

Disc Jockey News

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The Monthly Disc Jockey Newspaper

Free

As we near our Northern Disc Jockey Conference, long time writer Chuck Lehnard put together some tips for those attending a dj conference for the first time, or the 10th time. Chuck granted us permission to include his dj conference thoughts in time for our event!

My Top Ten Ideas On How To Get The Most Out Of Any DJ Conference!!

By Chuck Lehnard

1. Don't bring your spouse or girl friend or boy friend unless they are directly involved with your business. Even though they may say just do whatever, you will want to spend time with them, it's natural. There will be a number of times when you may just want to network, or go hang with the DJs at some outside event. If you want to get the max out of the conference, come solo.
2. Don't be scared to jump into conversations. I don't mean be rude. But if there is a time where you are standing in line for something, or just hanging and you hear a couple of DJs talking about something that is of interest to you, politely introduce yourself, hand them a card and ask a question. Explain that it's your 1st conference and most are willing to share, it's what we go for.
3. Don't get caught up in the buying frenzy of the exhibit hall. Take your time, look at all the toys and BEFORE you buy, walk out and get a Coke and think about it, do you really need it? Then go back in and buy it.
4. Bring cards and give them to everyone you talk to. I know this may just be me, but if someone doesn't have a nice business card, or one at all, it makes me wonder how serious they are about being a DJ.
5. Don't drink to excess. I hear DJs all the time going to get drunk and party. That's fine, but you want to be able to see the workshops and seminars and get something out of them. Don't spend the week hung over.
6. Take notes at seminars. Go to ones that you are really interested in, but go to a few that you don't think apply to you because you may learn something you didn't know you wanted to learn. That's how I got into karaoke.
7. Don't be a loner. This kind of goes back to the butting into conversations, but let's say you go to eat in the buffet, if you are looking for a seat, look and see if there are some DJs there that look friendly, ask to join them.
8. If you come with a group of DJ buds, try not to hang with them all the time. I know that they are your safety net, but a big part of the conference is networking and you need to do that. It's a great way to learn. You never know who you will meet and how long you will know them. I met Mad Joe and I still like him! LOL Meet new people.
9. Stay at the host hotel. Sure maybe you can find a cheaper room down the way, but everything centers around the host hotel. Show your support for the event and industry by staying there. If you need a nap during the day, or just want to drop off that piece of gear you just bought, it makes it much easier.
10. NETWORK NETWORK & NETWORK! Talk to DJs. Ask what and where and how. You may meet someone who is doing the same thing you are. In the workshops, listen to who asks a question, maybe it is something you know about. Afterward, find them, introduce yourself and have dinner or a drink, pick each others brain. Go to as many of the after events as you can. I don't mean just the parties where there is loud music, some DJ doing his thing and drinks (which is fine BTW) but the ones where you have a chance to talk. It's all about the networking. But most of all, have fun.

Disc Jockey News

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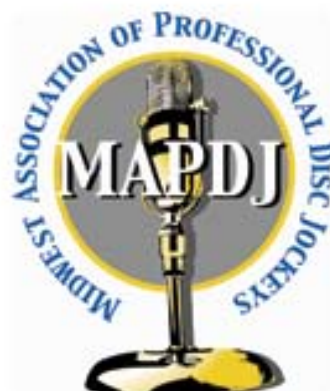
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The Relationship Edge. Are You On It, In It, Or Over It?

By Jeffery Gitomer

Beginning a relationship is easy.

Exploration is predominantly on the surface. Nothing too deep. Nothing too wide. Nothing too revealing. In the beginning, all is well. Friendships blossom. Feelings emerge. And life is good.

It's like fast dancing at a bar. You kind of get to know the other person without touching them. Watch them move, see their rhythm, exchange smiles, scream a word or two. And at the end of the song, thank the person for their time.

You get to know them, and decide if you want to dance again. If you like them, and believe you have some things in common, you may dance again. And again.

If you feel good about the relationship, and a bit of trust emerges, you may permit a transaction to take place. A meeting, a dinner, a sale, or in a social setting, even a kiss.

As the relationship matures facts and truths begin to reveal themselves -- causing decisions to be made about the future

of the relationship, including things like its length.

And one day you begin to see things you've never seen before, because life takes over and reality sets in based on daily transactions and interactions, coupled with patience, emotion, feelings, and responses.

I'll refer to them as edges. You have edges or levels, past which you will not go. Tolerance levels, social levels, philosophical levels, and business levels. If someone tries to go past your edge, your tolerance level, you, in some manner, rebuff or deny them. Maybe even dismiss them.

Your compatibility for and with the other person's edges, combined with your acceptance of the other person's edges, will determine how the relationships grows or dies.

For example, I'm not a smoker. Nor am I much of a drinker. If I'm around a drinking smoker, it's past my edges, and I don't want to be around them much. I didn't say ever. I just said much.

I may have a business relationship with a smoking drinker, but I'd never have a social relationship with him or her.

