

Disc Jockey News

PRESORTED STD.
U.S. POSTAGE
PAID
SAUK CENTRE, MN-
PERMIT NO. 42

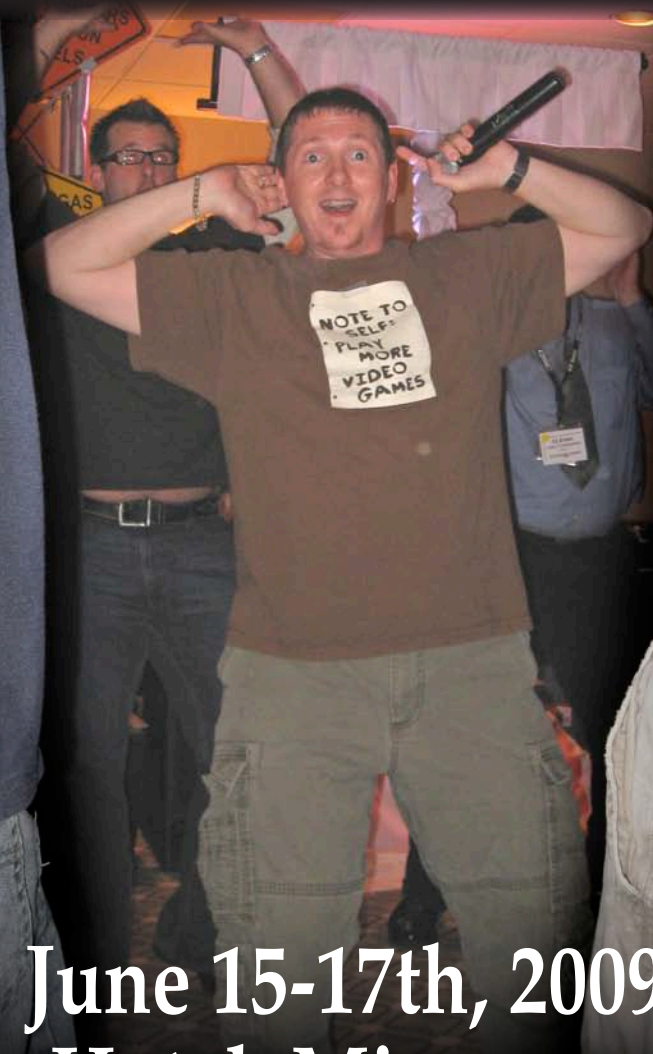
DECEMBER 2008

The Monthly Disc Jockey Newspaper

Free

Disc Jockey News Conference 2009 *Hands On Workshops*

Sarge rocked the house at DJNC08!!



**June 15-17th, 2009
Sheraton Hotel, Minneapolis South
See The Ad On Page 9**

Disc Jockey News

www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News Corporation

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

Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed to all zones on the 1st of every month.

Letter to the Editor: Questions can be submitted to the editor or writers of the paper via mail, website blog or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas.

Classified ads: Personal classified ads are free for the first 30 words and \$.50 per word there after. Classified ads must be paid in full prior to publication. Ads can be submitted via mail with an accompanying check or they can be submitted via email. We reserve the right to edit or reject questionable ads. Classified ads taken via telephone will receive an additional \$2.00 handling fee.

Subscriptions: Subscriptions to the Disc Jockey News are free to all disc jockeys and entertainers. Subscriptions are available through sign up on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

Photos: Photos can be submitted to the Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

The Disc Jockey News is published monthly by The Disc Jockey News Corporation, 29442 120th St., Grey Eagle MN 56336.



MegaSegTM dj software



VERSION 4.5 NOW AVAILABLE

Simplicity and flexibility, mixed with power.
Built for Mac. Compatible with the iTunes Store.

www.megaseg.com



MegaSeg, the swirl logo, and Fidelity Media are trademarks of Fidelity Media, Inc.
Mac, iTunes and iPod are registered trademarks of Apple, Inc. © 2008 Fidelity Media, Inc.

METRO

SOUND & LIGHTING

1731 University Ave. W., St. Paul

(651) 647-9342

metrosoundlighting.com

Mondays thru Saturdays
DEC 1st - 13th!

**12 Days of Christmas
SALE-A-BRATION!**

VISIT Our Store

**at 1731 University
Ave W., St. Paul**

**CALL us at
(651) 647-9342**

BUY online at

shopMSL.com

American DJ

LED Fixtures

TRI LED Series **NEW!**

"And you thought RGB LED fixtures were cool. Try red, green, blue, purple, yellow, cyan and white!"

Incredibly vivid colors!

**9 MODELS
STARTING AT
\$79.99!**



LED Color Tubes **NEW!**

40" Tube with 96 LEDs

- Chasing plus color-changing of 15 colors and white!
- Includes wireless remote!

**ONLY
\$69.99!**



CHAUVEL

LED Fixtures

NEW!

COLORdash PAR

18 Hi-power RGB/LED wash fixture

**\$299.99!
(\$469.00 RETAIL)**



DJ Bank

140 RGBY/LED sound-activated DJ fixture

**\$69.00!
(\$109.00 RETAIL)**



VUE ".1" Series

- 3 Models with up to 282 RGBWA/LEDs
- Brilliant patterns
- DMX/auto/audio

**Please call
for pricing
or more
information**

**STARTING AT
\$89.99!**



JBL **Speakers**

EON 300 & 500 Series speakers
"The Ultimate in Lightweight and Powerful Loudspeakers!"

- EON powered full-range ... 3 models with up to 450 watts
- EON-5185 powered sub-woofer with 500 watts and built-in crossover **\$899.00!**
- EON-305 15" 2-way passive speaker with 250 watt power handling **\$379.00!**

**STARTING AT
UNDER \$500.00!**



**Order at
shopmsl.com
or call
1-888-647-9342**

**NO PAYMENTS!
NO INTEREST!**
until end of
**JUNE
2009!**

Financing available on purchases
over \$500.00 for qualified buyers

**Register to WIN 1000s of
DOLLARS in PRIZES!**

\$500.00 SHOPPING SPREES!

