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The Disc Jockey News



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P.H.D.... Pricing Habitually Downward

By Dude Walker

Investing time into marriage data research offers insights that can be unsettling. Gaining the necessary knowledge to adjust business plans is always prudent. Navigating changes requires continuing education and honest self reflection. Oddly, these are characteristics that seem to threaten some MDJs. Repudiating facts doesn't diminish their existence, it merely underscores the ignorance of those that cannot grasp the information. Acknowledgment of facts contrary to personal perspectives doesn't suggest weakness. Nevertheless, there are those that will argue defiantly... and with disdain to distort the following information. To some, a head covered with sand must seem more comfortable.

Did you know that since 1946, USA population has increased over 100%, yet there are fewer total marriages occurring today. Interestingly enough 158 million more people are producing (-129, 233) fewer marriages. So why the deficit? Could this continuing trend mark the end for most MDJs?

Just take a few minutes to look over the final marriage numbers for 2006 published by the CDC. <www.discjockeynews.com/stats.asp> Offering an unprecedented historical low marriage rate of 7.3 weddings per thousand. Carefully understand that the marriage rate is not a percentage of the population but a ratio of marriages that occurs per thousand in population. Knowing the difference significantly changes the potential economic landscape if you're a wedding oriented MDJ. Economics of supply and demand illustrates that more MDJs competing for fewer weddings will entice price based competition. Yet, that is the worst possible outcome wherein MDJs will find themselves in most cases performing the same or fewer events for less revenue and increased produc-

tion costs. So in the end there is no definitive economic gain and the market ultimately becomes more unstable as a result.

Taking a look at the past decade reveals profound changes in marriages. How can 37 states report marriage numbers lower (-188,875) than a ten year average while the USA population increased by 33 million? Identified states are: AL, AK, AR, CT, DC, ID, IL, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, NE, NV, NH, NJ, NM, NY, NC, ND, OH, PA, RI, SC, SD, TN, TX, VT, VA, WA and WI. Narcissistically, there are MDJs that refuse to acknowledge this significant market shift. Kindless boors that feign wisdom, talent and free enterprise, yet sell their services at the lowest price point, supported by various outside employment.

Technology entices more to enter the MDJ industry. How can lower marriage numbers support a greater MDJ population? Absorption factor is changing the landscape, wherein 10 MDJs that used to compete for 500 events have been replaced by 40 MDJs competing for 376 events. Tragically, the fewer events are being sold below a rate capable of sustaining an autonomous livable wage.

Taking into account the gainfully under-employed American. How can adding a financial load to a low paying job improve your financial well being? Is the idea of owning a business worth more than the productivity of that business? Negative attitude? Give me a break! Society expects that we engage ourselves better than slackers.

Astute MDJs can appreciate the idea that every MDJ system should be priced and marketed at a level capable of providing fulltime employment with benefits for the talent behind that system. Realistically, it's a responsible goal and not a situation of the "I'm a high paid wedding

DJ" mindset. Economics 101 dictates that survival is based upon profitability capable of sustaining growth.

Frankly put, if a MDJ could survive on 50 events per year... 1,362 MDJs would need to cease business operations due to the shortfall from 2005-2006. If you take a look at the last decade, 3,777 MDJs should cease business operations. Nevertheless, more MDJs enter the industry every year. Emulation does not make an entertainer...nor does it make a business.

Partisanship against the "worth movement" is a curious self recrimination. Ultimately, who came up with the cockamamie idea that the "worth movement" is more deserving of greater rewards? Labor, whether physical or mental is deserving of remuneration. Lowering the value of what we do by process and competition is a lose-lose scenario.

Youthful innocence has a unique way of turning into experienced ignorance. Ordinary problems become insurmountable when the "your little world" or "living in a bubble" cards are played. Usually, by those without the capability to see beyond their immediate comfort zones. Retributive attacks are the canonry of those most easily embarrassed and exposed.

Having had the recent opportunity to speak face to face with nearly 100 MDJ owners regarding their respective markets across the USA, even in areas of statistical marriage growth, evidence of retrogression exists. Eventually, you would think that the low end would cease to exist. Apparently, the low end expends considerable time working additional jobs or devising schemes to exploit or cheat their way through business. Despicable would best describe to anti-business MDJ.

Optimism is a good thing. Utterly necessary for hope

to exist. Tempered only by the perseverance of identifying a business challenge and addressing it with the best knowledge and long term economic plans in mind.

A simple test to validate your business viability is to ask yourself if lowering your rates will guarantee an increase in your bookings and bottom line? Needless to say, those that answer YES are destined to failure in a race to zero in today's competitive market. Defined only by the willingness to sacrifice take home pay greater than that of their competitor.

