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Letters To The Editor

Send your Letter To The Editor to editor@discjockeynews.com

Editor,

It took me several paragraphs before I finally figured out the reason why Dude Walker was up in arms over skeptics in his article, "Defending the Right To Be Ignorant Part 2" in the April issue of the Disc Jockey News. It surprised me, considering that all my life the word "skepticism" was always preceded by the word "healthy." A skeptic is not gullible. Skeptics require some measure of proof for various claims, and the more extraordinary the claim, the more extraordinary the proof. Paraphrasing what the scientist, Dr. Richard Feynman used to say, a skeptic keeps an open mind, but not so open that his brain falls out.

Yet apparently Mr. Walker blames skeptics for the current downturn of the mobile DJ industry. Skeptics apparently don't believe there IS a problem or they don't believe they should be charging a livable wage. (The distinction is never really made clear.) Yet I would admit that there is a clear difference between a healthy skepticism and willful ignorance. It is quite possible that many DJs aren't privy to the numbers Walker cites in his article. If their calendars are on-par with previous years, they really have no reason to think otherwise! If their business is down, even a hard-core skeptic will be looking for reasons why.

As far as a crippled economy and job losses go, Michigan is "ground zero" of the U.S. While most other states have experienced a bit of an economic rebound, things have continued to get worse here in Michigan. I have received many equipment lists over the past year or two from companies going out of business and wanting to sell their gear. (I became known for dealing in used gear during my stint at a local DJ toystore.) Yes, there are many DJ companies here, but our market used to support even more in the not-too-distant past. The number of parties has declined, but a more important factor is that people who DO throw parties have less to spend. They're looking for bargains. Because we live in a free market, there are plenty of DJs willing to give them one!

When this first began, I took Mr. Walker's attitude: my overhead has only gotten bigger, I'm well worth my price and I'm sticking to my guns! Meanwhile, my competitors, including seasoned professionals that I've known for years, lowered their rates, almost to a company. (I only know of one that maintained their rate completely, and the owner works a good day job, so they don't mind that their calendar has slowed to a trickle.) This had the predictable result in that my calendar dropped WAY off, to the point where I came very close to going out of

business myself! After I discovered what the average rates had fallen to, and making some adjustments to my own budget, I lowered my rates accordingly. I didn't LIKE it, but it is the market that drives the top end. No matter how great a salesman you may be, and no matter how you market yourself, there is an upper limit in any market that is dictated by the overall averages. Again, this isn't skepticism. This is basic economics: supply and demand.

And it isn't just the economy. I like to drop-in on "The Knot," the famous wedding website where brides chat both before and after their weddings. There is a whole section on "do-it-yourself" reception entertainment! Just as some wedding magazines have advised, some brides are renting sound systems and plugging-in their iPods, making even less events available to the mobile DJ. A couple of my colleagues have taken note and decided that if they can't beat 'em, they'll join 'em! Sara Gharacheh of Platinum Mix Productions offers clients her "iParty Package." As she explains it, a bride looking to rent a sound system for two or three hundred bucks will never be talked into hiring a DJ for more than twice that price. So rather than lose out on doing any business at all, she decided to have something to offer the low budget client as well. She still sticks to her guns when it comes to sending a DJ.

Another colleague, Bob Kliemann of DJ Sounds in Pinckney has gone one step further. He offers his clients a complete jukebox system! For about a third of what it costs to hire a DJ, he'll have a complete, self-contained jukebox delivered to a venue and set-up. It operates via a touch screen where partygoers can choose from a massive selection stored on a hard drive inside the custom made unit. He also makes these units available for sale to other DJs wanting to have options for tight-budget clients. (Sans music, of course.)

Our industry is facing the same type of technology-driven erosion that others have faced in the past. The Pony Express almost completely died out once the telegraph began sending messages. When cities installed electric street lights, sellers of whale oil that powered the old lamps all but vanished. Bands used to dominate the wedding reception market before the mobile DJ came along, and while bands haven't vanished altogether, their numbers are a fraction of what they once were. It is quite possible that we, as an industry, are faced with the same thing! (Although I, for one, think that talent will remain a hot commodity.)

Economic conditions will always place limitations on businesses and require a response from business owners. Those who make good decisions will survive and even thrive. It's not about skepticism at all. It has ALWAYS been about supply and demand.

Thank you for your time and attention.

Stu Chisholm, Stu & His Crew Professional DJ Service

Editor,

Thank you for a wonderful publication that I thoroughly enjoy reading once a month, and then refer back to on a regular basis for new insight, the music chart, and classifieds.

The only denigration in an otherwise well written newspaper is the ongoing negativism and vile that habitually spew from Mr. Walker. When I first subscribed to your newspaper, I hoped that he would only be a temporary "contributor" - but his only contribution seems to be to promote his egotistical self.

Contrasting, far more of your writers (Mr. Richards, Mr. Nichols, and Mr. Michael Edwin Q. to name a few) are consistently insightful and often inspirational.

Looking forward to the next edition.
HSP, Ft. Worth Texas

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GMEA Just Keeps Growing

Global Mobile Entertainers Group Inc is very pleased to announce the addition of the Videographers Association of North America: The VANA www.thevana.com.

The VANA is an organization for photographers and videographers where professionals will have a place to discuss their principles, policies and procedures with like individuals.

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American Audio CK-1000 MP3 Is A Dual CD/MP3 Player And 2-Channel Audio Mixer Ready To Connect To Power Speakers

Now it's easier than ever for mobile DJs and remix artists to take professional quality digital playback and mixing gear to any gig, and plug it in to power speakers for a killer performance. The incredible new CK-1000 MP3 from American Audio combines a superb dual CD/MP3 player with a 2-channel mixer, all in a highly affordable, easy-to-transport deck. Once at their gig, DJs can make a quick and easy con-

nection to a pair of power speakers using the XLR outputs in the rear of the unit. DJs also have the option of plugging into a digital source using the CK-1000 MP3's digital output.