SHURE

EV

JBL

YAMAHA

\$300.00 SHOPPING SPREES!

audio-technica

QSC

American DJ

AMERICAN AUDIO

Media Player

SDJ-2

Dual SD player with built-in digital mixer and USB port

"No need for CD players or laptops!"

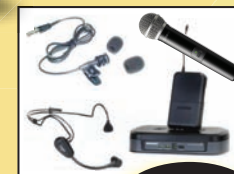


**\$399.99!
(\$599.00 RETAIL)**

SHURE **Mics**

PG-Series

UHF wireless SPECIALS!



- UHF true diversity with (10) selectable frequencies!
- Hand-held, head-worn, lavalier or instrument systems

BONUS!
Wireless case
FREE!
(worth \$70.00)

**YOUR CHOICE
\$309.00!
(\$449.00 RETAIL)**

**Please call
1-888-647-9342
to order—BONUS
not available online**

\$10.00 REBATE!
(thru 12/31/08)

... on one of the most popular vocal mics ever!



SM-58LC

**Order at
shopmsl.com
or call
1-888-647-9342**

**\$99.00!
(\$188.00 RETAIL)**

EV **Mics & Speakers**

Tour X Series

Breakthrough performance loudspeakers

"Innovative features and patent-pending designs!"

- SMX woofers achieve incredibly low levels of distortion
- Steep-slope crossovers for smooth high-frequency response
- Unique grille design for superior strength and damage resistance
- Coated with tough "EVCoat" for maximum strength plus light weight
- Fly-points on all mid/high cabinets



**2 MODELS
STARTING AT
\$729.00!**

PL-80

Vocal microphone—delivers incredible clarity with fantastic gain-before-feedback!



**\$149.00!
(\$247.00 RETAIL)**

\$20.00 REBATE!
(thru 12/31/08)

**Pioneer
PRO DJ**

Package Special!



PACKAGE SPECIAL!

Buy (2) CDJ-400s and (1) DJM-400 at our special package price, and get a FRGS4400W case with laptop glide

**PACKAGE PRICE
\$1997.00!
(\$2475.00 RETAIL)**

FREE!
(worth \$420)
(thru 12/13/08)

= FREE!

**Order at
shopmsl.com
or call
1-888-647-9342**



CDJ-400

CD/MP3 player and USB/PC controller with scratch EFX

DJM-400

DJ mixer with 96K sampler and built-in EFX

The Q Corner, Where Quality Meets Quantity

By Mike Walter

The race is on.

And by the time you read this it'll be over.

The race I'm referring to is here at Elite Entertainment and it's simply to match last year. That's right "match." I've

given my sales staff the challenging goal of just matching last year's number.

As you may know (and if you don't you might want to switch on the news every once in a while)

our economy is hurting. In fact, if you spend any time looking at CNN or reading newspapers, you've probably heard scary terms like "recession" and "collapse." And as I talk to DJs from across the country I am hearing differing reports about how much (or in some cases how little) this is affecting us.

Here at Elite, the social business has held steady (that tapping sound is me

knocking on wood.) For example as I write this on November 20th, we currently have over 400 weddings already booked for 2009. 417 to be exact. Last year on this very date we had 416. Eerie, isn't it?

But the way the economy has affected us most is this December and the corporate work that we usually do. For years December was good for a solid 120-140 events. I had some of my full-timers out every night of the week and those crucial Fridays before Christmas were always booked solid.

That frenzy began slowing down after 9-11. In December of 2001 we performed at 113 parties. That's a total number and it includes some weddings and other social events but it is mostly Holiday Parties. In 2002 we actually dipped below 100 events but since then we have crept slowly back. Last year we did 110 events in the month of December.

And so this year, in September, I brought my sales staff together and told them simply "match that number."

I realize that doesn't make me much of a businessman. I mean what CEO says "our goal is zero growth!" But given the fact that AIG was one of our biggest cli-

ents and the five events we did for them every December have obviously gone bye-bye, and also that many of our repeat clients have told us, "not this year" I figured it would be a struggle for us to break last year's number. My "incentive" to my staff was an extra day off. I told them I'd keep the office closed on Friday December 26th if they could hit that magical number. And since I always close the office on Christmas Eve, that would mean a very nice long break, especially since the guys who work in my office and also DJ are not booked the weekend of December 27th.

So how is the race going? Well as we sit here in November 20th we have 92 events booked for December. We also have 6 outstanding contracts (clients that have requested us but haven't sent their deposits in yet.) We could certainly get there but it's going to be close. But the two things my staff has shown me through the years is that they like challenges and they love days off.

Are we as an industry recession proof? That's such a broad question that it could never be answered with just one article or one man's opinion. I think we are more recession proof than some industries but

I also think if this economy continues to tank that everyone is going to begin to feel it. But for now, I subscribe to the theory that when times are tough, you roll up your sleeves and just work harder. We are showcasing and networking more than ever. We are trying to make that phone ring off the hook like it never has before just to maintain our numbers. We are all over our staff about generating referrals both with the guests at the party and also with the other wedding professionals they work with. When times are tough you can let your business go down and just shrug your shoulders and say "well everyone else is down" or you can refuse to let things slide. I think by challenging my staff to match last year in the month that could be most affected by this economy that I have done just that. And so far, the race is close.

Call my office on December 26th and see how we did. If the answering machine picks up, you'll know we hit our number.

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 mike-walter@discjockeynews.com.

"If We Work Together, Imagine What We Can Do!"



The ADJA Continues It's Quest To Serve Working DJs - Let's All Win In 2008!