Fathom the possibility of earning a living 100% including health insurance and retirement as a MDJ. Anyone who imparts that you can't or shouldn't earn a living as a MDJ represents everything that is broken within the MDJ industry. Customers that resist pricing at a livable wage do not deserve your talents and skills. Expressing that fact is solely your responsibility.

Take the time to evaluate your business strategies and properly reflect every business related expense. Having the foresight to anticipate contract volume could yield the same bottom line with less involved expense and liability exposure. Effectively offering a greater return and increased business respect amongst peers.

Facts are facts, marriages are down and competition is still on the rise. Aggressive pricing is not the answer. Choosing an attainable level of performances and demanding a livable salary associated with those performances is the key. Take the initiative and give yourself a deserved raise. Say NO to those that resist your livable wage or leave and make room for someone that can.

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

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Got Satisfied Customers? No, You Got 'Vulnerable' Customers

By Jeffery Gitomer

One of the main reasons "customer satisfaction" is a meaningless statistic is that it's not predictable, let alone measurable, as relates to business growth.

Right about now all customer satisfaction people, from marketing to award companies, are writing me off as a "know-nothing" human who has no concept of business. "You MUST have satisfied customers or you can't build a business."

Wrong SAT-score breath. Way wrong.

"Satisfied" is the LOWEST level of acceptable customer service.



Any hotel in the world, can guarantee satisfaction because they can easily fix what's wrong and count you among their minions. But they won't guaranty loyalty. THAT would take work.

Satisfaction is NOT an action

taken because something is wrong or something broke. Oh no, satisfaction is a feeling – and an indicator of future business.

Enter "loyalty." The real measure of customer response and value. I only care about two things in my relationship with a customer:

1. Will they do business with me again?
2. Will they refer someone else to me?

Those are the real measurements of success.

Why would I want to measure satisfaction when it has nothing to do with a reorder? Why would I want to measure satisfaction when it does not ensure that the customer will stay with me?

You may say that satisfaction leads to loyalty. I will say you have plenty of customers that are never satisfied but still remain loyal to you.

It would seem to me that there are plenty of other words that you could use besides satisfaction that can measure the level of likelihood that a customer will continue to do business with me. Words like happiness, delight, memorability, service excellence, and WOW! are all ten times more powerful than the mediocre "satisfaction."

If you want to know the real silliness of satisfaction, take a look at the airline industry and telecommunications companies. JD Power gives awards for customer satisfaction, and the companies they give them to, pathetic at service, put big banners up on the wall, proclaiming victory. If it weren't so laughable, you'd get upset about it. But it's so silly; you just shrug it off.

These are the same companies that turn over as much as 20% of their customers annually, and have the highest FTC and FAA complaint numbers of any business in the universe. If these same companies spent as much training their people to serve memorably as they do hanging banners all over the place, they might actually do the one thing their shareholders are hoping for... retain customers.

Take a look at your own company. How many customers did you lose last year? You may have claimed they were satisfied, and then whined to your boss that you lost them to a lower price. Maybe a better definition of satisfaction than mediocre would be vulnerable. All satisfied

customers are vulnerable to the competition, your competition. You may be suffering from loyalty leaks.

Rather than concentrate on customer satisfaction, now's the time to make a game plan that protects your customers from your competitors. What are you willing to invest to ensure that you don't lose your best customers to the competitors you hate the most?

And in that equation, is satisfaction one of the words that will create insurance? No, Sparky, your competition is HOPING that your customers are satisfied -- vulnerable and ripe for the picking to their memorable service and value-driven actions.

Take a look at what drives loyalty. You may say airline miles. I say airline miles are forced loyalty. The essence of real loyalty is perceived value combined with memorable service. Ask Nordstrom. Ask Lexus. Ask anyone who leads their field, and they'll all scream "Great service breeds customer loyalty."

As the New Year approaches, it's time to renew all of the practices you used to when you first started in business. The enthusiasm, the belief, the desire to serve, the attitude, and the self-confidence that you could help anyone regardless of what it took. And you did it, no matter what.

Take these two actions before the year is out:

1. Call your top ten customers. Invite them to a celebration. Have a creative value-driven conference for a day or two that rewards them, and challenges them that you seek to be better next year, and need their collaborative help.
2. Have everyone in your company create five new ideas of what they can do to serve

better and recover better. Reward the best ideas with a thank you, and money. Then reward your customers by implementing these ideas on their behalf.

If you concentrate on helping your customer win, if you concentrate on helping your customer profit, if you concentrate on creating a service culture rather than a sales culture, loyalty will increase, and sales will increase organically.

