

Disc Jockey News

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Welcome to the 50th issue of the Disc Jockey News!



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29442 120th St.

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Phone: 320-285-2323

Fax: 320-285-5264

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President/Editor

Lori Young

320-285-2323 office

612-597-2998 cell

editor@discjockeynews.com

Sales Manager

John Young

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

320-285-2323 office

320-285-5264 fax

sales@discjockeynews.com

Classified:

<http://www.discjockeynews.com>

swap@discjockeynews.com

Press Release Blog:

<http://www.discjockeynews.com/discjockeynews>

press@discjockeynews.com

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MAPDJ Rocks At DJNC08

By Jason Jones, Executive Board President, M.A.P.D.J.

The Disc Jockey News Conference was magical. Every year after the first speaker, the air becomes electrical as a group of DJs from the around the country begin to see what is possible for their business, themselves and their clients.

This year MAPDJ decided to invest in DJs instead of sponsoring a speaker or supporting the convention in other ways. We spent 2 thousand dollars and invited DJs to experience their first convention.

In Mankato Don Larson, the Executive MAPDJ Ambassador, had been getting together with a group of DJs. He shared what he had gotten out of past conventions and being a part of MAPDJ. They talked about their business, hopes, ambitions, families and their lives. Then MAPDJ gave Don 5 convention passes to share with them and they came.

It was amazing watching them take in all the new ideas and ways to improve their performances and themselves. It started to really sink in how the difference we make at an event is worth so much more than the average prices. Allen Schmidt was one of those attendees and we became Facebook friends. When I accepted his request I told it that it was great to meet him and that exciting things were happening in Mankato. He replied, "Yeah, I'm really excited! I know it's going to be a big change but Mike A and Don L. are going to be a huge help. I plan on joining MAPDJ this Feb or March. If you have any ideas for wedding events, my ears are open."

It's this kind of enthusiasm for what we do and what we can create together that inspires me. It's guys like Dustin Reichert, Kirk Holslin and Don Larson on the Executive Board and Mike Anderson, Jeff Rogers, Nick Krause and Karl and Carol Morgan of the Metro chapter that makes me believe that we can reshape the mobile DJ profession into one where DJs are respected, well compensated and admired for their talent. It's Steve Saltzman and Jean and Darrell Culver who are committed to having a thriving chapter in Iowa and Brian Kelm in Wisconsin moving his chapter forward. Jim Yunek and Bob Holl are dedicated to a vibrant central Wisconsin chapter. And Jeremy Landby, Bryon Lalum, Scott Albertson and Steve Johnson making a difference in North Dakota.

These leaders and all the members tell

me we can take this industry to new heights and bring out the best in everyone. This is why we have an article on Minnesota Bride.com, a major publicity campaign set to launch next year, and a new state of the art website launching in a few weeks. It is a small example of what we can accomplish together. Our journey to reshape this industry is an adventure and the more we invite to join us the more powerful and impactful it will be. The more of us that there are who are committed to creating the industry we want to have the faster it will become exactly what we want it to be. A

time when DJ's are respected, well compensated and admired.

I am so proud to announce that in a couple of short months we will be launching the first new MAPDJ chapter in over three years in Mankato, MN. And this is just the beginning. Do you want to come with us? www.mapdj.com

Jason Jones is the Executive Board President of the Midwest Association of Professional Disc Jockeys. For more information on MAPDJ, visit <http://www.mapdj.org>



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7 Reasons Why Speakers Flop

By Mark Sanborn

Few qualities create a more vivid impression of a leader than the ability to speak in public. The higher a leader rises within an organization, the more frequently she is called upon to address others. Ironically, hapless leaders are offered little or no training to develop their speaking skills. A fortunate few ooze natural communication talents, but the vast majority must labor to sharpen their speaking skills of else suffer from their deficiency.

As a professional who makes his living giving speeches and seminars, I have sat through hundreds, if not thousands, of executive presentations. Most of the speeches I have heard (or endured) have been less than memorable. Far too often, the presentations have been painful, not only for the speaker, but also for the audience trying to feign interest.

