change: While everyone else is talking about what they GIVE the customer, you need to set yourself apart by talking about what feelings the customer GETS.

Other DJs are promising "all the best hits" or "tunes from the 60's" or "quality sound systems". Honestly, prospects don't care. Prospects want good feelings. They want to…

- Have fun
- Fall in love
- Remember the good old days
- Celebrate
- Laugh

When someone is looking for a DJ for a wedding, they don't care if you've been in business since 1982 or 1992; they want their special day to be romantic for the bride and groom and fun for everyone else and filled with lasting memories for all.

When someone is looking for a DJ for an anniversary party, they don't care if you have a ten gazillion watt stereo system; they want to recapture some of the excitement of a first kiss or a first dance.

When someone is looking for a DJ for a high school reunion, they don't care if you have the best light system in town; they want to laugh with friends they haven't seen in years, reliving the crazy dances of their youth.

When someone is looking for a DJ for a graduation dance, they don't care if you have a clever sounding name, they want to slow dance with someone holding them tight and wish that they could push off the feeling that the carefree days of high school are over and it's now time to grow up and move on.

So how do you combine all that into just a few words? Think about your own special times. What happens to you? Does your heart stop when you see someone across the dance floor? Do you cry because you're laughing so hard at the memories of your youth? Do your eyes look deep into the person that you're dancing close to?

Think about the emotions that people have during the type of entertainment you do and try to capture that moment in just a few short but powerful words. Once you've done that, put THOSE words front and center on your print ads in the Yellow Pages or newspaper.

Flipping through the Yellow Pages, your prospect will pass by promise after promise of amazing lights, deafening sound, professional service. They will be stopped in their tracks by a brief phrase that elicits emotion. And that emotion will dial the phone and book you.

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 week!

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Press Releases

Submit your Press Release to the Disc Jockey News by email at sales@discjockeynews.com

NAME Elects First Ever Advisory Board, President Attends NACE

Over the course of 2005 and 2006, NAME's (National Association of Mobile Entertainers) membership has continued to experience unprecedented growth. In an effort to provide premium level service to the increasing membership base, NAME has added internal office staff and more importantly recently elected the first ever "Advisory Board of Directors". Bruce Keslar, NAME founder, stated that "In addition to making certain that the overall membership needs are met and serviced, The Board was created to improve the associations visibility, enhance member relations and to further develop mutually beneficial relationships with related industries."

Keslar went onto say, "Our focus is on improving the overall operations of NAME, along with finding and increasing member benefits and we feel by having elected members more involved with the intricate day-to-day operations NAME can accomplish this goal."

From the nomination through the election all aspects of the this process went smoothly and NAME is proud to introduce their first ever Advisory Board of Directors:

David Hanscom, President
Jacksonville, FL
David@nameentertainers.com

Marc Burgess, Vice President
Orlando, FL
marc@djmarcburgess.com

Matt Peterson, Vice President
Boston, MA
ptrsnProDj@aol.com

(not pictured) Lisa Miller, Vice President
Phoenix, AZ
info@itsyourpartydj.com

Dennis Kintzer Vice President
Reading, PA DMKintzer@dmksound.com

These individuals have accepted their respective positions and are committed to helping take NAME to the next level. The Board's duties will include public relations, creation of new chapters, developing of educational seminars and attending various industry and DJ trade shows. More specifically,

NAME had the Board immediately jump into action as David Hanscom, NAME President, took on his first big challenge by attending the National Association of Catering Executives Conference (NACE) recently in Phoenix AZ. David was there to introduce NAME to NACE to and to aid in developing a business networking relationship between the catering industry and the mobile entertainer industry.

Both David and NAME were well received by NACE attendees and the NACE administration. NAME looks forward to developing programs in the future that will aid not only our members but also increase professional cooperation between the industries and their respective individual businesses.

Furthermore, the entire new Board encourages all members to contact them via email with their ideas or suggestions of how to improve NAME and our industry. The NAME Board meets and communicates regularly with the national office via conference calls in which the Board can then voice member concerns and/or new ideas that may help continue to strengthen the association and in turn provide members with increased benefits.

The new Advisory Board is just one of the many ways NAME continues to strive to serve their members on a daily basis. For more information on NAME contact any board member or our national offices at (800) 434-8274 or in PA at (215) 658-1193.

Leadership Conference comes to Minnesota

The Disc Jockey News will be hosting the 2007 Leadership Conference on March 19-20, 2007 in Minneapolis, Minnesota.