There are ethical edges, both personal and business. If someone goes past your ethical edges, you have a reaction, often acute, that says "danger." It can be as "innocent" as cheating on your golf score, or as serious as cheating on your taxes or not paying your bills, but whatever it is, it's a relationship breaker.

And then there are the emotional edges. How someone reacts when something goes wrong, or how someone responds to a point of argument. And how you feel about or judge their reaction. Are they whiny? Are they quick tempered? Are they abusive? Are they somewhat of a wildcard flying off the handle? Or worse, showing characteristics that you either don't like, or fear? A temper. A hostility. A vindictiveness. Even the threat of physical violence.

In other words, are they inside (safe) or outside (unsafe) your emotional edge?

Edges have a counterpoint: tolerance. You can tolerate almost anything for a short space of time. But each time someone goes over your edge, you become less and less tolerant, either verbally or silent.

Personally, I believe that "past the edge" silent thoughts are more dangerous and more powerful. They're dangerous because they're left unsaid and allow the present situation to continue. More powerful because they begin to deepen and build emotion. And like any latent power, eventually, it explodes.

What are your edges? Where do you draw the line? What are you willing to accept in others in order to continue a relationship? Many spousal relationships become petty before they end. Leaving the cap off the toothpaste. Dirty laundry lying around. Dirty dishes in the sink. The gas tank on

empty. Dumb little things that erode love because after a hundred abrasive times, it's over someone else's edge.

Of course, there are worse edges in personal relationships. For the purposes of this writing, I'd rather not get into them. And if you've forgotten what they are -- any local news program will remind you of them nightly.

Rather, I'm challenging you to widen your field of acceptable edges. Extend your patience. Figure out how you can help first rather than complain, nag, bicker, nitpick, or whine. Figure out how you can compromise just a bit more. And figure out how you can be more of a resource than a resister. More of a yes than a no.

Your personal edges determine your business and career edges. And your happiness.

If you would like to know the areas where edges, both yours and others, are likely to reveal themselves, go to www.gitomer.com, register if you're a first time user, and enter EDGES in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Gold Book of YES! Attitude*. 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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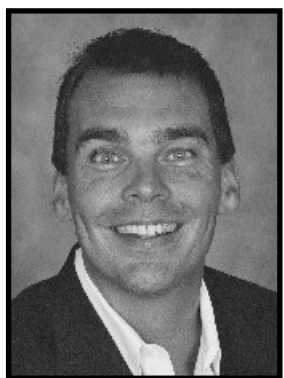
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I haven't read as many self-help / motivational / organize your life / be a better you type books as some people. When I read it's usually as an escape or for pleasure. I read a lot of whodunit novels that start with a dead guy on the first page and end with another dead guy on the last page. I also read a lot of biographies. Interesting lives fascinate me, even the



evil ones. (I just picked up "The Looming Towers" but I'm afraid to read it because I have a vacation coming up - who wants to read a book about Al-Qaeda on a plane?)

But I have read a few classic business

books and just recently I picked up my original copy of "Seven Habits of Highly Effective People" by Stephen Covey and thumbed through it. I often read with a highlighter as a book mark. I highlight the sections I like, take notes in the margins and generally destroy a book for anyone else who might want to read it down the

road. The advantage of this are two-fold. If I want to find a certain section I liked to quote it or write about it, it's much easier to locate. Plus, it's always interesting to re-read a book after a few years and see what sections strike me now that I didn't highlight originally (sometimes I get a new copy of a book, mark it up and then go back and compare to two.)

One of the sections I came across that was a bright orange in "Seven Habits" was Covey's discussion on "Principals." "The situation may change and the practice may no longer apply," Covey writes, "but the principal will remain constant. (The Principal) will always apply."

When I broke into Mobile DJing in the late 80's in north Jersey, I was trained by the late great Star DJs. Our style back then was highly interactive. Put it this way: their list of "must have" items for their new DJs included, not only a complete sound system and music library but a sequined jacket and limbo pole. We used to make our own limbo poles by wrapping bright yellow tape around a black broom stick. We jumped up on speakers, did 5 minute introductions to songs and generally tried to be the "Chippendales" of Mobile DJing. This was the late 80s in New Jersey. Bon Jovi and Poison were ruling the airwaves, our Brides had big

high hair and they wanted their DJs with mullets and tight pants. Everyone at Star was happy to oblige.

The "situation" was our clients expectations, the "practice" was our specific style but the Principle was simple: give the client what they wanted and show them a fun time.

