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Seminar Schedule On Page 7

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Plain Talk Makes Sales, Fancy Talk Makes You Sound Lame

By Jeffery Gitomer

How does your prospect perceive your words?

New? Engaging? Valuable? Exciting? Compelling? Or are they boring, time-worn clichés that have your prospect mentally yawning and turned off?

You may think your industry buzzwords, sales jargon, and catchy phrases make you look “hip,” even smart. Wrong, paradigm breath. In fact, they put you in a deficit position. When you wax worn out words, your prospect is downsizing your order.



In her new book, *The Voice of Authority*, Dianna Booher covers ten communication strategies every leader needs to know. These strategies are so transferable to salespeople it's scary.

Here's what Dianna has to

say about the way you speak:

“If a phrase starts to roll off your tongue, shut your mouth; consider it a cliché—probably a phrase so overused that the meaning has long since been lost.” Dianna writes, “Instead, aim for originality and specificity. For starters, here's a list of bureaucratic buzzwords that muddy messages and mar your image as a clear communica-

tor and straight shooter:

-No brainer (meaning if you don't see it as clearly as I do, you're off your rocker)

-Enhancement (an improvement too insignificant to charge for but worth touting; often confused with body parts)

-Value-added (anything you can't charge for because the client doesn't value it enough to pay for it)

-Incent (prodding people with money, freebies, coupons--whatever it takes to get them to do something they're not inclined to do on their own)

-Core competencies (as opposed to core incompetencies?)

-Initiatives (long, long ago, they were called goals and plans)

-Thought leaders (as opposed to those who lead the unthinking morons?)

-Optimization (the process of making things better and better--as in cooking, flying, making love, making stealth missiles, making movies, building skyscrapers, counting votes, applying makeup, charting sea turtles)

-Solution (solid dissolved in a liquid or a mathematical proof hidden inside all products and services now offered by all corporations around the world)

-Alignment (identifying where the rubber doesn't meet the road in goals that are supposed to be running parallel to yours)

-Deliverables (paperboys and girls used to ride bikes and carry these)

-Rightsizing (Nordstrom does this free of charge if the clothes are pricey enough)

-Moral clarity (when you decide you can't get away with something without being fined or jailed)

-Impactful (newly coined term meaning packed full of potential to be hard-hitting--in the mind, heart, pocketbook, gut, mouth)

-Robust (fat, wealthy, expensive, complex, healthy, meaningful, deep, feisty; can be applied to people, philosophy, technology, equipment, training, strategy, food, religion, research, vegetation, medicine, light bulbs, laughter, beer)

-Branding (making livestock so it doesn't get lost or stolen; marking dead stock in inventory that hasn't sold in years with a new “look and feel” so that it finds its way to market again)

-Methodologies (in more primitive times, this was methods or the way you do something)

-Technologies (yet undiscovered wizardry from the netherworld)

-Bandwidth (refers to anything you want to limit, as in “that's outside our bandwidth”)

-Seamless (meaning, I don't know where the heck my job ends and yours starts, so we can pass the buck if necessary)

-Platform (horizontal structure that supports all systems, people, brands, and philosophies)

And it's not just speaking. Stringing these terms together in paragraph after paragraph from document to document makes written communication as bland and meaningless as verbal communication. Take a look at this excerpt from an annual report of a Fortune 10 company to see of you find anything thought provoking:

Our industry is constantly evolving. The industry has globalized as the world's econo-

mies have expanded. Partners and competitions change. New opportunities are larger, more capital intensive, and often in remote areas or difficult physical environments. Business cycles fluctuate, but our long-term view provides us with consistent direction. Finally, technology has improved the methods we employ and the results we achieve in meeting the world's energy challenges.

Any great revelation here? Nothing specific. Could have come from any energy company in the market--or remove the word energy and you could insert it in just about any annual report. Bland. Boring.”

Not only does someone in corporate America write drivel like this -- someone else reads it, likes it, and approves it. Pathetic.

In the past fifteen years I have only reviewed a handful of books in this forum. This book ROCKS! I recommend you invest in *The Voice of Authority*. Your words speak as loud as your actions -- in spite of clichés to the contrary.