The 2007 Leadership Conference will replace the Disc Jockey News' Southern Disc Jockey Convention for 2007.

"The Southern Disc Jockey Convention was a great experience, but we have the opportunity to bring in national known leadership training programs from Maximum Impact, " said John Young of the Disc Jockey News.

Maximum Impact is the training and leadership development company started by John C. Maxwell who is internationally known as and expert in the areas of leadership growth and development. "There are not many true experts in the world in the area of leadership, but the teachings of John Maxwell and the resources from Maximum Impact are truly at the top of the leadership training world," commented Young.

Quality leaders make things happen and can do tremendous things, but without proper training and tooling, even the best intentioned leaders can confuse and frustrate those around them and become ineffective. The two days of leadership training in Minneapolis will focus on developing yourself as a leader and working with others to develop leaders around you.

The 2007 Leadership Conference will be limited to 40 attendees. "The disc jockey industry needs strong leaders. The 2007 Leadership Conference will help build and equip a handfull of industry leaders from around the country. Then, those leaders will be able to work to develop leaders in their areas and their markets. In time, the effect and reach of the Leadership Conferences will effect the industry and take it to the next level," added Young.

For more information on the 2007 Leadership Conference visit http://www.discjockeynews.com.

THE 1% SOLUTION V.3 – THE SEMINARS

The 1% Solution V.3 –The Seminars is now available. This DVD is the prequel to the highly touted 1% Solution V.1 – The Essentials and The 1% Solution V.2 – Weddings.

Volume 3- The Essentials contains three of Randy Bartlett's most popular seminars and brings them in their entirety to you and your entertainment staff. The first seminar, The 1% Solution was the smash hit at the 2002 Mobile Beat Show and Conference in Las Vegas and was repeated in Atlantic City for DJ Times International DJ Expo. This is the seminar that started it all, and made "1%" part of the international DJ vocabulary.

The second seminar is The 1% Solution – Weddings, and was presented at the 2003 Mobile Beat Show and Conference in Las Vegas. But this time, Randy raised the bar by including Peter Merry, the former President of the ADJA, and one of the country's leading wedding DJ's. Their techniques are easy to follow and this seminar is fast-paced, so you'll want to watch it over and over.

And finally, The 1% Solution – The WOW factor. This seminar, presented in 2006 at both Mobile Beat Conferences, took mobile entertainment to another level. This seminar is filled with the kind of ideas which cause your phone to ring from enthusiastic clients ready to book you at a premium rate! This seminar shows both the pitfalls that can cost you referrals as well as the WOW Factor techniques which cause the demand for your service to soar.

You can find more info on Randy Bartlett's DVDs at http://www.theonepercentsolution.com/

Killing Continued from page 14

minish as you involve yourself with others online and your "online" social circle increases?

If so...you need to step away from your keyboard, take some time off or get help.

When chat-board/forum discussions turn south do you react from anger or fear? From fact or opinion? From research or speculation? What motivates your response? What is the compulsion to get in the last word? If a chat-board/forum is nothing more than an entertaining collection of opinions...why is there such hate coming from behind some profiles?

With the exception of groupthink, disinformation is the second most dangerous component to chat-board/forums.

Disinformation: is the spreading of deliberately false information to mislead. It also includes the distortion of true information in such a way as to render it useless.

One method of disinformation is censorship. Which is the deliberate concealment of facts by those with the opportunity or power to do so. Example: Imagine a ground loop buzz (disinformation) coming from a speaker. When no audio (information) is present the buzz (disinformation) is profoundly noticeable. Increase the audio (information) signal slightly and the buzz (disinformation) seems to diminish by contrast. Increase the audio (information) to the point where the buzz (disinformation) is not noticeable and it is perceived that the buzz (disinformation) is no longer present. Cut the audio (information) and the buzz (disinformation) returns. This is effectively called signal to noise ratio. What signal are you being ALLOWED to hear?

We live in an age where more information is at our finger tips than at any other time. The legendary Library at Alexandria would be the closest comparison to what the internet has to offer today. Despite the multitude of resources, the average chat-board/forum user argues from personal opinion without regard to historical facts or statistics. Why? Has actually taking a stand and getting proven right or wrong become morally reprehensible?

With the chat-board/forums designed exclusively for the legions of DJs seeking information about the Mobile Disc Jockey (MDJ) industry lacking substantial pluralism to compare views we are destined to destroy the future of the Mobile Disc Jockey (MDJ) industry with each keystroke.