But time changes everything and we find today that our Brides ask for a different approach now. They want less interaction and certainly less of "us." The situation has change and so too has our practice. When I train my DJs now, our over all philosophy is to provide a fun atmosphere without taking over the wedding. My sequined jacket has been collecting dust at the back of my closet for years now and my limbo pole has gone back to just being a broom stick (albeit one that you can find in the dark)

But the "Principal" has not changed. Mobile DJing remains for us about two main things: giving the client what they want, and providing a fun and enthusiastic atmosphere at every event. Just because I'm not jumping on speakers and bumping and grinding with the hottest Bridesmaid doesn't mean I'm a wallflower. I still get out on the dance floor for much of the fast dancing, lead any line dancing that they might want (yes

the "Electric Slide and its offspring are still popular "dance-floor-fillers" in these parts) and keep a smile plastered on my face all night long. I don't wear a mullet anymore (I tried to resurrect it a few years ago but I found out Bon Jovi was wrong, sometimes you can't go home) but I do still try to stay fashionable. We are in an ascetic business and I think it's important to maintain a certain level of fashion and fitness.

Stephen Covey reminded me of all that with his discussion of Principals. I will be conscious of it in my own events and also when I talk to my staff. The practice of how we DJ has changed over time and it will continue to change (who knows maybe that sequined jacket will be back in vogue again someday) but the Principals of Mobile DJing will never change.

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 mike-walter@discjockeynews.com.



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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column 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: DJ Chat Sites.

You probably already know of the many DJ Chat sites, boards or forums available to take part in. What you may not be aware of is what makes for a good and what makes for a poor chat site. Here are six things to look for and a few things to stay away from when choosing a chat site to join in.

1) Chat sites are only as good as the DJs who participate on them. Some sites seem to draw more of the not so desirable DJs who for whatever reason just don't have a clue as to what makes a DJ great and what makes them an "Average Joe Button Pusher." You need to find a site that has experienced, trained and skilled members who are there to lend a helping hand and encouragement when needed. Find a site that speaks to you and your needs to learn and grow your business. There are many highly trained and skilled DJs who are willing to work with you, share ideas and help you be the best you can be. You should have a goal to what you want for your business and from a DJ chat site, and then find one that will help you obtain those goals. You may find it in a local association forum or in a national chat site.

2) Chat sites that encourage freedom of speech. You want a site that will allow everyone to openly discuss ideas, share experiences and ask questions without the backlash of name calling, finger pointing or hatred among the dialog. Some sites can turn into a war zone between it's users. This can happen often when two or more people with completely

different ideas, methods or ideologies touch on a sensitive topic. Along with freedom of speech the site should also have a detailed plan as to what will and will not be tolerated and the consequences for breaking the rules. These rules are designed to stop vulgar language, bigotry, harmful or hurtful text towards one's race, religion or sexual orientation, but not to stop the exchange of expression.

3) Chat sites should be entertaining as well as informative. The whole idea of chat boards are to share information, skills and experiences while creating a trusting, honest atmosphere for the DJs viewing the site. Allow yourself to share and laugh about your mistakes, blunders and experiences. From this humor, truths will evolve and you will become better educated. Another DJs funny experience may save you from the same unfortunate outcome. Have fun with it and laugh a little. Remember to keep it clean and do not send obscene, racist, or questionable jokes, pictures or stories that could be offensive.

4) Chat sites that charge a fee typically have DJs who are more serious about their profession. It's amazing how a few pennies a day will keep "button pushers" away. Sites that have a fee tend to have DJs who are more serious about the profession and truly want to learn and grow their business. They tend to be educated entertainers who want to help everyone on the site attain the higher quality status no matter what their present ability level. Luckily the cost of membership will keep the majority of the inadequate "button pushers" off the site.

5) Chat Sites that are "secret" can be questionable. I'm not speaking of forums that individual

associations have for its paid members only, or the sites with a fee as mentioned in number four. These "secret" sites are just that "SECRET." Part of their rules is that you can not speak of the group with others, especially other DJs! If you can't tell anyone that you are in the group, there could be a private agenda involved that you may not agree with. There could be a reason for wanting to keep the group a "secret" and it might not be one you want to be involved with. Take the time to really research any DJ chat site before becoming a member. If their standards, ethics and reasons for being "secret" comply with your personal preference then join in, if not you may want to avoid that chat site.

6) Your Text Should be 100% Accurate: I have recently learned this one the hard way myself. What you type needs to be completely factual, correct, not second hand and not lead to any possibility of misunderstanding, innuendos, or hurt feelings of another DJ. I recently fell back to this unfortunate way of thinking and created a completely unnecessary situation for another DJ and all involved. I have personally committed to and would encourage all of us as a group to stop the finger pointing and harmful dialogue towards one another in order to advance our selves and our profession. We all may not agree on ideas, may not agree on business practices or even agree on pricing; but we do need to agree to work in a peaceful and professional manner.

7) Point of view: The most important thing to remember when on any chat site is that what you read or write can be interpreted differently by every individual who reads it. Sometimes readers

will impose their own personal feelings or opinions and read the posts with a completely different context, feelings or state of mind then it was originally written. Since it is almost impossible to type inflections or the thought process of one's mind or emotions; something very simple can suddenly become something huge and horrendous. This is where arguments will start and the nasty text will spew out. It can be very easy to misunderstand or misconstrue another's typed words when the information is limited to a few sentences on a page. When you create a posting try to clearly define what you're thinking, the meanings behind and reasons for making the posting. This will help stop some of the confusion and unnecessary arguments among the readers.

