

Disc Jockey News

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

JANUARY 2008

The Monthly Disc Jockey Newspaper

Free

Which Way Are Your Wheels Spinning?

As we conclude 2007 and move into 2008, it is a great time to re-evaluate not only your business, but also your personal life.

"I HATE that!" might be the common cry from those in the disc jockey industry as we ask them to take time to have a hard look at themselves. It is much easier to get busy in the day to day, gig to gig, contract to contract lifestyle that working for yourself in entertainment business tends to offer.

But, let's put things aside for just a minute on the business front, and look at you.

How is your personal life? Are you making time for friends and family? Do you spend more time in front of a computer on a chat board than watching your

children play?

Do your children cringe when 'Mom is on the computer again' or when 'Dad has another DJ call?'

Will their memories from their youth be of you staring at the computer and them getting a great view of the back of your head?

Ah yes, this same computer that can make our lives easier and help in so many ways, is just like a very sharp knife. If used well, it is a great tool. If not used well, it can cause serious damage.

One thing I have found with working more and more on the computer is the number of things that now pop up that are 'urgent'. The initial plan was to just jump on the computer to check email quickly and get to the family activity.

But, someone emailed with a question. Now, the question may or may not be critical, but we tend to make that email urgent and answer quickly (heavens, how could we delay a reply to an email in this day and age!) Hence, our initial plan is steered off course as a short email check becomes something that might take research or some sort of generated documentation which certainly wasn't in the plans and now has delayed or eliminated personal time.

"But, I have to make money!" True. We all have to put food on the table. But, if your table is a collection of strangers who just happen to share your last name and address... maybe you need to re-evaluate a few things.

We have so lost the idea of what is important in life. Would the world really have stopped if we either didn't check email or the chat board one more time

that evening? We have come to the place in our society where people have up the 'urgent' need to reply to a post on a chat board or a question on a email after hours ahead of their real life. I can remember when it used to take a day in most cases for people to reply to your business related emailed questions. Now, I am amazed at the number of professional people that are answering emails during their own personal time instead of living life.

This is a great time of year to set some new boundaries. Maybe for you, it means no more business related work after a certain time a day. Maybe it means just cutting back your hours away from those you love.

Or, maybe you just need to slow your spinning wheels down, narrow your focus, and define what is really important in your life. If you define and focus on the important parts, the rest is easy!

SOUND • LIGHTING • VIDEO • MUSIC • PERFORMING

MBLV08

MOBILE BEAT LAS VEGAS • FEBRUARY 12-14, 2008

MOBILE BEAT DJ SHOW AND CONFERENCE, RIVIERA HOTEL AND CASINO, LAS VEGAS WWW.MBLV08.COM



NorthernLight
Sound & Lighting Equipment

American DJ

Pioneer

THREE-PLUS NON-STOP DAYS of Informational Seminars and Workshops, Educational Speakers, Massive Expo Hall (The Largest Ever) including Demo Rooms with the latest DJ Technology and Services, Networking with other Professionals from across the country and around the world, Show Parties and Las Vegas Nightlife (right on the strip!), Prizes and Giveaways. **SPECIAL GUESTS:** Tuesday Night's All-Stars **STONE LOC** and **C&C MUSIC FACTORY** feat. Freedom Williams, Keynote Speaker **JAY CONRAD** Guerilla Marketing **LEVINSON** on Guerilla Marketing For Mobile DJs. **SEMINARS, EXHIBITORS, EVENTS, AND MUCH MORE DETAIL ONLINE AT MBLV08.COM.**

MBLV08 IS PROUDLY SUPPORTED BY DISCJOCKEY NEWS.
GET THE BEST PASS PRICE NOW AT MBLV08.COM



RIVIERA room rate \$109 with reservations made before Jan. 21, 2008; call 800-654-6753
BUDGET RENT-A-CAR: www.budgetrentacar.com Promo Code "BEAT", get 10% OFF lowest rates! Or call 800-922-2899

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/Writer

Amber Benning

amberbenning@discjockeynews.com

320-285-2323 office

218-310-2619 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 thereafter. 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.

Mix more. Stress less.

MegaSeg is built from the ground up to work on the Mac platform for superior stability and a clean simple interface. It's also very powerful, with integrated playback of music videos, an Ambient Video Playlist for non-stop eye candy, and the ability to mix music from your iTunes library – including purchased music from the iTunes Store!



MegaSeg
dj software



Download the free demo today at
MegaSeg.com



MegaSeg, the swirl logo, and Fidelity Media are trademarks of Fidelity Media, Inc. Mac and iTunes are registered trademarks of Apple, Inc. © 2007 Fidelity Media, Inc.



It You Want It, Come And Get It

By Dude Walker

Time is a determined thing. In most cases it passes faster than we can perceive it and react to it.

Looking forward to the future of the mobile disc jockey industry, more specifically, the wedding mobile disc jockey poses some harsh realities. The US population continues to grow, yet the marriage ratio fails to keep in step with that growth. There are more MDJs without business sense entering the marketplace every month. The imbalance in supply and demand, coupled by the ignorance of taking any price out of abject desperation just to get an event paints a pretty bleak future.