"With the new CK-1000 MP3, there's no need to lug around separate pieces of gear," said Tom Freret, national sales manager for American Audio. "This affordable, all-in-one combo makes it easier for DJs to stay organized, professional-sounding and on top of the groove in the digital realm. It has everything you need to play and mix MP3s, CDs and CD-R discs like a true professional."

In addition to the enormous convenience it affords, the CK-1000 MP3 empowers DJs and digital turntablists with an arsenal of creative tools and pro features that can be used with both CD and MP3 tracks, like digital scratching, a Tap Sync BPM Counter, Tempo Lock and a Bop Effect.

Advanced Cueing with MP3 track searching by frame — as opposed to the more common by-the-second method — gives users the ability to pinpoint musical cues with a level of accuracy previously attainable only with high-

end CD players. "With 72 frames per second, digital turntablists who use our CK-1000 MP3 can now achieve the same degree of precision control in their MP3 cueing that they do with regular CDs," said Ferret.

Users can take advantage of the CK-1000 MP3's Advanced Track Search to quickly find and cue up song titles during their performances. Another distinguishing feature is Folder Search, which lets DJs organize their tracks by category and call up everything from "Wedding Songs" to "Slow Jams" to "Workout Mix" in an instant. Both the track titles and artist names are prominently displayed whenever an MP3 disc is played, and a visual marker shows clear reference points so DJs can view exactly where in the song each track is currently playing. It can be set for single or continuous play, giving DJs the flexibility to program their tunes on the fly or in advance via prepared CDs or MP3 playlists.

Other important features of the CK-1000 MP3's dual MP3/CD players include Q-Start, +10 Track Advance button, Anti Shock (20 seconds per side) and a Pitch Control range of +/-4%, +/-8% and +/-16%.

As a 2-channel mixer, the CK-1000 MP3 is well-equipped too. It includes a variety of handy inputs: 2 CD (built-in), 2 Line, 1 Aux and 1 Mic. An additional auxiliary input jack on the

faceplate is great for hooking up portable MP3 players and satellite radio receivers. It offers Bass, Mid, Treble and Gain adjustment for each channel, as well as Master Level, Mic Level, Cue Pan and Cue Level. For visual monitoring, Stream Flow LED indicators are provided on each channel. A convenient Flip/Flop On/Off button provides Relay Playback between the two CD players.

The rear panel of the CK-1000 MP3 features balanced XLR outputs, S/PDIF digital output and 2 additional line inputs. A multi-voltage switch located on the back of the unit can be set to 115V/60Hz or 230V/50Hz, depending on the power source.

Ideal for mobile use, the highly portable CK-1000 MP3 measures just 17.75"L x 11.25"W x 4.5"H, and weighs 13 lbs. It carries a very affordable suggested retail price of \$699.95.

DJs looking for the ultimate in mobile music can purchase the CK-1000 Mobile System (suggested retail \$1,399.99). It features one CK-1000 MP3, two DLS-15P, 15-inch powered speakers, two SPS-1B, speaker stands, and two Accu Cable 25 ft. XLR-XLR speaker cables, plus a microphone and headphones.

For more information, contact American Audio, 4295 Charter St., Los Angeles, CA 90058; (800) 322-6337; fax: (323) 582-2610; Web: www.americanaudio.us

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Closing The Sale: A Mastery Lesson For Sales Masters

By Jeffery Gitomer

Closing the sale is a mastery of its own. It's that storybook ending that everyone's waiting for at the end of any movie or novel, or children's book: "...And they all lived happily ever after."

Think about how disappointed you are when there's no clear resolution, or maybe your favorite character is killed off in the last scene – no happy ending. Same in sales, when they won't decide, when there are barriers, unspoken risk, no sense of urgency, no returned calls – there's no happy ending. Well, no happy ending for you.

Closing the sale is the beginning of the relationship.

At the end of the selling cycle, it's decision time. Your cards are on the table. You try to eliminate what you would call objections. You try to completely engage your prospect. You try to prove your value. And you try to show your self-confidence.

Your enthusiasm and your self-belief are closely tied to the close of the sale. How enthusiastic are you? How strongly do you be-

lieve in your company? You have to believe that you work for the greatest company in the world, that your company has the greatest products and services in the world, and that you're the greatest person in the world. When you believe in yourself and your products, you're believable to your prospect.

Here are the key points to master the closing opportunity – none of which are sales techniques, ploys, or tricks:

- People don't like to be sold but they love to buy. Create a buying atmosphere with questions, value, and passion.
- Why people buy is one billion times more powerful than how to sell. If you don't know buying motives, you'll fight price.
- All things being equal, people want to do business with their friends. How friendly are you?
- If they like you, and they believe you, and they have confidence in you, and they trust you, then they MAY buy from you. This is the NUMBER ONE RULE of sales. And the secret part of this rule is "like" is the most powerful element. If they don't like you, they'll never trust you.
- Relationship beats price 60% of the time.
- Perceived value beats price 60% of the time.
- Remove the risks (or your prospect's perceived risks, with either you, or your company) and the sale is yours.

• The questions you ask determine your fate. Great questions uncover buying motives, real needs, truth, and confidence in your understanding of the customer and his or her situation.

• Don't make a speech. Present a compelling message that's value driven, not product driven. Keep your conversation short and sweet. This is about them, not you.