Here Are Some Of The Latest Member Benefits:

- Exclusive Discounts at Bobby Morgenstein Productions (www.bmpcd.com)
- Affordable Health & Liability Insurance • DJ Software Discounts
- Gear Discounts From Participating Retailers • Mitzvah training
- FREE Web Hosting & Templates • DJ Business Software Discounts
- Office Depot™ Discount • N.A.C.E. Silver Partner
- Visa (1.4%), Mastercard & Discover Merchant Accounts
- 7-Piece Tux Deal for \$100 • Huge Promo Only Discounts!
- Extra ADJ Advantage Points When You Buy ADJ Gear
- Mentorship Program • Fleet Vehicle Purchase Program
- Cash Back Leasing Program • Bad Debt Collection
- Employee Background Screening

BECOME A MEMBER TODAY!

Visit our web site for detailed information and membership application: www.adja.org

ADJA • 20118 N. 67th Ave., Suite 300-605 • Glendale, AZ 85308 • 888-723-5776 • office@adja.org

For Value
& Service NOBODY
Beats The ADJA!

More Local
Chapters Than Any
Other Association!

EDUCATION

- ADJA exclusive DVD Instructional Series featuring key topics for the professional DJ
- Learn to educate consumers on how to choose a truly professional Disc Jockey

NETWORKING

- Network with other professionals in your city and across the country
- Build and grow YOUR business and help encourage success among other ADJA members

SUPPORT

- Membership has its benefits! As a member you will receive: Discounts on Liability and Property Insurance, Exclusive Legal & Accounting Advice, A Mobile Beat Magazine subscription, Music Discounts, Marketing Materials and much more...

CAN'T FIND AN ADJA
CHAPTER IN YOUR AREA?
JOIN ONE OF THE ADJA'S
VIRTUAL CHAPTERS

**"We Help DJs
Build & Grow
Their Business"**

The Next President Of The United States Made The Sale!

By Jeffery Gitomer

Barack Obama made the sale. Sixty-three million people were sold on his potential ability to lead and govern.

And they did so without the benefit of actually seeing what he will do. He made the sale based on his oratory ability, his promises, and the faith he instilled in others. Not bad, huh? Sixty-three millions yes's.

As a salesperson, I'm sure you'd be willing to settle for just a thousand of them.

Now comes the hard part. Obama has to deliver. Just like you have to deliver on your promises. But delivery is harder than making

the sale, and Obama has to deliver on the promises he made -- not just to Americans, to the World. The title President of the United States has always had the subtitle Leader of the Free World.

REALITY: Fortunately or unfortunately, we have exported our passion for freedom to other lands, resulting in conflict or battle against what you and I might call "the competition."

REALITY: The present state of our economy is not great, and Obama will have the daunting task of resurrecting it.

REALITY: Our global image is suffering, and our present leader is not well respected at home or abroad. (I'm not throwing a stone, just stating the facts.)

REALITY: There have been domestic

and global celebrations after the election. The stage is set for OBAMA to deliver. The customers are waiting, and eager for action. There will be NO tolerable delays or excuses.

GAME TIME: In order for Barack Obama to be successful as the winner of the election, President of the United States, and leader of the free world, he has to have the same characteristics you need in order to win your share of the 63 million votes, and keep those voters (those customers) loyal.

Here are the qualities he used to win the sale, and must continue to use to keep our loyalty. As you look at Obama's characteristics, think about how you stack up:

1. Intelligence. Clearly he displayed this in the months leading up to his election. He showed an uncanny ability to be both quick on his feet and intelligent in the responses he made to questions asked of him. It's not "How intelligent are you?" it's "How intelligent do you sound?"

2. An excellent speaker and presenter. All of his supporters and ALL of his detractors will agree on the fact that Obama's oratory skills are superior. That goes a long way to getting his message through, and giving listeners confidence. How excellent are your presentation skills? Ever videotaped yourself? Got Toastmasters?

3. Spontaneous. Obama is able to think and respond to questions and situations in a convincing manner. How spontaneous are you when faced with a barrier or unexpected obstacle?

4. A solid game plan. He compared present situations with his game plan for the next four years. You may not agree

with them, but he was able to convey them clearly. How is your plan coming? Do you even have one? How clear is it?

5. Able to transfer his message in a believable way. And it's because his presentation skills are excellent, and his ideas are clear. This makes his message transferable to those who agree with it -- and maybe some who didn't. How believable are you?

6. An image that is perceived as honest and honorable. How is your image? How are you perceived? What are people saying about you when you're not there?

7. A good family man. Speaks for itself. This is a self-measurement.

8. Trustworthy by being relatable and truthful. It's a feeling. How relatable are you? How truthful are you? How believable are you?

9. Being real-world specific, rather than real-political vague. When a politician sounds like a politician, you can smell the rhetorical BS. Same in sales. Are you being forthright or still "salesy" and manipulative?

9.5 Able to receive a vote of confidence whenever needed. Obama has a

four-year contract with the world. In politics, it's called an approval rating. In sales, it's a reorder or a referral. Can you keep your customers loyal for four years?

I hope, just like you hope, that the sale he made will be fulfilled with a safe and better life for each of us. Time will tell.

PLEASE NOTE: This is not a political statement or endorsement for Barack Obama. I'm merely sharing with you the skill set that he used to gain the approval of 63 million people. Political views aside, his victory is a lesson in sales that everyone can learn from.

If you want the formula for earning loyalty, go to www.gitomer.com, register if you're a first-time visitor, and enter the word LOYALTY 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.

Where's Dude?

Dude has been working on articles for bridal publications, and he would like to share one with you that can be submitted to your local bridal publication or newspaper. This article focuses on the importance of hiring the right entertainment in an easy to understand way that will have an impact on your local brides.