With all the hype, fan-fare and team spirit behind any particular chat-board/forum...NOTHING can help your business more than a solid business education. Without it you resign yourself to today's version of groupthink and disinformation. You owe it to yourself and your family to attain a solid business education. Which is more important? Doing substantial research obtained from credible resources or actively participating in killing the industry...one post at a time?

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

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Monthly Music Charts

By TM Century

Pop

1.	Nelly Furtado	Promiscous
2.	Pussycat Dolls F/Snoop	Buttons
3.	Panic! At The Disco	I Write Sins Not Tragedies
4.	Cassie	Me & U
5.	Justin Timberlake	SexyBack
6.	Cherish	Do It To It
7.	Fray	Over My Head (Cable Car)
8.	Gnarls Barkley	Crazy
9.	Christina Aguilera	Ain't No Other Man
10.	Fergie	London Bridge (Oh Snap)

Rock

1.	Audioslave	Original Fire
2.	Three Days Grace	Animal I Have Become
3.	Stone Sour	Through The Glass
4.	Red Hot Chili Peppers	Dani California
5.	Breaking Benjamin	The Diary Of Jane
6.	Hinder	Lips Of An Angel
7.	Buckcherry	Crazy Bitch
8.	Nickelback	Rockstar
9.	Korn	Coming Undone
10.	Tom Petty	Saving Grace

Urban

1.	Chingy	Pullin' Me Back
2.	Young Dro	Shoulder Lean
3.	Yung Joc	I Know You See It
4.	Ne-Yo	Sexy Love
5.	Cassie	Me & U
6.	Janet Jackson F/Nelly	Call On Me
7.	E-40	U And Dat
8.	Beyonce F/ Jay-Z	Déjà Vu
9.	Sean Paul F/ K.Cole	(When You Gonna) Give…
10.	Lyfe Jennings	S.E.X.

Country

1.	Rodney Atkins	If You're Going Through Hell
2.	Wreckers	Leave The Pieces
3.	Steve Holy	Brand New Girlfriend
4.	Little Big Town	Bring It On Home
5.	George Strait	Give It Away
6.	Faith Hill	Sunshine & Summertime
7.	Brooks & Dunn	Building Bridges
8.	Josh Turner	Would You Go With Me
9.	Gary Allan	Life Ain't Always Beautiful
10.	Pat Green	Feels Just Like It Should

The DJ Swap Shop

For Sale: Purchase the BPM List 2006 Edition today at bpmlist.com." (TFN)

For Sale: Buy two businesses in one; 1) Long established DJ service with great following/repeat business, and 2) A successful party equipment rental business. Buy one or both. Located in fast growing NE Florida. Contact Cal Heseman at Transworld Business Brokers, 904-521-3602 or 904-992-2223.

For Sale: 2 Mackie powered subwoofers SWA1501 With 2 custom quilted covers and 2 pole mounts (SPM100). Total original purchase price: $2256. I only used these twice. Everything looks just like brand new. Asking only $1800 OBO. Call Tim at 314-705-0680

For Sale: 4 Martin MX-4 fixtures/with 2510 Controller; 1 MoboLazer ML-8/with G-Scan Head, all accessories included, loaded mint condition, and never used. 0 Hrs; 2 Lotus's, need Lamps; Assorted O-Clamps, bar clamps., tri angle truss, regular trussing; 2 complete par can systems, 1 4800 watts, 1 2400 watts, 1 american dj, 1 lightronics, With gels; 1 pair Klipsch LaScala 's. 1 pr MTX Dual Subs 15", 1 pair Klipsch Cornwalls. Much more stuff, all in excellent condition. Contact Jeffrey at muffin1@uscellular.blackberry.com or 319-430-2801

Help Wanted: Golden Touch Dj Entertainment Is Looking too Hire A Part time Dj Assistants and sale reps this coming year Exp is Preferred Butt Not Necessary Serious Inquires Only.... Contact Bill at 763-557-6462

For Sale: DJ's collection of LPs. Albums of all genres. Music from 1943 to 2004. Collection includes over 40K LPs. Looking for a quick sale. Only serious offers will be considered. Contact "Paul" via telephone at 973-727-2907 / 973-373-0642, or via E-mail at DJPaul8463@Verizon.net.

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: 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: 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.

Upcoming Events

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

DJ Times DJ Expo
Atlantic City, NJ
August, 2007
http://www.djtimes.com

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

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