REALITY CHECK: Listen for the phone. It contains your report card. Not just reorders, but every day someone should be calling your company telling you that they were speaking with one of your customers who INSISTED that they call you and place an order.

Satisfaction is not a measure of anything. It's an indicator, but not a measurement. The real measure of how it's working at your company is an unsolicited referral. They tell you that everything is working so well that someone is talking about you with such passion and enthusiasm that it creates a proactive phone call and an order.

That creates real satisfaction. The satisfaction of hearing your cash register ring.

If you would like one more great loyalty idea, go to www.gitomer.com, register if you're a first time visitor, and enter the words LOYALTY IDEA 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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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I've always felt that Thanksgiving is the best of all Holidays. First of all it's secular so everyone can enjoy it. Plus there's no gift-giving involved so the materialism or commercialism that can mar Christmas doesn't get in the way. It's all about spending time with Family and eating your face off and then relaxing in front of the tube to watch some football. By my definition, that's just about the best day of the year!

Every year what I do as a run-up to Thanksgiving is to make a list of all the things I am grateful for. All the things that make my life better. And if those things involve specific people, I'll pick up the phone and call them or send them an email to let them know how I feel.

This year, I'd like to share the professional side of my list. The people, plac-

es and things in the Mobile DJ Industry that I am appreciative of. So, in no particular order, here's what I am thankful for this year:

My staff: I have such a great group of DJs who work for me. They care about what they do, they are responsible and they have a true pride for representing "Elite Entertainment." I won't call myself "lucky" (if you read my articles regularly you'll know how I feel about that word) but I will say that my plan is only as good as their execution. Based on the nation-wide recognition that Modern Bride and The Knot have given us, both seem to be pretty effective.

John Young: I have had more people send me comments based on my articles that run here every month than from all the seminars I've given. This publication is informative and unique and I know John and his wife put so much time and energy into putting it out every month that they deserve all the appreciation I can give them.

Promo Only. I know there are other subscription services but I've been a loyal Promo Only subscriber since 1997 and I recommend them to everyone on

my staff. I love the fact that I never had to buy a Britney Spears or Back Street Boys CD in my life.

John Murphy: The founder of Star DJs who first hired me way back in 1988. He not only trusted in me to DJ for him but also gave me a shot in his office. The things I learned in my 5 years at Star are still the basis for so much of what I do here at Elite. John taught me that DJing means entertaining and he also showed me that what we do is teachable and to never be afraid of growing your company.

Mobile Beat: Their Las Vegas convention every year is a "can't miss" for anyone who is serious about this industry. The time and energy that they put into planning and being innovative is admirable. The 2008 show is still months away so if you don't have your plans made yet, get on the ball!

KC Kokoruz: Networking with other DJs outside of your market is a great way to grow as a Mobile DJ business owner. Years ago I knew very few people though. I'd go to DJ Conventions and sit on the sidelines and wish I knew that guy or that guy. One day I had the

chance to meet KC. We became good friends and what I found out was that KC knows everybody. He's introduced me to some of the best and brightest minds in this industry and the contacts I've made through him are invaluable.

Technology: I got a phone call the other day from one of my sales people. We had booked a last minute gig. The event was four days away. Of course now it's up to me to get it covered. Problem was I was on a train heading into New York City and I wasn't going to be back in the office for two days. I sent text messages out to three of my DJs. One of them took it immediately. I called the office and told the sales person to email the info to that DJ. The DJ was on the phone with the client before my train pulled into Penn Station. I can remember lugging crates and crates of records out to my gigs and then we went to CDs and then those "Compact Discs" became too big and bulky so now we just play music off laptops. Technology is great and it makes our jobs (both at gigs and in the office) amazingly simple.

DJ Times: Ten years ago I was a

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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: Registration of your Business.

The first step in creating a professional, legal business is the registering of your business with the city, county or state where your business is located.

Every state can be different; some states do not require registration with the Secretary of State but have other rules & regulations to follow on a city or county level. Some states require a license to operate a business. Depending on how your business is set up (Sole Proprietor, L.L.C. INC.) may decide how you need to file with your government. You should check with a licensed C.P.A. and your Secretary of State's office.

In my state of Minnesota and many others, to legally operate any business, be it a store front in a mall or professional building or a home based business, the law requires you to register with the state in order to be considered a legitimate business.

Before you attempt to register your business take the time to go to your Secretary of State's web site to check to see if your business name is already in use or available to be used. Only one exact same business name per state is allowed at a time; excluding Corporate or Franchised Businesses. You may need to modify the name or even completely change your business name if it has already

been registered.

