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The Monthly Disc Jockey Newspaper

Free

National Association of Mobile Entertainer Founder Passes

Bruce Keslar: February 21, 1951 - May 17, 2008

Bruce Keslar, founder and National Director of NAME died suddenly on Saturday May 17th 2008. Bruce suffered a massive heart attack and passed on at Montgomery County Hospital.

Bruce dedicated his mind, body, soul and his life to the entertainment industry. Bruce was the founder and driving force behind both the original ADJA and more recently of NAME, as well as the recipient of The Lifetime Achievement Award from Mobile Beat Magazine for his dedication and tireless work within the DJ and Entertainment Industry. Additionally, Bruce loved working as an entertainer and performed at over 2000 weddings during his 30-year entertainment career. On a daily basis Bruce continually sought to grow and enhance the DJ entertainment industry through strategic networking agreements, education, and reputable top quality entertainer benefits.

His vision and legacy lives on today through

NAME (National Association of Mobile Entertainers), which is quite possibly one of his proudest business accomplishments. NAME's ongoing growth, existing strength and responsive corporate staff are a testament to Bruce's vision and fortitude. The Association has been in the Keslar family for 17 years and will very proudly remain in the Keslar family. Carol Keslar will assume a more active corporate role as President. She will continue to be involved with Bruce's best intention and will continue in making Bruce's lifetime achievements grow even stronger.



Bruce left behind a loving wife, Carol, 4 children and 7 granddaughters. Family and friends celebrated the life of Bruce Keslar on Tuesday, May 27th, in Glenside, PA

The Autism Society of America will also be accepting donations in the name of Bruce Keslar on behalf of his granddaughter whom he deeply loved.

Bruce Keslar's Obituary

Bruce Keslar of Upper Dublin died suddenly Saturday, May 17, 2008, at Montgomery Hospital, Norristown. He was 57.

He was the husband of Carol Keslar.

Born Feb. 21, 1951, in Philadelphia, he was the son of Natalie (Van De Wilt) Keslar and the late Domer Keslar. He was a resident of the area since 1965.

Bruce was the proud owner of National Association Mobile Entertainers, Dresher.

He was known for his holiday decorations at his home.

Bruce was a terrific husband, son, father and grandfather. He was dearly loved and will be sorely missed.

In addition to his wife and mother, he is survived by his son, Brian Keslar; his daughter, Dawn Anders; his stepdaughters, Kim Noble of Hatfield and Stacy DeDomenico (Brian) of Philadelphia; and seven granddaughters.

His funeral service were held at noon Tuesday, May 27, in John R. Freed Funeral Home, 124 N. Easton Road, Glenside. Interment followed in Hillside Cemetery, Roslyn.

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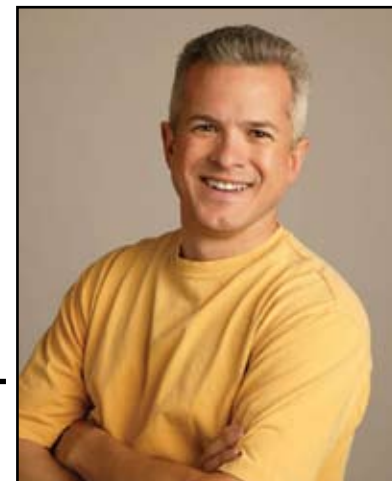
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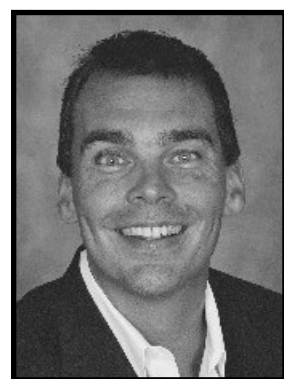
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

Justine Timberlake has become a hot topic amongst some of the DJs that I network with. It all started with a great article by Jeffrey Gittomer (whose writing appears in these pages as well.) The article, titled "Bringing Sexy Back to Sales,"



told of how Gittomer had attended a Timberlake concert. Gittomer likens Timberlake's performance to our sales skills and asks some pretty tough questions throughout: "What's your level of dedication? How

excellent is your performance? Who is willing to pay to watch you perform – and buy the t-shirt?"