I will be at the Northern DJ Conference on Monday October 29th presenting a seminar entitled "Your Image is Everything." I will be speaking about how the image you project will determine everything about your business from the type of clients who you will book to the rate at which you can charge.

Read Jeff's blog at www.discjockeynews.com click on the Blog/News button then click on "Starting from Scratch"

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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The Blind Spot

By Dr. John C. Maxwell

I have almost died on several occasions. I'd like to blame these near-death experiences on others, but I suppose they might have something to do with me. Let me explain...

Anyone who has driven for a length of time in Atlanta can testify to the horrors of its traffic situation. I'm sure other cities can make the claim of worst traffic in America, but I can't imagine anyplace worse than Atlanta. To complicate the problem, I wouldn't describe myself as a particularly patient person. In fact, my wife might describe me as downright impatient—and she would probably be right.

When in traffic, I've always subscribed to the bob-and-weave philosophy. If rampant lane changing can save me a car length or two, then I'll switch lanes like Liz Taylor switches husbands.

Unfortunately, there have been a few instances when I've not been diligent in checking my blind spot when shifting lanes. And, let me tell you, nothing jolts a person like the angry honking of a car horn only a few inches

to his left or right! Thankfully, I've been able to survive without crashing or receiving anything worse than a friendly wave of the middle finger from a fellow driver. Since my blind spot has nearly caused my demise several times, I now pay extra attention to it. I double and triple confirm no cars are there before I merge into another lane.

Blind spots can wreck a leader's journey. In this edition of LW, I would like illustrate one of the most common blind spots I have observed in leaders. Next edition, I'll explore a second customary blind spot faced by leaders, and in each lesson, I'll give you advice for avoiding the dangers of the blind spot.

THE BLIND SPOT

The Blind Spot – An area in the lives of people in which they continually do not see themselves or their situation realistically. This unawareness often causes great damage to the people and those around them.

WHY WE ARE BLIND – A SINGULAR PERSPECTIVE

Most every leader has a blind spot, in fact, all probably do. We are trapped in our own perspectives, unable to see the world completely from another person's point of view. We are absorbed in our world, caught in our present circumstances, consumed by selfish thoughts, and confined by our narrow experiences.

To illustrate, consider King George III of England's journal entry on July 4, 1776: "Nothing happened today." Of course, unbeknownst

to King George, the American Declaration of Independence had been issued that day, and it would change the course of history.

One reason for our singular perspective can be attributed to our self-perception, or attitude toward self. As I wrote in the Lens Principle: who we are determines how we see others. A naive optimist may be blind to the less-than-ideal intentions of those around them. Oppositely, an eternal pessimist may be blind to the kindness of a co-worker, instead suspecting ulterior motives.

A second cause of singular perspective comes from our tendency to judge ourselves based on intentions, while judging others by their actions. Such a bias allows us to cut ourselves slack and to justify our actions, because, after all, we meant well. However, since we aren't able to see the motives of others, we evaluate them solely by their actions. We attribute shortcomings in their behavior to shortfalls in character without regard for their present circumstances, mood, or emotional frame of mind.

We are fully aware of our history, but ignorant of the background of others. For this reason, context is the third and final cause of a blinding singular perspective. Decisions we take make perfect sense to us given our beliefs and experiences, but they may surprise others who are not as familiar with us. On the other hand, since we don't know the particulars of another person's childhood, past relationships, or prior involvements, we often have trouble conceiving why

the person acts the way he or she does.