You can also go on line to see if your business name is being used in other states and then decide if you would like to register the name with the U.S. Government thus giving only you the legal use of the name anywhere in the nation. This will be more time consuming and much more expensive, but if you feel you have a unique name and do not wish others to use it, then this would be the way to go.

The registration paper work in most states are only a one sheet form that you can download off the internet to fill out and file with the Secretary of State along with a filing fee which is typically around \$25.00. They will then inform you by mail if your name & registration have been accepted. The name could have been taken between the time you checked the web site and the time they received your request. Once approved you will need to file a legal notice of business in a "qualified legal newspaper" for two consecutive issues in the county the business has its principal or registered office. Please check with your particular Secretary of States office for the exact details.

Registration of the business will last for ten years and will need to be renewed every ten years to keep the files up to date. During those ten years if you change ownership, make any changes to the name or the location of the business; you are required to resubmit the paperwork with the state.

I recently renewed my registration and found that if I was to file my legal notice in the major metropolitan newspaper for two days it would have cost me approximately \$350.00. I checked with the Minnesota Secretary of States office and they suggested several smaller, local newspapers to place the ad so I checked into them. For only \$35.00 I got the exact same ad in the local small town paper as the Metropolitan newspaper wanted for \$350.00. A little investigation time saved me a lot of money.

You maybe asking yourself "Why should I register my business with the state, other DJ companies don't?" The reason is just this simple....It's the Law! If you wish to be an upstanding, ethical and professional business person with a positive reputation then you should take the steps necessary to show your clients that this is who you truly are. You can even use this to your advantage when being interviewed by perspective clients. Don't worry about what the other guy is or is not doing. When they get caught by the government for running an unregistered business there will be fines to pay. If they have been doing so for an extended period of time, a possibility of jail time will be added. The I.R.S. will get involved and can charge them with tax fraud for not listing the business and/or paying the taxes on it. If they are a multiple operation business this can lead to some serious legal problems with the local as well as federal authorities. The money they may

have saved by not registering the business and/or paying their taxes will mean nothing to what the fines and possible jail time will be for them.

In states like Wisconsin they do not require a "Sole Proprietor" business to "Register" with the state but offer what is referred to as a "Trademark" on the business name. What this does is basically the same thing as being registered with the state by protecting the business owner the use of a particular name without the fear of another business starting up with the exact or extremely similar name and possibly causing your business harm by hurting the reputation of the name shared by the two of you.

Even if you are just a guy who does a few parties a year, works out of your home and does very little to no advertising, you will still need to register your business in order to be a "Legitimate" legal business.

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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Continued from page 3

regular attendee at DJ shows and I felt a burning desire to speak at one. I approached the powers that be at DJ Times and they gave me my first shot. They liked me enough to have me back and since that initial opportunity I have had the chance to speak in front of thousands of DJs and share my message of recruitment and training.

Randy Bartlett: There are so many DJs across this country who I owe a debt of gratitude towards but Randy stands out. He is someone I respect greatly as an entertainer (not as a business person – kidding Randy) I call Randy often and he is always receptive to my questions. His “1% Solution” DVDs in my opinion have had a huge positive effect on our industry and I’ve personally showed them to my staff regularly as a way of stepping up our own performances. To me Randy is like the old “EF Hutton” commercials, when he speaks, I listen.

DJ of the Year finalists: For the past seven years I’ve produced the DJ of the Year Competition in Atlantic City. My job is easy. The DJs and Entertainers who have the creativity to put together a routine and the guts to get in front of their industry peers and perform it are doing all the hard work.

The Chat Boards: Between DJChat and ProDJ I’m never bored at my desk.

If I’ve caught up on everything and I have a moment to myself, I just jump on one of those sites and get involved in an interesting thread. I know Sid Vanderpool and Ryan Burger do tons of work behind the scenes to keep these informative sites up and running for us and for that I thank them both.

Our clients: We as a company and we as an industry would be nothing without our clients. They not only pay our fee (which affords us to have the lifestyles we have) but they refer us to others as well. As good as we may be, we’d be nothing without our clients.

I hope that you have had a successful 2007 (whatever that word “successful” means to you personally) If you want to try a great exercise in appreciation, sit down with a blank pad and make a similar list, all the things personally and professionally that have made your life better this year. And then, if you want to make someone’s day a little brighter, give them a call and let them know it.

Happy Thanksgiving!