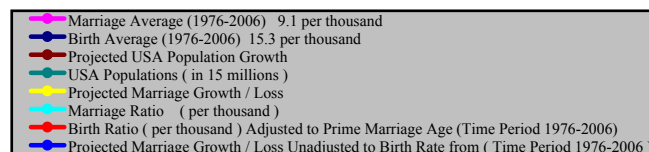
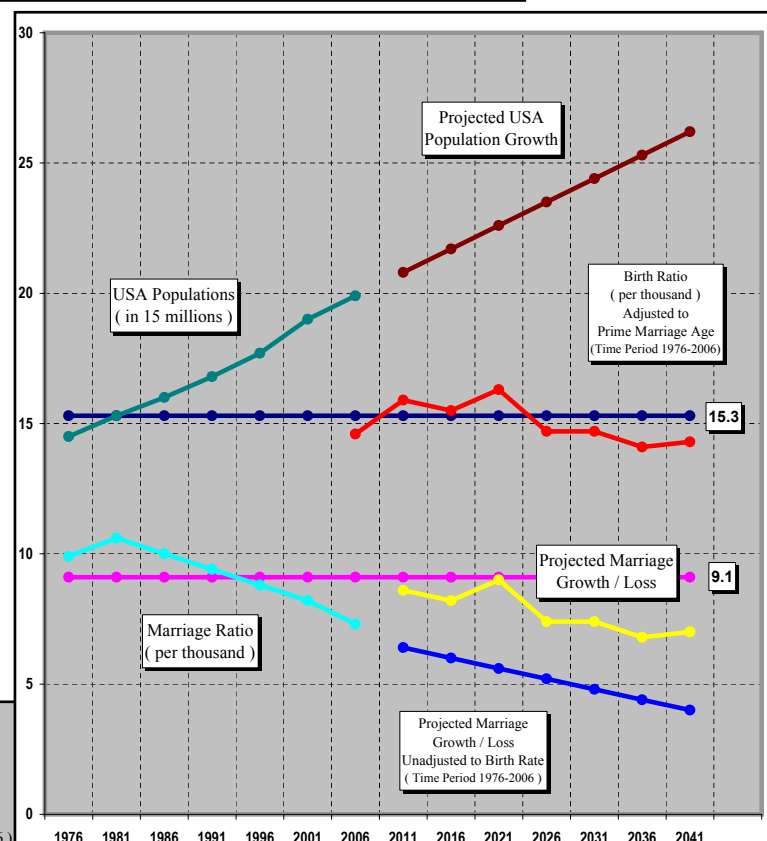
2007 was a turning point for many in realizing the impact of social dynamics and economy on their wedding calendars. While the final marriage numbers from the CDC will be released in about nine months. Based upon first quarter 2007 marriage rate statistics, which were among the worst in over a decade, 2007 is expected to close out with a marriage rate of 7.2 marriages per thousand or around 2,150,000 marriages. Which is slightly lower than 2,161,812 marriages in 2006.

The forecast for 2008 isn't much better. Expect a decline in marriages to an all time historical low marriage rate of 7.0 marriages per thousand in population or around 2,100,000 weddings.

However, the long term forecast show some promise. The ECHO Generation, nearly 80 million babies born between 1982 and 1995, will be entering the optimum marriage age group which should reflect a rise in marriages as we approach 2011.

A significant rise in weddings from 1975-1980 (254,046) marked an increase in births (453,802) for the same time period. Births rates continued to rise through 1990 which is notable. 1,034,802 more births in 1990 than 1975. Babies born in 1990 will be entering the 2nd largest marriage group 20-24yr olds. The largest being 25-29yr olds.

Continued on page 13



HASSLE FREE LIGHTING FX

QUALITY, AFFORDABLE & RELIABLE LIGHTING PRODUCTS!



DOUBLE FEATURE
\$299.99*

- Sound active dual mirrors
- Sound active or DMX mode
- 10 Gobo / color combinations
- Advance optics deliver optimal light output for dual 1000W lamps
- Protect it with Arriba Cases



DYNASTY RAY
\$169.99*

- DMX scanner w/arc style mirror
- Plug & Play (pre-installed programs)
- 9 Gobo / color combinations
- Amazing 150W output!
- Protect it with Arriba Cases



WAVE
\$149.99*

- 60 Unique "S-shaped" blue and aqua colored beams
- Easy to use - Sound active or DMX mode
- Slow and fast built-in programs
- Protect it with Arriba Cases

Are You An ADJ Advantage Member Yet?

Earn Valuable Points Towards Free Gear!
Details at www.americandj.com

American DJ

CONTACT US TODAY FOR A FREE 2006 CATALOG
OR AN AUTHORIZED DEALER IN YOUR AREA!
800.322.6337 INFO@AMERICANDJ.COM

WWW.AMERICANDJ.COM: INFO, VIDEO, MANUALS, DJ FORUM, ADJ ADVANTAGE & MORE...

©2007 American DJ® Los Angeles, CA 90058 USA • *Pricing in U.S. Dollars, Dealer Price May Vary

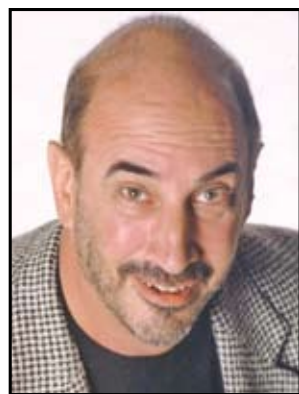
Distributed in Canada by: Sounds Distribution
Toll Free: 800.26.SOUND • Local: 905.428.9062
E-mail: sdinfo@soundsdist.com

What Would Ben Franklin Think Of The Ben Franklin Close?

By Jeffery Gitomer

The Benjamin Franklin Close (also known as "The Balance Sheet Close") is one of the classic old time sales tactics used to close a sale. Never heard of it? Shame on you. Not enough sales training.

The scenario is this: You've made your presentation, but the prospect is on the fence and won't make up his or her mind. You've tried everything, but can't get them to budge.



Then you say, "Benjamin Franklin was one of our wisest citizens. Wouldn't you agree, Mr. Johnson?" (Get prospect's agreement.)