If you want more of Dianna's thinking, go to www.gitomer.com, register if you're a first time visitor, and enter BOOHER in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Gold Book of YES! Attitude*. President of Charlotte-based *Buy Gitomer*, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com.

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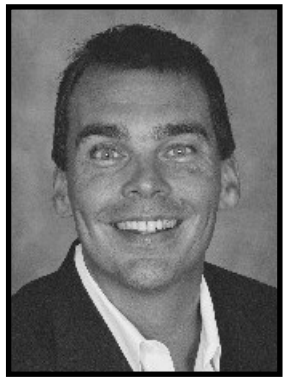
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

If you are a regular reader of this article you know I believe in training DJs from scratch and that so much of what we do is "teachable." But if you've read me closely, or listened to my seminars, you also know that I believe some things are innate. That before you hire someone and attempt to train them to be an Emcee, they need to have the right personal and physical traits.



You know I look for an inner Energy and Enthusiasm. You know I like confidence in my new recruits, someone who can look me in the eye even during our initial interview and someone who volunteers to get on the microphone early in training. And you know I like my trainees to be well spoken and to be clean cut. Those and other things are not teachable. You either have them or you don't.

But one trait I don't think I've ever written about (or talked about in my seminars) is "Passion." Can you teach Passion?

Can you nurture Passion? Or is it just there (or not) and you're lucky when it is.

First, let me tell you why I thought of this subject matter today. Last week I hosted the "DJ of the Year" competition at the DJ Times International DJ Expo in Atlantic City. Though it was my seventh time hosting the event, I never get tired of this night. I get to share the stage with some of the best performers our industry has to offer. And this year was no exception. If you were there you know and if not, well, good luck finding someone who videotaped it because it would be worth checking out.

And though all ten performers that night were awesome and on their game, two specific entertainers really stood out, Adam Weiss and Sean "Big Daddy" McKee.

Adam and his dancers from A#Sharp Productions did a percussion based follow along that is indescribable both in concept and in delivery. Adam is one of the few guys I know who could pull this off. I dare say that Marcel Marceau is the other (did I just date myself with that reference or what?) To able to lead a dance floor full of people with hand gestures and a whistle is amazing. I give Adam mega-pros just for attempting such a risky routine. The fact that he nailed it and had everyone following along just speaks volumes about his

performance ability.

"Big Daddy" on the other hand performed a much simpler routine. He began with a line dance (something he called "The Big Daddy Shuffle") but then got onto the dance floor to lead a



high energy sing-along to the techno version of "Sweet Caroline."

When the votes were in and counted, "Big Daddy" inched out Adam. And if you ask me, it was all about Passion. Not that Adam didn't have enough (heck if you watched his performance you just knew how many hours and hours of rehearsals went into it) but Sean's was over the top. His energy was infectious (how else can you explain him being lifted up and held aloft for the final seconds of his sing-

along?) and the Passion he put into his performance was the difference maker.

I've known Sean for years now and if you asked me to describe him in one word, I'd probably use "Passionate." He is Passionate about his sons first and foremost. He is Passionate about our Industry and he is definitely Passionate as a Performer. When The Knot released their list entitled "The Best of Weddings 2007" not only was "Big Daddy's" company named but a Bride was quoted as saying "Big Daddy is a must have!" He brings about that kind of loyalty with his clients.

So I take you back to my original questions. Can you teach Passion? I'd say "no." Can you nurture it? I'd say "yes." If someone lacks a passion and a lust for life than they are probably not great candidates for what we do. But if someone is Passionate, I think it possible for you as their mentor to help them direct that Passion to the right things.

Mike Walter is the owner of Elite Entertainment of New Jersey and a nationally recognized expert in the area of multi-system company development and staff training. You can contact Mike at mikewalter@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: Packing your rig.

Like many DJs, I use a trailer to haul my equipment back and forth to events. Today I will be speaking about the proper way to pack your trailer, car or van. Not only to protect your equipment from damage but also to possibly help save your life and your business.

With any trailer or other vehicle, please read the manufacturer's instructions on the proper procedures of carrying a load for that particular vehicle (Each vehicle may vary). For my particular trailer it is recommended to carry the majority of the weight over the axel area between the wheels. I use a large coffin type box that carries all my lights, stands and trusses in it and weighs close to 400 pounds. I place this box crossways from side to side of the trailer and directly over the axel and wheels. I then add my two podiums that handle all the sound and lighting controllers so that one rests on each side of the trailer and centered in the trailer front to back. This then leaves the very front and very back of the trailer open. Last I will add my speakers, and a utility case that holds all the electrical and speaker cables to the trailer.

