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Disc Jockey News

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Economic Terrorism Part 2

By Dude Walker

Terrorism can take on many forms and many faces. Terrorism commonly involves unknown action setting into motion a series of events that results with a jaw dropping "what just happened" reaction.

Where does it all begin? Al Queda and Taliban militant groups despise the west. They despise us for our beliefs and what we stand for. Drawing upon the disenfranchised as recruits. Recruits with such a bleak future that they are willing to commit suicide to gain favor for a promise of riches and virgins in the afterlife.

To many Americans, this is a foreign concept that could never happen within the land of opportunity and the land of plenty. Yet, like all shocking concepts there are truths behind what many find to be fiction. We rally behind the principles of freedom, yet we cannot obtain and enjoy freedom without rules.

Take a look at the MDJ industry; an industry that is evolving upon the backs of rebels with a love for music and gear. The allure of easy money, being cool and the life of the party are the paltry equivalent of the 20 virgins in the afterlife. Yet, with the onslaught of more and more MDJs the territorial squabbles erupt not unlike the battles that erupt between rival tribes and sects.

If you boil away all the blustering rhetoric the hatred is based in self righteous greed. The overt coveting pangs of jealousy that turn to hatred that are no longer being respectfully contained.

There are three components that foster terrorism:

1. ideological rationale
2. moral climate
3. organizational process

So how does all this apply to the mdj industry?

Clients aren't naive, they know the buttons to push. They are savvy at price manipulation and pitting one company against the other to foster an environment that is conducive to their goals, in many cases, at the expense of the mdj company itself. In some instances to the point of outright deception. These entities act like militant training camps. They are ever present entities ready, willing and able to indoctrinate mdj hopefuls into a mindset that runs contrary to every principle of business and profitability.

So where is this genesis? What perceivable gateway can be defined that is creating an environment for legions of illusive, illegal and non-conforming business minded mdjs to enter the market?

Schools and bars are at the entry level for many mdjs. The mindset there is in a low price. The great evil is "those" that pursue even a marginal profit. Time and time again, these entities mourn that they have little or no budget. In many cases, these entities will remain loyal only as long as your price stays low which is at the core of their indoctrination. Schools are, quite possibly, the most hypocritical. They condemn cheating on one hand, yet, throw open the doors to mdjs offering low prices that are "working" the system. They publicly groom an appearance of creating a wholesome and safe environment for students, yet, fail to conduct background checks to determine whether or not the mdj entering the school plant is a responsible choice.

Many schools hide behind their students. They empower students as ambassadors to contact entertainment for events and revere those that find the lowest price. Perhaps this is where several schools become most negligent. Students that are not mature enough to understand the dynamics of "how and why" are watching the hypothetical school borders. It is sad, but there are schools that have gone from one mdj to another with one mission in mind. Hiring/recruitment based on price alone. There are schools in the midwest and in other regions that boast that they have not paid more than (X) for entertainment for the past 20 years. We now find ourselves competing with high school entities that are not of legal age to enter into contract.

I've been pushing a comment card from a school around my desk since 1993. I use it as motivation to overcome price objections To thwart those weak moments where the "business person" frame of mind gives way to the immaturity of seeking acceptance by price. It states: "You guys are awesome! We'll keep hiring you as long as you keep your prices low". Much to my embarrassment that 1993 show was performed for a contract fee of $250. Out of curiosity for this article I contacted the school we've not performed at for 10+ years. They've gone all out. In 13 years they've found it within their budget to pay as much as $300 for a mdj. This school has the student body and means to raise over $1,200 per dance at $3 per ticket, yet they still pay their entertainment $300. How? Why?

As much as we would like to point to all of the "other guys" who are ruining the market, maybe, just maybe they have help.

Are they teaching more things in schools today than we think?

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

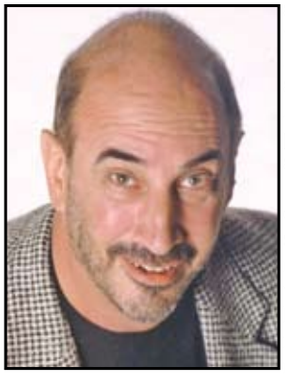
Still Trying To Think 'Outside The Box'?

By Jeffery Gitomer

Have you ever heard the expression, "Think outside the box"? Of course you have. It is, by its very nature, old before you start. There's nothing innovative about outside the box thinking. You need to come up with a new expression if you're going to start thinking new.

Outside the box thinking has been around since before email. (If you can remember when that was.)

I had breakfast yesterday with Rex Eagle. Rex is not an outside the box thinker – he's an outside the world thinker. He's an artist and a sculptor. Actually, he's a practical artist and sculptor.



Rex specializes in wire sculpture, and many of his works adorn my home and offices. Coffee cup replicas of the Starbucks logo in wire, facial profiles, personal logos, and other modern designs, both male and female, depicting everything from smoking a cigar to holding an umbrella. All in wire. All one-of-a-kind pieces of art.

"I have an idea I want to run by you," Rex said in an all-knowing way. "I want to talk about corporate communication and creativity."

He showed me a few pictures of different size balls shadowed on a page and talked about how art can be used as a communication tool for executives looking to have their message heard, and looking to create a team. The art would be the medium for learning how to communicate on a higher level.

Like all new ideas, at first it seemed a bit outlandish, over the edge, impractical based on present circumstances, and, in general, not in the main stream. (Whatever that is.) But rather than simply brush it off, I decided to take a deep listen because of my respect for Rex and because of the possibility that his idea just might be a good one.

Rex's idea is to create a corporate training program called "The 'Art' of Communication" that will use imagery and creativity to create a new dimension of thinking. Not to use the word "challenge." But, rather, to use the word "opportunity." What opportunities are there to create something new and create a meeting atmosphere where people don't have to try be smarter than one another? Where they can collaborate as a team and try to make the idea better.

Rex told me that, "Outside the box thinking is an oxymoron. I would rather show managers and team leaders how to craft a ball out of a box. They would sit around a table and sketch, or sculpt, or storyboard an idea, and then collaborate to produce new ideas, or better ideas. There's only one precondition to entering the meeting. You must enter with an open mind."