The majority of presenters, even those who flopped dramatically, were well-intentioned. They had a message they believed was relevant, or a passion they were eager to share. Moreover, they stood to gain something, whether support, respect, or credibility, by delivering a masterful presentation. Clearly, nobody sets out to destroy his reputation with a mind-numbing speech. Why, then, do

communicators fail so miserably when they have every incentive to excel?

Thoughts and emotions require technique to be successfully communicated. Consider putting in golf. Without technique, it doesn't matter how brilliantly you wish to hit the golf ball, or how shrewdly you've accounted for the slope of the green and the speed of the putting surface. In the end, only good form and practiced skill allow you to consistently make great shots. Public speaking is no different.

Public speaking, like any skill, must be developed. The more often you speak, the better you become — IF you learn from your mistakes. The fastest gains to improve your speaking ability come when you eliminate potential sources of disaster. While I've observed great creativity in flopping a speech, there are seven common reasons why speakers fail.

1. A disregard for time

Long-windedness — speaking beyond the allotted time — may be the easiest way to alienate an audience. Strangely enough, it seems to be epidemic among business leaders. Speaking overly long is rude and smacks of arrogance and self-importance. It suggests to the audience

that the speaker values his presentation greater than the time of his listeners or anything else on the program.

The length of a speech shouldn't be a function of title or power, but a function of how long a person has agreed to talk. Start on time and stop on time. Not only will your audience respect you for it, but also you will demonstrate respect for your audience.

2. Unclear purpose

Here's the million-dollar question of any presentation: What's the point?

I'm puzzled by the number of leaders who ramble through a speech without saying anything of substance. I'm equally dismayed by the number of leaders who cram 21 bullet points into a 30-minute presentation. Communicators frustrate people when they rattle off reams of information without pointing the way to practical application. If you cannot identify a concise, worthwhile purpose for the presentation, you probably shouldn't be making it.

Design your speech the way the pros do. Begin by asking, "At the end of this presentation, what do I want listeners to think, feel, and do?" Good presenters speak to the head, the heart, and the hands.

3. Inadequate preparation

There is no excuse for "winging it." The best speakers are borderline neurotic in their preparation—even if their demeanor suggests otherwise. Presenters who come across as brilliantly unscripted likely spent hours practicing in order to appear "off the cuff."

If you paid for a ticket to a Broadway show where none of the actors had practiced in advance, you would demand your money back. Too bad the audiences of executive leaders don't get the same privilege. Each speech is a transaction. Your listeners are paying attention, and you owe them a worthwhile presentation in return.

4. Failure to capture attention

The scarcest resource in the world used to be time; today it is attention. The average listener is bombarded with messages from many different sources. From email to radio to voicemail to cell phones, everybody is trying to tell us something, and your attempt to give a speech is just one more bombardment.

Your content and delivery had better grab the audience's attention right out of the shoot. You don't have the luxury of

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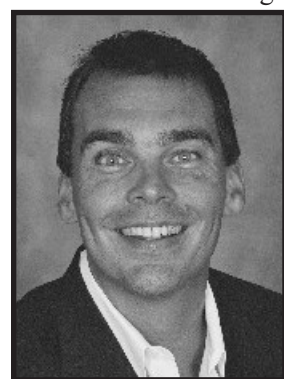
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I was twelve when the Buggles released "Video Killed the Radio Star." I was fourteen when MTV kicked off with the video of that song. My teen years were spent watching videos of my favorite artists. I no longer needed to hear their new single, I needed to "see their new video."



I was twenty-two when I started at Star DJs. At the time they were using demo videos to sell their entertainers. It was a unique concept at the time and it set us apart from our competition.

I was twenty-seven when I left Star and joined Elite Entertainment. I partnered with a guy who didn't have a demo video. He had a strong referral base so he was working steadily but I was confused at why he never put a video together. I made that one of my first goals at Elite, to have demos of all of our DJs. By this

point, the early 90s, the concept wasn't so unique and I felt we'd never be able to sell our DJs without them.

For years I helped to edit our demos. When I got raw footage of a great party that one of my DJs threw, I would book time in a studio and sit next to the actual editor. I would point out shots I wanted and recommend different effects but the editor was the one pushing the buttons and turning the dials. This was still the days of videotape and I never took the time to learn what the editor was doing at the board nor did I ever invest in my own editing station.