This loading plan will distribute the weight evenly but with the majority of the weight over the axel area. The next greatest weight is in the front and the lightest weight in

the very back of the trailer. You never want to place heavier weight in the back area of your trailer because this will cause the trailer to sway right and left (from the ball of the hitch) while heading down the road.

To hold everything in place, the two podiums and the lighting box all have wheels that lock to help hold them while traveling. I also use four rack poles that can extend from four feet to seven feet by turning the pole's center and extending the pole out to the exact width I need. These poles are placed in strategic locations between items to extend from wall to wall to help keep the equipment from moving.

Take the time to plan it out and try configuring different ways to pack your vehicle until you have found the most optimal way of doing it. Then take a sheet of paper and sketch out the configuration so that you can always refer back to it and ensure everything fits just right.

Here is a perfect example of how packing your rig properly can possibly save your life and your business. Last spring I was hired by my Chamber of Commerce to provide sound reinforcement at one of their meetings where our U.S. Senator was to speak to the Chamber members and other dignitaries (including the press)

I was running a little late that day due to the morning heavy downpour of rain. I was on a highway heading north on a curve which had very limited space on each side of the vehicle. As I went into the curve my trailer wheels slid

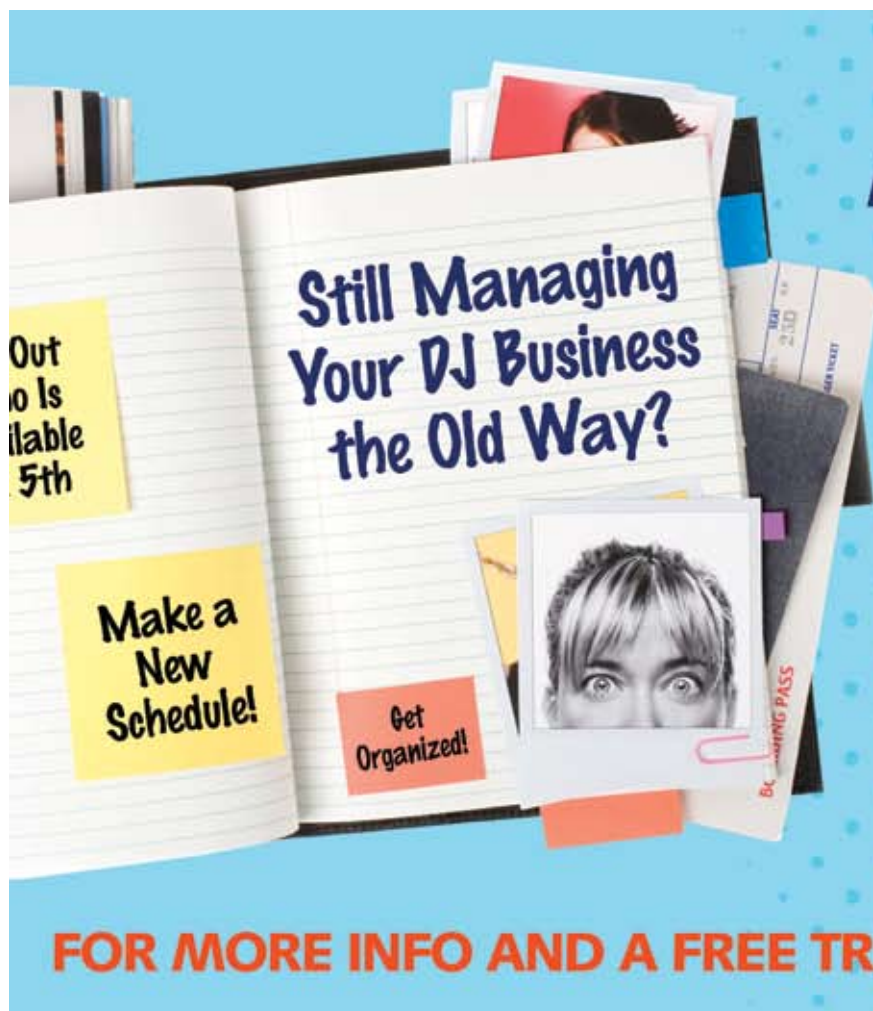
slightly to the outside (left) and rolled through a patch of wet sand on the side of the road. This then caused the back of my trailer to swing to the left towards the cement bridge foundation. Suddenly I was beginning to lose control of the truck and trailer. I started spinning to my right and was now facing west and east on a road that ran north and south. In just another split second I was now facing south on the road that was a one way heading north. I could see directly into the windshields of the drivers heading straight towards me. I was able to bring the truck and trailer to a full stop but was at this time facing east and west. When I came to a stop I sat there in shock and fear. My truck and trailer was just a quarter turn from completing a full three hundred and sixty degree spin. After what seemed like forever, but was only seconds, cars began to honk their horns at me because I was completely blocking traffic being stretched across the only two lanes of highway with no shoulder to go around me. It took some maneuvering but I was able to straighten it out and be on my way.