Here are the steps to success in Rex's program:

1. Bounce ideas around the table. Once you storyboard the ideas, or draw them out on a flip chart, or some other means of visual communication, then you…

2. Think about what you have done. Don't talk about it. Think about it. Each person in the room spends some personal think time so that they can formulate ideas, rather than simply shout them out. Once think time has elapsed, then you…

3. Express yourself with image-words. Each person is permitted time where they can draw out their idea of a box or a ball, or whatever the idea is that you've decided on. Simultaneously, all other participants must…

4. Listen. Not listen with the intent to respond; listen with the intent to understand. Take notes at your space until it's your turn. And each person is permitted as much time to express themselves as needed. Once the personal expression and listening section are completed, then you…

5. Collaborate. This is where everyone has their crayons or writing instruments in hand, and works together in art form to help better ideas emerge. Once the ideas are mature, then the group will…

6. Decide. Decide what's best. Decide what's most comfortable. Decide what will be accepted by others. And decide on a game plan to move forward. Once the decision has been made, it's time to…

7. Act. Actions as a result of decisions may not be the best method of moving forward. But actions based on bouncing ideas, thinking, expressing, listening, collaboration, and then deciding will be much more refined and much more likely to succeed. If true collaboration has taken place and there's a consensus of opinion moving forward, then it won't be difficult to take the final step. Rex may call it number 8, I'm going to call it…

7.5 Refine. All decisions, all actions, all creative ideas should be designed to be refined as they mature.

Well that's Rex Eagle's idea about creating a new form of communication. There haven't been many new ones in the past 100 years. (Text messaging, not withstanding.)

How do you communicate? What are your communication stumbling blocks? If you're complaining that people just don't listen, then maybe you should draw a few pictures together, have an art class, maybe even call it "The Art of Communication."

It wouldn't be fair to talk about Rex Eagle and not give you an opportunity to see his art. To see a few examples of his fine art, go to www.gitomer.com, register if you're a first-time user, and enter the word REX 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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Mobile Beat Las Vegas 2007 Was A Big Hit!

By Jason Jones

It was another exciting year at the Mobile Beat Conference in Las Vegas. Aside from the great networking opportunities and idea sharing forums and seminars there were plenty of surprises at this years show.

Chubby Checker made an appearance at the All Stars event during the 2007 Mobile Beat Disc Jockey Convention.

The convention featured celebrities from outside the disc jockey Industry. Chubby Checker performed his new song Pony Time and DJs were treated to the new dance steps. Checker was around during much of the convention to sign autographs and connect with DJs. Many were surprised when Flava Flav from the band Public Enemy and most recently the VH1 reality TV show the 'Flavor of Love' made an appearance. He was hard to miss with his signature clock hanging around his neck.

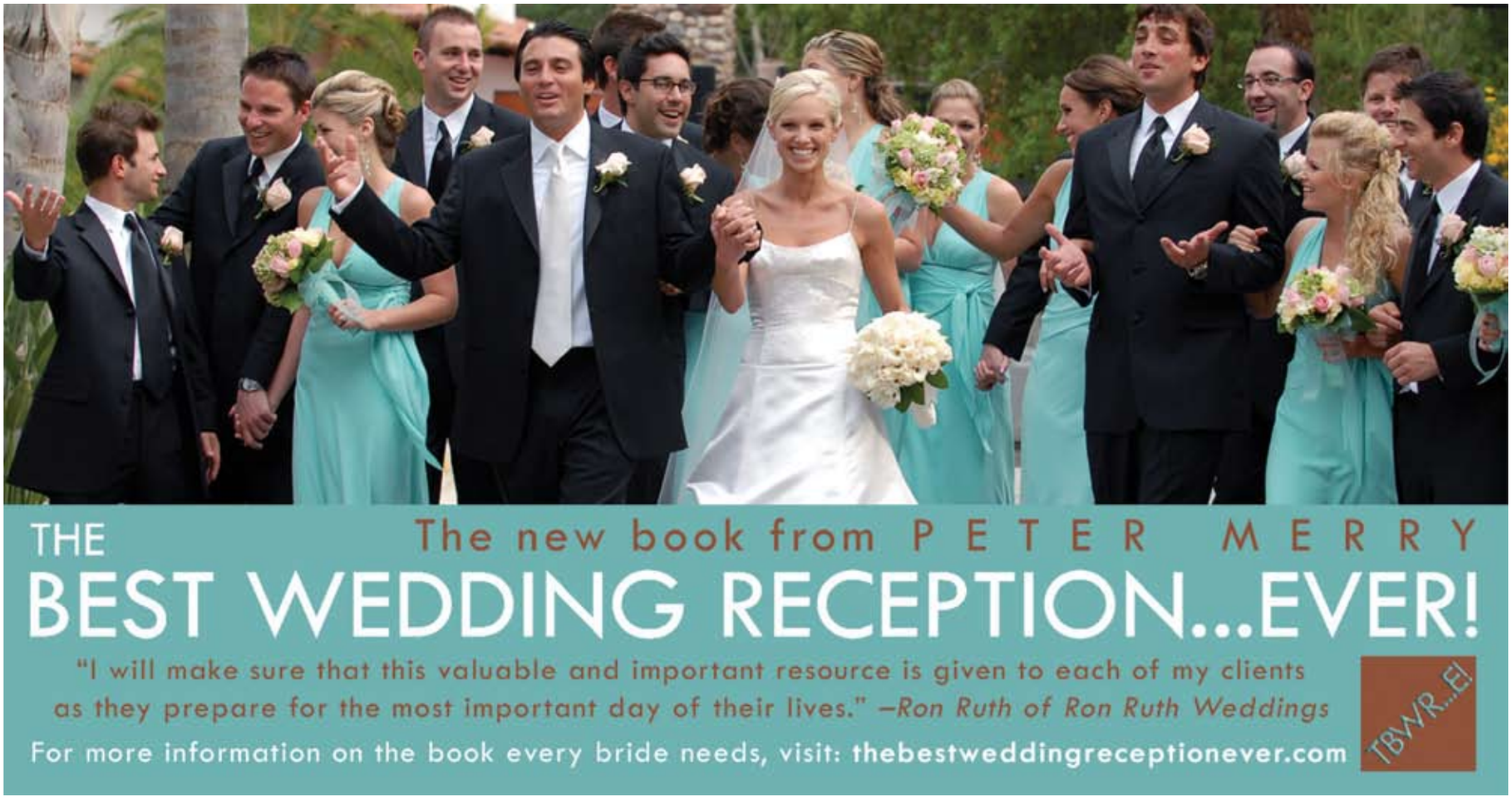
The American Disc Jockey Association (ADJA) held their annual meeting and made some announcements many members were expecting. The ADJA has shifted from a non-profit to a for profit corporation based in Arizona. They will join the other for profit associations like the National Association of Mobile Entertainers (N.A.M.E.) and Global Mobile. The only disc jockey trade association that remains non-profit in the industry is the regional Midwest Association of Professional Disc Jockey's based in Fargo, North Dakota.