• Actively listen more than you talk. Listening is not the key; active listening is key. Your prospect will tell you exactly what they want. But make sure you listen with the intent to understand, and with the intent to respond. The two-word secret to listening isn't shut up. The two-word secret to listening is take notes.

• There are no "objections" in selling. There are stalls, barriers, and risks – both real and perceived. Value, trust, proof, and buyer confidence lowers barriers.

• Challenge the prospect to do what's best for his business. This strategy helps eliminate old relationships with other vendors that have lost value.

• Ask for the order every time. So simple that salespeople overlook it. Especially when the prospect poses a barrier or a stall.

Me? I assume I have the order when I walk in the door. The best close is no close. It's a combination of making a friend, presenting a compelling reason to buy, being value driven, being profit driven, being out-

come driven, and assuming the sale. I hope you have enough self-confidence and self-belief to do the same.

Back to the happy ending...

One of the interesting parts about any story you've read as a child is that they all had the same sort of ending: Happy. "And they all lived happily ever after."

NOTE WELL: In sales the key words are not "happily ever after." The key sales word is "all." "All" means the customer has to feel like they win, your company has to feel like they win, and you have to feel like you win. When everybody wins, you don't have a "deal," you don't "close the sale," you have a relationship. And that relationship leads to more sales.

Now that's a happy ending.

If you are interested in the eight personal barriers that you create before or during the sale, go to www.gitomer.com, register if you are a first-time visitor, and enter the word BARRIER 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 got an email recently from an avid Disc Jockey News reader. He began by writing: "I truly enjoy all of your articles that appear in The Disc Jockey News, and highly regard your opinions and advice that you provide to the entertainment world."

Right then and there I knew this was a smart guy with incredible taste!

He went to explain that while his Multi-Op company is very successful, he has a concern. As he explained:

"Over the years I have lost a few entertainers who branched out on their own to start their own com-

pany, . . . the thing that bothers me is that I have shown these individuals the keys to being not only a professional entertainer, but in some cases, the proper aspects to being a successful business person. My thoughts are that these individuals that were once part of my company are

now more competition to my business. . . I sometimes feel that I am training my entertainers to create more competition for me"

Training the competition. Raise your hand if you've ever had that problem (I'll pause here for the people who dropped their Disc Jockey News because they raised both hands.)

The first thing I replied to this business owner was that he is not alone. Every Multi-Op I have ever met, who has been doing this for any amount of time, has had the same problem.

Not that this is any consolation. Just because a ton of other guys have been in your shoes doesn't make those shoes fit any better. Having a DJ (or six) leave you to become your competition is a double hit. Not only do you lose talent off your staff but now you have to compete against them. And sometimes they are the toughest people to compete against because they know your ins and outs and can use them to sell against you (although you know their strengths and weaknesses too so you may have to same advantage.)

So what can you do? Is there any way to prevent this, besides never training anyone?

Unfortunately, no. As I say all the

time in my seminars, the best you can do is "IF's" and "MOST's"

IF you treat your DJs well, and IF you get them a fair amount of work and IF you pay them a comparable wage, then MOST will stay. That's been my experience and it's been the experience of many Multi-Op owners I network (commiserate) with.

So let's deal with the first "IF." Treating DJs well is a challenge because this industry is an industry of ego's. The best talent is often backed up by the biggest ego. And that's not a horrible thing. In fact, confidence is essential to do what we do. But confidence can become cockiness in the blink of an eye. You'll often find yourself trying to pump up a new DJ to get him to feel confident, only to wonder where this egomaniac came from six months later.

So dealing with this talent can be a challenge. Sometimes you need to bite your tongue. Sometimes you need to let your DJs feel like they are more important than you are (remember I said "feel like".) And sometimes you need to be the best possible manager you can be just to keep the peace. It's a tough balancing act but if you really want to keep your staff in-tact, it's an essential art that you need to master.

My best advice regarding this is if you ever have bad news to deliver to your staff, never ever do it right before or right after a performance. We all know the "psyche-job" that you need to go through to get yourself ready for a gig. You owe it to your staff and your clients to not mess with that. Let your DJ prepare for his events and bite your tongue until Monday morning or whenever. And we also all know how raw our emotions can be right after an event. If it was a great gig you are as high as can be. And if you struggled all night you're as frustrated as ever. Either way, this is not a good time to deliver bad news to anyone on staff. Again, bite your tongue and wait for a better time.

I want to continue this topic next month because it's worth expanding on. Meantime, if you have had DJs leave you, don't take it too personal because it happens to everyone. But also, understand that there are things you can do to prevent it from happening in the future.

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



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Starting From Scratch

By Jeff Richards

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

Not the TV show... the location where you meet with your clients and attend to your DJ business. There are two basic DJ offices: The Store Front and the Home Office. The store front office is typically attributed to the multi operation DJ business. The multi-op office will usually be located in a professional building or a mall type location, with a walk in office in the front and a show room area in back for the training of employees and to display/demonstrate the equipment they use. For this article I will be speaking about the Home Office.

If you want to give your potential clients the image of a professional, educated and dedicated entertainer then your home office should be a major concern for you and your image. Your office will give clients meeting you for the first time their first and most important impression of you and your business. If you give a bad first impression you will not get another chance to change their minds. Here are a few ideas to take into consideration when having a home

based business.

1) Your office should be dedicated to your DJ business and nothing else: This is very important if you want to use your office space as a tax write off. You also want your visitors to trust that this is a legitimate business and not just another room of your home. They need to feel comfortable with you and take you as serious as a "Store Front" DJ company. Clients may not feel as safe with you if they think you run the business from the same room the kids play in and/or your spouse also works on their hobby in. You wouldn't go to a Doctor or Lawyers office to find their child playing a video game on the office computer.