Today, video is ubiquitous and technology has made it easier than ever to get in the game. I was of the first generation that needed to "see" everything. People younger than me have never known anything but instant video. Nowadays, if you hear about a great play in a college football game, or a hilarious comment on Jay Leno last night, you just run to your nearest computer and you'll find a clip in minutes. Bored? Sign on to YouTube and just start jumping around. I mean, the song "Chocolate Rain" has had over 30 Million views (and I only account for half of those – I love that song!)

The goal I set for myself early on, to have demos of every one of my DJs, is no longer a luxury. It's a necessity. Nowadays I don't book studio time with an editor. I edit my own demos right on my laptop and then upload them to Youtube. Sometimes within a week after the party. And I'm not alone. DJs everywhere are realizing the power of video and the need for instant access to our demos. Do a search for "Boom Entertainment" or "Hurricane Entertainment" on YouTube and you'll see what I mean (unfortunately there are too many "Elite Entertainments" in this world to do a similar search and find our stuff.) Or take a look at all the Peter Merry interviews that have been uploaded (he'll be on Oprah's couch someday, I just know it.)

I use a very simple editing software called Vegas. It was easy to learn and a pleasure to use. If you'd like to see evidence of my work, type all this nonsense into a web browser <http://www.youtube.com/watch?v=4INQvCO7XeQ>. This is my latest demo of one of my DJs, Dominic Sestito. I don't put myself up there with the Boom Entertainment guys just yet but for my purposes it works and it

helps us sell our DJs.

If you aren't utilizing the power of video yet, and the free hosting capabilities that YouTube and other sites like it offer, ask yourself why. More and more people are going to the web for their searches. Whether it's to find that funny video clip from Jay Leno, or the entertainment at their wedding, most people begin their searches online. And today's generation of bride doesn't want to read text. She won't even be impressed by a great picture or two. No, today's bride wants to "see" for herself what you (or your DJs) look and sound like. Video may not have killed the radio star, as the Buggles predicted almost 30 years ago, but it has changed the way people view the world. And if my clients are looking to view a DJ, I want my stuff out there where they can find it.

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

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Is It The Law Of Attraction, Or The Law Of Hard Work? You Decide.

By Jeffery Gitomer

I'm a bit sick of all the bogus information I read about "the law of attraction."

I have seen everything from "just sit there," to "meditate and focus on your dreams, and everything will come to you." If you believe this, I have some land in Florida I want you to buy. Well, it's under water, but if you just picture dry land in your mind, and concentrate really, really hard, you can just lay on your couch, eat a few donuts, all the water will evaporate, and the Garden of Eden will appear. Hello!

That's not the law of attraction.

That's the law of inaction.

Most books, blogs, websites, CDs, and DVDs on the subject tell you everything BUT the 2.5 big "secrets." The real strategies for creating attraction.

They are:

1. Position yourself.
2. Build a platform.
- 2.5 Work hard.

I received this email yesterday:

Jeffrey, I enjoy your newsletter. It has been a lot of help to me. The idea of the "Law of Attraction" is an interesting one, and I have always been fascinated by this concept. I recently read about a book in Dale Carnegies How to Stop Worrying and Start Living titled As A Man Thinketh by James Allen. This book was written around the turn of the 20th century and is a precursor to the Law of Attraction. The book is about 50 pages long, and what James Allen says in this book is a very simple

and profound idea that has stuck with me ever since I read it. It brought me a whole new understanding of the Law of Attraction.

James Allen states, "You attract not what you think about, pray for or desire, but you attract to yourself that which you are." The Law of Attraction states, "You attract that which you think about or want," and it is really only half of the truth. James Allen goes on to talk about the Law of Reciprocity, a law that states you get from the world and life exactly what you put into it, or more commonly, you reap what you sow. I find his statement brings new light to the Law of Attraction, more truth and more power to it. A lot of people misunderstand what the Law of Attraction is. Essentially, you gain what you give. Just a slight change of words can make a huge difference. Give more in value and you can only receive more. It is a fundamental law of nature. Happy selling! -Marlowe

Not bad, eh?