The ADJA also honored some of its members with awards. The ADJA Michael Butler Humanitarian Award was presented to three ADJA members. This award honors those who have gone above and beyond the call of duty to serve their community in the name of the ADJA or the DJ industry as a whole. Roy Duitt of Humble Texas, Bill Dunsing of Walton Kentucky and Jeremy Miller of Sparks Nevada were all honored with the award in an emotional presentation. The final award presented was the AJDA Peter Merry Leadership Award. According to the ADJA website this award is presented to an individual who has displayed exceptional service, dedication and commitment to the ADJA. This was presented to John Young of Grey Eagle Minnesota.

The event that created the most buzz at the show was a sponsored seminar by Peter Merry. It was standing room only as DJs scribbled down Merry's thoughts and ideas for serving clients.

He announced the release of his book *"The Best Wedding Reception… Ever!"* The book is being marketed to brides and is currently available on Amazon.com. It is filled with great planning and entertainment ideas from talented DJs all across the country with the intent of educating brides on what we have known all along, the entertainment can make or break the party.

The biggest shock came when Merry announced the creation of the Wedding Entertainment Directors Guild™. This guild is unlike any current association. It has stringent standards for membership with the intention of representing the best entertainers in the country. If Merry's effort is successful it will set a new standard of excellence for the wedding DJ industry. More information will be available soon at www.wedguild.com.



Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly article that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Is your set up appealing to the eye?

When I first started as a DJ it never occurred to me to make my set up attractive to the guests. Like most DJs I would just toss up the speakers, lights and hang my business sign. Stretch out what seemed like miles of lighting, sound and electrical cables. Display my multiple cases of CDs and center it all around my DJ booth.

In 1998 I was gathering pictures together to display on my first web site I was having built, when I realized that my equipment set up could at times look very intrusive and sometimes completely unattractive. It brought to my attention the importance of having a work area that not only was functional but also fashionable.

Since this epiphany, I began to constantly look for ways to make my participation at an event as pleasing to view as possible. Here are a few of the things I have done to improve the appearance of my set up.

1) Bigger doesn't always mean better. I scaled back on the size of the light show. I did this by purchasing quality lighting equipment that offered a better show but with fewer lights. I went from a three pole system with over 30 lights to a ten foot, over head truss system with only ten lights. I now bring 1/3 the number of lights but give a better looking lighting effect. I also scaled back the size of the speakers. I once used huge subs and giant speakers, but with the improvements in technology I was able to go smaller with better sound quality. In 2005 I purchased the BOSE Personal Amplification System (better known as the "towers") and when placed directly in front of my lighting poles, they blend in so well people will ask me where my speakers are.

2) Cabling creates tripping hazards as well as ugliness. When I had three light poles I had multiple long cables lying all over the floor. Now with the truss system there is only one short cable that controls everything. I have gone completely wireless with the microphones, which work wonders for karaoke events. This eliminates any chance of inebriated guests tripping on the microphone cables. The old system used very thick cables from the amp to the speakers, now I use a standard microphone cable from the mixer out to the speakers. This thinner cable is easier to tape down and not tripped over. There are also fewer electrical cables involved and I always try to keep these cables short and taped carefully down.

3) Taping down cables is an absolute must in our industry; not only for safety but also for appearance reasons. I bring several different colors of duct tape (stage or gaffers tape) so that I can blend the tape in with the colors of the floor or room. When taping cables try to make the job as neat and clean as possible. Use a scissors to make the ends straight, not frayed, and as even as possible. The tape pieces that lay across the cable should not be wider than the tape that runs the length of the cable. When taping a plug into an electrical wall outlet, be as neat as possible. Keep the tape on the plastic outlet cover and never allow it to touch any wall surface. Tape can take the wall paper or paint right off the wall! Try to expose the least amount of cabling as possible so that there is as little tape showing as possible.

4) Your light poles and work station, be it a podium, rack box or "coffin" style station, should always be well kept, painted and clean. I use two podium style rack stations that I created for my show. One is tall with the sound and lighting equipment rack mounted; the second is shorter and has mostly drawers for packing cables, spare light bulbs, tools and other extras needed. It also doubles as my table top surface where I place the computer screen. This rack eliminated the need for several additional containers for storage, the need to bring or ask for a table, and it helps keep things well organized. Both racks are on wheels that roll in and out very easily and look sharp next to each other.

5) Signage at the event has always been a hot topic amongst DJs. For most of my career I had some form of signage. I thought that I had to have a sign in order to get people to remember and possibly hire me in the future. Through the years my signs got smaller but at the same time more professional and attractive. My last sign looked like a compact disc in the colors and design of my company. I completely stopped using signage over eight months ago and have found not having a sign did not hurt my business, but may have actually helped it. Not displaying a sign helps look more professional and at the same time helps me to qualify possible clients. I'm not the DJ for everyone, but for those who enjoyed my work, they will come up after the event and ask for a business card. This gives me a chance to have a one on one conversation with them. They get to know me a little better and qualify myself as their possible DJ while I qualify them as my possible client.

6) How do you look to the guests watching you? How do you dress? What about your hair? Is there a food stuck in your teeth? It won't matter how good your area looks if you don't look good. Do you dress appropriately for the occasion? Many DJs are getting away from the tuxedo look at weddings because they tend to blend in with the bridal party and you end up looking like every other DJ (average). I prefer custom fit suits from a men's wardrobe franchise. No matter how you dress, always look your best. Keep your jacket on the entire night. Keep your shirt tails tucked in and maintain a smile on your face at all times.

To sum up: keep everything in your area clean and uncluttered. Keep your equipment in good condition and most importantly look as professional as you possibly can.

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.

Product Review: Megaseg With Club Visuals

For infomation on how to have your product reviewed, email djnews@meltel.net

The world of the mobile disc jockey is increasingly moving toward digital playback systems utilizing computers or hard drive compatible play decks.

While there are many options for audio playback of digital music files, there are only a few good quality digital video playback solutions on the market.

Today we will be looking at one of those video (VJ) playback systems.

We will be running the latest version of Megaseg on two different computers for presenting a video show for our clients.

Megaseg just released a short time ago their version 4.0.1 of their Macintosh based dj software. Megaseg has been a preferred playback system for Macintosh users for a number of years and as computer processor speeds have increased, it has become popular as a music video playback system.

Many of today's higher rate entertainers are utilizing video in their mobile shows. This ranges from showing music videos, ambient videos, photos from the event, to even some graphic visualizers which change based on the type of music being played. To get a feel for what these visualizers look like, take a look at Itunes and some of the visualizers you can download into Itunes for some very spectacular visual effects to go along with your Itunes music library!

Playing music and music videos has been very easy with Megaseg, but the problem became what would you do between music videos? Not all songs in the music library had a music video and the screens would go blank once regular non-video songs were being played.

The people at Fidelity Media came up with a solution. They included the ability to have a playlist of ambient videos which would be played during songs which did not have a video file available.