2) Cleanliness is next to DJ Godliness. How clean your office and entire house is will say a lot about your attention to details. No one wants to walk into a home or office that is a mess. Spend extra time to make sure anything that could be considered clutter, garbage or inappropriate items are cleaned up ahead of time. Mopping floors, dusting, putting away unnecessary items will help the appearance. No dishes on the counter, no kids toys on the floor or dirty laundry piled on top of the washer. Make sure the guest bathroom is absolutely sparkling

clean. Surprisingly enough this could very well be a deciding point to hire you or not. A filthy bathroom can be a huge turnoff and cause a Bride to just say "No thank you." Don't forget about the outside of your home, the yard, driveway and overall appearance of the home and vehicles.

3) Decorating the office: Your office should be appropriately decorated to give a "warm fuzzy" feeling to your clients. If you are a Wedding DJ then let's face the facts, you are selling "emotions" to the Bride and any other females who attend the meeting with her. Your location needs to be "Bride Friendly". This means it needs to be decorated with beautiful, emotion invoking items like flowers, wedding pictures and displays with a LOVE theme. Put away the football phone, the beer can hat and the cheerleader poster and try to be a little softer, warmer and caring to your female clients. I like to play a CD of instrumental love songs in the background to help set the mood and offer clients refreshments as well as having cookies and candy available on my desk.

4) Limit the distractions: Everything in your office and the area your client walks through to get to your office

should all be business related and be very limited of distractions. You want those potential clients to be focused on you and what you are saying (selling) not staring off at the little knick-knacks around the room. If you find it is hard for the clients to pay close attention to the details of what is going on and are instead talking or asking questions about items in your office, then you may want to consider making a change. (Minimization) Try to keep your decorations to a music or wedding style theme. Other distractions can also include: spouse, children, phone ringing, television, radio or other non business related items. Limit any and all interruptions as much as possible. The colors of your walls can also play a part in creating a professional look. Paint or wallpaper in light, neutral, warm colors so that the clients feel comfortable and welcoming and don't spend time staring at walls with obnoxious colors or patterns.

5) Office furniture: Your furniture needs to represent your image and be of a quality standard to represent who you are. If you're trying to be a "Higher Quality" DJ it will not work to have guests sitting on folding chairs. You will

Starting Continued on page 14

COMPLETE DJ BUSINESS MANAGEMENT SOLUTIONS FROM DJ EVENT PLANNER

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NDJC07 Schedule:

Sunday, October 28

7:00 pm - 8:30 pm: Eric Taylor

Have Your Best Year Ever!

Eric is part Bryan Dodge, and part Jeffery Gitomer. You will get a strong motivational speaker who will help you get make 2008 your best year ever! Eric was part owner in one of the most successful multi-system dj companies in New Jersey before taking his knowledge of sales/marketing/motivational speaking on the road to change lives.

9:00 pm - 11:00 pm: Sunday Night Welcome Party

Holiday Inn Select Ballroom TBA



Monday, October 29

9:00 am - 11:30 pm: Carr Hagerman

Top Performer: A Bold Approach to Sales & Service

Top Performer is about what is perhaps the most powerful force in the entertainment and sales world, Natural Energy - the force that gave birth to every new entrepreneurial venture and successful performance. Natural Energy is that unstoppable power that is unleashed in every authentic human interaction; which is what a disc jockey does, each and every night. It is created in those deep connections that free people to leap forward into new possibilities. You will learn how to tap that power to improve your show and improve your performance.

Monday Afternoon Options

1:00 - 3:30 pm: Session block 1

4:00 - 5:30 pm: Session block 2

Monday afternoon sessions are small group-round table discussion sessions unless noted as private training. Sessions include:

- Private entertainment training with Carr Hagerman*
- Private business coaching/training with Eric Taylor*

- Website marketing and tools - Wedding Sales Discussion - Marketing to Schools Discussion - More sessions TBA

8:00 pm - 11:00 pm: Schtick Night

Holiday Inn Select Ballroom

Tuesday, October 30

9:00 am - 11:30 pm: Todd McDonald

High Trust Selling

The High Trust Selling program includes 14 Laws of Selling to help people supercharge their selling techniques and take control of their lives. High Trust Selling is packed with the insights, illustrations and practical advice that has boosted seminar attendees to sales productivity level increases as high as 300%. This session is presented by nationally know corporate trainer Todd McDonald of INJOY and MAXIMUM Impact.

Tuesday Afternoon Options

1:00 pm - 5:00 pm

blocks and afternoon times are TBD

Tuesday afternoon sessions are small group-round table discussion sessions unless noted as private training or a general seminar. Sessions TBA

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What Is The Real Key To Success?

By Larry Winget

As a guy who speaks to over a hundred thousand people per year about success, I get asked this question a lot. Rarely are the people pleased with my answer: Work.



Yep, that's it. Work. It's not attitude or passion or loving what you do. Those things help, but they aren't the key. It's good old-fashioned work. How do you know you are working? When you are breaking a sweat, either mentally or physically.

Now don't automatically think that working hard will make you successful. It won't. I know lots of people who work very hard, much harder than I do, and don't really find any financial success. On the other hand, I don't know of anyone who has experienced real financial success who hasn't worked hard to achieve it. And don't offer me lottery winners or people who have inherited their money - they don't count. I'm talking about regular people like you and me. For us, it takes work.

"But Larry, I go to work every day and work hard!" I doubt it. Most studies say that workers waste at least two hours a day goofing off. They admit to doing less than their best on the job and less than their best for the customer. Work is just that place where you dress slightly better than you do at home. And those people you work with - they aren't co-workers, they are only co-goers.