"Whenever he was faced with a decision, and he had some pretty big ones back then, he would take a plain piece of paper, draw a line down the middle, and put a plus (+) on one half, and a minus (-) on the other."

"In his genius he discovered that by listing all the positive elements on the

plus side of the paper, and the negative things on the minus side, the decision would become obvious. Pretty sound concept, agreed?" (Get prospect's agreement.)

"Let me show you how it works. Since you're having a tough time deciding, lets list the benefits -- some of the reasons you may want to purchase. Then we'll list the negatives. Fair enough?" (Get prospect's agreement.)

Now you list every good thing about your product or service. Get the prospect to say most of them. What the prospect says will be the main points of interest to him. Take your time to develop a complete list. THEN YOU SAY: "Okay, let's list the negatives." Hand the pen to the prospect and push the list towards him. Don't say a word. The prospect will typically think of responses having to do with price or affordability.

In theory, this sounds like a good way to close a sale.

There's one big problem with the Benjamin Franklin Close. Its old world selling that doesn't work AND annoys the buyer. Try that close on someone who has ever taken a sales course, and it's an insult.

The reality of the sale is -- the prospect has already made up his mind -- he's

just not telling you.

Should you forget it and never use the Ben Franklin Close? Heck no! Just use the Ben Franklin principle in a different way. Do what Ben would have done. Figure out a new way, a better way, and use it.

Here's a powerful new way to re-use this classic close. Use it on yourself -- before you make the sales call. Use it as a preparation tool. Use it as a strategizing device. Use it to get ready to make a big sale.

Get a plain piece of paper (or your laptop), and draw a line down the middle of the page.

On the plus side...

- List the prospect's main needs.
 - List the questions you want to ask.
 - List the benefits and main points you want to cover.
 - List one or two personal things in common to discuss.
 - List the decision maker(s).
 - List why you believe they will buy.
- On the minus side...
- List the reasons why the prospect may not buy -- and your responses.
 - List the obstacles you may have to overcome.

Now you're ready to make the sale, and Ben helped you.

If you use the Ben Franklin Close on yourself before you go in to make the sale, then you can ask the buyer intelligent closing questions. Questions that might lead with the phrases: What are the major obstacles... or What would prevent you from... or Is there any reason not to proceed with...?

Try this new version of an old classic. Close yourself before you make the sale. Ben would be proud. So will your boss.

I think it was Franklin who said, "A close in time saves nine - objections," but history has distorted it for the people who knit. Pity.

If you would like a few famous Ben Franklin quotes that will inspire you, motivate you and help you see the obvious in a new way go to www.gitomer.com, register if you're a first-time visitor and enter the words BEN FRANKLIN SELLS 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.

N.A.M.E. and It's Growing Membership....

Building the Future of the Industry Together

It's Your Association and We Work For You

Largest DJ Association

Most Comprehensive Insurance Program

Traveling Tour Stops

Education Conferences

Association Newsletter

Banking & Business Benefits

& Much More

Simply Put... No One Offers More Than NAME



National
Association of
Mobile
Entertainers

Call 800.434.8274 To JOIN TODAY • www.nameentertainers.com

The Blind Spot

By Dr. John C. Maxwell

After World War II, a general and his young lieutenant were traveling by train in England. When they boarded, the only seats left were across from a beautiful young lady and her grandmother. The soldiers sat facing the ladies. As the train pulled out it went through a long tunnel. For about ten seconds there was total darkness. In the silence of the moment, the train's passengers heard two unmistakable sounds – a kiss and a slap. Everyone on the train had their own perceptions as to what happened.

The young lady thought to herself, "I'm flattered that the lieutenant kissed me, but I'm

terribly embarrassed that Grandmother hit him!"

The grandmother thought, "I'm aggravated that he kissed my granddaughter, but I'm proud she had the courage to retaliate!"

The general wondered, "My lieutenant

showed guts to kiss the girl, but why did she slap me by mistake?"

The lieutenant was only one who knew what had happened. For, in the brief moment of darkness, he had seized the opportunity both to kiss a pretty girl and slap his general.

BLIND SPOT

Blind spots are the areas where we are in the dark about ourselves. We are oblivious to our blind spots, and they may wreak havoc on our leadership. Last edition of Leadership Wired, I began a discussion of leadership blind spots by looking at the dangers of a self-centered perspective. In this article, I'd like to examine another widespread blind spot—insecurity.

The Blind Spot – An area in the lives of people in which they continually do not see themselves or their situation realistically. This unawareness often causes great damage to the people and those around them.

BLIND SPOT: INSECURITY

Personal insecurity may be the most widespread blind spot in leadership. Insecurity causes a leader to think selfishly when the very essence of leadership is to focus on others. Insecure leaders place their followers in jeopardy, put the organization in peril, and even endanger themselves.

Telltale behavioral signs make insecure leaders easy to spot. First, insecure leaders have a hard time giving credit to others. Insecure people operate from an internal deficit. They are empty inside, and, as such, they are constantly seeking affirmation. Bottom line: insecure people are needy people.

A second symptom of an insecure leader is the habit of withholding information. Communication can be a form of empowerment, but insecure leaders conceal it to gain control. They may even leverage information to manipulate those they lead. By releasing information a leader demonstrates trust and confidence, whereas withholding it belies a fear and insecurity.

Another warning sign of an insecure leader is the habit of feeling threatened by the growth of others. Instead of empowering those they lead, an

insecure leader may deliberately stunt the growth of followers. A classic example comes from observing a bucket of crabs. If one crab is trapped in a bucket, it will have no trouble climbing out. However, if several crabs are trapped, they will never escape. As soon as one begins to climb toward freedom, the others will pull it back down. Like the crabs, insecure leaders habitually drag down those around them.