This is a great feature to keep something on the video screens all night long! You can use a simple program to create some video title clips or commercials of your dj company, and those could rotate through during the non-music video songs.

In our testing of the ambient video features, we pulled some 20 second video clips from various sources, along with Club Visuals from the Shadow Dancers Series from VJWorld.com.

The shorter videos included some ambient video clips pulled from some of our ambient video library of computer created video clips. In the past, we used similar clips from Promo Only between music videos (but, that system included a video switcher and additional hardware). We also shot a short video clip with a digital camera at one event of the group dancing to use on the screen as an ambient video.

We tried the combination of Megaseg and ambient videos on two different Macintosh computers. One is an G5 Imac with a 2.0 processor, and the other has the new Intel duo core 2.0 processor.

First review of the latest version of Megaseg. First off, The ambient video capability feature alone is enough to make many DVD based video playback disc jockey move to a computer. On our test G5 Imac, the videos mixed and flowed very well from a music video file (saved as an mp4 or mov file) to the ambient video file (saved as an mp4, mov, or avi file). It is such a great feature to be able to have something on the video screens all night long without the additional hardware needed for past ambient video solutions.

One negative, the G5 Imac handled the videos well, but it had was a bit sluggish when clicking and moving things within the Megaseg program while the videos were running. On the positive side, there weren't any video or audio hiccups or drop outs, but it was a bit frustrating trying to do music searches and move songs when they computer is dedicating itself to the video playback.

Next, we used the same set up and videos on a Macintosh with the Intel duo core 2.0 processor. The latest version of Megaseg was designed to take advantage of the newer, faster Macintosh processors using the Intel chip, and you can certainly tell the difference when using Megaseg to playback videos. The Intel processor handled the video transitions better than the older G5 (which we thought the initial transitions were pretty good) and it allowed for almost regular manipulation of all of the regular 'search' 'edit' 'move to playlist' functions used when performing with Megaseg. The difference was so noticeable, that investing in a new Intel Imac with the large hard drive would be a great dj investment.

Crowd response:

When you get down to it, the most important thing is how the crowd responds to what you are offering. We have performed for many video shows (going back to the VHS/Beta/8mm days) so we had a level of expectations when it came to the video effect on the crowd.

We used a combination of music and ambient videos as described earlier for some teen events. In the past we have used videos at these events running computer generated ambient videos from DVD during non-music video shows. This time, we set up the new Megaseg to play the Club Visuals Shadow Dancers as our main filler video. We used footage from the Family Friendly disc set and specifically used the 'Girls & Guys' disc as our ambient video source.

The difference was incredible! The teens really loved the Shadow Dancers! In the past, the group would watch the video screen from around the dance floor and do their own thing. When the Shadow Dancers came on, the teens migrated toward the screen and danced with the image on the screen. The teens loved the constant image of people on the screen, and we liked having an easy alternative to playing some questionable music videos.

In the past, we have had to mess around with switches/DVD players/extra wires.. and it makes the video show more stressful while trying to keep everything running smoothly. But, not anymore. It was as easy as clicking and moving songs over with the new Megaseg and the ambient video feature.

For more information on Megaseg, you can check out there ad on page 2. For more information on VJWorld.com, you can see their ad on page 7.

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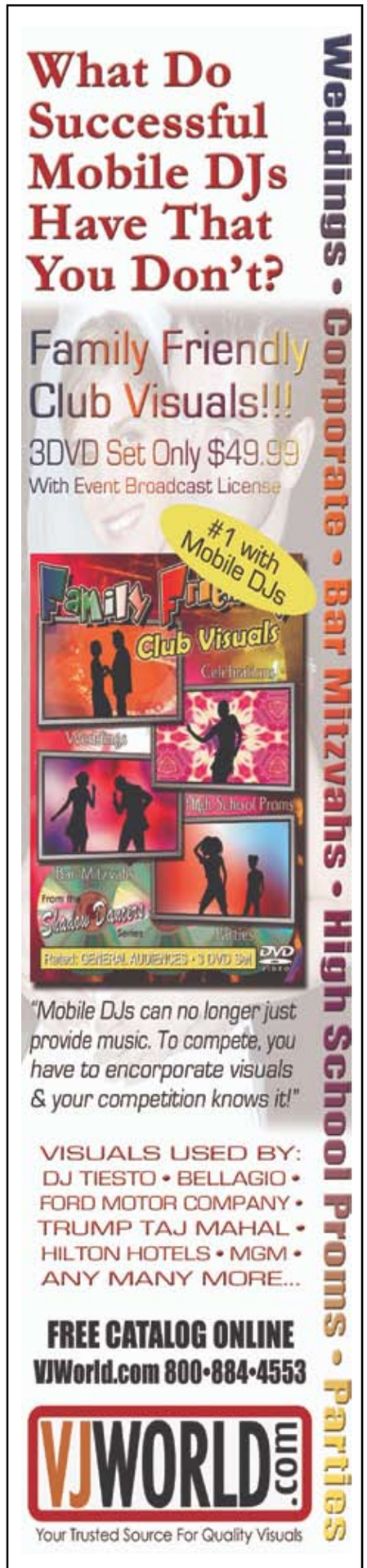

The Q Corner, Where Quality Meets Quantity

By Mike Walter

Almost 2 years ago now, I wrote an article in these pages about the importance of holding Monthly Meeting for your DJ Staff. I began the article by saying I had had a conversation recently with a Multi-Op owner who did not have regular staff meetings. While this might have seemed like a clever writer's technique to introduce a topic, it was actually true. The Multi-Op owner is a dear friend of mine and when he read the article he called me right away and said, "that's about me, isn't it?"

At the risk of losing a friendship, I admitted it was and I again, encouraged him to try monthly or at least regular meetings. What could it hurt?

As he often does, this good friend of mine not only took my idea and ran with it, but he one-upped me in the process.

His company not only meets regularly now to discuss a variety of topics, but he has also set up a chat board for his DJs to continue their discussions on and for ideas to germinate even further than a 90 minute meeting once a month will allow.

I had the opportunity to ask his staff what they thought of this increased sharing of ideas and experiences and the responses came as no surprise to me. One DJ, an eight-year veteran, said, "I have learned new ways of working with the crowd during dinner and cocktail hour to get a better feel for them. I have learned new games for ice breakers and great new sets!" They added, "The plethora of knowledge regarding music and songs I wouldn't even think of is just amazing with our group."

Another DJ felt: "One of the biggest advantages to being a DJ in a large company like this one is you can talk to each other. Figure out what works, what doesn't. It's cheesy to say two minds are better than one but in a business like this creativity is a major asset so being able to collaborate is important."