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

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9 Things You Must Do

By Dr. John C. Maxwell

Oprah Winfrey and Anderson Cooper are two of the most popular media personalities in America. Yet, their backgrounds hardly could be more dissimilar. Oprah was born to unmarried teenage parents in rural Mississippi. Anderson's mother was fashionable railroad heiress, Gloria Vanderbilt, and his father was a successful writer/editor in Manhattan. Oprah grew up in poverty, spending her childhood in the inner-city ghettos of Milwaukee. Anderson was born into wealth. He appeared with his



mom on The Tonight Show when he was three, and he modeled for Calvin Klein, Ralph Lauren, and Macy's as a child.

Yet, for all of their differences (background, race, and gender), Oprah Winfrey and Anderson Cooper have unmistakable similarities. At some level, they resemble each other. They have an aura of success that identifies one with the other.

For example, both Oprah and Anderson

Cooper consistently deliver. Whether it's a talk show, a book club, or a cause she has adopted, we can rely on Oprah's candor, inspiring energy, and excellence. The same consistency can be attributed to Anderson Cooper. One night he's reporting from New York, the next night from Cairo, and he's in London the day after that. Yet, when we turn on CNN, we can count on him to be poised, polished, and deliver the news with excellence.

What is it about successful people, like Oprah and Anderson Cooper, who, although completely different in background and style, are almost identical in their approach to work and life? In his book, *9 Things You Simply Must Do to Succeed in Love and Life*, Dr. Henry Cloud passes along his observations of nine principles commonly practiced by the successful people he knows. The book drips with leadership application, and I would like to take this lesson to summarize Dr. Cloud's insights.

Principle #1: Dig It Up

Each person has a treasure trove of ability inside of them. Everyone has dreams and desires lodged within their soul. Why do some people dig deep and take hold of their dreams while others let them drift away?

According to Dr. Cloud, successful people give sustained attention to what stirs

within them. They find outlets for their passions. Exercising their strengths is non-negotiable.

Principle #2: Pull the Tooth

Many people I know have an irrational fear of the dentist's office. The idea of someone poking and prodding in their mouth fills them with dread. Amazingly, some people are afraid to the point where they would rather suffer discomfort day after day rather than undergo the temporary pain of a visit to the dentist.

As Dr. Cloud has observed, successful people go to the dentist. They face their fears and make the appointment. They pull the tooth that is causing the nagging ache and, by enduring the pain, they come out better on the other side.

Successful people refuse to carry their baggage through life. They confront their hurt, disappointment, and anger early, and they seek emotional freedom from life's injuries. Likewise, successful people quickly recover when they fail. Rather than succumbing to a downward spiral of disappointment (or even depression) they come to terms with the failure, make course adjustments to their lives, and move on.

Principle #3: Play the Movie

Dr. Cloud recommends the exercise of playing a movie of your life in which you are the hero or heroine. What traits does

your character have? What happens during the plot of the movie? Who do you starring alongside you? How does your movie inspire the people in the theater?

Most people live their life and then look at it. Do the opposite. Look at your life and then live it. Envision and step toward the future you want to experience. Don't wake up one day to realize that your life is like a B-grade movie—you don't want to leave in the middle, but you would never want to watch it again!

Principle #4: Do Something

Dr. Cloud's fourth principle is short and to the point: successful people do something. They initiate, create, and generate. Successful leaders are proactive as opposed to reactive. "They do not see themselves as victims of circumstances," Cloud writes, "But as active participants who take steps to influence outcomes." Their days and their lives are controlled by internal motivations rather than external currents.

In a similar vein, successful people take ownership for their destinations in life. They don't assign blame; they welcome responsibility. They refuse to cede their freedom to others and live dependently. The successful person has done leadership's toughest task—mastered the art of self-leadership. The benefit of leading yourself

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Work For The Love Of It

By Harvey Mackay

Every now and then, a column generates so much feedback that the feedback itself becomes column fodder. A few months ago I wrote about how to handle customer service issues, and used the recent airline problems as an example of what not to do.

Well, the mail was about 99 to 1 supporting my statements. One notable exception shared a story from the Wall Street Journal about a United Airlines pilot, Capt. Denny Flanagan. He could teach us all a lesson about customer service.



Among his special touches, he uses his cell phone camera to take photos of pets loaded in the cargo compartment to show to owners so they know their pet is on board.

He takes care of his passengers on flights that are delayed or diverted to other cities because of storms. He's been known to order a couple hundred hamburgers from McDonald's or finds a store where he can

get bananas or apples to pass out.

And any parent who has ever put a child on a flight alone knows the anxiety of worrying from takeoff to landing. Capt. Flanagan understands, and personally calls parents with updates along the way. One grateful parent, Kenneth Klein, whose 12-year-old son was delayed by thunderstorms in Chicago on a trip from Los Angeles to see his grandfather in Toronto, told the Wall Street Journal, "I picked up the phone and he said, 'This is the captain from your son's flight.' It was unbelievable."