We have become a nation of spectators. It's easier to watch Friends on TV

than it is to be a friend in real life. It's easier to watch people lose weight on TV than it is to get off our huge butts and lose it ourselves. It's certainly easier to watch people paint a room or clean out their closets than to do it ourselves. And it's even easier to watch someone else correct their out-of-control children than to discipline our own. I find this sad.

Most people settle for much less than they have to because they are just too lazy to work for what they really want. They do a half-assed job when they are on the job and then put little effort into living

their dream when they go home. Life, happiness, prosperity and success all take effort. If it feels easy, you are going the wrong direction. Remember: It's called work for a reason.

Larry Winget, *The Pitbull of Personal Development*®, is the New York Times Bestselling author of *It's Called Work For A Reason* and *Shut Up, Stop Whining & Get A Life*. He is also the star of A&E's hit reality series, *Big Spender*. Find out more at www.larrywinget.com.

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The 360° Leader: Myths About Leading From The Middle

By Dr. John C. Maxwell

In all my years of leadership teaching and consulting, I have never observed an organization with too many leaders. Organizations can never have enough! However, most companies narrow their vision to a limited number of leadership positions, and when hiring leaders, they think only in terms of filling the top spots.

Organizations rise and fall on the merit of their leadership—at every level. Successful organizations cannot afford to wait until someone gets “to the top” to start leading. They

need 360° leaders now. Why? Because leaders generate value!

Over the years, a set of common myths has hindered leaders in the middle of an organization. On account of these myths, would-

be leaders have failed to grasp the extent of their potential influence. In this edition of Leadership Wired, I'd like to identify these myths and look at the qualities engendered by leaders who make an impact from the middle of the pack.

MYTHS ABOUT LEADING FROM THE MIDDLE

The Position Myth – “I can't lead if I am not at the top.”

If I had to identify the number one misconception people have about leadership, it would be the belief that leadership comes simply from having a position or title. When we conceptualize leadership in our minds, we tend to picture the names atop the organizational chart. When asked to name a leader, most of us would list presidents, CEO's, or general managers. We erroneously think leadership is position, when in reality, leadership is influence.

The Destination Myth – “When I get to the top, then I'll learn to lead.”

Human nature exaggerates yesterday, overestimates tomorrow, and underestimates today. Leading today prepares a leader for more and greater responsibility tomorrow. If a leader doesn't try out leadership skills and decision-making processes when the risks are low, they're likely to get into trouble at higher levels when the cost of mistakes is higher and the exposure is greater.

The Influence Myth – “If I were on top, then people would automatically follow me.”

People who have no leadership experience tend to overemphasize the importance of a leadership title. A person may be appointed to a position, but he or she must earn the right to lead. The position doesn't make the leader; the leader makes the position.

The Inexperience Myth – “When I get to the top, I'll be in control.”

A bold young leader may become impatient when eyeing areas for improvement within the organization: “If I were in charge, we wouldn't have done this, and we would have done that. Things would be different around here if I were the boss.” The desire to improve and the self-confidence to make changes are admirable leadership qualities. However, without real-life experience, a young leader is likely to overestimate the amount of control held by leaders at the top. The higher you go—and the larger the organization—the more you realize the complex mix of variables that control the organization.

The Freedom Myth – “When I get to the top, I'll no longer be limited.”

Climbing the ranks of leadership does not earn the leader a ticket to freedom. Rights decrease and responsibilities grow as you ascend the corporate ladder. Leadership at the highest levels is accompanied by a daunting set of challenges.

The Potential Myth – “I can't reach my potential if I'm not the top leader.”

In reality, most people will never be the top leader in an organization. They will spend their careers somewhere in the middle. Strive to reach the top of your game, not the top of the organization.

The All-or-Nothing Myth – “If I can't get to the top, then I won't try to lead.”

People who are motivated by advancement may be tempted to abandon their influence when they hit a barrier to a bigger promotion. These people look at an organization, recognize they will not be able to make it to the top, and give up. Their attitude is, “If I can't be the captain of the team, then I'll take my ball and go home.”

Defining Qualities of a 360° Leader

Adaptability – Quickly adjusts to change.

Leaders in the middle may not be the first to know, but they are often the ones in charge of implementation. Adaptable managers in the middle are willing to embrace a change operationally even if they are not yet ready to do so emotionally.

Discernment – Understands the real issues.

Good leaders cut through the clutter to see the real issues. A smart person believes only half of what he hears, but a truly smart person knows which half to believe.

Security – Finds identity in self, not position.

Effective 360° leaders are secure enough in who they are to not worry about where they are. Instead of focusing on reaching a position, they focus on reaching their potential.

Service – Gains fulfillment in serving everyone.

A servant leader serves the mission and leads by serving those on mission with him

or her. The true measure of leaders is not the number of people who serve them but the number of people they serve.

Resourcefulness – Finds creative ways to make things happen.

Creativity is the joy of not knowing it all. We seldom, if ever, have all the answers, but we always have the imagination to create solutions to our problems.

Maturity – Puts the team before self. Nobody who possesses an unrelenting me-first attitude is able to develop much influence with others. A mature leader sees beyond his or her personal vantage point and has the courage to make sacrifices which advance the team.

Communication – Links to all levels of the organization. We often think of communication in organizations as being primarily top-down. Leaders at the top cast vision, set direction, reward progress, etc. However, good communication is a 360-degree proposition. In fact, oftentimes the most critical communication comes from leaders identifying problems or solutions at the ground level and sending them up the chain of command.