Still another told me: "I feel that as entertainers we need to interact with our mentors and our contemporaries to keep a fresh edge. As far as things learned: dances, seasonal games (Christmas), event protocol, and mixing."

So the sharing of information is clearly important. As I wrote in my first article, you always need to remember that most of your staff is part-time at this profession. You as the owner or manager attend the conventions, read the publications and garner all the knowledge. So it becomes your burden to filter that information down to your crew. And there is no better way than having regular meetings.

But what about the increased camaraderie that I also wrote about as an advantage to having regular meetings? Well, his DJ's agreed, telling me, "The DJ industry is unique in that you don't see your colleagues face to face every day as is the case in many other industries. This face-to-face contact I believe is important, especially to boost team morale which oftentimes goes underestimated to a company's success." Another added simply, "nothing compares to face to face, personal communications. "

If you have a company of any size, and you have DJs that work for you who are not full-time in this industry, I can't emphasize enough the advantages of holding regular meetings. As you can see, it made a huge difference with my friends company. And I know it will with yours.

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.

The Leadership Economy

By Dr. John C. Maxwell

In The Communist Manifesto, Karl Marx imagined an entire world based upon his theory of economics. He envisioned a "utopian society" where everyone received equal shares, and lived without competition. In Marx's communist system, government would enforce the utopian economy. On paper, the theory was great—in practice, as history has shown, the economic model of communism was a disaster.

In Wealth of the Nations, Adam Smith popularized a different theory on economics: free enterprise. He laid the intellectual framework that explained the free market which still holds true today. Smith coined the expression "the invisible hand," which he used to demonstrate how self-interest guides the most efficient use of resources in a nation's economy. He argued that government efforts to promote social good are inferior compared to the unbridled market forces of commerce.

Smith became the key influencer of Western economic theory. His ideas underlie our present U.S. economy – an economy based on supply and demand. His system didn't require a "big brother" government to ensure its success. Instead, it was governed by the natural forces of a free market.

Supply and Demand

I believe our influence operates on similar "supply and demand" principles as the free market economy. Leadership should not have to be forced on a group of people. Someone who leads by coercion or manipulation isn't a healthy leader. Healthy influence is based upon providing a resource that is needed by a group. When you possess that resource, your influence goes up, just like a stock price goes up when a company is providing goods or services that are in demand.

Albert Einstein once said, "Don't try to become a person of importance. Try to become a person of value." He understood the principle of supply and demand. Our importance is a by-product of the value we add to a group; it is the result of the "leadership capital" we have that is in demand. Our influence is a side-effect of our gifts or strengths that meet the needs of others.

How a Leader's Influence Acts Like Capital

If leadership, like the marketplace, functions according to the laws of supply and demand, then let us ponder what kind of capital we might have that will increase our influence with others.

1. Intellectual Capital

Resources in this category include: knowledge on a particular subject, insight and intuition into a given area, or data on a relevant issue. When someone puts their intellectual capital into a tangible form, it becomes what attorneys call "intellectual property." If it is rare and relevant, it will be valuable.

How to Accumulate Intellectual Capital

(1) Study and Know Your Business

(2) Think More Than Others About Your Business

(3) Think About Solutions and Share Them With Others

2. Social Capital

Resources that represent social capital are the relationships and respect a person has built up over the years within their network. Social capital comes from interfacing with others in a healthy way and adding value to them individually as well as professionally—especially in times of need.

How to Accumulate Social Capital

(1) Value People and Relationships

(2) Look For the Key to Each Person's Life

(3) Become a Networker and Connect People Together

(4) Seize Every Opportunity to Add Value to Others

3. Experiential Capital

Resources in this category include past experience, a good track record accompanied by a strong work ethic, integrity, and sound past decision-making. Experiential capital is akin to intellectual capital, but not identical. This capital is the intuitive wisdom that comes from raw experience rather than the hard data or content from a book.

How to Accumulate Experiential Capital

(1) Find Your Niche and Dig In…Don't Hop Around;

(2) Evaluate Your Experiences

(3) Build on Your Experiences, Don't Camp on Them

4. Talent Capital

Resources that fall within talent capital are the abilities a person has to pull off a desired goal. When an organization wants to produce a good or render a service, it has need for specific talents–graphically, technically, physically, organizationally–and the person with those talents carries the weight. While talent is never enough, it is a good place to start.

How to Accumulate Talent Capital

(1) Discover Your Top 3 Strengths

(2) Stay In Your Strength Zone

(3) List Ways Your Talent Can Add Value to the Team

(4) Stretch Your Strength Areas

5. Creativity Capital

Resources that represent creativity capital are creative thinking; the aptitude to merge two current ideas into a new one; the capacity to communicate a thought originally and persuasively; and the ability to invent new products, methods, services, or strategies.

How to Accumulate Creativity Capital…

(1) Develop a Creative Think Team

(2) Continually Ask: "Is there a better way to do what we are doing?"

(3) Continually Ask: "Is someone else doing it in a better way?"

6. Passion Capital

Finally, this capital is about the "pathos" of a person. Leaders with passion capital carry weight because of their strong personality and charisma. They bring to the table excitement, enthusiasm and determination; a fire that magnetically draw others to them. Passion energizes talent, both individually and collectively.

How to Accumulate Passion Capital …

(1) Discover Your Strengths

(2) Hang Around Passionate People

(3) Give Your Passion Away

Summary

Leadership revolves around the timeless principles of supply and demand. Your influence as a leader will be proportionate to the "leadership capital" you bring to an organization. Cultivate your leadership capital wisely, and you'll be flooded with opportunities to invest it in a leadership economy hungry for healthy leaders. The Leadership Economy

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

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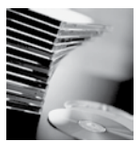

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Lead With Poise, Not Noise

By Harvey Mackay

Grace under pressure—what an important attribute for anyone aspiring to be in a leadership role. I was researching the topic when I came across a simple five-question test developed by psychologist Donald A. Laird to measure a person's leadership potential:

Can you take a reprimand without blowing up?

Can you take a turndown without becoming discouraged?

Can you laugh with others when the joke is on you?

Can you keep your spirits up when things go wrong?

Can you keep cool in emergencies?

If your answer is yes to all five questions, you're on your way to being a leader. Dr. Laird, however, singled out one great quality of a leader—poise.

"Poise is what makes you a master of situations," Dr. Laird said. "Although we call some persons natural-born leaders, usually the poise of leadership is a trait that has to be developed, and anyone can develop poise a little bit at a time."

The way to develop poise, he says, is to destroy its enemies—nervousness, anger and the habit of speaking before thinking.

It's easy to show poise when everything is going well. It's a lot tougher to maintain your poise when things are not going well. But the minute you lose your composure, the chances of defeat increase. You are giving the mental edge to your opponent.