You maybe asking yourself what does this all have to do with packing a trailer? The trailer was filled with my equipment and at the speed and directions of the spin all I could think about later was... "what kept that trailer from flipping over on its side and taking the truck and me with it?" Some of the reason could have been my training and ability to handle the vehicle in a spin, but I believe that the majority of the reason was the fact that the

weight was distributed evenly over the axel and wheels and throughout the trailer. If there had been more weight on either side of the truck it could have become just like a whip and flipped over quickly. The other factor was that every item in that trailer was secured down tightly and not one item moved from its location. This limited creating a movement or sudden shift placing extra weight to one side. Nothing moved, nothing was damaged, no one was hurt and the event went on as scheduled. The most important thing was that I and the vehicles were unharmed. If the truck and trailer would have flipped it could have been a complete disaster for my business. Sure the insurance would have covered the majority of the damage, but it could have meant needing to buy a new truck, trailer and the majority of my DJ equipment. This would have taken a great deal of time, effort and money and I had a wedding booked for three days later plus the next several weekends in a row.

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

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com. Jeff Richards has over 25 years of experience as a DJ/Entertainer and is the Executive Vice President of the Midwest Association of Professional Disc Jockeys. He speaks at National DJ Conventions and for local DJ Associations. Jeff also offers private consultations to DJ services.



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NDJC07 Schedule:

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

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9:00 pm - 11:00 pm: Pioneer Opening Night Party
Downtown, Minneapolis



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

Carr Hagerman Training Block 1: "Top Performer" • **Eric Taylor** Training Block 1: "Creating Personal Referrals"
Jeff Richards: "Your Image Is Everything" • Event Organizing Seminar

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

Carr Hagerman Training Block 2: "Improv" • **Eric Taylor** Training Block 2: "Got Goals?" • **Mike Walter:** Multi System Success • DMX Seminar

7:00 pm - 9:00 pm: **Mark Ferrell:** Getting What You're Worth - RELOADED (See Page 2)

9:30 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 (Block Times TBD)

Todd McDonald Training: "Making More Sales" • **Jim Cerone:** "Being The Perfect Host II" • **Shawn Kelly:** "It's All Numbers"
Adrian Cavlan: "The Business Of The Multi System" • **Sal Pitera** • DMX Lighting Seminar

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Mark Ferrell

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7:00 PM- 9:00 PM

Holiday Inn Select, Bloomington

(after Northern DJ Convention's regular Monday seminar blocks)

Mark Ferrell will present *Getting What You're Worth Reloaded*, an on-going message with a new edge. If you have not heard this presentation in the past, we suggest you arrive early as Mark's seminars have a tendency to fill up quickly. If you have heard the message before, of course you'll want a good swift kick in the pants with *GWYW/Reloaded*.



To register for this great seminar go to

www.MAPDJ.com

*(and be sure to arrive 30 minutes early
as seating fills up quickly!)*

The Velvet Covered Bricks

By Dr. John C. Maxwell

As a child, when I misbehaved, I was sure to receive "The Look" from my father. I have vivid memories of the furrowed eyebrows and pursed lips of The Look. It makes me shudder just to remember it. The Look could cut right through my body and penetrate into my soul. There was nothing comforting about The Look, and, invariably, it signaled impending disciplinary measures. The Look was to be respected, The Look was to be feared, and, above all, The Look was to be avoided.