I found the article so helpful I read it aloud to begin one of my recent staff meetings. I felt the challenges that Gittomer makes about improving your salesmanship had the same relevance to improving your DJ performance. For example, he talks about the importance of being dedi-

cated to your craft and staying in good physical shape. All things we as Mobile DJs need to remind ourselves and, if you have a staff of DJs, need to remind them as well. On a regular basis.

If you'd like to check out the article and perhaps use it to inspire your own staff, type all this into your web browser:

http://www.midlandsbiz.com/sales_advice/bringingSexyBacktoSales/

So with Justin Timberlake on our minds I had conversation with a DJ friend of mine who went down a different path than Gittomer had taken. He said to me:

"We can learn even more from this guy. Just like an outstanding star of NSYNC(JT) we can have an outstanding DJ. You know, sometimes you find the guy or gal that 'Just has it', one that wants to excel, one that wants to question why things are done a certain way and is ready to help us go to the next level. How do you satisfy their need for growth and keep them from running over everyone else in the company? The main point is talent moves on... while NSYNC wasn't a long-term home for JT he had a good run with them and now he's doing his own thing. (Quite successfully I might add)."

I thought that was an interesting take on this whole Timberlake thing. Quite

honestly I had forgotten (or blocked out) his days in NSYNC. And as you look back on that now, six years after they announced their "temporary hiatus" it is clear that Timberlake was the front running talent of the band. While Lance Bass dreams of going to the moon someday and Joey Fatone is keeping his name out there on "Dancing with the Stars," none of the other members of NSYNC have come close to Timberlake's solo success. It's a situation that happens often in music. Think about Michael Jackson and how he's far surpassed his brothers from The Jackson 5. Or Sting leaving Police. And who among us can name that other guy from Wham! without using Wikipedia?

So as Mobile DJ owners it does beg the question: If you have a "Justin Timberlake" on staff, is it possible to keep him happy? Will it be just a matter of time before he seeks fame on his own? Or is there a way to keep a superstar on the team?

I am intrigued by the questions and for the answers I need only to turn to my own personal history in this business. I have had some "superstars" on staff who went their own way. DJs who, while they were with me, were head and shoulders above the rest of my staff in terms of generating referrals and a passionate client base. At

the time of their departures I chalked it up to the inevitable and went about looking for my next superstar.

But after this cycle repeated itself a few times, I realized I could do better. I took the blame for these guys leaving me. I didn't allow myself to say it was "inevitable" anymore. I challenged myself to be a better manager and leader and to set better examples for my staff.

And in doing so I realized that there were ways to keep the superstars happy. To keep him or her in line and a part of the team.

What are those ways?

Well, to steal an old Hollywood trick called "A cliffhanger," I am going to leave this article off here and pick up next month with that very question. I will share my personal experience next month, both in the mistakes that I made which opened the door for some of my past "superstars" to depart, and some of the things I do differently these days.

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

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How Long Will Online Buying Last? Only Forever

By Jeffery Gitomer

I just heard some talking head state that last year's increase in online holiday purchases was because of bad weather and high gas prices.

What are they going to blame it on next year? Hailey's Comet?

Hello! One thing has NOTHING to do with the other. It was 85 degrees in Miami, and people were buying online. If gas were fifty cents a gallon, people

will still be buying more online.

It's called reality.

Wake up and smell the websites. Online purchases are going to increase FOREVER. The experts trying

to deny the inevitable are the ones with rotary dial telephones, who are "thinking about" getting a laptop. Or businesses with their head in the sand, like fax machine manufacturers, or phone book printers.

The question is NOT why are more online sales occurring – that is the most obvious answer on the (we want it now) planet. The question is: WHAT ARE YOU DOING TO GET YOUR SHARE?

What can I buy from you, what can you inform me of that has value to me, what can you do to make my life easier and better, what can you do to entice me, how easy can you make it for me, how can you prove it to me, and how can I trust you enough for me to enter my credit card number and pull the trigger to purchase?

Think about the things you have purchased online in the past year. WOW! You wanted something, or needed something that did not have a today deadline, and you went to www.something.com, and bought.

AND, you're probably doing it more often than you ever did. Convenience, availability, ease of purchase, fits your timeframe, and you trust the seller.

AND, if your need is greater, or more urgent, many sellers offer overnight delivery. WOW! About the only thing you can't do online is reach through your computer and pull out the product.

AND, isn't it fun when the package arrives? Almost like Christmas in July.