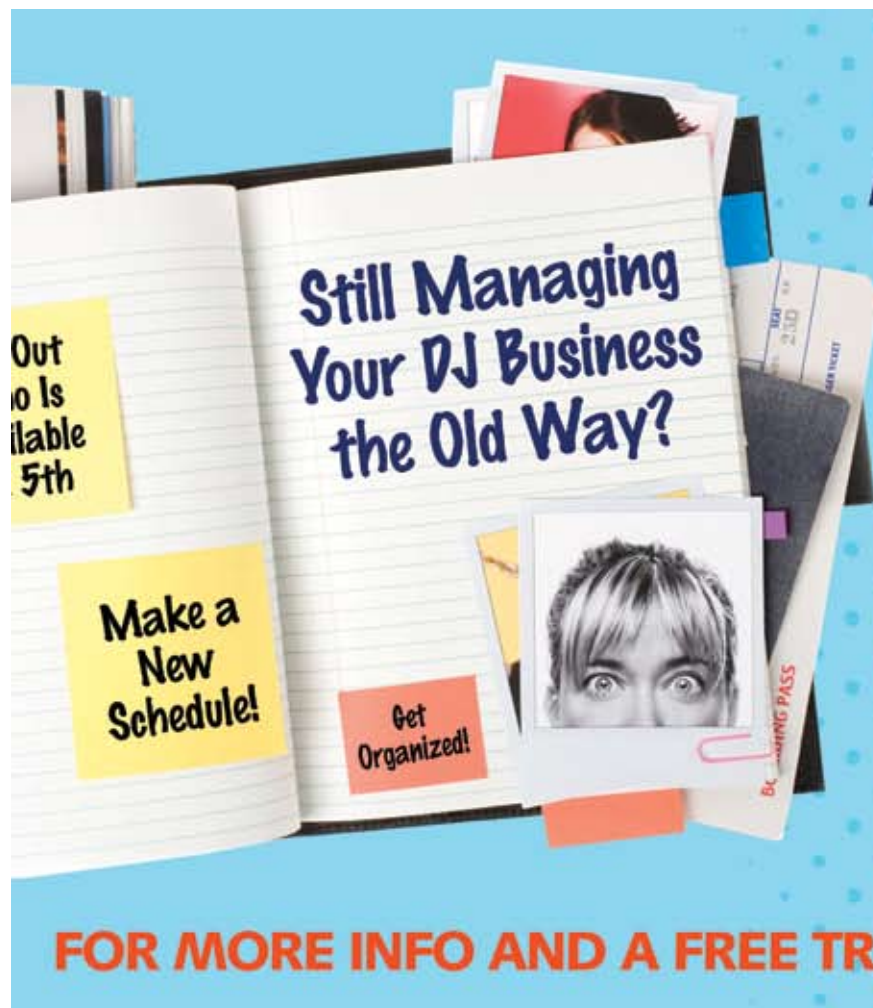
CHECKING YOUR BLIND SPOT – OPENING UP TO THE PERSPECTIVES OF OTHERS

As trite as it may sound, putting yourself in another person's shoes does open you to their perspective. To broaden your limited perspective, try to envision their opinions and feelings. Attempt to be aware of their motives and the values they hold dear.

Leaders avoid the blind spot of singular perspective when they seek to understand before seeking to be understood. As I wrote in *Winning with People*, "The entire world, with one small exception, is composed of others." Followers are focused inwardly, and they wonder, "How will this affect me?" Conversely, leaders are focused outwardly, and they ask, "How will this affect others?"

Finally, leaders may avoid the blind spot of singular perspective by examining themselves before casting blame on others. As Jesus of Nazareth taught, "Don't pick on people, jump on their failures, or criticize their faults— unless, of course, you want the same treatment. That critical spirit has a way of boomeranging. It's easy to see a smudge on your neighbor's face and be oblivious to the ugly sneer on your own." (Matthew 7:1-3, *The Message*).

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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Thinking Positive Has No Negative

By Harvey Mackay

I was looking at the obituary notices the other day, and came across one that struck a chord with me and not just because I'm a golf junkie.

Gay Brewer was one of the top golfers of the '60s and '70s and won the 1967 Masters golf tournament. The year before he lost the Masters in a playoff with Jack Nicklaus and then lost the following week's tournament in a playoff with Arnold Palmer. Those losses made Brewer realize that he needed to pay more attention to the mental aspects of golf.



That's when he turned to Norman Vincent Peale's book, "The Power of Positive Thinking," which I consider one of the top motivational books ever written. I had the privilege

of playing in a pro-am with Brewer some years later, and he told me how he even scanned sections of the book before winning the 1967 Masters.

A positive mind anticipates happiness, joy, health and success. Whatever the mind expects, it finds.

Dr. Herbert H. Clark, a psychologist from The Johns Hopkins University, discovered that it takes the average person about 48 percent longer to understand a sentence using a negative than it does to understand a positive or affirmative sentence.

This is confirmation of something every successful person knows: The secret of good communication is positive affirmation. It is not what you can't or won't do that interests people, but what you can or will do.

The famous inventor Thomas Edison used to say his deafness was his greatest blessing -- a blessing because it saved him from having to listen to reasons why things couldn't be done.

Once upon a time a man watched two masons working on a building. As he worked, one of the masons continually frowned, groaned, and cursed the nature of his labors. Asked what he was doing, he replied, "Just piling one stone on top of another all day long until my back is about to break."

On the other hand, the other mason whistled as he worked. His movements were swift and sure, and his face wore a glow of satisfaction. Asked what he was doing, he replied, "Sir, I'm doing far more

than just making a stone wall -- I'm helping build a cathedral."

Notice he said "helping." He wasn't trying to do it on his own, but he was putting his best effort into a project for which he would eventually get very little personal credit. No one would ever really know which stones he laid. Yet it was important for him to see his role in this enormous venture. A positive attitude translated into a spectacular building to him.

One of my favorite aphorisms goes like this: Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny.

This gives you a choice, a positive or negative path. Clearly, the positive path will lead to a more rewarding, more contented life.