However, just as I can recall The Look, I also remember the tenderness of my father's care after he disciplined me. I remember the whispered assurances of his love for me. I remember the warmth of his embrace as he held me in his arms. I remember his tenderness as he gently explained why I had been disciplined and how I could learn from the experience. His was not mean-spirited or severe in his discipline; rather, his loving correction was intended to develop me into a man of character.

Leaders, like my father, must balance

toughness and tenderness. My friend, Tim Elmore, describes these leaders as Velvet-Covered Bricks. They are firm and strong on the inside, but soft and pleasant on the outside. In this edition of Leadership Wired, I would like to discuss the qualities of that make a leader into a Velvet-Covered Brick. I am indebted to Tim Elmore for many of the thoughts in this lesson.

TOUGH BUT TENDER

Some leaders are so tough they could chew nails, but their insensitivity prevents them from connecting with their employees. Ignorant of the emotions around them, they rely on authority and scare tactics to earn the allegiance of their team.

Other leaders go the extra mile to earn the admiration of those they lead. They love to be seen as the "good guy," and they go soft on their team. To protect their popularity, they sacrifice healthy confrontation or neglect holding employees accountable.

A Velvet-Covered Brick leader makes difficult decisions, but at the same time, they act as emotional caretakers to the people their choices affect. They instill discipline, but they also provide encouragement and inspiration.

CONFRONT PROBLEMS BUT CONSIDER PERSPECTIVES

Velvet-Covered Brick leaders are not afraid to deal with conflict in order to iron out an unhealthy situation. By actively addressing problems, they are peacemakers as opposed to peacekeepers. At the same time, such a leader remains open to the perspective of others. Al-

though supremely confident, a wise leader knows the fallibility of his or her judgment, and they turn an attentive ear to those who share differing opinions.

COMMITTED TO RESULTS AND COMMITTED TO RELATIONSHIPS

Leaders with a Velvet-Covered Brick mentality refuse to compromise goals or take the easy road out of tough spots. They relentlessly set the bar high so that the team achieves its potential. Yet, all the while, leaders value people just as much as productivity. They never sacrifice relationships simply to get results.

PROFESSIONAL AND PERSONAL

The Velvet-Covered Brick type of leader maintains an aura of professionalism in the workplace at all times. Such a leader stays poised in the most heated moments and keeps control of his or her emotions. While approachable, they reserve part of themselves (their fears, knowledge, insights) so that they can effectively motivate the team from a place of authority.

At the same time, leaders don't want to come across as aloof, distant, or plastic. The best leaders are warm, genuinely interested in their teammates, and intentional in understanding what makes each person unique. Additionally, to connect with the team, they may show selectively disclose information about themselves or even let down their emotional guard during a meeting.

TAKE CRITICISM AND SERVE THE

CRITIC

Leaders who aspire to be Velvet-Covered Bricks develop thick skin and bypass the desire to retaliate against critics. Instead, they graciously accept criticism and welcome confrontation. Then, they take pains to win over their critics by reaching out to them. They go the extra mile to wade through conflict until resolution can be reached.

RESPECTED AND APPROACHABLE

A leader earns respect on the basis of what he or she has done. More often than not, respect is gained on difficult ground. Adverse circumstances test the mettle of a leader and show a leader's true merit.

For a Velvet-Covered Brick leader, respect is balanced by approachability. An approachable leader has a consistent mood, is quick to forgive, willing to apologize, and shows authenticity. A leader at ease with himself puts others at ease. Secure leaders aren't constantly seeking validation from others, and, as such they are free to add value to those they lead rather than deriving value from the approval of those around them.

People are drawn to leaders who value them. They will approach a leader who makes them feel encouraged, helps them grow, and treats them honestly. *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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Hire A Pro, It's The Way To Go

By Harvey Mackay

A founder of a large law firm used to tell potential clients who were somewhat intimidated by the size and blue-chip reputation of his outfit that "we didn't get this way by overcharging people." Most of us fear hiring the best lawyer or best doctor or best financial advisor in town not because we think they will be too expensive, but because we think "they wouldn't want to work for some small-time operator like me."