You can check out this special article at:
<http://www.discjockeynews.com/bridalarticle.asp>

DISCOUNT PRICING FAST SHIPPING & EXCITING STORES



LIGHTING



COMPUTER



CASES



CD & VIDEO



MICS



SPEAKERS



L.E.D.



idjnow
PRO AUDIO | LIGHTING | VIDEO
idjnow.com



BABYLON, NY
1015 Sunrise Highway
W. Babylon, NY
631 321 1700



QUEENS, NY
181-24 Long Island Expwy
Fresh Meadows, NY
718 762 0100



idjnow.com
Call or Click
1 800 355 7746

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: Common Mistakes DJs Make.

This is my 51st consecutive article for the Disc Jockey News and while selecting a topic I was looking over the previous article subjects and thought that this would be a good time to review some of the important information DJs need to know to be successful. I decided to do this by highlighting the eleven most common mistakes DJs make and can easily correct.

Price: The prevalent and most common mistake is the rate at which we charge our clients. I would estimate that 60% of all DJs charge a rate that is to low for the value of the job that they do. 35% of all DJs charge the correct price for the service they offer and 5% charge more then their service is worth or the economy can/will sustain. The rate you choose should depend on what your service offers, the experience acquired, the overall quality to your clients and to be able to continue to grow your business in today's economy. Challenge yourself to be better and charge a respectful, profitable and sustaining rate.

Advertising: DJs make so many mistakes with their advertising.

Paid advertisements in phone books are the number one mistake DJs make. Typically there are a number of books that cover the same area of which one will perform and most DJs will place ads in every book. Statistics show that the use of a phone book is dropping every year and those who still patronize the books are typically over the age of 65. Is this the clientele you are looking for? The use of an online phone book produced by the same companies that have the paper phone book just isn't happening as much as they would like you to think. It is easier and quicker to just use a search engine such as Google than it is to locate an online book and then enter the information needed. There are hundreds of DJ locator web sites, bridal magazines as well as bridal one stop shopping sites begging you to spend your hard earned money to advertise with them. The service you provide the clientele you want to attract and your abilities

as an entertainer will determine the best and most lucrative places you should advertise. Don't be fooled into thinking that you have to place ads in every location available to you. Be selective and do your research before placing your advertisements.

Registration: Not having your business registered with your state and/or federal government is a violation of business laws and can lead to problems in the future. A few states don't require registration but suggest having you "trade mark" your company to safe guard your business. Registering your company has many benefits and adds a mark of professionalism to your service. Registration with your Secretary of State is very easy, can be done online and usually costs under \$40.00 for a ten year period. I can not foresee any good reason not to register or trade mark your company. The only reason one would purposely not take this step is if they are cheating the government by not paying taxes on the DJ income or they have some kind of criminal background that they want to keep from the government and/or potential clients.

Talent: The lack of adequate talent and skills is a huge problem with DJs new to the industry as well as many who have been in the business a long time. Speaking, mixing, song selection, planning and being entertaining are a few examples of the talent needed. Learn the craft before you try it out in front of a crowd. Attend DJ conventions; take acting/improv or public speaking classes. Buy DVDs, DJ magazines or CDs to help you learn and grow. Begin by working for an established DJ service before going off to start a business of your own. You can learn so much and maybe realize that you're not cut out for this before spending your start up costs. DJ skills can be taught, but raw talent is something from within. You have to be honest with yourself and if you don't have the talent or you're just in it for the money, maybe you should find another vocation.

Technology: Keeping up with technology is very important with today's clients. Beat mixing using vinyl albums is a difficult skill and fun to watch, but is a talent that is increasingly fading away. Even the compact disc is quickly changing to MP3 computer

based systems. Dance floor illumination is moving to LED and intelligent lighting and away from stagnant single color "can or par" lighting. Wireless lighting and microphones, self powered speakers and video projections are rapidly becoming the standard tools of the trade. Specialty items such as "up lighting" and "monogram logos" are new and exciting. Clients are becoming increasingly educated of what we do and how we do it and are asking for the latest in technology advances. Clients want more than "just music" from someone who is more than an ipod.

Improvement: There is always room for improvement! Even after being in the entertainment industry for over 27 years I try to learn something new or different all the time. If you believe that you are too good to learn something new or ways to improve your business then there is a problem. (See "Ego" below) Constant improvement will help to keep things from becoming stagnant and boring. Take things you are presently doing and think outside the box to what could improve it that much more. Always push yourself to be better. Find a DJ mentor who can help you learn fresh and exciting ways to be a DJ. Video tape your performance and watch it. You can learn something new when you see yourself from another point of view. Never stop improving on what you are doing. No one has ever complained because the DJ was too good.

Management: I'm speaking of running your DJ business as a "business" and not as a hobby even if you enjoy just working a few events here and there. I have written many times of the importance of business management when it comes to operating a profitable DJ service. Doesn't matter how big or small your DJ service is, without the proper management it will eventually fold up and cost you so much more. Most DJs have no real idea of what it really costs to own their service. Many will claim they have no "overhead" which is a great status to make an attempt to achieve but most likely it is untrue. At this very moment as you are reading this article it is costing money to own your business. Owning a business (any business) is a 24 hour a day expense, how are you paying for it? It is even more important to have good management in these tough economic times.

Ego: An ego is for most entertainers the hardest thing to keep in control of and the easiest trait of another to attack. I have run across a few DJs who for what ever reason have a real chip on their shoulders. They believe that they are superior and everything they say is gold while every other DJ is just an idiot. Can you name at least one person like this? (Hey, I know what you're thinking!) There is a difference between a DJ with a huge ego and a DJ that is better informed or educated in their field. The difference is the DJ who is better educated speaks with facts, figures and by living the example. The ego driven DJ speaks with lies, vulgarity and misdirection. They bend the truth or give you a song and dance to avoid the real question. Many times they will attempt to discredit you and in the attempt

to bring you down to their level in order to feel better about themselves. Before anyone can accuse another of having a "big ego" step back, listen to what they are saying and see if they are telling the truth or living a lie. Don't mistake confidence, talent, skills and experience that are different than yours as an "ego trip" If you do have an ego problem then it is best to get it into check. You will lose clients as well as friends if you let it go wild.