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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Be Resourceful Or Be Remorseful

By Harvey Mackay

Do you remember Robinson Crusoe? In the book by Daniel Defoe, the character is cast away on a deserted island with little more than the rags on his back. He is forced to become a jack-of-all-trades. Making his own tools, he hunts, fishes, plants crops, builds a house, and does everything that is needed to survive and, indeed, to prosper.

We can admire Robinson Crusoe as an exceptionally resourceful and inventive individual; much like we marvel at the characters on the TV shows "Lost" and "Survivor."



Resourcefulness—using your brain to think outside the box and get the information you need or the project accomplished—is one of the traits that I

really admire in people.

Webster's defines resourceful as "... able to deal promptly and effectively with problems, difficulties, etc." Another definition I found is "able to use the means

at one's disposal to meet situations effectively."

Resourcefulness is a real asset for anyone trying to get the edge over the competition, whether it's finding a job, keeping a job, making customers happy, or landing a new account.

In sales a common problem is getting to know who the decision maker is and then making contact with that person. Do you know anyone who knows that person? How can you get close to the people who know and influence that person?

In doing research for a speech recently, I was talking to a sales person who said he found out who the decision maker was and waited in the lobby and followed him into the restroom. While they were washing their hands, he introduced himself and gave Mr. Decision Maker a quick commercial on their firm. He got the business. The new customer was intrigued by the determination the sales person demonstrated.

Joe Arpaio, the controversial sheriff of Arizona's Maricopa County, used resourcefulness when he learned male jail inmates were selling the boxer shorts they were issued. The annual rip-off clipped taxpayers for \$48,000. Sheriff Joe's solution—dye the shorts a color no self-respecting thug would wear, let alone peddle. The color? Pink!

Last month I attended a huge charity event in Phoenix called Celebrity Fight Night. The event raised \$6.5 million for the Muhammad Ali Parkinson's Center and other charities. In the live auction, I was bidding against Reba McIntyre, one of the entertainers for the evening, on a vacation prize. As the bids for this item got higher and higher, the auctioneer told us that if we each were willing to pay a certain amount, the donor would arrange for a second week so we could each have the vacation item for a specified price. Resourceful? You bet. The auction made double the money on that item.

You have to be thinking all the time. How can I maximize what I want to do? How can I get things done? How can I get the information I need? Be resourceful.

Perhaps the best feature of resourcefulness is that it doesn't have to cost your company any money. Using the brainpower already on the payroll is a great place to start. A company offered a reward of half of whatever savings a viable, creative cost-cutting measure would yield. Did they get any suggestions? You better believe it. And nearly all of them were fairly simple to implement. These folks had been hatching ideas for a long time, but the "We've always done it this way" mentality kept them quiet.

Kids are super resourceful and quite often it's to try and put one over on their parents. One night a girl got home quite late, after her midnight curfew. The next morning at breakfast her mother said, "Didn't I hear the clock strike two as you came in last night?"

"Yes, mother," the daughter replied. "The clock started to strike 12, but I stopped it as soon as I could to keep it from waking you."

Parents can return the favor though. A young mother was worried about her nine-year-old son. No matter how much she scolded him, he kept running around with his shirttail out. Her neighbor had four boys and each of them always wore his shirt neatly tucked in. Finally in desperation the young mother asked her neighbor to tell her the secret.

"Oh, it's all very simple," she said. "I just take all their shirts and sew an edging of lace on the bottom."

Mackay's Moral: One of the greatest natural resources is the human brain.

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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Elation Introduces Antari S-200 Snow Machine With Higher Output, Quieter Operation

Like a silent winter night's storm, the new Antari S-200 snow machine will create a blizzard of snow with a whisper of sound. An upscale version of the popular Antari S-100 II snow machine, the S-200 takes the outstanding features of its predecessor to the next level, offering double the snow output along with much quieter operation.



Distributed in North America exclusively by Elation Professional, the Antari S-200 is ideal for applications such as stage productions and video/movie sets, where low noise levels are a priority. Its motor is mounted on rubber cushions inside the housing to reduce vibration noise, allowing the S-200 to operate at a hushed 63 decibels.

Apart from its quiet operation, users of all types -- including clubs and other "noisy" entertainment venues -- will appreciate the S-200's massive snow output of 140 ml per minute. Fully adjustable, it allows users to easily transform the output of flakes from a gentle snowfall to a white-out blizzard. Thanks to the included SC-2 remote control or built-in DMX functionality, this can be achieved without even touching the machine - a boon to stage directors and video production engineers.

The S-200's large 5-liter tank capacity helps the flurries last a long time - no more frequent stopping to refill the machine mid-snowfall. To create true Arctic blizzards, users can hook up multiple snow machines to Antari's LCU-1 Liquid Control Unit (sold separately), a central-

ized pump system designed to feed a chain of linked atmospheric effects to a centralized fluid drum. As the liquid level in each snow machine runs low, the LCU-1 automatically replenishes the supply of Elation's X-Snow fluid to keep the flurries flying.

An adjustable built-in blower disperses the snowfall over a wide or narrow area, while a hanging bracket allows the lightweight unit to be mounted overhead to simulate falling snow.

"Antari already offers one of the premier snow machines on the market with the S-100, but the new S-200 is even quieter, with double the output," said Eric Loader, director of sales for Elation Professional. "In any situation where silence is required, or where a heavier or longer-lasting snowfall is desired, the S-200 is definitely a great choice."

In addition to the included SC-2 remote, the S-200 can be controlled using any standard DMX controller. It features a 600W blower and weighs 26.5 lbs.

The Antari S-200 Snow Machine, including SC-2 Remote Control, has a suggested retail price of \$799.95. The LCU-1 Liquid Control Unit has an MSRP of \$329.95.