First you think about it, then you pray about it, then you become an example of it, and then you DO SOMETHING ABOUT IT. Give value first, without any expectation of return, and the law of reciprocity (the law of attraction) sets in.

Not from the person you gave something to. If you give without expectation, then the world pays you back, and that payment is not one-for-one – it's ten-for-one. Or more. It's the true law of attraction.

Sound too good to be true? Well, there is a catch. Most people have no concept of "give to get." They give, and EXPECT to get. Or they try to give and get at the same time. They feel that someone OWES them for giving. Not true. Not even close to true. If you give one and expect to get one, then one is the maximum you'll get.

Let me define my personal rules to

create attraction. And pay attention, these are not rules I made up, these are rules I put into action every day to create my law of attraction, and it works. I may not be pretty, but I'm sure as heck attractive.

1. Position yourself as attractive with your valuable information that others can use and benefit from. My weekly column in papers. My book in bookstores. And my weekly email magazine in your inbox positions me as a person of value that offers valuable information about sales, service, loyalty, leadership, and personal development that people resonate with and can use the minute they read it.

2. Build a platform where people can easily find you and get the information or message you're trying to convey. Website, blog, ezine, speeches, books, white papers, creative ideas posted, and philosophies offered in writing creates major attraction.

2.5 Work your ass off. Reality bites – especially when times are bad or volatile. If you are serious about creating the law of attraction, you gotta resolve, create a game plan, and work at it daily.

Harder than you can imagine.

You can resolve or resign. You can attract or repel. You can bemoan or be-choose. And the best part is, you have a choice.

I have stumbled on a metaphor that works for attraction. It's the difference between curious or create. Are you just curious, or are you willing to work to create attraction? If you want the metaphor, and the ideas attached to it, go to www.gitomer.com, register if you're a first-time visitor, and enter the word CURIOUS 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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Why The Best Leaders Are The Best Leaders

By Dr. John C. Maxwell

From 1996 to 2007, manager Joe Torre led the New York Yankees to the playoffs every year - winning an astounding 17 series in the post-season. Over those same 12 years, the Los Angeles Dodgers did not win a single playoff series. This past season, Torre departed New York to coach the Dodgers. The result? The Dodgers won their first post-season series in 20 years, while the Yankees missed the playoffs altogether.

Ask Yankees and Dodgers fans, and they will tell you that Joe Torre's leadership matters. However, they may not be able to tell you exactly why Joe Torre is an excellent leader. What's true of the fans in New York and Los Angeles is

true for many of us. We experience the effects of leadership without understanding the cause.

In this article, I hope to make plain why the best leaders are the best leaders. In a nutshell, remarkable leaders give their best to their people, and get the best from their people. Let's look at how this happens.

The Best Leaders Give Their Best to Their People By...

1) GROWING

People naturally follow leaders they respect as being more advanced than they are. For this reason, personal growth is directly proportional to influence. If you desire to gain followers, then pay the price of getting better.

To give people your best, you have to elevate your leadership capacity. Consider the metaphor of walking up a narrow staircase - you can only go as fast as the person in front of you. When leaders stop growing, they quit climbing and impede the progress of everyone following them.

However, when leaders grow, they ascend the stairs and create space for those behind them to climb higher.

Personal growth involves challenging yourself, and pushing beyond the realm of comfort. When is the last time you did something for the first time? How long has it been since you felt in over your head?

2) SERVING

"Only a life lived for others is a life worthwhile."

~ Albert Einstein

Serving others is an attitude issue. Unfortunately, many leaders operate under a king-of-the-hill mentality. They attempt to pull down anyone above them in order to secure the top spot for themselves. In doing so, they clutch at power, grapple for control of company resources, and strive to dominate others. Seeing relationships as win-lose propositions, they ultimately burn bridges and isolate themselves.

The best leaders take an entirely different approach. Rather than dragging down anyone who threatens their position, they extend a hand to lift the performance of teammates and coworkers. They function with a mindset of abundance as opposed to an attitude of scarcity, and they wield their influence to prop others up rather than to elevate themselves. Over time, they are honored for the contributions they have made to the lives around them.