Let's go back to why, and get to the root cause. People trust the Internet more than ever. Microsoft, Yahoo,

google and other search engines have made the Internet THE FIRST place you go to get information. Anything from a plane schedule to the weather. Anything from the date, time, and place that Mickey Mantle hit his 536th home run, to the perfect recipe for chocolate chip cookies.

The Internet has become prolific. Anything you sell in your store or business can be purchased online. The only question is: from who?

The Internet is now a TRUSTED resource for information, and purchase follows trust.

Think about your last automobile purchase. Did you go online to get information BEFORE you bought the car? Of course you did! You went online to gain or reinforce information to make an informed purchase.

If you can gain all this information so easily, why not just buy it online? And so you do.

But here's the kicker: Each year a new pool of computer literate (computer savvy) people enter the purchasing marketplace. They understand the immediacy and power that the Internet provides.

The new generation of kids entering the consumer marketplace think of the Internet as THE place to purchase stuff. They don't care about the weather, and the price of gasoline is not going to affect their desire to purchase online – their decision to buy online is based on personal choice and convenience. Value offered, and value perceived.

REALITY: All brick and mortar stores have "hours of operation." Nine to five. Nine to nine. The Internet doesn't. Internet hours of operation are: 24-7-365.

I buy stuff at midnight. And so do you. I buy more and more stuff online. And so do you. And so does everyone. It's not something to "measure." Rather

it's the new reality. And getting more real by the click.

REALITY: Internet growth is in its INFANCY. It has no place to grow but up. And it will and it is.

The only question you have to ask yourself is: What are you doing about it? How is your business taking advantage of it, and how prepared are you to capture your share of it?

My website, www.gitomer.com, underwent its fifth transformation this past year. We improved everything, including making it easier to purchase. We added video descriptions for every product, and made the customer experience more informative and more fun. Result of my six-figure investment? Online sales have doubled.

NOTE WELL: My website is also a resource for the sales and customer loyalty information I know my customers want and need. And a ton of it is free. People come to my website by the thousands to get my valuable information at no cost, and then they buy something while they are there.

If you want more ideas on how to make your website more valuable, go to www.gitomer.com, register if you're a first-time visitor, and enter the words SITE VALUE in the GitBit box.

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

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: The Expenditure of Business. Part 2 of 3

What does this mean? What does it cost you to own, operate and maintain your DJ business. I will try to break down the true costs of running a profitable, successful DJ business. Some of these expenses will be common costs that you already account for. Some can be operating costs you might not have considered and some may not apply to your particular business. Your business may even have others that I have not included in this three part column.

Daily Expenses: This would include all things needed as an everyday item such as pens, computer paper, internet network, computer ink, phones (land line and cell) electricity, heating and the list goes on forever. One daily expense most DJs don't consider is food. I never eat the food at an event; instead I will purchase a Subway sandwich on the way to the party and will eat it prior to the guests arriving. Sometimes while at an event you may need to purchase a bottle of water or pop, this expense is directly acquired due to your business and needs to be held accountable by your business income. I work from my home so the food I eat while on the clock is expenditure just as much as the money I spend for food on the days I am performing an event. The reason for this is if you work a day job and packed a lunch or bought a snack

from a vending machine during your shift of your day job, these costs comes directly from the paycheck you receive from that very job. It's the same thing if I raid my refrigerator while I'm working on my DJ business. Food and drink consumed while working is a direct outlay of the business.

Vehicles, Travel & Insurance: The costs of the purchase of vehicles and their up keep (oil change, gas, tires etc...) are an expense that most DJs really don't take into consideration. The price of the vehicle to purchase is an expenditure of the business even if you originally bought it for the "family" vehicle. The monthly car bill counts against your DJ income. Even if the vehicle is completely paid for, there are still vehicle expenses to take into account. With the recent extremes of gas pricing, you are now easily paying one dollar per gallon more then you did just last year at this same time. It may not sound like a lot of money but when you add it up over a one year period it really can take a bite out of your profits. Every time you travel for a client meeting, to perform a event or even run to the store to buy a CD, this is adding up to extra mileage on the vehicle as well as fuel consumption. Every time you travel you are slowly lowering the value of your vehicle. The more mileage added the less valuable the vehicle becomes. Higher mileage along with wear and tear on the vehicle will hurt you when it is time to trade it in or sell it. By figuring this into your rates you can save a little money from each event for the purchase

of a new vehicle when it becomes necessary. Vehicle insurance can be a huge expense to any business owner. You should have full coverage on your vehicle to ensure your future. If you are using the "family" vehicle for your business the costs for this insurance should come directly from your business account. Speak with your insurance representative about possibly needing extra coverage because the "family" vehicle is also your "business" vehicle.