For more information, contact Elation Professional toll-free at 866-245-6726. Fax: 323-582-3108. Address: 4295 Charter St., Los Angeles, CA 90058. Web: www.elationlighting.com Email: info@elationlighting.com

New SKB-REX6 Expander Rack

SKB Corporation, a leader in protection and transport case innovations, has developed the new SKB-REX6 Expander Rack to augment the SKB19-R1406 Mighty Gig Rig that was introduced at the 2007 Winter NAMM.

The new SKB-REX6, 6U Expander Rack Case features a 6U extended depth rack that can be locked securely to the new SKB19-R1406 Mighty Gig Rig for a total of 12U on the front of the combined unit. With the option of adding 6U rear rack rails to the SKB-REX6 as well as the SKB19-R1406 Mighty Gig Rig expanding to 12U in the front and 12U in the rear the lower portion of the combined unit along with 14U on

the top of the SKB19-R1406 Mighty Gig Rig.



The SKB-REX6 Expander Rack allows for top to bottom access interior cable routing up through the bottom of the SKB19-R1406 Mighty Gig Rig, making the unit the perfect solution for housing all of your electronics and sound gear and keeping it all connected making the unit a studio on wheels. The new SKB19-R1406 Mighty Gig Rig and SKB-REX6 Expander Rack provides the convenience of rolling it out on the field or rolling into auditoriums and performance venues.

The SKB19-R1406 and SKB-REX6 are covered by SKB's Million Mile Lifetime Warranty. Contact SKB's Music Division for information about this new duo. 1-800-410-2024. www.skbcases.com.

Multi System Writer And Speaker Mike Walter Is Coming To The Northern Disc Jockey Conference

Disc Jockey News' writer Mike Walter will be presenting at the 2007 Northern Disc Jockey Conference on October 29, 2007.

Mike has presented in Minnesota before and will be bringing his new multi-system seminar based on his new upcoming multi-system training DVD.

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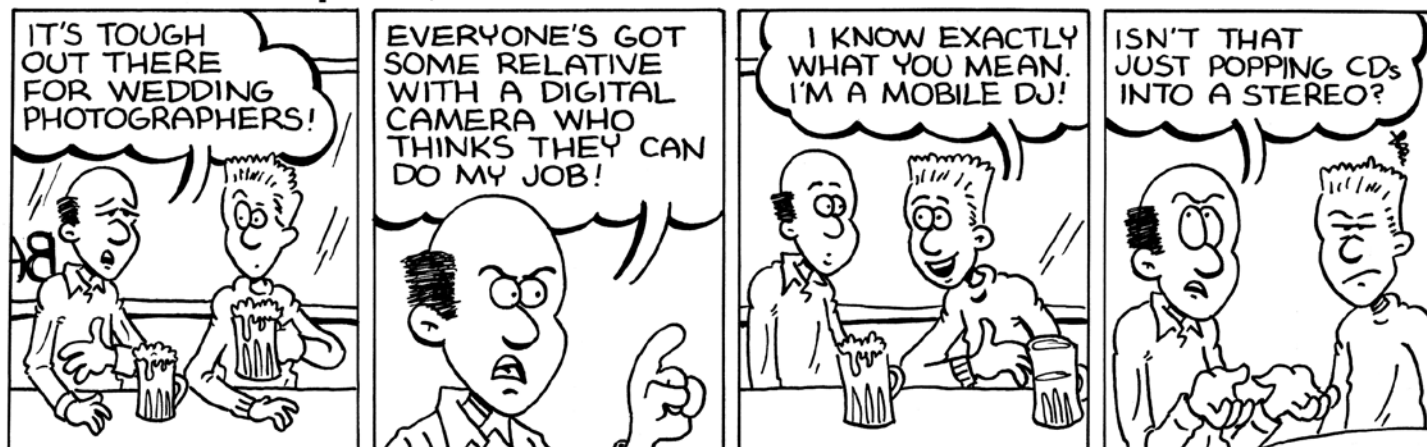


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Starting Continued from page 6

need to spend money on a quality desk, possibly a hutch, computer stand, chairs, cabinets, computer and other items to complete the office look. If you call yourself a Professional then you must have the look of a Professional. Fine furniture will give an image of sophistication and class where inexpensive or shoddy furniture will give an impression of a less desirable entertainer.

6) The kitchen table: If you do not have an office space available then the next best thing would be your kitchen table. This is not an optimal location to hold a meeting but if you have to, follow the five suggestions listed here in this article. It is hard to look professional if you're sitting around your average kitchen table. The lighting is typically very bright, you're staring at the appliances and it just seems very unromantic and amateurish. If your dining area is in a separate room from the kitchen, this will help in your appearance but still can be distracting to the potential client.

Office space outside your home:

A) Your Clients home: If you don't want or have a space for clients inside your home, your next option would be to meet them at their kitchen table. Meeting clients in their home will help them be a little more relaxed then if they were in an office setting. The disadvantages is that you must bring all your marketing

materials with you, possibly a lap top and you are at a disadvantage because you're in an unfamiliar location. In a clients home you can have many distractions like phones and children to interrupt your presentation. You may also be preoccupied by items they have used to decorate and not be as focused on your agenda as you should be.

B) A Mutual Meeting Location: I know DJs who will meet their potential clients in a mutual location such as a restaurant or coffee shop. This also may give a less than professional appearance, but if this is where they wish to meet then you will need to work with it. A public location can have the same disadvantages as meeting in the client's home without the advantage of them feeling at ease in the privacy of their living room. Both you and your potential client can be sidetracked by wait staff and other patrons of the location. Dining locations normally will also have a general noise factor to overcome making your presentation that much more difficult.