All leaders serve. Sadly, some serve only themselves. Serving is a motives issue, and the crux of the matter boils down to a simple question: "Who?" Does a politician serve the public or his pocketbook? Does a CEO serve to benefit her shareholders or to support her lifestyle? The best leaders set a tone by serving and prove they are deserving of being out in front.

3) MODELING

Growing leaders have something to share; serving leaders have something to give; modeling leaders have something to show. As V.J. Featherstone said, "Leaders tell, but never teach, until they practice what they preach." The best leaders embody their values. Their passion exudes from every pore and demands respect.

The Best Leaders Get the Best from Their People By...

1) LISTENING

The smartest leaders realize the limitations of their wisdom, and they listen to their people in order to capture invaluable insights. However, leaders don't just listen to gain knowledge, they also listen to give their people permission: permission to challenge the process, permission to test assumptions; and permission to take risks. Nothing turns off an up-and-coming leader like the deaf ear of a superior. The best leaders don't simply listen to incoming ideas; they proactively draw them out of their people. They listen actively, not passively.

2) RELATING

Leaders touch a heart before they ask for a hand. To touch a heart, a leader has to be open to disclosing his or her identity by sharing personal stories and owning up to professional weaknesses. Mysterious or aloof leaders may be successful decision-makers, but they won't get the heartfelt loyalty that comes from authentic relationships.

As simple as it sounds, making a person feel known correlates powerfully to their job satisfaction. In fact, Patrick Lencioni lists anonymity as one of the top indicators of a miserable job. Leaders dignify their people by studying their interests, learning about their families, and finding out their hobbies. Conscious of the power of connection, the best leaders refuse to be barricaded inside of an office, and they take responsibility for relating with others on a regular basis.

3) TEACHING

Gifted teachers have a way of making students out of disinterested bystanders. The best leaders have an infectious thirst for knowledge, and they take pride in cultivating knowledge of their craft and awareness of their industry. A leader's teaching ability depends upon ongoing personal growth. As Howard Hendricks said, "If you stop growing today, you stop teaching tomorrow."

4) DEVELOPING

The best leaders understand the differences between training people for tasks and developing people to be better leaders.

Training

Developing

Focus is on the job

Adds value to specific things

Helpful for a short time

Changes a performance

Focus is on the person

Adds value to everything

Helpful for a lifetime

Change the performer

The best leaders view their people as appreciable assets and prioritize investing in the talent on their teams.

5) MOTIVATING

After one of my presentations, an audience member approached me who was visibly indignant about my speech. "Why is motivation last on the list?" he demanded. "Well," I replied, "because if you listen, relate, teach, and develop your people, then they will be motivated!"

Sustained motivation comes by creating the right environment for your people and by doing the right things consistently to nurture them. Consider a flower. It cannot grow in the Arctic; it requires a climate conducive to growth. Yet, even in the right environment, the flower must be planted in hospitable soil, exposed to sunlight, watered, and freed of weeds.

REVIEW

The Best Leaders Give Their Best to Their People by...

1. Growing 2. Serving 3. Modeling

The Best Leaders Get the Best From Their People by...

1. Listening 2. Relating 3. Teaching 4. Developing 5. Motivating

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



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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: Holiday Parties/Corporate Events.

It's that time of year again and the holiday parties are being planned.

The "standard" holiday or corporate events are making big changes, are you keeping up with the times?

Holiday and corporate events have really changed since 911. Before that horrible day companies were throwing extravagant events for their employees, vendors and business contacts. After that tragic day the corporate holiday event almost completely disappeared. Over the last few years corporate events had slowly began to rebuild but then this summer/fall with the high gas prices, the stock market problems, the collapse of banking institutions and the economy hitting such a low, corporate events have been very slow to find and book.

I personally have found that it is more of the smaller businesses that are looking to have an event for their 50 or fewer employees than the larger typical corporate functions. They want to instill confidence in the business and attempt to keep their employees happy and not worrying about what is going to happen with their futures. Many of the holiday events are now getting booked at the last minute instead of months in advance because the business itself isn't sure about their bottom line

and their future. Last years slow season I had several that booked within three to five days of their event instead of three to five months prior.