What that means to me is that if you think positively, you will be more inclined to speak positively. Your positive words will spur you to positive actions. If you get used to behaving in a positive way, you will form good habits. And your habits will help define the kind of person you are. That will lead you to your destiny: what you will eventually become as a person.

And isn't it enough to be yourself and

believe in your own powers and be willing to risk failure to put those powers to the test? You may think of a thousand reasons why something is impossible; it only takes one reason to decide it's worth a try.

By all means, surround yourself with positive people; support each other when the urge to be negative threatens.

As author John Gardner said, "We need to believe in ourselves, but not to believe that life is easy."

There once was an old man who had many troubles. Life seemed to hand him one difficulty after another, but he faced each obstacle with a smile and a cheery disposition. An acquaintance of the man's finally asked him how he managed to stay so happy despite his hardships.

The old man quickly answered: "Well, the Bible often says, 'And it came to pass,' but never once does it say, 'It came to stay.'"

Mackay's Moral: Positive thinking turns obstacles into opportunities.

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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New DVD for Multi-System Ops

Mike Walter has been spreading the gospel of Recruitment and Training for over a decade. You've probably heard him speak at DJ conventions or read his insightful articles. He has proven time and time again that the fine arts of Mobile DJing are teachable. He was one of the early architects of Star DJs, the uber-successful Multi-Op from Central New Jersey that took the DJ Industry by storm in the 80s. Since the mid-90's Mike has owned his own company and has shown once again that it is possible to find talent and teach them how to Emcee and DJ.

Now, finally, here is the definitive product to help you create your own Training Program. The DVD will show you the hands-on approach that Mike uses to run his training sessions. And the CD-Rom has all the documents you'll need, from the actual text book Mike uses, to all the tests that will monitor your trainees progress. Plus, for the first time ever, Mike has made available the Power Point Presentation that he uses to teach Music History.

Do you believe it's possible to find talent and teach them how to DJ... your way? If so, this is the one product you'll need to create that Training Program you've always wished you had.

Bio: Mike Walter is the proud owner of Elite Entertainment, a Multi-System DJ Company in New Jersey that has been selected by Modern Bride and The Knot as a top Entertainment company in the country. What Mike is most proud of is that his own company exemplifies the message he has been preaching to the DJ Industry for

years: There is a way to combine Quality and Quantity.

Mike's DJing career began in his hometown of Queens, New York in 1984. He is a graduate of the Connecticut School of Broadcasting and has a communications degree from Union County College. Mike worked with Star DJs from 1988 to 1993 where he helped to develop a staff of over 50 by training new recruits and handling an increasingly complex schedule. In early 1993, Mike became a partner in a much smaller Mobile DJ company, Elite Entertainment. He quickly had an impact on the Elite staff, imposing his high standards of emceeing and DJing. Mike bought out his partner in 1998 and Elite Entertainment has continued its growth while setting the standard for excellence in New Jersey.

Mike has always believed in training talent from within and he spreads his message by speaking at DJ Expos and writing for many of the nationwide DJ publications. He is still a top DJ in the market as well, having emceed at over 2000 weddings in his career.

You can purchase the multi system training DVD at the Northern DJ Conference October 28-30th.

DJA Announces Major Sponsorship of the Industry's Biggest Event

The American Disc Jockey Association will blanket the 2008 Mobile Beat DJ Show and Conference in Las Vegas with what will prove to be the biggest sponsorship of an industry trade show by a national DJ organization to date. Besides sponsoring the popular DJ All Star Show featuring Tone Loc & Freedom Williams, the ADJA has increased its presence to include a complete

event sponsorship. This is another positive step forward in the ADJA's continuing efforts to promote, attract, sustain and maintain their visibility as the industry's flagship organization for Mobile DJ's.

ADJA to be the "Official" Trade Organization of American DJ Products

The ADJA is pleased to announce one of the most significant partnerships in mobile DJ history. Not since the time Mobile Beat Magazine and ProDJ merged has such an industry related "teaming up" created such significant marketing possibilities to reach mobile DJ's. For many years, Scott Davies and the entire American DJ crew have been hugely supportive of the ADJA and their efforts to bring their message of unity and professionalism to DJ's nationwide and beyond.

"It's really a coming together of the Americas" ADJA President Dr. Drax states in jest. "For years the American Disc Jockey Association has strongly supported the "worth" message of Mark Ferrell (Disc Jockey America) at nearly every turn within our organizational and educational efforts. This message has been further supported by the nations leading supplier of professional lighting, American DJ. Whenever there has been an or-

ganizational effort, chapter meeting or related industry opportunity where we needed assistance with sponsoring such a message, American DJ has always been right there!"

Under the terms of this newly developed cooperative effort, the ADJA will become the "official" trade organization for American DJ. American DJ will become the "official" lighting effects supplier to the ADJA. "American DJ has always supported and applauded The American Disc Jockey Association for promoting the highest standards of professionalism in the mobile entertainment market. We regard the ADJA as a valued partner and are proud to work with them in a joint effort to provide entertainment professionals with tools that they can use to advance their own careers and continue to elevate the standards of our industry.