If you maintain your composure, good things can happen. Focus on what you can do or control. Forget the past.

Look at pro football quarterbacks. The great ones, like Peyton Manning, don't ever lose their cool, even when they're behind with two minutes to go. They just keep their poise and often lead their team to victory.

Terry Bradshaw, the Hall-of-Fame quarterback for the Pittsburgh Steelers and now at TV analyst, said: "Quite often, the mark of an experienced quarterback—one who has poise—is the amount of time he holds on to the ball before releasing it. The quarterback who can be patient enough for lanes to open and receivers to clear will be more successful. I played a long time before I had poise, and I suffered for it, and so did my team."

It's similar for other professions.

President Ronald Reagan said: "I have learned that one of the most important rules in politics is poise—which means looking like an owl after you have behaved like a jackass."

Many of us live and work in hectic and pressure-ridden environments, so it's wise to remember the words of the psychiatrist who said to his assistant who was trying to answer two telephones at once.

"Miss Smith," he said, "just say we're terribly busy—not 'It's a madhouse here.'"

There's a story that circulates in the sales profession about a sales rep who was ready to demonstrate his company's state-of-the-art computer software to a group of important customers, when the screen went blurry and finally crashed. His efforts to re-establish a link to the office systems failed. He called tech support and every number he had available, but without luck.

Unfazed, he turned to his customers and said, "This has been a demonstration of our competitor's product. Next week, I'll show you what ours can do."

Now that's poise under pressure.

Travis Graham, the class valedictorian of the University of Tennessee Law School, promised to take only two minutes of the audience's time and he got to the heart of his thinking right away.

He began his remarks by acknowledging that he had had difficulty deciding what "wisdom" to impart to his fellow graduates. He said he had reviewed all the cases of law the class had studied and had found nothing that he felt was appropriate to such an important occasion.

At a loss for any inspiring thoughts, Travis sat at his kitchen table eating a student's breakfast of biscuits made from packaged dough. And there, right in front of him on the opened roll of refrigerated biscuit dough, he spotted the belief that he knew he and his fellow graduates had in common and that he felt was worthy of the occasion. The package, he said, had this message, "Keep cool. But do not freeze."

And with that he thanked all assembled and returned to his seat, amid rousing applause.

Mackay's Moral: The hotter things get, the more important it is to keep your cool.

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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Broke 50 Year Old DJ, Needs Food

By Dan Nichols

I had an opportunity to speak to the Michigan Chapter of the American Disc Jockey Association in January (yes, with the wind chill it was sub zero) and what followed was an interesting email from a member. In my audio series 8 Degrees of Separation I address in complete detail a core psychological issue that holds entrepreneurs back from succeeding in business.

To over simplify it for the sake if this article, let's just say the imposter syndrome is usually an erroneous belief that stems from a story you've written about yourself. A story you collect evidence to support and a story you have come to rely on. The imposter syndrome says, "you don't believe you are so you don't think you can". As a business owner you may have felt this way early on -- you may have felt being an entrepreneur wasn't really you. Generally speaking we get over these feelings after being in a situation for a long period but we need to be careful that our belief, our core belief hasn't extended to areas we're failing to realize. In this case we need to be careful this hasn't extended to or business.

The email came from a dj that owns a multi-system operation. I am sharing a portion of it below.

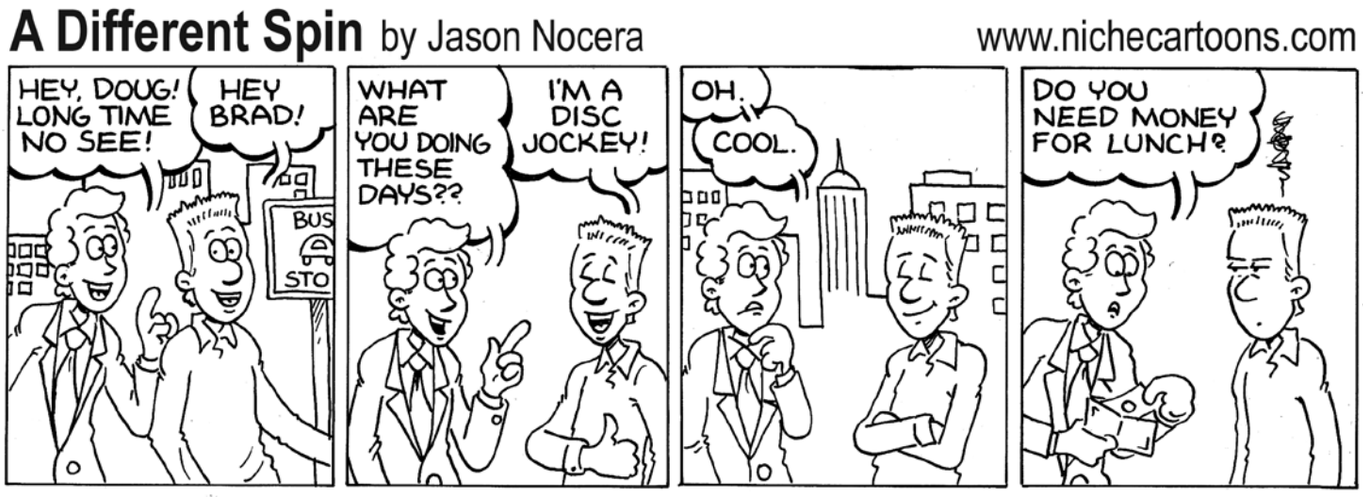
Hi Dan,

"One thing that is bothering me, and really setting up a major roadblock in my mind is I can't stop wondering "Is it worth it?". I'm spending lots of money & time creating these systems with the goal that one day I won't actually have to DJ events myself anymore. But deejaying isn't exactly the most lucrative business to be in.... I'm thinking is all this effort worth it? ---etc.--- I'm scared to death about ending up a 50-year-old broke DJ out on Saturday night working someone's wedding reception. In my dream world, I build my business up as far as I can and then when I get tired of it, I sell it. Is selling it even possible? I hear about gas stations, restaurants, party stores and more for sale all the time, but never a DJ business. Do you think somebody would want to buy a DJ business?"

What this dj echoed were the sentiments of many deejays. We have trouble believing that our dj business is really a business and because we think like that we don't work in a manner to make it one. The answer is - yes it's a real business. Yes it can be sold. In fact I know a guy in another state that was just offered several million dollars for his dj business. However to sell it you need to treat it like a "real business" and systematize it so it can be turned over with a set of directions on how to run it. In addition the margins of a properly run dj business are as high or higher than many other businesses. On my website, in my blog (no room for it here) I have a breakdown of a fast food franchise to give you a better feel for what I mean. Finally, if you do want to sell it you need to believe in it as well otherwise it won't be very convincing to a prospect looking to purchase such an income stream. So it is heretofore duly dubbed the "business imposter syndrome" for those believing their business isn't really a business.