Corporate/holiday event planners are also beginning to look for something new or different than the same old thing. They are bored with the hypnotists, magicians, casino night, karaoke and the DJ dance party. They are looking and asking for things like guitar hero, rock band and Game Show Mania. Last winter during my slow season I was performing Game Show Mania three times more than I was doing weddings. It literally kept my business busy. The best part was that from those events I was able to book referrals for Game Show right on through the summer including an event in June at a civic center for nine hundred people.

In this tight economy many businesses still want to have some holiday fun but can't afford a huge budget and they just don't want the typical DJ dance party anymore. For many DJs who have relied on doing a "dance" for the same corporate function year after year, they may find themselves without work this year if they can't offer the client something new, different and exciting.

If you can diversify your business and provide different forms of entertainment for a corporate event this could really help pull you through your slow season as well as supply you with something new that could be a

lot of fun for you. Please remember that if you perform this "new event" this holiday season that the same company most likely will again want something new/different next year even though they had a great time at this party. This means that for you to again provide something new and unique to keep the clients happy next year. If you are able to offer all your clients a variety of different fun functions (3 or more) then that will give you the ability to do events several years in a row with the possibility of repeating an event with the same company after a few years break between them.

How do you find and book holiday and corporate events? DJs use many different ways to book these parties including advertising on online DJ locator sites, sending information to corporate HR locations, being a member of a Chamber of Commerce, DJ web sites and of course "word of mouth." I have never advertised my "Game Show Mania" anywhere but on my web site www.PartyTimeProductions.biz and even with that the page is not a dominant page to view. Once one event was booked it was like the domino effect. Because so many small businesses were looking for something other than the "typical DJ dance" and the word spread like wildfire.

The hourly pay ratio for events like this is actually greater than the typical DJ dance party. As an example, for a typical DJ dance party I would charge \$200 to \$225 per hour for the entire package time. With Game Show

Mania, I give them one package of two hours: one half hour of sound reinforcement for speeches and one and a half hours for Game Show Mania. This two hour event goes for \$325 per hour. Some events want background music which is an up sell/extra charge. You can also offer lighting for the game show or "up lighting" to decorate the room as an up sell. This standard rate of \$650 in this tough economy is within most corporate event planners budgets for entertainment where the DJ dance party would cost much more for the client and consume more time and talent needed from the DJ. There is also much less time and planning evolved with a corporate holiday event then a wedding, saving on bottom line costs to the company.

If after the first of the April 2009 you find that you had a slower than normal winter season, you may want to think about expanding your business to include fun activities and unique opportunities to offer clients for the 2009/2010 winters slow season.

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 has served two terms as the Executive Vice President of the Midwest Association of Professional Disc Jockeys. He speaks at National DJ Conventions and for local DJ Associations and offers private consultations to DJ services.

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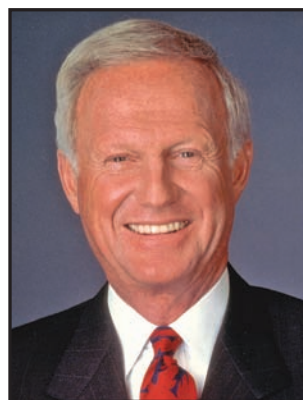
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Beware Of Danger In Safe Havens

By Harvey Mackay

"Bad habits," a pundit once noted, "are like a comfortable bed, easy to get into, but hard to get out of." Sticking with what's comfortable might be one of the deadliest habits of all.

In the bullfighting arena, expert matadors have long gained an edge by pinpointing a bull's comfort zone. Former Hewlett-Packard CEO Carly Fiorina has studied this phenomenon. "In bullfighting there is a term called-querencia. The querencia is the spot in the ring to which the bull returns," she explains.



"Each bull has a different querencia, but as the bullfight continues, and the animal becomes more threatened, it returns more and more often to his spot. As he returns to his querencia, he becomes more predictable."

What are the consequences of predictability? "In the end," Fiorina says, "the matador is able to kill the bull because instead of trying something new, the bull returns to what is

familiar. His comfort zone."