Routine: Don't let DJing become a routine that you just repeat over and over. Many DJs can fall into a trance and do the exact same thing night after night to the point that they become bored and seem like a robot just going through the motions. If you look, act or sound bored, unhappy or uninterested in what is going on, this mind-set will be conveyed to the guests and they will react in a negative way. Every event should be unique and special to the guests of honor and not be the exact same party you did last weekend just with different names. If you're DJing several times during the week and also working events on the weekends or if you are booking more than one event in a single day and you're getting exhausted or bored, maybe you should find a resolution so that there isn't the desperation of having to work every chance you get. Lessen the work load; lessen the chance of boredom, frustration and routine. You don't want something that you once loved to do become the one thing that you hate to be part of.

Signage: Having any kind of signage at a private function like a wedding is a HUGE mistake that most DJs are still making today. No matter how nice of a sign you may have, it is completely unnecessary and unprofessional. A wedding is not a place to advertise yourself for free using a sign, but a place to advertise yourself by performing with talent, skills and personality. I have seen many times on DJ web sites where their signage over shadows the room and can be seen in every picture taken for the bride and groom. Twenty years from now when the couple looks back at the pictures of their special night, the last thing that they will want to see is a sign with the DJ's name on it. You may want to introduce yourself at the very beginning and at the very end of the event using your name and the company name but other than that you should never make any reference to the company name in anyway where it becomes a part of the event. Have business cards available if a guest should ask, but never use someone's important and very special day as an advertising tool.

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.

djfinder

bringing together dj's and event planners

Sign up today for the FREE search engine and test drive the online event planner for FREE!!

<http://www.djfinder.com>

The original easy to use online event planner!!

Easy Website Integration • Secure Client and Staff Access

Event Tracking • Financial Reports • Online Request Information Forms

The Bookends Of Success

By Dr. John C. Maxwell

NASCAR drivers know the importance of starting in the right place. Before a race even begins, they compete with one another in the hopes of earning the best starting position. At qualifying runs, held the week prior to the official race, each driver speeds around the racetrack in a timed performance. The driver with the fastest time earns pole position - or the right to begin the race in front of the other cars. A driver in pole position doesn't have to be concerned about passing anyone in order to win the race. All he or she must do is hold their position in order to win.



Conversely, a driver who does poorly in the trial run must begin the race in the worst possible position - at the very back of the pack. Stuck behind the other racecars, the disadvantaged driver has virtually no chance of winning. To finish first, he or she would have to pass every other car on the track during the course of the race.

In addition to starting strong, a NASCAR driver understands that his or her performance depends on finishing well. In a 500-mile race, leading for 499 miles is meaningless if a driver isn't in front at the checkered flag. Regardless of a driver's skill maneuvering the car early in the race, if he or she crashes or loses focus toward the end, the driver will forfeit the lead and lose the race. Nobody wins points for their position in the middle of the race; rather, each driver is assigned a place based on how he or she finishes.

THE BOOKENDS OF SUCCESS

Great leaders understand the two bookends of success: starting and finishing. We generally think about them in terms of doing a task or project. However, what's true in our approach to projects is also true in our approach to each day. How we spend our mornings and evenings has a tremendous bearing on the course of our leadership.

I use my morning to set up a game plan for the day. During this time, I allow no interruptions. I never schedule breakfast meetings, and I isolate myself from distractions. I do not permit myself to strategize years down the road or to project my thoughts months into the future. Rather, I narrow my focus to the upcoming 24 hours. I ask myself: "Just for today, how can I be

a success?" Viewing life in 24-hour increments, I place a premium on each day. I try to make each one a masterpiece.

During the evening, I reflect on my day. By reflecting, I translate my day's experiences into learning opportunities. This process solidifies in my mind the lessons I've discovered or bits of knowledge I've uncovered. Reflecting also gives me the space to assess my progress on the goals I made during the morning.

Relaxation is another important part of my evening routine. I make a point to put my leisure time into activities that replenish me by refueling my energy. For me, such activities include spending quality time with my wife, reading a book, or studying Scriptures. Relaxation puts me in a good emotional state, lifts my spirits, and reminds me of the joys of life.

When I neglect to carve out time in the morning to plan my day, I notice adverse effects. First, I don't live my day on purpose. Instead of choosing where to invest my time, I cede control of my schedule to whatever circumstances happen to arise. Second, I squander my energy. Since I don't outline clear goals for my day, I float from one activity to another without getting anything done. Finally, when I skip my morning planning time, I feel overwhelmed. Since I'm ambitious, I have a propensity to

bite off more than I can chew. If I don't focus my attention, the weight of my numerous involvements begins to drag me down.

When I am not intentional about setting aside evening time for relaxation, I encounter negative symptoms, too. First, I get uptight. My times of reflection and relaxation act like valves that release stress from my life. If I don't guard those times, I get tense, my thoughts are more negative, and my health suffers. Second, I lose passion. My leisure times fuel me. If I am not intentional about putting time into my favorite activities, then life loses its luster. Third, I miss chances to grow. When I don't reflect on the meaningful moments from each day, I rob myself of the benefits of experience.

SUMMARY

Yesterday is gone, and tomorrow is out of reach. That's why today matters. Leaders who value each day know the importance of starting well and finishing strong. In the mornings, they focus their energies on key tasks, and in the evenings, they replenish themselves. By mastering the bookends of success, leaders position themselves to make an impact every day.

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."

Can You Afford to Let Customers Slip Through Your Fingers?