United, which ranked next-to-worst in consumer complaints, recognizes what Capt. Flanagan's efforts mean for the company. According to the Journal, the airline supplies the airplane trading cards he hands out as passengers board, plus books, wine and discount coupons he has flight attendants give away. United also reimburses him for the food he buys during prolonged delays.

Do you think Capt. Flanagan loves his job? That was a recurring theme in the mail I received. People who love their jobs are willing to go the extra mile. For them, superior customer service is not a goal, it is an everyday practice.

I've always said that if you find a job you love, you'll never have to work a day in your life.

Does that sound a little naïve? Your first few jobs may not fit that description, of course. You need to get experience, pay your dues, and drive around the block a few times.

There will come a point, however, when you figure out how to make your job a good part of your day, not just a necessary part. Capt. Flanagan has that concept nailed. How many times do you suppose he's flown the same route, stayed in the same hotels, battled the elements, and so on? My guess is that even though he loves to fly, some parts of the job are not as exciting as they used to be. But he's found ways to keep his work rewarding.

If there's more drudge than passion in your job, you're in the wrong position. There is nothing wrong with hard work, but you should work hard because it is rewarding and fulfilling.

The late great Ohio State football coach Woody Hayes summed it up like this: "I've had smarter people around me all my life, but I haven't run into one yet who can outwork me. And if they can't outwork you, those smarts aren't going to do them much good. That's just the way it is. And if you believe that and live by it, you'd be surprised how much fun you can have."

At a local college, there's a woman who works in the housing office for whom

the students will wait in line to share their problems. She's been in the same job for 20 years, and should probably be burned out by now with the complaints she's handled. But every day is a new day for her, and when she sees a student, she looks at them like she hopes people look at her own kids. She works incredibly hard and has turned down promotions because it would limit her contact with the students, and that's the best part of her day. She simply loves her job.

Loving your job is possible whether you're at the top of the heap or the bottom of the pile. Let me amend my earlier statement: If you haven't found a job you love yet, find something to love about the job you have.

Mackay's Moral: Love what you do or do something else.

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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well is that you don't have to rely on others to provide direction for your life. You get to plan the course.

Principle #5: Act Like An Ant

"Go to the ant, you sluggard;
Consider its ways and be wise!
It has no commander,
No over seer or ruler,
Yet it stores its provisions in summer
And gathers its food at the harvest."

-Proverbs 6:6-8

Dr. Cloud points to the ant to develop another principle of success. Three lessons stand out from the metaphor of the ant. First, they appreciate the ethic of hard work. Their lives are a flurry of constant activity as they tirelessly search for food. Second, ants refuse to give up. They never abandon the hunt, crawling through cracks and crevices in their pursuit of a morsel. Third, ants understand the value of compounding. Grain by grain an ant builds the hill that becomes its home, and crumb by crumb they accumulate storehouses of food.

Principle #6: Hate Well

In his writing, Dr. Cloud talks about focusing feelings of anger constructively to solve problems or end injustice. As he develops his idea of "hating well," he distinguishes between subjective hate and objective hate.

Subjective hate is toxic. Dr. Cloud de-

scribes it as, "a pool of feelings and attitudes that resides in our soul, waiting for expression. It is not directed at anything specific or caused on any given day by any specific object. It is already there, sort of like an infection of the soul." Subjective hate poisons and corrupts the person who houses it.

On the contrary, objective hate can be described as anger with a purpose. Objective hate protects by standing in opposition to dishonesty, exploitation, or deceit. Objective hate may spark entrepreneurship. In fact, many successful businesses have begun as a result of the founder's hatred of poor service or shoddy quality.

Principle #7: Don't Play Fair

Fairness says "an eye for an eye," or "a tooth for a tooth." Fairness weighs all actions in a balance and continuously moves to equilibrium. The rule of fairness means good actions deserve kind responses, and bad behavior deserves punishment.

In Dr. Cloud's opinion, living in accordance with fairness will destroy every relationship in life. With everyone keeping score of favors bestowed and received, eventually someone will feel victimized when a good deed goes unreturned. As a leader, I've learned the high road is the only road to travel on. Don't treat others according to what they deserve; treat them even better than you would prefer to be treated.

By doing so, you'll keep integrity and avoid sticky accusations or petty arguments.

Principle #8: Be Humble

"Pride is concerned with who is right.

Humility is concerned with what is right."

-Ezra Taft Benson

In Dr. Cloud's estimation, successful people have a healthy dose of humility. Humility has an internal and external component. Internally, humility comes when we admit our errors, and open ourselves to instruction. Externally, humility is gained when we show patience for the faults of others, and when we are quick to shine the spotlight on the successes of others.