Many businesses retreat to their comfort zones when challenged. A new form of competition emerges. Or, threatening research undercuts a core product. This is bad news, and who wants to hear that? Even skilled managers sometimes tune out the static.

Merck's arthritis medication Vioxx became one of the most widely prescribed drugs in history. As early as 2000, some research indicated that Vioxx might pose unacceptable associated cardiac risks. Merck & Co. dug in its heels. The firm didn't withdraw the product until further research prompted it to do so voluntarily in 2004. In 2007, Merck agreed to pay out nearly \$5 billion to settle existing Vioxx lawsuits.

Few companies were more oblivious to the risks of complacency than the Wall Street giant Lehman Brothers. Lehman started tinkering in sub-prime mortgages in the mid-1990s, lending money to an outfit named First Alliance Mortgage. In 1998, some financial firms began to distance themselves from First Alliance as regulators bored in. Not Lehman. First Alliance's fate? The company shut its doors in March 2000.

Undaunted, Lehman finished gobbling up BNC Mortgage, another sub-prime lender, in 2004. In August 2007, Lehman closed it down. The lure of fast cash had been so great, Lehman spent years in deep denial about the

wisdom of subprime lending. Yesterday's cash cow proved to be today's pot roast, as Lehman became the biggest bankruptcy in U.S. history last month.

Here are Seven Urgent Hazard Signals that should alert a company when it has become too comfortable for its own good:

- Do you continue to invest in business strategies with fundamental flaws solely for short-term gain?
- Have competitors found a way to deliver your core goods or services at a lower cost than you can?
- Are your suppliers suddenly treating competitors with more favorable terms than you enjoy?
- Are competitors shifting the spotlight to you as their number-one rival? A good tip-off: Are you losing your best trained and highest potential talent to aggressive competition?
- Are customers telling you they are taking their orders to new sorts of businesses you have never considered competition before?
- Is there candid—and sometimes heated—debate inside your organization about what your core business should be today and five years from now? There should be. It's healthy.
- Are you investing in new product development so that at least 10 percent (preferably 20 percent) of your business will come from products and services you don't even offer

right now?

It isn't just companies who scurry for safety in the arena. Individual careers are vulnerable as well:

- Many of us get passed over for a promotion we thought we deserved. Are there new reasons for not making the grade this time?
- Have you recently matched your credentials, background, and training against other comparably paid people in your specialty? Make sure your skills are fresh and current.
- Are you projecting yourself as someone who wants to advance to a higher level? Are you a toreador or a "sitting bull" begging to be gored by an aggressive internal competitor?
- Do you volunteer for new assignments and projects? They can teach you new skills and increase your value to your company.

Retreating to the comfort zone is all about how one takes bad news and what one does with it.

"Bad news isn't wine," former Secretary of State Colin Powell once said. "It doesn't improve with age."

Mackay's Moral: In rough water, sometimes it pays to rock your own boat.

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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Disc Jockey News Conference 2008 Photos

Continued from page 3

“warming up” your audience. Hit them square between the eyes with something that will break their preoccupation with the thousands of other stimuli clamoring for their attention.

Most importantly, make your remarks relevant. Postmoderns are less interested with the question “Is it true?” and more interested in the question “How does it affect me?” Yes, you need to be intellectually honest to prove your points, but never forget to demonstrate that your message matters to the listener.

5. Pomposity

Ego-driven leaders are more concerned with what followers think about them than with what followers do because of them. Rather than influencing their listeners, pompous leaders attempt to impress the audience. In doing so, they manipulate rather than inspire.

A preoccupation with self is deadly to a communicator. Self-absorbed leaders speak in order to get their needs met rather than to meet the needs of the audience. Unfortunately for speakers, audiences are quick to pick up the scent of a pompous communicator and they will tune out any presenter perceived as ar-

rogant.

6. Boredom

Today’s audiences are filled with people who were raised on MTV. This generation spent its formative years watching music videos that contained 150 images in the course of a minute. For them, watching a talking head is about as stimulating as staring at a blank computer screen.

A speaker who entertains never fully flops. Don’t get me wrong: entertainment by itself is not a worthwhile goal for an executive presenter, but is sure beats the alternative, which is to be boring. For a speaker, the value of entertainment comes from its ability to mentally engage listeners. I’ve found the best way to educate is to slip good ideas in on the wings of entertainment.