A final quality of insecure leadership is micromanagement. Insecure leaders are control freaks. Distrustful, they have tight reigns on everyone and everything.

SHEDDING LIGHT ON THE BLIND SPOTS

As a leader, how do you fix a blind spot when you can't even see it?

#1 Ask Those Who Know You Best to Identify Your Blind Spot.

For instance, I've asked my assistant, Linda Eggers, for feedback on my blind spots, and she has kindly and candidly helped me to discover them.

My Blind Spot: Since I assume right motives in those around me and believe in the importance of a great attitude, I do not always give a timely and realistic assessment of the people and situations around me.

I couldn't have articulated this blind spot on my own. I needed someone else to verbalize it for me, and Linda enabled me to see it.

#3 Openly Discuss Your Blind Spots With Your Inner Circle.

Be transparent with you inner circle about your recurring blind spots. You will need to rely on your team to counterbalance your personal weaknesses.

#4 Assume Your Blind Spots Cannot Be Removed By You.

Remember our definition of the Blind Spot – "An area in the lives of people in which they continually do not see themselves or their situation realistically."

I have had the same blind spots my entire life. I've learned to compensate for them, but I've never been able to remove them.

#5 Develop and Empower a Team to Cover Your Blind Spots.

I've been able to avoid the pitfalls of my blind spots by surrounding myself with quality people. For instance, whenever I face a major business decision, my brother, Larry, goes with me. He is much shrewder than I am in the business arena, and his perspective covers the deficiencies in my vision.

Delegation can also save you from the dangers of a blind spot. My tendency to see the best in others and to put my faith in their potential has led to some horrible hiring decisions. My organizations didn't start to hire better people until I quit being the one who hired them.

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

**YOU HELP BRING CUSTOMERS GREAT MUSIC.
WE HELP BRING YOU THE CUSTOMERS.**



Mobile disc jockeys: are you looking to grow your business and reach more customers than ever before? We've got the solution! DJFINDER.COM is the most comprehensive database of disc jockeys throughout the US. Register your business with our search engine and customers can find you and your contact information with a few simple clicks. Searches are available by area, music lists, and more.

Get your business listed today!

WWW.DJFINDER.COM
bringing together djs and event planners

MAKE YOUR LIFE EASIER



MusicMagic

www.musicmagic4u.com 631.821.7980

ULTIMATE STORES & SITE FOR YOU.



idjnow
PRO AUDIO | LIGHTING | VIDEO

Instant Credit - Up to 12 months NO INTEREST!
plenty of free parking

Unbeatable Price Selection Service Product knowledge

WWW.IDJNOW.COM

Religion Location
1285 Collins Highway
Hempstead, NY 11549
(917) 222-1224
(Hempstead, NY 11549)

Queens Location
35-24 66th Avenue
Flushing, NY 11355
(718) 222-1224

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: DJ signage at an event.

In the words of The Five Man Electrical Band: "Signs, signs everywhere there's signs, blocking up the scenery breaking up my mind."

If you read on most any DJ chat site you will find that DJ signage at an event is always a hot topic amongst DJs. At the Northern DJ Conference a few years back I was speaking with a friend and a person (DJ) that I greatly respect, Mr. Bill Hermann. I was showing him a picture of my set up when he commented on my Compact Disc looking sign hanging in the background. (One picture still appears on my web site)

We talked about why I had a sign and what was its purpose. For most of my career I had some form of signage. I thought that I had to have a sign in order to get people to remember my name and possibly hire me in the future (Sound familiar?) Through the years my signs got smaller and at the same time more professional and attractive. Mr. Hermann then challenged me not to use the sign for the next several months to see what effect if any it would have on the business.

Look around the room at your next wedding or any other kind of event. Does the caterer, photographer, videographer, florist or even the location site display a sign around the beautifully decorated room? No? Then why do DJs insist on doing this?

While I was researching this column I came across many very bad looking signs by DJs who could be great entertainers, but their huge menacing sign says to viewers "Amateur". I viewed one DJs web site that had a three foot wide by ten feet long sign. It had a bright white background with huge black letters of

the name of the company. The sign hung along the front of the DJ table area between the two front light poles. Not only did it look "cheesy" it also blocked the way for any guests to come up and request a song or ask for a business card. This sign was so loud and obnoxious that it could be seen/read from anywhere in the room. What really made this sign (DJ) look bad was that these pictures were taken before and during several different events and no matter how full the dance floor, portions of the sign could be seen in every picture. With an empty or partially filled room it just completely overpowered the entire banquet hall and stuck out like a sore thumb. It didn't matter where in the room the picture was taken, there in the background was this sign. To me this also means that in every picture the bride and groom had taken, professional or otherwise, those pictures also had the DJ sign in them. Five, ten or twenty years from now when they look back at their wedding day, all the bride and groom will see and remember is this huge hideous sign put up by the DJ and not the beautiful memories of their special day. Why would you want to possibly ruin their wonderful occasion?

I have completely stopped using signage over two years ago and have found not having a sign did not hurt my business, but may have actually helped it. Not displaying a sign helped to look more professional and at the same time helps me to qualify possible clients. I'm not the DJ for everyone, but for those who enjoyed my work, they will come up during or after the event and ask for a business card. This gives me a chance to have a one on one conversation with them. They get to know me a little better and qualify myself as their possible DJ while I qualify them as my possible clients.