Not so in many cases. These top professionals didn't get where they are by gouging or by being snobs. They succeeded using the same formula that has always worked in this country—giving good value at fair prices and knocking themselves out to do it. Although their professions may be more intellectually demanding, they're no different from hungry fighters in any other business who clawed their way to the top.



They started pretty much the same as others in their professions, but somewhere along the way, they took a different path. They worked harder. They worked smarter. They took cases no one else would touch. They took calculated risks rather than playing it safe all the time. But most important, they learned from their mistakes as well as their successes—and figured out how to apply their knowledge to other situations.

The dictionary defines a professional as someone who engages in a particular pursuit, study or science for gain or livelihood. As the world becomes more complex, it seems that most of the people engaged in important work (even a great deal of non-profit work) are professionals with specialties that become increasingly narrow.

My experience is that they tend to be intrigued by a person—particularly a younger person without a lot of money or position—who has the brass to want to hire them. After all, they didn't reach the top by being wallpaper. Can you imagine yourself calling the fanciest hotshot lawyer or doctor or financial adviser in town and saying you want to hire him or her? The conversation might go like this:

"Why me?"

"Well, you sell advice, don't you, and I'm told you give excellent advice."

"True enough, but what kind of advice

do you want?"

"I want the best advice available. I want to know if I'm on the right track here, or if I'm heading for disaster. I want to be as good at what I do as you are at what you do. Do you think you can help me, or is there someone else I should be asking?"

I predict if you play your cards right, you'll not only make a friend for life of one of the most influential and powerful people in town, you'll also end up with a lot more than a half-hour's worth of time and good advice.

You might also be surprised at how many of the people who seem so elevated above the cares of everyday life actually enjoy talking to real people. It can get tiresome just talking to the endless stream of fellow big shots that inhabit their lives. They also enjoy using their influence and seeing their advice acted upon.

Pros come in all shapes and sizes and ages too. If I've led you to believe that membership in AARP is a requirement for being a pro, I apologize. I've relied on the advice of people 30 years younger than I, and 30 years older than I. My only concern is their ability to steer me in the right direction. Particularly in technology fields, the number of young professionals is astounding. How old was Bill Gates when he masterminded Microsoft? How about Larry

Page and Sergey Brin when they started Google?

Seek out professionals every chance you get. I don't care if it's for business advice, recruiting, taxes, plumbing/heating or piercing. Good advice/ service/ workmanship is worth every penny you pay. On the other hand, you'll pay dearly for poor advice; no matter how cheap or well intended it was in the beginning.

Don't risk your business or career by trusting an amateur. Your best friend's brother may have an Ivy League degree, nice clothes and high hopes, but unless he has some experience and battle scars to back up his title, you aren't dealing with a real pro. A work in progress, perhaps, but not someone on whom you should bet the farm.

Mackay's Moral: Amateurs practice until they get it right. Professionals practice until they can't get it wrong.

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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Married, BUT Curious & Looking

By Dan Nichols

I am curious, how much time do you spend thinking about what others in your industry do? How interested are you in what others have? Do you regularly check up on what the competition is doing? Have you really looked to see

who the leaders in your industry are? Well consider for a moment that, "that" is exactly what the leaders in your industry are not doing. They are not comparing because comparing creates comparables. Comparing creates things of

like kind. Leaders are not like anyone else hence the name LEADER.

I look around at the industries I know fairly well and the leaders are the ones looking forward, innovating and turn-

ing their competitors into road kill. Take Quicken Loans for example. Quicken Loans is the major mortgage anchor on the big web portals, they are successfully doing direct response television marketing and they are touted as one of the best places to work. Did I mention that they aren't the cheapest place to get a mortgage?

Look to your industry. What company is in the lead? I'd be willing to bet he or she isn't consumed by what you're doing. I find that many entrepreneurs in the launch stage and beyond get really wrapped up in what their competitors are doing and this retards growth potential because they are working with the bar someone else set.

I look back to grade school and figure it all begins there. Somewhere many of us begin to do what the others are doing as if to camouflage our "self" and keep from getting pecked off from the predators. We choose to subscribe to the bar set by someone else and eventually it becomes another behavior too ingrained in us to even recognize.