- Scott Davies, General Manager, American DJ Group of Companies

It's a win-win situation for our members, American DJ customers and DJ's everywhere!" says Dr. Drax. "It's just another great step forward to unite our industry while promoting sound business ethics and the products that are held in such high regard by the great majority of the equipment buying public."

ADJA literature will now be featured exclusively inside American DJ products. This has the potential of reaching tens of thousands of DJs annually. This will offer another strong affirmation of support by a well-

Continued



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established exemplary national equipment supplier. It will represent a significant cooperative effort that promotes the ADJA as a serious, dedicated and determined partner interested in the positive advancement of DJ's everywhere!

American DJ Unveils Revo Series of DMX LED Moonflowers With Red, Green, Blue and White LEDs

American DJ continues expand its cutting-edge LED FX line with the introduction of an exciting new series of high-output moonflower effects – the Revo Series – which feature the benefits and performance of LED technology, along with the versatility of DMX. What makes the Revo Series really special is that the fixtures contain white LEDs – along with red, green and blue – for added eye pop and a truly unique-looking effect.

The new series consists of the Revo I, Revo II, and Revo III intelligent moonflowers, each a different size, output and price point, to meet every budget and need. Great for DJs, bands and clubs, these effects offer amazing output and spectacular programs, and are capable of covering an extremely wide area. Their RGBW (red, green, blue, white) LEDs produce brilliant beams and colors, which outshine traditional halogen moonflowers and look great with or without a fog machine.

According to Scott Davies, General Manager of the American DJ group of companies, the use of white LEDs in the Revo line breaks new ground, creating lighting effects unlike any other. "By adding white to the typical mix of red, green and blue LEDs, we were able to spice up the Revo effects and create a really advanced LED moonflower," Davies said. "The Revo Series is an example of American DJ's commitment to leading the way in this exciting new world of LED technology."

Because LED lamps can be turned off and on individually, the moonflowers' built-in programs can create a variety of breathtaking chases and patterns that would not be possible with a halogen fixture. An advanced new lens technology enhances the LEDs' visual intensity, sharpening their beams.

The Revos' LED technology provides benefits that go beyond their stunning eye appeal. Users will save money, because LEDs draw less power and eliminate bulb replacements with their extremely long life rated at 100,000 hours. Additionally, LED lamps don't give off as much heat as halogen, so they keep a cooler temperature on the dance floor and can run all night without duty cycles. And, because of their low power draw, more units can be operated on a single circuit.

Each of the versatile Revo fixtures can be operated in 4 modes: DMX, Master-Slave, Sound Active (to their built-in programs), and Remote. Each unit features a 1/4" input for an optional remote control (sold separately).

With three Revo models to choose from, each with different price points and features, every DJ and club can enjoy the benefits of these cutting-edge LED moonflowers:

Revo I - The smallest, most compact model in the series, the 4-DMX-channel Revo I is ideal for mobile DJs and clubs with limited space. It contains 39 total

LEDs -- 16 red, 12 green, 12 blue, and 9 white, which give off a light output similar to a 250-watt halogen lamp by visual com-

parison. Yet, this tiny dynamo consumes only 13 watts of power. Weighing a mere 3 lbs. and measuring 9" x 11.5" x 8", the Revo I has an MSRP of \$159.95.

Revo II - With 156 total LEDs -- 48 red, 36 green, 36 blue and 36 white -- the Revo II is visually comparable to a 400-watt halogen lamp, despite drawing only 18 watts

of power. It features 4 DMX channels, a strobe function and 0-100% dimming. It weighs 10 lbs. and measures 12.25" x 12" x 13.25". The Revo II carries an MSRP of \$259.95.

Revo III - Great for venues of all sizes,

the Revo III casts a unique pattern of 7 dazzling, color-changing LED clusters, which cover an extremely wide area. It has a total of 392 LEDs -- 140 red, 105 green, 84 blue and 63 white. It can be operated in 4-channel or 10-channel DMX mode. A strobe function and 0-100% dimming add to the versatility of the Revo III. It weighs 10 lbs. and measures 12.25" x 12" x 13.25". The MSRP of the Revo III is \$319.95.

For more information, contact American DJ at 1-800-322-6337 or visit www.americandj.com Email: info@americandj.com

New Lead Generation System For Mobile DJs

DJ Intelligence, the industry's leading solution for interactive website tools, announced today that it has joined forces with the industry's leading online DJ directories, DiscJockeys.com, Planning.ProDJ.com, and MyPartyPlanner.com to create a powerful new lead generation system for mobile DJs who are interested in booking more events, faster and more inexpensively

than traditional methods.

One of the most widely used website tools offered by DJ Intelligence is the Availability Checker, which allows DJs to put a date calendar selector on their website so prospective clients can check their availability and request additional information. One of the most popular features of this tool has always been the ability to send these inquiries instantly to the DJ's cell phone, PDA, or wireless device. The DJ receives the inquiry literally within seconds of the prospective client submitting the information on their website, a powerful advantage for both part time and full time DJs in today's highly competitive market.