I have personally seen in banquet halls and all over the internet DJs with signs advertising their business. Some

hanging from the table, some from the light pole or truss systems and some taped to the sides of their speakers or to the wall of the hall. I saw one DJ that had all of these plus streamers that looked like police tape with their name on it. Is this really necessary?

If you are a good entertainer and the guests liked your work they will ask for your card, or speak to you personally. If they need a DJ down the road and they didn't pick up a card they will ask the bride and groom of the event they saw you at. When all else fails they will then search the internet until they find you. Look at it this way, if you had an off night or just did a bad job, because of your sign they will always have your name locked into their memory. It is much easier to remember the bad things in life then the good.

Hanging signs at events, especially a wedding is one of the most tacky, unprofessional things that you can do. Your events should not be viewed as a free advertising opportunity for you using a sign, but as a free advertising opportunity for you using only your skills and talents to show potential clients your value and worth.

I would like to challenge all of you

to STOP hanging your DJ signs at events and rely on your talents and skills to sell yourself and entice those guests to hire you in the future. Get them to ask for a business card and not attempt to remember your name from your signage. "A card in hand is worth money in the bank."

Begin 2008 with a new and fresh start and see how it can help your professional appearance to the general public. Take new pictures of your set up without the signs and get rid of those old ugly pictures on your web site and advertising as soon as possible. Your image is everything and hanging signs up is hurting your business.

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

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



MIDWEST
-pro sound and lighting-
WWW.MIDWESTSTEREO.COM
Buy | Sell | Trade | Rentals | Repairs | Layaway | Financing




FREE SHIPPING AVAILABLE
ON PURCHASES OVER \$399
SOME RESTRICTIONS APPLY

Introducing
Midwest Recordings
Professional recording and production services.
Contact Midwest for session schedules & availability.
On Location Digital Recording, Multi-Tracking, Sampling,
Mixing & Mastering. Record your next big hit with the latest
in fine Production Software & Hardware.







Your source for professional sound & lighting. Featuring Chicago's best lighting showroom. Complete recording and mixing facility. Knowledgeable staff with online or retail store fronts. Chicago's leading Pioneer dealer as well as an authorized dealer for over two dozen industries leading manufacturers! "SHOP SMART!" Mention this ad & receive custom discount per your order!

Local 1.773.975.4250 | Toll Free 1.800.975.1613 | Fax 1.773.975.4267 | 1613 W. BELMONT AVE CHICAGO, IL. 60657



WORLD RENOWNED
TRAVELERS
DISC JOCKEY INSURANCE
AS SEEN ON NATIONAL TV



Home of the
\$2,000,000; \$4,000,000
LIABILITY COVERAGE
Best in Industry!



Available only from the
LARGEST WORLD-WIDE
DISC JOCKEY ASSOCIATION
Global Mobile
Entertainers
Association



MEMBERSHIP FEE
ONLY \$98.99
FREE GIFT WITH SIGN-UP

WWW.GLOBALMOBILE.ORG
OR CALL TOLL-FREE 24/7 877-DJ-ASSOC

Art Direction: Robbie Rozelle, Ghostlight Design

NEW!!

Mike Walter
Presents

DVD

Training Your Next Great DJ

The Complete Multi System Staff Training Program

Full Review in December Issue!!

Contact Mike at:
mikewalter@discjockeynews.com
to order your early release copy

Looking for back issues?
<http://www.discjockeynews.com>
Hit the 'Previous Issues' link

<p>Take It 'er Leave It "Booking clients love it - the audience wants it again and again"</p>  <p>DisciGames www.triviaproducer.com Toll-Free 1-888-874-8427</p>		<p>Inspired by America's #1 TV Game Show Featuring Howie Mandel</p> <ul style="list-style-type: none"> * Complete turn-key package * Fully sets up in minutes * Create as many money and prize boards as you want * Selectable game durations * Slick background music and sounds * Bright neon telephone * Supports DMX lighting automation * Jumbo illuminating "Take It" button * Auto detect "Leave It" lid closureplus many more features! <p>30-day money back guarantee 1-year warranty</p> <p>CALL TODAY AND SAVE \$300 <small>Retail: \$1,299</small></p> <p>LIMITED TIME Discount: \$999 Incl. software & hardware package</p>
---	--	--



ADJA MEMBER BENEFITS!

1. Promo Only - Get 18 discs for the price of 12!
2. CellCharge - Process Credit Cards on your Cell Phone!
3. Verizon Wireless - Save on all wireless products and services
4. ADJA Visa Card - 9.9% APR

"We Help DJs Build & Grow Their Business"

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...

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

ADJA - Largest registered professional trade association for DJs
Full Health Care program
Medical, Dental, Vision & prescriptions.
Best Liability coverage
Office Depot Discount
NACE Silver Partnership
Debt Collection Services
Leasing Programs
Discount Buying Programs
Consumer Education
Disability Protection
Employee Background screening
Gear Discounts

Disc Jockey News

October 19-21, 2008 • She



"THE YE

The Disc Jockey News Conference is a chance for you to share your skills with experienced DJs (they do it) and

This is a can't miss event. Get ahead of your competition.

Hurry! Full

Purchase your tickets by February 1, 2008 for the absolute lowest price!

Full Show Pass Without Lunch Sessions: **\$139** Until February 1, 2008

Full Show Pass With Lunch And Bonus Lunch Seminars: **\$199** Until February 1, 2008

*The Full Show Pass With Lunch And Bonus Lunch Seminars includes lunch on both Monday and Tuesday with bonus lun

Conference 2008

eratoron, Bloomington, MN

EAR OF THE PERFORMER"

News Conference 2008 will feature a focus on performance experienced entertainers teaching you the what (they do), why and how (they do it) in their seminars.

ss year to pick up new ideas to help your business move competition!!