Do you have difficulty in believing that the business you are in is a real business? Maybe something else is holding you up from growth? Visit my blog and write about it. Oh… one more thing, I can't help it (it's the coach in me)… in response to the statement our dj makes above about "is selling it possible" I have but one response. You tell me, it's your realm of possibility!

Dan Nichols is a professional business coach and published author based in Michigan. He also has 16 years experience as a mobile dj. As a coach he helps his clients discover which steps to take next to grow their business. www.businesslaunchexpert.com or by phone at 248-541-0250.



Elation Design Spot 250 & Alkalite PD-80 Controller Receive cETL Approval For U.S. And Canada

Elation Professional has announced that two of the company's highly acclaimed products have been distinguished with cETL approval: the Elation Design Spot 250 moving head and the Alkalite PD-80 LED system controller. The cETL seal, a recognized standard of quality and safety in both the U.S. and Canada, is only granted after rigorous testing of the product and manufacturing facility.

"The new cETL rating comes as great news for us and our customers," said Eric Loader, director of sales for Elation Professional. "The Design Spot 250 and PD-80 had to pass the very strictest safety and quality inspections in order to merit this internationally recognized seal of integrity. Our cETL status ensures that you are purchasing a high-quality product that is professionally built and completely safe to operate."

The new cETL approval will further broaden the market for the Design Spot 250 and Alkalite PD-80 Controller, both of which are already hot sellers, said Loader.

The Design Spot 250 DMX moving head is a unique "hybrid" effect that's both a spot and wash in one. The ultimate rental unit for any production, show or corporate event — as well as a versatile fixture for permanent installation in theaters, concert halls, and churches — this 16-channel, 250-watt spotlight offers both Frost and Iris capabilities. Equipped with dual gobo wheels, the Design Spot 250 allows users to create a morphing effect via gobo overlay. It includes 14 interchangeable metal and glass gobos (7 rotating, 7 static), and 8 dichroic filters (7 colors plus white). The Design Spot 250 also features true UV filter, which, combined with its Frost filter and high-output lamp, delivers an outstanding UV wash effect. It carries a suggested retail price of $2,499.95.

The Design Spot 250 is also available in a white color finish (Design Spot 250WH), and this unit is cETL approved too. Great for churches and other installations with a light décor, the Design Spot 250WH has a suggested retail price of $2,799.95.

The PD-80 controller is included with the 8-unit Octopod 36, Octopod 80 and Riva 80 LED lighting systems from Alkalite. The control pack gives the user 6, 12, 24, or 48 DMX channels to work with, so you can control all 8 pods at once or manipulate each one individually. It also comes with 9 stand-alone chase programs featuring both speed and fade control. Like all Alkalite products, the PD-80 is distributed exclusively by Elation Professional in North America.

Alkalite's Octopod 36, Octopod 80 and Riva 80 are networks of 8 LED lighting pods that use RBG color-mixing technology to produce a virtually infinite range of colors with amazingly smooth transitions. Since the LEDs produce no infrared or ultraviolet light, heat production is kept to a minimum— so they can shine directly on an object or surface at close range with no risk of discoloration, fading or burning. The three systems are flexible enough to fit a wide variety of applications, and their low heat production makes them ideal lighting systems for architectural use, retail displays, art galleries, video/film productions and more.

The Octopod 36 comprises 8 small pods containing 36 LEDs each: 12 red, 12 blue and 12 green. Each pod measures 4.5" by 6" by 4.25" and weighs 0.5 lbs. Available in a white or black finish, the system has a suggested retail price of $999.95, which includes connector cables and the PD-80 controller.

The Octopod 80 has 8 large lighting pods, each equipped with 90 LEDs: 30 red, 30 green and 30 blue. The system's individual pods measure 6.5" by 4.5" and weigh 1.5 pounds, and are available in a white or black finish. The suggested retail price of the Octopod 80, complete with connector cables and PD-80 controller, is $1,999.95.

The Alkalite Riva 80 system features 8 large, recessed pods of 27 red, 18 green and 35 blue LEDs. Each pod of the Riva 80 measures 6.5" by 4.5" and weighs 1.5 lbs. With a list price of $1,999.95, the system comes with connector cables and the PD-80 controller.

"All of the components of our Design Spot 250 moving head and PD-80 controller were disassembled right down to the wires and inspected against Canadian and U.S.-set regulations," Loader said. "The fact that both great products achieved cETL approval reaffirms that our quality controls are in place at Elation, and that every single fixture is of the same high quality as the last one that was produced. In order to retain this seal of approval, we need to ensure that our factory production methods remain outstanding."

Loader noted that Elation is aiming to get the cETL or UL seal of approval on many other products in its line. "New fixtures are being submitted every month as we finalize products," he said.

For more information, contact Elation Professional, 4295 Charter St., Los Angeles, CA 90058; Phone: 866-245-6726; Web www.elationlighting.com

Peavey Distro Solves Sound Reinforcement Power Needs

The new Peavey Distro, an exclusive, high-current power transport system, makes delivering energy to multi-amplifier sound reinforcement systems as easy as inserting a plug into a socket.

The Distro is a two-rack-space unit that provides up to 100 amps at 120 volts from a NEMA 14-50 plug.

By dividing the current into six 15/20-amp services, each with a heavy-duty Edison socket and magnetic circuit breaker, the Distro allows users to permanently wire their amplifiers and outboard gear while providing plenty of power to run backline and front of house.

Since the Distro can be mounted inside a standard rack case, it allows users to run a clean, simple stage setup without the messy cable routing caused by external power supplies. The Distro also greatly reduces hum and increases ground safety by putting the entire system on the same breaker.

The Peavey Distro will be available from authorized Peavey retailers in Q2 2007.