We get unknowingly trapped in this "comparative syndrome" and fail to reach our personal potential. When a client of mine was asked what his financial goals were by a rather wealthy young man he replied, "to get my kids through college without any debt." The young man replied, "let me tell you one of mine. I want 2 helicopters, one for me and one for my brother." The young man's point was that people set low limits on their potential.

Here is my question to you. Would you be willing to stop comparing yourself to the average uninspired American and carve out your own path - TODAY? If you answer yes, great. If you answer NO, recognize that your "NO" comes from the fear to remove your camouflage and stand out from the pack, possibly even leaving yourself open for pub-

lic failure. Conversely, you could break the 4 minute mile and lead the pack with a shift in your thinking and the action that comes out of that. I challenge you to set your own standards, develop your own ideas, do something different. Develop your strengths, hammer home your message and create a business that stands out from the pack. Do YOU... don't do someone else.

If you'd like more information on getting your business off to a fast start or you need help in determining which step to take next to grow your business, then be sure to visit Dan Nichols online at <http://www.businesslaunchexpert.com>



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Another Great Idea by DJ Skirts

DJ Skirts announced the "Mobile ProBooth" as the newest addition to their growing line of innovative products. The Mobile ProBooth will enhance the traditional Mobile DJ work environment, while the unique design of the booth keeps set up, tear down, and transportation a snap.

The Mobile ProBooth is adjustable to three convenient sizes so that 4-foot, 6-foot and 8-foot folding tables fit snugly within. The height is 4-feet, which is 18 inches above a standard folding table, making it easy for the entertainer to see over. Total blackout material around

Mobile ProBooth. There are no bulky panels or heavy parts. A wheeled bag with handles is included free and measures 49 inches x 19 inches x 7 inches, which fits easily in the back seat of a car. The bag opens on three sides like a suitcase to make storage and removal hassle free. Set up time is approximately six minutes, and the total weight of the pipe, fabric and wheeled bag is only 32 pounds. See your favorite dealer for surprisingly low and affordable pricing.

Press Releases

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New from American

DJ at NAMM

The American DJ booth was jammed with interested dealers thanks to an exciting new array of LED products. The new offerings range from LED versions of classic lights like the Jewel and Vision to high impact color bars. Here are some of the highlights.

The Jewel LED is an LED version of the classic moonflower effect. It features an output similar to a 100W halogen lamp with 47 sharp red, green, and blue high output colored beams.

The Vision LED features an output similar to a 400W halogen lamp with 26 large, sharp red, green, and blue high output colored beams. It can be operated as a sound active light show or as a DMX effect.

The Revo Scan LED, a flat mirrored scanner, has an output comparable to a 250W halogen lamp, with 52 total red, green, white and blue LEDs. There are three operation modes: Master/Slave, Sound active, and DMX. The Revo scan has 4

DMX channels with a four button LCD display and is linkable via XLR connections.

The Mega Bar is a color bar with 252 red, green, and blue LEDs that create a very smooth color field with fast or slow color change operation. It features five different operational modes: Program, Auto, Sound, Master/Slave, and DMX. There is a four button digital display on the back and an AC outlet to daisy chain power.

Peavey SP* FH Folded-Horn Sub Boasts Booming Power

Booming with a 3200-watt peak power output, the new SP FH folded-horn subwoofer from Peavey is engineered for the most demanding low-frequency sound-reinforcement applications.

The new SP FH utilizes an 18" Low Rider® Black Widow® loudspeaker with a 4" voice coil and Kevlar®-

impregnated cone in a folded-horn design that produces an earth-rumbling low end. Ideal for use in nightclubs and large concert productions, this subwoofer registers a focused frequency response from 30 Hz to 300 Hz and 1600 watts of program power (3200 watts peak).

For three decades, the Peavey SP Series has provided astounding accuracy and clarity in sound reproduction and legendary reliability under heavy-use conditions, and the SP FH continues those traditions through innovative engineering.

The Peavey SP-FH will be available Q4 2007 from authorized Peavey retailers.

Features · 18" Low Rider® Black Widow® woofer · Field-replaceable loudspeaker technology · Compact folded-horn design · Frequency response: 30 Hz to 300 Hz · Sensitivity (1w/1m): 108 dB · Peak power handling: 3200 watts · Program power handling: 1600 watts · Direct input jack with 1/4" jacks and four-pin Neutrik® Speakon® · Built-in casters for easy transport · Nominal Impedance: 8 Ohms · High-quality carpet for durability · Dimensions (HxWxD): 36" x 24" x 34" · Weight: 150 lbs.