C) Rented Space: I know of DJs who share a rented space with other businesses to help hold down costs. Basically multiple small business owners will pool their resources together to rent a simple small office space in a professional building. Each is assigned certain times of a day or days of the week

to use the space. The room is equipped with a phone, furniture and other basic amenities that each renter shares. Many office building locations like banks have conference rooms that can be rented by anyone by calling and scheduling time as needed. This can work well but can also limit your business hours to when the office building (Bank) is open or if the room is available.

All of these types of meetings will add to the cost of your production. This includes paying for time, gas, maintenance, food and drink, rent, insurance (more travel more risk of an accident) and depreciation of your vehicle. You will need to increase your event rate to cover these additional cost increases. If this is your first contact meeting and they decide to hire your service, then you will

need to travel at least one or more times back to this location to go over all the planning sessions with them and once again adding more to the cost of running your business.

Read Jeff's blog at www.discjockeynews.com click on 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.

October 28-30, 2007 Northern Disc Jockey Conference Bloomington, MN

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| 1 | Pink | U + Ur Hand |
| 2 | Avril Lavigne | Girlfriend |
| 3 | Timbaland F/N.Furtado | Give It To Me |
| 4 | Fergie | Glamorous |
| 5 | Gym Class Heroes | Cupid's Chokehold |
| 6 | Justin Timberlake | Summer Love |
| 7 | Maroon 5 | Makes Me Wonder |
| 8 | Daughtry | Home |
| 9 | Diddy F/ K.Cole | Last Night |
| 10 | Gwen Stefani | The Sweet Escape |

Rock

- | | | |
|----|-------------------|--------------------|
| 1 | Ozzy Osbourne | I Don't Wanna Stop |
| 2 | Linkin Park | What I've Done |
| 3 | Papa Roach | Forever |
| 4 | Breaking Benjamin | Breath |
| 5 | Rush | Far Cry |
| 6 | Three Days Grace | Pain |
| 7 | Buckcherry | Everything |
| 8 | Nickelback | Side Of A Bullet |
| 9 | Disturbed | Ten Thousand Fists |
| 10 | Saliva | Ladies & Gentlemen |

Urban

- | | | |
|----|--------------------------|------------------------|
| 1 | T-Pain | Buy U A Drank |
| 2 | Shop Boyz | Party Like A Rock Star |
| 3 | Lloyd | Get It Shawty |
| 4 | Huey | Pop, Lock And Drop It |
| 5 | R. Kelly F/T.I. & T-Pain | I'm A Flirt |
| 6 | Tank | Please Don't Go |
| 7 | Lil Boosie | Wipe Me Down |
| 8 | Fantasia | When I See U |
| 9 | Ciara | Like A Boy |
| 10 | Bow Wow | Outta My System |

Country

- | | | |
|----|-------------------|-------------------------------|
| 1 | Billy Currington | Good Directions |
| 2 | Emerson Drive | Moments |
| 3 | Toby Keith | High Maintenance Woman |
| 4 | Brad Paisley | Ticks |
| 5 | Alan Jackson | A Woman's Love |
| 6 | Tracy Lawrence | Find Out Who Your Friends Are |
| 7 | Sugarland | Settlin' |
| 8 | George Strait | Wrapped |
| 9 | Montgomery Gentry | Lucky Man |
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For Sale: Purchase the BPM List 2006 Edition today at bpmlist.com. Also pick up the Most Requested Songs Checklist, a great tool for client requests, at djmusiclist.com

For Sale: Multi-system liquidation. Too much to list, to see what is currently available search craigslist in Minneapolis for key word "Blane". Anything from cheap foggers to high end DMX lighting systems, amps, speakers, mixers, mini disc, mp3, crank-ups, etc or call Blane @ 320-275-9777

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For Sale: Gemini CD-9500 Pro II dual CD player -variable pitch-player/control unit- litlight receptacle etc. Gemini PMX-2500 Pro pre-amp mixer - 14 variable eq - sound effects - 5 line/ 3 mic - rack mountable plus. Gemini PMX-2000 Pro pre-amp mixer - 14 variable eq - 2 phono/5 line/ 2 mic - rack mountable and more. Lineartech CD-1900M Pro single play cd players - two available - with play/tracking remote control receivers-lit indicator display - programmable - rack mountable - black buttons and finish. All units have original manuals,rca cables and cartons. Galaxy

mixer/cd players hard case - dark gray color - top hinged lid-Hubbell power receptacle - front/back removable easy access - dark hdwre - recessed side handles -hinged removable top lid - 12 spaces on top - 8 spaces on bottom front - grey finish. For inquiries call Phil @ 612-760-1851 or e-mail PRspindoc@aol.com.

For Sale: Entry Level Complete DJ Rig w/Lights, Sonic Rack Slant Top, Numark/PPD Mixer, Dennon Model 1800F CD Player, Werk Lite, 2 AKG Wireless Microphones, Ultra Mic Stand Black Tri-Pod w/Boom & Spring Clip, Furman PL-8 + Power conditioner, PV. DECA 554 Amp, 2 14 G Rapco 25ft.Speaker Cables, 2 PV. SP-3 Spkr's, Wheeled Dollies for Speakers, 2 Four Head helos, 2 Large Strobes, 2 12" Mirror Balls w/ Mtrs, 4 Pin Spots, Stands & Brackets. Carpeted Sonic Case for Mirror Balls, Large Commercial Storage Box (Needs casters installed comes w/casters) Add it all up and its about \$5259! I'll take \$2750.00. Call Jim @ (316)776-1332 or (316)776-9191 or (316)259-5593

Upcoming Events

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>

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>

NAMM 2008

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

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



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