Pass Rates Go Up February 1st, 2008!!

e lowest price on the full show pass!

ary 1st, 2008

69 Until February 1, 2008

nchtime seminars for these pass holders only.

Purchase Tickets Online at:

<http://www.discjockeynews.com>

Take Time For Yourself To Do Ordinary Things

By Harvey Mackay

Author Mitch Albom says he wrote his book "For One More Day" when he became fascinated by how people answer this question: If they could spend one more day with a loved one already departed, how would they spend it? What would they do?

In Parade magazine, Albom says that he repeatedly found that people wanted to spend an ordinary day doing ordinary things with the people they had loved. Notably, almost everyone wanted to tell

a special person just one more time how much they loved him or her. Others mentioned that they wanted to do the things they always did with that person, such as head to

the racetrack, eat in a favorite hamburger joint or talk about old times.

One son wished that he could share knowledge that would have eased his father's guilt over an incident where the

father threw a snowball and accidentally blinded another son. Later, after the father's death, the family learned that the son had a condition that had predisposed him to such an injury. He wanted to help his father lift his burden.

One man longed for a moment with his son who died in a car accident. He wanted to relive a favorite getaway, a walk with him in the woods.

Asking people to describe their wishes helped Albom understand what we yearn for. Often it's not something exotic or faraway. The most common responses involved personal connections and realizing that a normal day is something we should all treasure.

Chances are, you've been blessed with success and tremendous opportunity. You can likely recall some colossal failures and deep disappointments. Would you choose any of those for one more day? No matter how much the big things have changed your life, it seems that it's the little things, so many of which we take for granted, that make our lives worth living.

How does this relate to careers and work issues? No matter how passionate you are about your work, it's only part of your life. As you've heard so many times, don't work so hard at making a living that you forget to make a life. When work

stress spills over to disrupt the rest of your life, you need to plug the dam. Is this how you would spend your "one more day?"

When you feel like you are tottering on the edge and you just need a break—you should take one. In today's busy world, it is easy to fall into the trap of never taking any time for yourself. Just about every time you pick up a newspaper or magazine these days, you find a study declaring that Americans are more stressed, sleep deprived and time-crunched than they ever have been. That's no way to spend one more day.

While you can't turn the clock back, you could certainly benefit from some real time away from the things that drain you. Spend that time instead with the people who are special in your life. Here are some simple suggestions:

Disconnect. Promise yourself that you will not answer your cell phone, return a text message or check your email. Lest you think I'm crazy, let me remind you that people have survived for centuries without these things. It's highly likely that you'll not only survive, but also probably emerge refreshed from unplugging and turning off for a change. When was the last time you had an uninterrupted dinner?

Escape for an evening. Leave work on

time and stash your briefcase in a closet. Spend the hours doing something you love—anything but work! You know the old saying about all work and no play. Would you really come back—just for one more day of work?

Take your vacation time. Hoarding earned days? Do you lose them if you don't use them? Maybe you are just building up a cache of time that you will use "when you need to." People seem to be almost unwilling to take breaks when they really need them. Keep in mind that the workplace and world will survive, probably quite well, if you go on vacation. If you think you are indispensable at work, stick your finger in a bowl of water and notice the hole it leaves when you pull it out. Now try to imagine the hole in your family's life without you. It suddenly becomes a clear choice!

Mackay's Moral: *You can't count your days, but you can make your days count.*

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."



Upgrade Your Show - Look Like a Pro!

EMI Rentals now carries a full line of intelligent DMX lights



Accu Scan 250



Focus Spot 250



Accu Spot 250



Martin MX-1

Wow the Crowd with Stunning Light Shows!

EMI Rentals • 2852 Johnson St NE • Mpls • 612-789-2496 • www.EMRentals.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.

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

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

Continued from page 3

Factoring in the birthrate offers a glimpse of total market potential, however, increases in the number of MDJ entities will most likely negate any advances in numbers offered by the influx of the ECHO generation.

Curiously, the very generation (ECHO) that marked a substantial increase in births and a moderate increase in future weddings are the incoming MDJ competition that the wedding marketplace must contend with.

The ECHO generation is already exerting its affect on several segments of the economy. Early indications suggest that conventional purchase processes are not employed by the ECHO generation, due in part to being "the most watched over generation in history"; according to Steve Kroft, CBS News. Steve Kroft adds: "Sometimes, they don't know what to do if they're just left outside and you say, 'Well, just do something by yourself for a while,'" "They'll look around stunned. You know, 'What are we supposed to do now?'"

The ECHO generation bride will ultimately require more target marketing to entice and prove to be more fickle when applying Google pricing mentality.

The ECHO generation class will most likely exert more damage on the

MDJ industry by creating a new breed of "bottom-feeder" that applies faulty logic to attain instant gratification over long-range thinking and delayed gratification.

Bracing and positioning oneself in the coming years to achieve or maintain profitability takes simple common sense. The WalMart of MDJs mentality will eventually fail. Consumed by itself and the faulty logic from whence it came.

2011 could offer 2,683,200 weddings, however, a projected MDJ population of 115,000 could lower the average weddings per capita for MDJs from 28 per/yr to 23 per/yr. 5 weddings per MDJ doesn't seem like alot, however, it equates to around 18,642 MDJs that would essentially go without or fall seriously short of profitability inducing more predatory pricing techniques.

Perhaps the most moronic logic applied in pursuit of the ECHO generation is: "you can't pay your bills with integrity".

My response: "You cannot achieve success by embracing mediocrity".

Dude Walker can be reached at dude-walker@discjockeynews.com.