Great restaurants know that the presentation of cuisine is as important as its preparation. Speakers would be wise to take note: presentation and perception go hand-in-hand. The best communicators use the sizzle to sell the steak.

7. False endings

I’ve seen the following scenario play out hundreds of times. A speaker starts

to conclude, even tells the audience of her intent, and then tells a pithy, witty story. The audience responds favorably, and the speaker gets a rush. “Wow, they liked that. I’ve got an even better story,” she thinks to herself. And then she ends again with another story/quote/challenge. Like a junkie in search of another fix, the speaker keeps ending until there is no positive response, but rather visible signs of disgust. By then, it is too late to recover.

Conclude concisely. Each false ending weakens the message in front of it. A simple rule to remember: good endings only happen once.

Summary

The beginning of excellence is the elimination of foolishness. You can ramp up your speaking performance by analyzing your last presentation with these seven questions:

- Did I stick to my allotted time?
- Did I develop and present purposefully?
- Was I thoroughly prepared?
- Did I capture attention at the very beginning?
- Did I positively influence listeners?

• Was I appropriately entertaining, or at least not boring?

• Did I end only once?

An affirmative answer to each question virtually guarantees that your next presentation won’t be a flop. Not only will your communication be flop-proof, but you will likely be perceived as an articulate and effective speaker.

Mark Sanborn, CSP, CPAE is president of Sanborn & Associates, Inc., an idea studio for leadership development and remarkable performance. He is an award-winning speaker and the author of two recent bestselling books, The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary and You Don’t Need a Title to be a Leader: How Anyone Anywhere Can Make a Positive Difference are bestsellers. His newest book The Encore Effect: How to Give a Remarkable Performance in Anything You Do released in September 2008. To obtain additional information for growing yourself, your people and your business (including free articles), visit www.marksanborn.com, www.fredfactor.com and www.youdont-needatitle.com.

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| 3 Leona Lewis | Better In Time |
| 4 T.I. | Whatever You Like |
| 5 Rihanna | Disturbia |
| 6 Ne-Yo | Closer |
| 7 Seconhand Serenade | Fall For You |
| 8 Kevin Rudolf | Let It Rock |
| 9 Jordin Sparks | One Step At A Time |
| 10 Jason Mraz | I'm Yours |

Rock

- | | |
|-----------------------|--------------------------|
| 1 AC/DC | Rock 'N' Roll Train |
| 2 Metallica | The Day That Never Comes |
| 3 Theory Of A Deadman | Bad Girlfriend |
| 4 Nickelback | Gotta Be Somebody |
| 5 Staind | Believe |
| 6 Shinedown | Second Chance |
| 7 Saving Abel | Addicted |
| 8 Hinder | Use Me |
| 9 Foo Fighters | Let It Die |
| 10 Disturbed | Inside The Fire |

Urban

- | | |
|--------------------------------|----------------------------------|
| 1 Lil Wayne F/ Bobby Valentino | Mrs. Officer |
| 2 Ne-Yo | Miss Independent |
| 3 T-Pain | Can't believe It |
| 4 T.I. | Whatever You Like |
| 5 T.I. F/ Rihanna | Live Your Life |
| 6 Jennifer Hudson | Spotlight |
| 7 Slim F/ Yung Joc | So Fly |
| 8 Jazmine Sullivan | Bust Your Windows |
| 9 Beyonce | Single Ladies (Put A Ring On It) |
| 10 Jazmine Sullivan | I Need U Bad |

Country

- | | |
|---------------------|--------------------------------|
| 1 Carrie Underwood | Just A Dream |
| 2 Toby Keith | She Never Cried In Front Of Me |
| 3 Kenny Chesney | Everybody Wants To Go To... |
| 4 Taylor Swift | Love Story |
| 5 Tim McGraw | Let It Go |
| 6 Zac Brown Band | Chicken Fried |
| 7 Montgomery Gentry | Roll With Me |
| 8 Sugarland | Already Gone |
| 9 Bucky Covington | I'll Walk |
| 10 Luke Bryan | Country Man |

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