Principle #9: Upset the Right People

A person's success will always be inhibited if he or she tries to please all of the people all of the time. I like how Dr. Cloud explains the principle of upsetting the right people:

Do not try to avoid upsetting people; just make sure that you are upsetting the right ones. If the kind, loving, responsible, and honest people are upset with you, then

you had better look at the choices you are making. But if the controlling, hot and cold, irresponsible or manipulative people are upset with you, then take courage!

Be likeable and be gracious, but don't sacrifice your identity or values for the sake of harmony.

Review: 9 Things You Simply Must Do for Success

Principle #1 – Dig It Up

Principle #2 – Pull the Tooth

Principle #3 – Play the Movie

Principle #4 – Do Something

Principle #5 – Act Like an Ant

Principle #6 – Hate Well

Principle #7 – Don't Play Fair

Principle #8 – Be Humble

Principle #9 – Upset the Right People

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." Global Truss Introduces A Portable Archway System



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Global Truss Introduces A Portable Archway System

DJs everywhere are placing their "truss-t" in stage trussing to support their growing arsenal of costly high-tech lighting fixtures. Portable goalpost-style trussing systems have become increasingly popular with mobile entertainers thanks to their ease of use, and their ability

to hold up enough fixtures to put on a truly spectacular light show. Now, Global Truss brings another twist to the party with the

Arch System 1, an archway-shaped truss system that offers a refreshing touch of architectural style and elegance.

Though its graceful lines make it the perfect accompaniment to formal occasions such as weddings and bar mitzvahs, the Arch System 1 adds flair and sophistication to any event. Aside from its stylish good looks, the arched shape truss allows lighting fixtures to be placed at different angles to add a new dimension to light shows. The open shape of trussing lends itself not only to having fixtures clamped onto it, but also to having rope lights woven through the openings.

But there's more to the Arch System 1 than good looks. The system is made from F23 Mini Truss, and is durable and corrosion-resistant to stand up to the rigors of road warrior use. Since it's also very quick to set up and tear down, the arch system is ideal for mobile entertainers who need to set up and pack away in a hurry, but who still want to project a sophisticated, stylish image.

Measuring 120" wide x 95" high, the Arch System 1 has a suggested retail price of \$1099.95.

For more information, contact Global

Truss America at (323) 415-6225, or visit www.globaltruss.com.

Fidelity Media Releases MegaSeg 4.1 Update With Over 40 Improvements

Fidelity Media has released version 4.1 of their MegaSeg DJ mixing and radio automation software. The update, available for download at MegaSeg.com, adds over 40 improvements and fixes including compatibility with Mac OS X 10.5 Leopard, new pitch control buttons, improved Pitch-Lock playback quality, revised Open Playlist dialog with a cleaner look, new Insert URL feature for Events and Scheduler, new MIDI trigger for general Preview, and other improvements with Events, QuickTime, ID3 tags, MIDI, importing, keyboard shortcuts, logging, and more.

MegaSeg 4.0 added Universal Binary support, as well as tighter iTunes and Spotlight search integration, network library syncing, DAC-3 controller compatibility, powerful color coding options, hierarchical folder navigation, Ambient Video Playlists for continuous video output, enhanced track looping and pitch-lock mixing.

Price and Availability

MegaSeg 4.1 is now available from Fidelity Media at megaseg.com for a suggested retail price of \$249 (US). The update is free for all MegaSeg 4.0 users, who are notified automatically via email. Owners of older versions can upgrade for \$79 (US). MegaSeg supports all Apple Mac G3, G4, G5, and Intel systems running Mac OS X 10.3 or higher, with a 600 MHz or faster processor, and a minimum of 512 MB of RAM.

About MegaSeg

MegaSeg is a self-contained DJ mixing and radio automation system which benefits from the ease, mobility, and reliability of Mac computers. MegaSeg enables DJs and radio stations to put their massive music libraries on their Mac and seamlessly segue or beat mix between songs or music videos, trigger sound effects via hot keys, use color coded requests lists, cue tracks on a second output, create dynamic sched-

uled playlists, and program playlist events. Mobile DJs can use MegaSeg to easily add systems to their growing business, and is a professional solution for anyone who needs more mixing control than Apple's iTunes or iPods offer. MegaSeg is fully integrated with the iTunes library and playlists, and compatible with songs bought from the iTunes Music Store.

About the Company

Fidelity Media Inc. was founded in 1998 with the vision of simplifying music library management and mixing for mobile DJs, radio stations, and other music related industries. The company's flagship product, MegaSeg, has been the premiere DJ music mixing application on the Macintosh since 1999.