LEADERSHIP II

APRIL 6-8, 2008

HOLIDAY INN SELECT, BLOOMINGTON, MN

LIMITED SEATING

**TICKETS AVAILABLE ONLINE AT:
[HTTP://WWW.DISJOCKEYNEWS.COM](http://www.discjockeynews.com)**

a note from Leadership I

Developing The Leader Within You

Based on the curriculum from Dr. John Maxwell



A huge Thank You for all your efforts in making the Leadership Seminar such an overwhelming positive experience and success. I not only walked away with a refreshed attitude and spirit but it was absolutely awesome getting to know the other attendees. The John Maxwell information will be read and reread. It not only applies to my business and the DJ industry but to all of our personal lives as well.

-Rick Hill, Mobile Music

Produced by the
Disc Jockey News



COMPLETE DJ BUSINESS MANAGEMENT SOLUTIONS

FROM DJ EVENT PLANNER

DJ Event Planner is web-based software designed to help you run your Disc Jockey business. This software will help you keep track of your booking calendar, appointments, customers, employees, and equipment. Combining several tools into one full-featured software application, DJ Event Planner can handle every aspect of your business.

- No software to load
- Access from anywhere
- Consistent, easy to use interface
- Find info fast with the search function
- Constant upgrades
- Planning tools for clients
- Enhance your current website

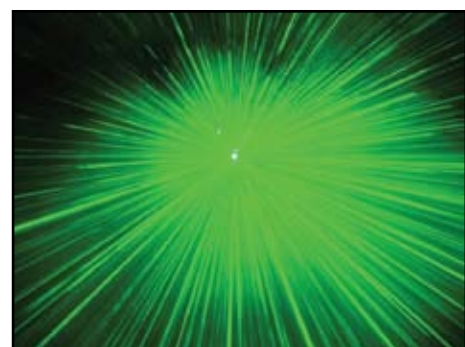
FOR MORE INFO AND A FREE TRIAL: WWW.DJEVENTPLANNER.COM

Sometimes there comes along a new lighting tool that just jumps out and makes you take notice!

A some new lighting fixtures from BlissLights can certainly do that!

BlissLights introduced two new laser lighting effects that past fall with the Blisslight-15 and the Blisslight-50. Each light contains a high power green laser along with a blue 'nebula' projection system.

Now, for the cool part! They took those high power lasers and created thousands of



beams of lights which when projected on the ceiling look like you are dancing below the stars. The blue nebula shimmers amidst the slowly moving stars as a true night sky 'Milky Way' effect.

The Blisslight-15 or 50 are both incredible easy to use! They are plug and play,

Product Review

BlissLight-15/50

and they have an amazingly wide coverage pattern! The Blisslight-15 is listed as able to cover a 25' by

25' room, and the Blisslight-50 can cover a 50' by 50' room. After reviewing both the Blisslight-15 and the Blisslight-50, both estimates are a bit conservative. The laser beam are VERY bright and can be seen on surfaces almost double the listed distance.



Unlike most laser effect, the Blisslights do not really need fog or haze. The "Wow" factor with these lights are the starfield they produce on the ceiling (or walls). If you can't run fog at your event, you still have the impressive light show. If you can, it gives you a completely new effect with thousands of beams shooting through the fog.

This is certainly one light fixture aimed for the higher end wedding market. You can have a beautiful introduction of your bride and groom, then invite them out for their first dance 'under the stars'.

The Blisslight-15 has a MSRP of \$995. The Blisslight-50 has a MSRP of \$2995.



For more information on the Blisslight-15 or the Blisslight-50, visit: <http://www.blisslights.com>

Effectively manage every aspect of your professional DJ Business with DJ Manager software and watch your *profit* grow.



DJ Manager™

The *ultimate* business management toolset for *professional* DJs.

Visit www.djmgr.com today to download your no-obligation, 60-day free trial

Tech Support, Knowledgeable Sales Staff, Install Team

Remote DMX Software Support, Free Shipping Offer

American DJ

CHAUVET

DJ Skirts

Plus Many More Manufacturers

cheapdjlights.com

Supplier of Lighting & Audio Gear Since 1995

- Bowling Alleys
- Night Clubs
- Skate Centers
- Mobile DJs
- Bands
- Schools
- Home Events

1-866-343-9476

www.cheapdjlights.com

VISA MasterCard DISCOVER PAYPAL

In House Repairs, Lighting Design, Fast Shipping

Get INSTANT Leads On Your CELL!*

*requires DJIntelligence activation.

Powered By **DJ Intelligence**

Call your LEAD while they are still HOT!

Use the best lead-generation services online: DiscJockeys.com, Planning.ProDJ.com and DJIntelligence.com!

www.DiscJockeys.com

If you're not in here, you won't be found!

DiscJockeys.com

Online Entertainment Directory

Upgrade Your Listing to Get INSTANT Leads On Your Cell Phone!

Login to your DiscJockeys.com account for details!

Subject: Event
Availability From:
Name: John Doe
Email: john@jdoe.com
Phone: 312-555-1234
Address: 1000 N. Lake Shore
City/State/Zip: Chicago, IL 60607
Event: Wedding Reception
Date: Sat, Sept 20, 2008
Time: 8:00 PM to 12:00 AM
Location: Drake Hotel Chicago
Guests: 300
Message: We are looking for a high quality, professional DJ with little interaction.