In today's tough economy, finding new leads is more challenging than ever. DJ Event Planner makes it easy to keep close track of all your leads - no matter where you are - with one simple, easy to use Web-based system.

- Appointments
- To Do Items
- Client Contacts
- Emails
- Client/Employee Info
- Venue Info
- Expenses
- Contract Details
- Planning Information
- Leads
- Documents
- Mail Templates
- Equipment Lists
- Music Lists

To find out more and to get a FREE 30 Day Trial, visit our web site at: www.djeventplanner.com

Don't Rain On Your Brainstorm

By Harvey Mackay

If I give you a dollar and you give me a dollar, we both have one dollar. But if I give you an idea and you give me an idea, we each have two ideas.

That's the power of brainstorming -- creating a lot of ideas to help solve problems or do things better.

I thrive on creativity, and brainstorming is creativity at its grass roots. Unfortunately, most of us have been in brainstorming sessions when something destroys the mood that allows people to openly express their ideas.

It can be as simple as a snicker or a laugh.

When you're brainstorming, rule #1 should be that there are no bad ideas. Sometimes you have to go on a wild goose chase to realize

wildly creative ideas.

Advertising genius Alex Osborn integrated creativity with everything he did—every day. Considered the “father of

brainstorming”—a term he helped coin in 1939—Osborn devoted his life to promoting and teaching creative thinking. And the fiercest enemy of creativity, he believed, was criticism: “Creativity is so delicate a flower that praise tends to make it bloom, while discouragement often nips it in the bud. Any of us will put out more and better ideas if our efforts are appreciated.”

Here are some brainstorm killers to strongly avoid if you want your session to be profitable and the remedies I recommend for each:

- Allow criticism. Nothing will kill a brainstorming session faster than allowing comments like, “Are you kidding?” “You're crazy.” “Boy that's stupid.” No one should laugh at another's idea or shake their head in disgust.

- Don't have any fun. Brainstorming is supposed to be fun. For 40-plus years at MackayMitchell Envelope Company, we've opened all our sales meetings with everyone going around the table and telling a funny, tasteful joke. Laughter relaxes people. You have to create a relaxed atmosphere to get people in the mood to brainstorm ideas.

- Favor some ideas. Every idea is equal. You can't play favorites. Remember, there is no such thing as a bad idea in a brainstorming session. Some turkey suggestions

can turn into soaring eagles.

- Everybody speaks only when it is their turn. Brainstorming is improvisation at its best. You can't slow things down and make sure everyone goes in order. Spontaneity is important. Allow participants to share ideas whenever inspiration hits. Take advantage of flashes of genius.

- The boss has a lead role. There is no problem with the boss being on hand, but he or she is on an even footing with everyone else. All are there to provide ideas. The boss is merely a member of the group. Don't allow a hostile takeover.

- Type of participants isn't important. If you truly want to brainstorm a problem, you can't have everyone from the same department in the room. You need people from sales, customer service and production. “Outsiders” provide a different point of view. But you can't have forced participation. People should want to be there. Similarly, employees can't be afraid of “consequences” if they say the wrong thing.

- Write everything down. I can't tell you how many times I've been in brainstorming sessions where every idea gets written down on a board and the time delay slows the creativity process. Have a note taker who can write fast or knows shorthand. Maybe you want to have two people take notes so you don't miss anything. But

don't slow down the creative process.

- Don't set any ground rules. Set a time limit. Let people know what to expect.

- Bad atmosphere. On-site is best, but the setting needs to be comfortable and free of distractions. Pick a time when people are fresh and not rushed.

- Lack of a skilled facilitator. You need someone who can keep things moving, fun and focused on the task at hand. Look for someone who will stop any criticism of ideas and keep the boss in his or her place. A facilitator need not be a good brainstormer, just good at pulling ideas out of people.

- Don't act on any ideas. If you or your company have a history of not following through on anything, employees will view the exercise as a waste of time and all you get is sarcastic input.

Mackay's Moral: Minds are like parachutes—not much good unless they are open.

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.”



National Association Of Mobile Entertainers

THE #1DJ ASSOCIATION SINCE 1996

THE MOST MEMBERS THE MOST BENEFITS

Education • Insurance

Benefits • Certification

Guaranteed Best Insurance • Best Insurance Rates • Liability • Medical • Equipment • Music Policies

Exclusive Member Trade Events • Member Magazine • Accreditation • Technical Support

Equipment/Gear Discounts • Music Discounts • Membership Cards & Promotional Items/Ads/Literature

Free Web Listings • Job Leads • Merchant Card Program • Banking Discounts • Discount Phone Rates

Business/Legal Benefits • Tour Stops • Networking Events • Many Industry Partnerships

Call For a Complete List Of All The Latest Benefits/Services/Discounts/ & Educational Opportunities

Simply Put ... No One Offers More Than NAME!

Call 800.434.8274 To Join • Or Visit www.NameEntertainers.com

Just A DJ...

By Dan Nichols

The comment started with a seasoned photographer I've worked with before. He said to me at about 10pm... "I never would have thought with this small of a wedding reception (we had less than 60 people in total) that so many

people would still be on the floor and dancing, especially for a Thursday Night Wedding."

I told him, I was surprised too at some level but then I considered why. The why was more about the who in this case.



I was the guy that helped to make this happen. Sure, there is no doubt the crowd plays a role in it but as a dj, I am at least half that equation. What came to mind was the few things I did early on to help inoculate the crowd and win their favor.

As a professional entertainer I also happen to be a certified hypnotist and

lay psychologist. I am more the latter because of the former. It was the years of experience understanding groups and "what worked" (and what didn't) that made me a better "understander" (new word) of hypnosis. What I did early on was tell the crowd that tonight was going to be fun for everyone. I informed them that yeah, it was a small reception and that's exactly why it would be so fun. I told them to be sure and come up and ask for any song they could think of. I even joked with them as I passed the microphone around the room for what turned out to be 4 toasts and a prayer. It was not something I would have done necessarily with another crowd - this was my prescription for this crowd at this point in time and space.