Features

· Six 20-amp power services at 120 volts (100 amps maximum)
· Six 15/20-amp Edison sockets with dual plugs
· Magnetic circuit breaker on each power service
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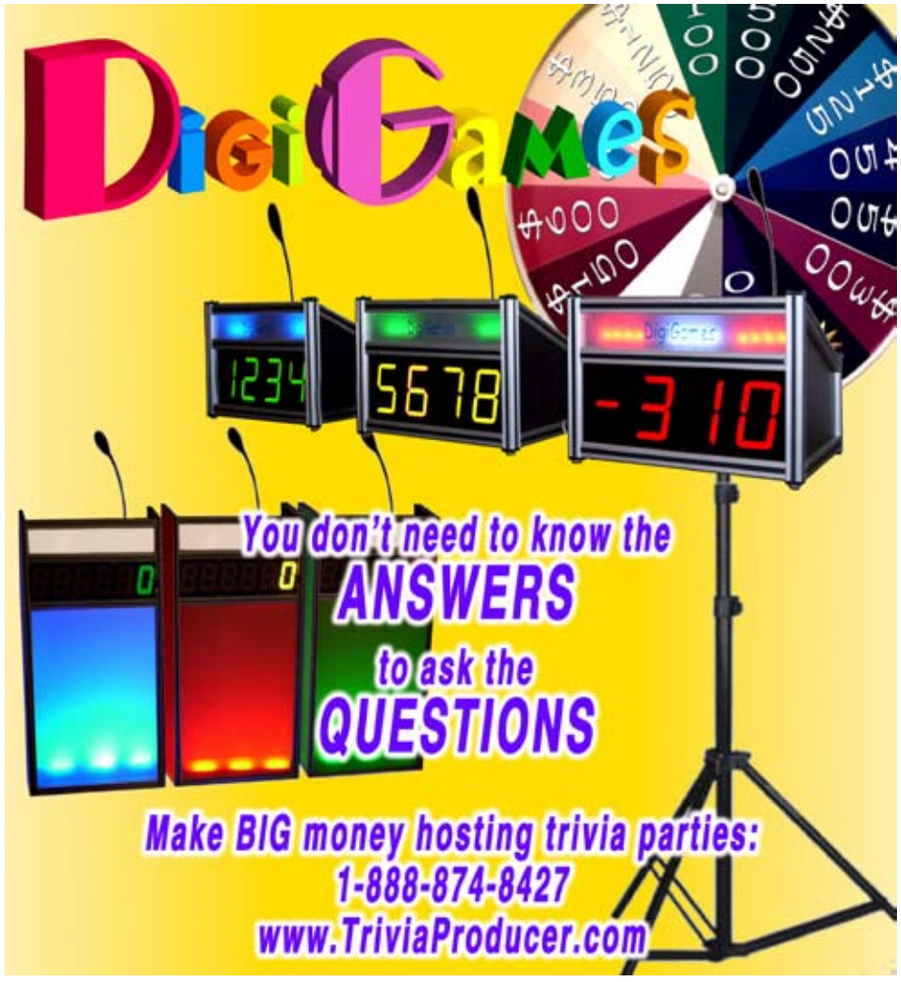

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Monthly Music Charts

By JonesTM.com

Pop

1.	Nelly Furtado	Say It Right
2.	Justin Timberlake	What Goes Around…
3.	Daughtry	It's Not Over
4.	Gwen Stefani	The Sweet Escape
5.	Beyonce	Irreplaceable
6.	Ludacris F/ M.J.Blige	Runaway Love
7.	Paula DeAnda	Walk Away
8.	Fergie	Glamorous
9.	Rihanna	Break It Off
10.	Gym Class Heroes	Cupid's Chokehold

Rock

1.	Three Days Grace	Pain
2.	Red Hot Chili Peppers	Snow (Hey Oh)
3.	Stone Sour	Sillyworld
4.	Godsmack	The Enemy
5.	Three Days Grace	Animal I Have Become
6.	Saliva	Ladies & Gentlemen
7.	Daughtry	It's Not Over
8.	Tool	The Pot
9.	Disturbed	Land Of Confusion
10.	Breaking Benjamin	Breath

Country

1.	Trace Adkins	Ladies Love Country Boys
2.	Keith Urban	Stupid Boy
3.	Kenny Chesney	Beer In Mexico
4.	Martina McBride	Anyway
5.	Tim McGraw	Last Dollar (Fly Away)
6.	Carrie Underwood	Wasted
7.	Jason Michael Carroll	Alyssa Lies
8.	Rascal Flatts	Stand
9.	Sugarland	Settlin'
10.	Craig Morgan	Little Bit Of Life

Urban

1.	Robin Thicke	Lost Without U
2.	Lloyd F/Lil Wayne	You
3.	Mims	This Is Why I'm Hot
4.	Pretty Ricky	On The Hotline
5.	Rich Boy	Throw Some D's
6.	Ludacris	Runaway Love
7.	Chris Brown	Poppin'
8.	Omarion	Ice Box
9.	Ciara	Promise
10.	T.I.	Top Back

The DJ Swap Shop

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For Sale: Karaoke System, Sonic rack, CAVS JB-99 w/remote control and approx 11,000+ songs pre-loaded. Check it out at http://www.cavsusa.com/product/H_player/jb99.htm, Also a JVC XL-SV22BK Player, Plays CD-G includes about 180 - 300 tunes on CD-G, Monitor Stand, 19" Video Monitor, 13" host Monitor, Plus 20+/- books Alphabetized by artist and song title in plastic, Approx Value $6250.00 You can own it for $2700.00 Might part out.....Call Jim @ (316)776-1332 or (316)776-9191 or (316)259-5593

For Sale: Cortex H D C 1000 never used open box retail $500 Will let go for $450 call bill at golden touch dj. 763-557-6462

For Sale: 24 - 30 par 36 pin spots and rain lights, Didn't come from Radio Shack or Spencer's. These are Lumitrol's. With heavy duty transformers, Contoured color lenses. a little club worn. Sold new for $49.00 each. I'll take $10 -$20 each for them. Call Jim @ (316)776-1332 or (316)776-9191 or (316)259-5593 **For Sale:** Rane MP2400 mixer, $250. Viewsonice PJ452, XGA, LCD projector, used 4 times, 1800 lumen, $850. Call: 270-782-1172

For Sale: Complete karaoke system. 2 Peavey International 112 speakers with stands, 4 channel powered mixer, 2 wireless microphones, 2 handheld microphones, library of CDs, books, karaoke player, $750. Call: 270-782-1172 or email djstevehooks@hotmail.com

Upcoming Events

Leadership Conference
Minneapolis, MN
March 19-20, 2007
http://www.discjockeynews.com

NAME's Building For The Future
Atlanta, GA
April, 16-18, 2007
http://www.djkj.com

Camp Mobile Beat
Sturbridge, MA
June 26-28, 2007
http://www.mobilebeat.com

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

Disc Jockey News Northern Conference
Bloomington, MN
October 28-30, 2007
http://www.discjockeynews.com

NAMM 2008
Anaheim, CA
January 17-20, 2008
http://www.thenammshow.com

Mobile Beat Florida DJ Conference
Ft. Lauderdale, FL
October 29-31, 2007
http://www.mobilebeat.com

Mobile Beat Las Vegas Convention
Las Vegas, NV
February 12-14, 2008
http://www.mobilebeat.com

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