For more information: www.megaseg.com.



In the Palm of Your Hand: LED-Fitted MiNTM Spot & Wash

CHAUVET's latest offerings in the intelligent lighting scene are sure to cause enthusiastic applause from anyone who has had to hang or transport a moving head fixture.

The new MiN yokes from CHAUVET are groundbreaking LED-fitted spot (!) and wash fixtures that fit in the palm of one

hand and weigh less than 5lbs (2.2 kgs).

MiNTM Spot is in a league of its own, as a pioneering LED-fitted spot with 9 gobos plus open, a gobo spin wheel effect, and a beam angle of 13°. The MiNTM Wash swaps the gobo wheel of the Spot for built-in color macros and a larger beam angle of 27° (Field angle 53°).

MiNTM wash and MiNTM Spot feature a number of user-definable parameters, offering great flexibility. Movement range is adjustable, with stops for pan at 540, 360, and 180 degrees and for tilt at 270, 180, and 90 degrees. Pan and tilt can be inverted. In addition, the two yokes can be set to use all 13 available channels of DMX control, or limited to 5 channels if needed during shows with large quantities of fixtures. Each unit features RGB color mixing, variable electronic strobe and dimmer, and built-in movement macros in both master/slave and DMX modes, which fastens programming. Practical LED can be set to on, off, and auto settings, and the units can be reset to factory default from the fixture menu.

Each yoke comes fitted with one 14-watt RGB LED rated to last 50,000 hours.

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- 2 Kanye West
- 3 Pink
- 4 Justin Timberlake
- 5 Timbaland
- 6 Nickelback
- 7 Fergie
- 8 Daughtry
- 9 Colbie Caillat
- 10 Maroon 5

- The Way I Are
- Stronger
- Who Knew
- LoveStoned
- Apologize
- Rockstar
- Big Girls Don't Cry
- Over You
- Bubbly
- Wake Up Call

Rock

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

- Paralyzer
- The Pretender
- So Hott
- Fake It
- Never Too Late
- I Don't Wanna Stop
- Famous
- Rise Today
- What I've Done
- What I Want

Urban

- 1 J. Holiday
- 2 Justin Timberlake
- 3 Alicia Keys
- 4 Playaz Circle
- 5 Chris Brown
- 6 Kanye West
- 7 Soulja Boy
- 8 Plies
- 9 Dream
- 10 Gorilla Zoe

- Bed
- Until The End Of Time
- No One
- Duffie Bag Boy
- Kiss, Kiss
- Good Life
- Crank Dat (Soulja Boy)
- Shawty
- Shawty Is Da Shid
- Hood Figga

Country

- 1 Kenny Chesney
- 2 Toby Keith
- 3 Tim McGraw
- 4 Brad Paisley
- 5 Dierks Bentley
- 6 Brooks & Dunn
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- 8 Carrie Underwood
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- 10 Jason Michael Carroll

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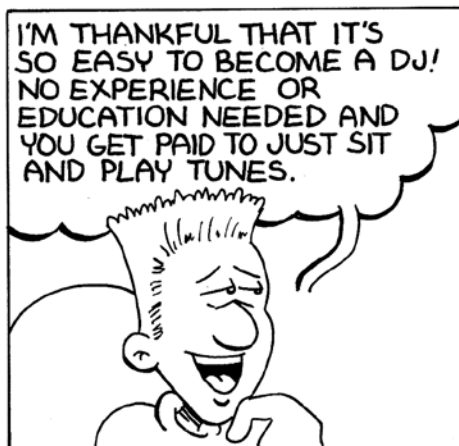
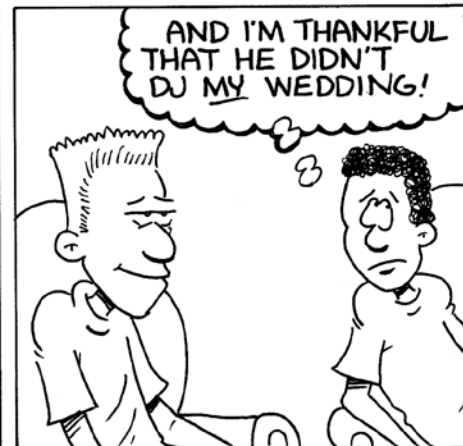


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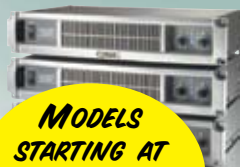
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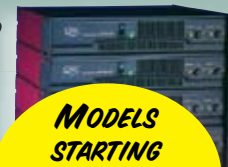


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