Upgraded Yamaha MG Series Mixers

All Combine Performance and Portability; Three Models Include USB Recording Capabilities—

Yamaha announces its rollout of six upgraded MG

Series analog mixers, adding to the four models introduced earlier this year. Drawing on Yamaha's extensive experience and expertise in sound processing, these new mixers include features inherited from the company's professional mixing consoles and offer intuitive operation, crystalline sound and components that are optimized to work together.

"Our new MG Mixer series strikes a perfect balance between cost and performance," said Wayne Hrabak,

marketing manager, Live Sound, Yamaha Pro Audio & Combo Division. "People want utility mixers to be small and light while sounding great, and that's just what these mixers provide."

The new mixers come with easy-to-use compressor knobs. Conventional compressors can be tricky to operate, since they generally require setting a number of parameters to match the source. In an effort to greatly simplify this procedure, Yamaha originally introduced "single-knob" input compressors on its EMX line of powered mixers. This feature proved so successful that users began asking when it would be included in non-powered mixers, as well. In response, all of these new MG models offer the ability to dial in the right amount of compression simply by turning a single knob until things sound right.

The MG16/6C (MSRP: \$449), the MG16/6CX (MSRP: \$499), the MG16/6C-USB (MSRP: \$529), the MG16/6CX-USB (MSRP: \$599), the MG20/6C (MSRP: \$729) and the MG20/6C-USB (MSRP: \$799) are expected to ship in September 2007.

For more information visit www.yamaha.com/pro-audio.



the booth will hide items such as cords, cables, and valuables from the audience. This will help achieve that professional, polished atmosphere that venues will respect and customers will admire - the result every quality DJ strives for. The buffer provided by the booth will keep drinks and curious hands away. DJ Skirts understands that limited work spaces are often a constraint. To make your work space as comfortable as possible, the Mobile ProBooth is an ideal 48 inches from front to back.

The fire retardant fabric passes the Fire Marshall Safety code 701, so you know your business is safe. No clips or fasteners are needed to keep the fabric in place. It is attached by sliding pipe pieces through a hollow opening, and can be rolled up around one pipe between uses. The fabric lays flat and taut around the booth but "bunching" is possible on smaller setups if desired. The lightweight and durable piping (one-third the weight of aluminum), also used for hockey and soccer goals, makes a sturdy frame that will prove to be very reliable.

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Monthly Music Charts

By JonesTM.com

Pop

- 1 Fergie
- 2 Plain White T's
- 3 Timbaland
- 4 Elliot Yamin
- 5 Sean Kingston
- 6 Pink
- 7 T-Pain
- 8 Justin Timberlake
- 9 Nickelback
- 10 Rihanna F/ Jay-Z

- Big Girls Don't Cry
- Hey There Delilah
- The Way I Are
- Wait For You
- Beautiful Girls
- Who Knew
- Buy U A Drank
- LoveStoned
- Rockstar
- Umbrella

Rock

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

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

Urban

- 1 Keyshia Cole
- 2 Plies
- 3 Fabolous
- 4 Soulja Boy
- 5 Ne-Yo
- 6 T-Pain F/ Akon
- 7 J. Holiday
- 8 R. Kelly With Usher
- 9 Sean Kingston
- 10 Fantasia

- Let It Go
- Shawty
- Make Me Better
- Crank Dat (Soulja Boy)
- Do You
- Bartender
- Bed
- Same Girl
- Beautiful Girls
- When I See U

Country

- 1 Kenny Chesney
- 2 Rodney Atkins
- 3 Reba McEntire F/K. Clarkson
- 4 Rascal Flatts
- 5 Bucky Covington
- 6 Brooks & Dunn
- 7 Tim McGraw & Faith Hill
- 8 Keith Urban
- 9 Taylor Swift
- 10 Toby Keith

- Never Wanted Nothing More
- These Are My People
- Because Of You
- Take Me There
- A Different World
- Proud Of The House We Built
- I Need You
- I Told You So
- Teardrops On My Guitar
- Love Me If You Can

The DJ Swap Shop

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