Through this new exclusive partnership DJs are now be able to integrate their DJ Intelligence Availability Checker into their enhanced listings on the industry's leading online DJ directories, DiscJockeys.com, Planning.ProDJ.com, and MyPartyPlanner.com. The powerful result is that when prospective clients locate a DJ through any one of these directories, their information can be sent instantly to the DJ's cell phone, PDA, or wireless device in addition to their email. "The up and coming generation of brides and party planners do not like to wait. Through this new integration they will be able to connect with qualified DJs instantly. It's great for the prospective client, and great for the DJ. Everybody wins," said Andrew Starr, President of the directories.

The integration is quick and simple to set up, and the only requirements are the DJ be a subscriber to DJ Intelligence and have an enhanced listing on any of the above directories. "It's amazing to think that in less than a minute's time a prospective client could locate one of these directories through a search engine, perform a search for a local DJ in their area, click a button to check the DJ's availability, and receive a personal call from the DJ to answer any questions they may have," said Scott Kartsounes, CEO of Intelligence, Inc., DJ Intelligence's parent company. He continued, "As a veteran mobile DJ myself, I know from experience that many times the first DJ to speak with the prospective client is often the DJ

that books the event. I can't think of a more powerful competitive advantage than receiving inquiries instantly on your cell phone. You can be speaking with a prospective client literally seconds after they find your listing or land on your website."

DJ Intelligence, a service of Intelligence, Inc., was launched in 2002 and gives DJs the ability to add interactive tools to their existing DJ website. Over a dozen dynamic tools are included with the subscription service including an availability checker, online music search and request system, event planning forms, event timelines, satisfaction surveys, price quote generator, online booking system, contact inquiry form, secure web-based payments, automated client referrals, client login, guest requests, and more. All tools are customized to match the look and feel of the DJ's website and can integrate into any existing site, regardless of who designed it or where it is hosted, and with no programming required. DJ Intelligence is used by thousands of professional DJ companies in over a dozen countries worldwide. For more information, contact Intelligence, Inc. at info@intelligenceinc.com or visit <http://www.djintelligence.com>.

DiscJockeys.com, Planning.ProDJ.com, and MyPartyPlanner.com are the industry's leading online DJ directories, used by thousands of brides and party planners every day to locate DJ entertainment for their special events. All three directories are optimized with the major search engines and promoted heavily within the weddings and special events industries. Basic listings on each site are completely free, and costs for upgrading to an enhanced listing (which puts your company at the top of the results with full contact information plus allows you to integrate your DJ Intelligence Availability Checker) are extremely affordable. Visit <http://www.discjockeys.com>, <http://planning.prodj.com>, and <http://www.mypartyplanner.com> for more information or to sign up for a listing.

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Pop

- 1 Timbaland
- 2 Pink
- 3 Fergie
- 4 Justin Timberlake
- 5 Kanye West
- 6 Nickelback
- 7 Elliot Yamin
- 8 Boys Like Girls
- 9 Plain White T's
- 10 Avril Lavigne

- The Way I Are
- Who Knew
- Big Girls Don't Cry
- LoveStoned
- Stronger
- Rockstar
- Wait For You
- The Great Escape
- Hey There Delilah
- When You're Gone

Rock

- 1 Finger Eleven
- 2 Ozzy Osbourne
- 3 Kid Rock
- 4 Linkin Park
- 5 Foo Fighters
- 6 Three Days Grace
- 7 Puddle Of Mudd
- 8 Daughtry
- 9 Velvet Revolver
- 10 Papa Roach

- Paralyzer
- I Don't Wanna Stop
- So Hott
- What I've Done
- The Pretender
- Never Too Late
- Famous
- What I Want
- She Builds Quick Machines
- Forever

- 1 J. Holiday
- 2 Soulja Boy
- 3 Keyshia Cole
- 4 Plies
- 5 Justin Timberlake
- 6 50 Cent
- 7 T.I.
- 8 Alicia Keys
- 9 UGK
- 10 Gorilla Zoe

Urban

- Bed
- Crank Dat (Soulja Boy)
- Let It Go
- Shawty
- Until The End Of Time
- I Get Money
- You Know What It Is
- No One
- International Players Anthem
- Hood Figga

Country

- 1 Rascal Flatts
- 2 Brad Paisley
- 3 Toby Keith
- 4 Brooks & Dunn
- 5 Luke Bryan
- 6 Kenny Chesney
- 7 Tim McGraw
- 8 Garth Brooks
- 9 Dierks Bentley
- 10 Carrie Underwood

- Take Me There
- Online
- Love Me If You Can
- Proud Of The House We Built
- All My Friends Say
- Don't Blink
- If You're Reading This
- More Than A Memory
- Free And Easy (Down The...)
- So Small

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