Monthly Music Charts

By JonesTM.com

Pop

- 1 Timbaland
- 2 Alicia Keys
- 3 Fergie
- 4 Colbie Caillat
- 5 Rihanna
- 6 Chris Brown
- 7 Finger Eleven
- 8 Jordin Sparks
- 9 Flo Rida
- 10 Natasha Bedingfield

- Apologize
- No One
- Clumsy
- Bubbly
- Hate That I Love You
- Kiss Kiss
- Paralyzer
- Tattoo
- Low
- Love Like This

Urban

- 1 Trey Songz
- 2 Alicia Keys
- 3 Chris Brown
- 4 Alicia Keys
- 5 Kanye West
- 6 Keyshia Cole
- 7 J. Holiday
- 8 Playaz Circle
- 9 Mary J. Blige
- 10 Webbie

- Can't Help But Wait
- No One
- Kiss Kiss
- Like You'll Never See Me Again
- Good Life
- Shoulda Let You Go
- Suffocate
- Duffle Bag Boy
- Just Fine
- Independent

Rock

- 1 Seether
- 2 Sixx A.M.
- 3 Foo Fighters
- 4 Alter Bridge
- 5 Finger Eleven
- 6 Three Days Grace
- 7 Kid Rock
- 8 Godsmack
- 9 Linkin Park
- 10 Hellyeah

- Fake It
- Life Is Beautiful
- The Pretender
- Rise Today
- Paralyzer
- Never Too Late
- Amen
- Good Times Bad Times
- What I've Done
- Alcoholin' Ass

Country

- 1 Taylor Swift
- 2 Josh Turner
- 3 George Strait
- 4 Sugarland
- 5 Montgomery Gentry
- 6 Rascal Flatts
- 7 Keith Urban
- 8 Brad Paisley
- 9 Gary Allan
- 10 Carrie Underwood

- Our Song
- Firecracker
- How 'Bout Them Cowgirls
- Stay
- What Do Ya Think About That
- Winner At A Losing Game
- Everybody
- Letter To Me
- Watching Airplanes
- So Small

The DJ Swap Shop

For Sale: Download a Free BPM List of the Top 250 DJ Songs at www.bpmlist.com. The BPM List 2007, with over 10,000 songs, is also available in printed and downloadable formats for just \$25 per index (by BPM, Style, Artist, and Title).

For Sale: Denon DND-9000 Dual CD player \$895.00, Excellent Condition!!!-In box w/manual, The Features Are Endless. Contact Robert 908 451-4562

For Sale: DJ's collection of LP's. Albums of all genres. Music from 1943 to 2004. Collection includes over 40k LP's. Looking for a quick sale. Only serious offers will be considered. Contact "Paul" via telephone at (973)727-2907/(973)373-0642, or via email at djpaul8463@verizon.net

For Sale: 4 ADJ Pocket scans with cables and solo controller, 2 ADJ Deco 250's, 1 set (4 lights) ADJ Fearsome 4 with tri-pod, 1 set ADJ Color

Flash 4 with tri-pod, 8 small par can colored lights with controller and tri-pod. Call for details. Evenings or leave message 715-842-0593.

For Sale: Lightly used DJ/KJ equipment. 2 complete Systems. Peavey, Gemini, Numark, MBT, BBE, American DJ, complete light show and more. Central Florida area. Call 1-352-303-5834 or email: williamnmillsjr@embarqmail.com for list/prices.

For Sales: Digital amps, xovers, EQs, ACL DMX par 38s with software, ProBeam Meteor, SKB cases, Crank up tripods, fog machines, mirrorballs, Primecut CDs, TopHits CDs, training and DJ educational CDs/DVDs/VHS, Martin 812s, JBLs new in box. Multi-system close-out sale too much to list: for lists, descriptions, photos and links to videos on YouTube on craigslist in Minneapolis search "Dassel DJ" or call 888-449-7386.

For Sale: Incredible 12" vinyl collection. 2500-

3000 pieces mostly from 1980-1995. Excellent condition. Best offer. 401-463-8777.

For Sale: Like New, Lighting Controller still in Original Boxes. Chauvet CH-865 Sound Activated Power (Relay) Pack and Chase Controller with Foot Switch Controller and Cable. Paid \$180.00, Will Sacrifice for \$60.00 Firm. Call 1-888-487-8869.

Disc Jockeys...

Advertise your used item here for FREE!
Non-used items, ads for services, or employment are charged

Mail your ad to:

Disc Jockey News,
29442 120th St.,

Grey Eagle, MN 56336

email your ad to:

swap@discjockeynews.com

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

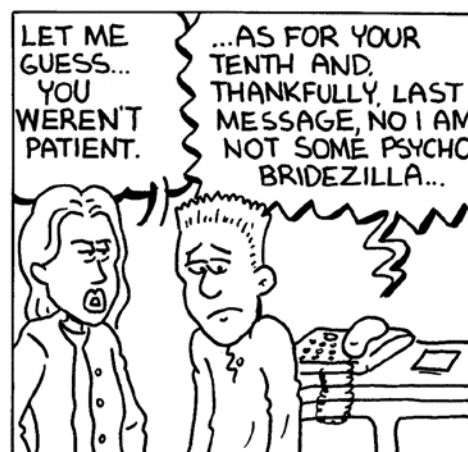
www.gameshowmania.com
954-316-6001 / Fax 316-6005



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



A Different Spin by Jason Nocera



www.nichecartoons.com

METRO SOUND & LIGHTING

www.metrosoundlighting.com
1731 University Ave. W., St. Paul

(651) 647-9342

NOW! BUY ONLINE!
shopMSL.com
for online only specials!



VISIT OUR SHOWROOM!



The Area's #1 Supplier of PRO DJ Equipment



- PA • Lighting • DJ •
- Recording • Karaoke •
- Sales • Service • Installation •

- Great Selection!
- Great Prices!
- Great People!

or ... **shopMSL.com**



... AND
MANY
MORE!