Under no other circumstance would it have played out exactly the same way anywhere else. I helped cast a vision for the night and invited everyone to be a part of it. I took a leadership role - something Steve Jobs, to date anyway, hasn't been able to program into an Ipod.

I share this with you in an effort to help you see that you really are more than "just a dj" and to get you to recognize

how much us experienced DJs bring to the table. I share this with you because I have even had companies pay me to help them think through some of this stuff as it relates to presentations. It's been an odd niche and by no means does it make my mortgage payment every month but it certainly is something else we have as professional mobile entertainers that no education and no short cut could ever teach us. It is earned and it is an understanding you can't go out and buy. It is an education you HAVE TO live to gain. When an education has to be lived to be gained it is worth many many times the education one receives in the world of academia.

The guy that taught me the hypnosis business (stage/therapy) is Jim Hoke (jameshoke.com) and I'll never forget what he said to the class half way through the crash course. He said, "Dan would be the most natural to do stage hypnosis for 2 reasons. Good entertainers already understand half of what they need to know. Working a crowd to win them over is half the battle of being a good stage hypnotist. In addition to that you can't make a good hypnotist a good entertainer but you

can certainly make a good entertainer a good hypnotist." Ahh... that felt good to hear those words. Can the ego really ever get enough stroking?

This ability to work a room is certainly an intangible I try to make tangible with my clients. It's what separates the "dudes" with some tunes from the guys and gals that know how to work a room. It's why I completely dismiss the concern over IPOD weddings.

Look into my eyes and repeat after me... We have talents and skills that take years to acquire. This is a value and I intuitively know how to sell it. In 3,2,1 I'll awaken and stop talking price and start selling my value through tying it to my customer's benefit.

Go get em "guys"!

Dan Nichols is a professional business coach and published author based in Michigan. He also has 18 years experience as a mobile dj. He's looking for some entrepreneurs to review free of charge his latest audio release "8 Degrees 2008". For a free copy email him your contact info at admin7029@businesslaunchexpert.com

The Disc Jockey News Conference is moving to June of 2009!

This year's show will feature more hands on training with afternoon workshops both Tuesday and Wednesday. You can choose from a variety of workshops including: computer playback software training, online website tools training, master of ceremonies training, DMX programming training, party game training, and sales training just to name a few.

The 2009 show will be returning to the Sheraton in Minneapolis South (Bloomington area) for a second year! The staff and hotel were great for the 2008 show, and they are extending an even better deal for our 2009 show attendees. The 2009 room rate is \$129/night which now included FREE WIRELESS INTERNET!! This alone will save attendees \$40-\$120 for the show!

Your full show pass for 2009 will include two lunches and dinner at Metro Sound & Light on Tuesday night along with the opening night party and all seminars on Tuesday and Wednesday. There will be some

additional training options available on Monday for those coming in early that would like to take an additional in depth workshop. Monday's workshops are not included in the full show pass and require an additional fee.

Full show passes are available online at a discounted rate online at:

www.discjockeynews.com/djnc09.asp

The discounted passes can be reserved online with a \$50 retainer before January 1, 2009. Discounted passes go to \$249 starting February 1, 2009.

Make your plans now to attend the 2009 Disc Jockey News Conference. Bring your computer, a notebook, and prepare for one of the most intense learning experiences in 2009!!

Disc Jockey News Conference 2009

- - - - - Hands On Workshops - - - - -

DJNC09 Schedule:

Monday, June 15th

- 2-5 pm: *Additional training
- *Workshop One: Ken Day: *How to be a \$5000 entertainer*
- *Workshop Two: Mike Walter: *Training Your Next Great DJ*
- 7:00 pm: Welcome Party hosted by MAPDJ

Tuesday, June 16th

- 9-11 am: Morning Keynote
- Noon: Lunch for all attendees
- 1-4:30 pm: Day one afternoon hands on workshops
- 5:30 pm: Dinner at Metro Sound & Light for all attendees
- 8:00 pm: Evening entertainment TBA

Wednesday, June 17th

- 9-11:30 am: Speaking DJ (8 sessions of wall to wall energy!)
- Noon: Lunch for all attendees
- 1-4:30 pm: Day two afternoon hands on workshops

***Monday afternoon's additional workshops are an additional fee with limited seating. Tickets go on sales for these sessions after January 1, 2009.**

(all other events and meals beyond the Monday afternoon additional workshops are included in the full show pass)

Always delivering great music on time before you need it.

Save 20% - 33% on your music service!

Prime
Cuts

Prime
Cuts
MONTHLY

Prime
Cuts
SMOOTH
JAZZ

Prime
Cuts
LATIN

ViD Disc
SCREENPLAY

PrimeCuts is now
available in MP3
Format on CD-Rom
Contact your rep
for details!

MORE MUSIC. MORE OFTEN. LESS MONEY.

The best deal for professional DJs

Weekly Service from \$51.45/month

Monthly Service from \$12.50/month

972.406.6800

WWW.JONESTM.COM

Monthly Music Charts

By TMStudios.com

Pop

- | | | |
|----|--------------------|-----------------------|
| 1 | Katy Perry | Hot N Cold |
| 2 | Pink | So What |
| 3 | T.I. | Whatever You Like |
| 4 | Jason Mraz | I'm Yours |
| 5 | Leona Lewis | Better In Time |
| 6 | Kevin Rudolf | Let It Rock |
| 7 | T.I. F/Rihanna | Live Your Life |
| 8 | Britney Spears | Womanizer |
| 9 | Saving Abel | Addicted |
| 10 | Ne-Yo | Miss Independent |
| 11 | Beyonce | If I Were A Boy |
| 12 | Rihanna | Disturbia |
| 13 | Akon | Right Now (Na Na Na) |
| 14 | Christina Aguilera | Keeps Getting' Better |
| 15 | Nickelback | Gotta Be Somebody |

Urban

- | | | |
|----|------------------------------|----------------------------------|
| 1 | Beyonce | Single Ladies (Put A Ring On It) |
| 2 | T.I. F/ Rihanna | Live Your Life |
| 3 | Ne-Yo | Miss Independent |
| 4 | Lil Wayne F/ Bobby Valentino | Mrs. Officer |
| 5 | T.I. | Whatever You Like |
| 6 | Jazmine Sullivan | Bust Your Windows |
| 7 | T-Pain | Can't believe It |
| 8 | John Legend | Green Light |
| 9 | T-Pain | Chopped N Skrewed |
| 10 | Jennifer Hudson | Spotlight |
| 11 | Keyshia Cole F/ 2Pac | Playa Cardz Right |
| 12 | Jay-Z & T.I. | Swagga Like Us |
| 13 | Usher | Trading Places |
| 14 | 50 Cent | Get Up |
| 15 | Slim F/ Yung Joc | So Fly |

Country

- | | | |
|----|-------------------------|-------------------------|
| 1 | Taylor Swift | Love Story |
| 2 | Zac Brown Band | Chicken Fried |
| 3 | Montgomery Gentry | Roll With Me |
| 4 | Tim McGraw | Let It Go |
| 5 | Sugarland | Already Gone |
| 6 | Carrie Underwood | Just A Dream |
| 7 | Rascal Flatts | Here |
| 8 | Brad Paisley W/ K.Urban | Start A Band |
| 9 | Bucky Covington | I'll Walk |
| 10 | Craig Morgan | Love Remembers |
| 11 | Jamey Johnson | In Color |
| 12 | Alan Jackson | Country Boy |
| 13 | Billy Currington | Don't |
| 14 | Dierks Bentley | Feel That Fire |
| 15 | Lady Antebellum | Lookin' For A Good Time |

Rock

- | | | |
|----|---------------------|--------------------------|
| 1 | AC/DC | Rock 'N' Roll Train |
| 2 | Metallica | The Day That Never Comes |
| 3 | Guns N' Roses | Chinese Democracy |
| 4 | Theory Of A Deadman | Bad Girlfriend |
| 5 | Nickelback | Gotta Be Somebody |
| 6 | Shinedown | Second Chance |
| 7 | Disturbed | Indestructible |
| 8 | Apocalyptica | I Don't Care |
| 9 | Foo Fighters | Let It Die |
| 10 | Staind | Believe |
| 11 | Disturbed | Inside The Fire |
| 12 | Saving Abel | Addicted |
| 13 | Hinder | Use Me |
| 14 | Seether | Breakdown |
| 15 | Saving Abel | 18 Days |

Adult Contemporary

- | | | |
|----|---------------------|-----------------------|
| 1 | David Cook | Time Of My Life |
| 2 | Leona Lewis | Bleeding Love |
| 3 | Coldplay | Viva La Vida |
| 4 | Natasha Bedingfield | Pocketful Of Sunshine |
| 5 | Sara Bareilles | Love Song |
| 6 | John Mayer | Say |
| 7 | Jason Mraz | I'm Yours |
| 8 | Daughtry | Feels Like Tonight |
| 9 | Colbie Caillat | Realize |
| 10 | Lifeshouse | Whatever It Takes |
| 11 | Journey | After All These Years |
| 12 | David Archuleta | Crush |
| 13 | Jordin Sparks | No Air |
| 14 | Maroon 5 | Wake Up Call |
| 15 | Missy Higgins | Where I Stood |

Alternative

- | | | |
|----|---------------------|--------------------------|
| 1 | Offspring | You're Gonna Go Far, Kid |
| 2 | Kings Of Leon | Sex On Fire |
| 3 | Rise Against | Re-Education |
| 4 | Apocalyptica | I Don't Care |
| 5 | Weezer | Troublemaker |
| 6 | Killers | Human |
| 7 | Incubus | Love Hurts |
| 8 | Death Cab For Cutie | Cath... |
| 9 | Shinedown | Second Chance |
| 10 | Paramore | Decode |
| 11 | Coldplay | Lost! |
| 12 | Saving Abel | Addicted |
| 13 | Metallica | The Day That Never Comes |
| 14 | Smashing Pumpkins | G.L.O.W. |
| 15 | Theory Of A Deadman | Bad Girlfriend |

The Game Show Entertainment System...

Game Show Mania® is bigger than ever, and now you can offer your guests complete show productions using our popular games or inventing your own!

- **Digital Scorekeeping**
- **Fast Electronic Lockout**
- **Zany Sound Effects**
- **Rugged and Portable**
- **Sets Up in Minutes**

The Original
Game Show
MANIA

Creative Imagineering

4153 SW 47th Ave, #146
Ft. Lauderdale, FL 33314

800-644-3141

www.gameshowmania.com
954-316-6001 / Fax 316-6005



Ask about our
economical
Mini-Game
Show System,
too!



A Different Spin by Jason Nocera

www.nichecartoons.com



**Do more DJs choose us because we're the best?
Or are we the best because more DJs choose us?**

YES.

PROMO ONLY®

The industry's complete source for music and music video
Serving the DJ community since 1992

- ▶ 18 Formats on CD
- ▶ 8 Formats on DVD
- ▶ Personal Music Consultants
- ▶ Clean Edits
- ▶ Exclusive Remixes
- ▶ Hard-to-find 12" Dance Mixes

Top 40, Hip-Hop, Country, Rock, House, Latin, Christian, Dance, Imports, and more!

Turnkey Music & Music Video Libraries Available

Monthly & Weekly Delivery

www.promoonly.com

407-331-3600

Licensed for use by industry professionals only. Proof of eligibility required.