Business Operations: This includes items such as the rent or mortgage for your store front office, home office or where ever you conduct your business from. If you operate out of a "store front" like in a mall or business complex, then you're already aware that the rental costs are a direct business related expense. Unfortunately many DJs do not count their home mortgage or apartment rent as business expenditure and because of this they believe that there is no over head when it comes to their office location. Even if you do not meet with your clients in your home, you are doing work for the business from your home. A few of your costs would include a portion of your mortgage or rent, heating, electricity, water, cable and/or computer network, phones (land line and cell) and lastly upkeep and maintenance. Speak with your CPA about this because a portion of these expenses can be used as a tax write off.

Legal Musical Libraries: New music is released every week. You may purchase it from the music department of your favorite

franchise store, a mail order music service retailer or off of a "legal" download music web site. No matter where you purchase your music the costs can add up. 2007 was really a slow year for new and exciting music and yet I still spent over five thousand dollars on music to make sure my clients had everything they wanted. I'm a single operator and spent that kind of cash; if you're a multi-operation then you must buy one "legal" copy for each of your disc jockeys. Multiply five grand by the number of DJs in your business and it really adds up very fast. If you are using "free" or other illegal music sharing web sites or just making copies of your friend's music, you have an even bigger worry and that is the price of getting busted with this music. It will wipe you out of business and definitely cost you and your family so much more than if you just had bought the music legally.

"The Expenditure of Business" To be continued...

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 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. Jeff also offers private consultations to DJ services.

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The MDJ Gold Rush Over....? (3)

By Dude Walker

Just like the thousands of disillusioned gold seekers with little to show for their time, MDJs are beginning to comprehend the limits to a "once thought to be limitless" industry. MDJs facing shrinking markets, retro-grade pricing and rising production costs are facing some of the very same monumental challenges that ended the California Gold Rush era.

Perhaps the greatest similarity between the Gold Rush and the Mobile Disc Jockey industry is based on the subject of open access shrouded with intentional secrecy. Anyone with desire and the ability to head to California could participate in the Gold Rush. Likewise, anyone with the desire to DJ and the ability to obtain gear and music, by legal or illegal means, can engage themselves as a DJ pining for any opportunity to jump or squat on another's claim.

Hubert Howe Bancroft (May 5, 1832–1918), provided a unique first hand account of the California Gold Rush era. Bancroft provided history with nearly 40 historical volumes that offer a glimpse of yesterday with distinct human correlations to today.

I found three historical summations from H.H. Bancroft particularly amusing:

#1 Relating to evidence of open access: "It will probably never be possible to trace the financial fortunes of miners with statistical precision." - H.H. Bancroft

Correlation to MDJ industry: Untraced and unclaimed income of MDJs due to non-legitimate business operations, tax evasion and economic terrorism.

#2 Economic Environment: "if you divide annual gold output by available rough estimates of the number of miners, you obtain average annual earnings of less than \$600 per year in 1852, or barely \$2 a day. Such returns were considerably less than the wages of unskilled labor in gold rush California, estimated by Margo at between \$3.00 and \$4.00 per day during 1851-53, after peaking at \$7.20 in 1850. Rough as these comparisons must be, they support the inference that rents in gold mining were dissipated by free entry." - H.H. Bancroft

Correlation to MDJ industry: Will DJ for food...! Will DJ for food...? Over crowding and increased competition fail to accurately illustrate that the majority of MDJs cannot survive without a "real job" to support their hobby. That applies to owners, employees and under-the-table DJs alike. Anyone can wannabe a DJ! Professionalism is a hat that many try to wear, however, it does not make one a true professional.

#3 Valuation and Potential: "the Gold Rush was a lottery wherein a vast number of blanks were overshadowed by the glitter of the few prizes. The great majority of diggers obtained little more than the means to

live at the prevailing high prices, and many not even that." One miner came back into camp after some weeks' absence with what he considered a good yield, only to find that his wife by laundry work had earned much more." - H.H. Bancroft

Correlation to MDJ industry: Nearly everyone in the supply chain makes a profit off the dance...except the DJ. Rising costs consumes the value of a contract written 6 months ago, based on competitors pricing from a year ago. MDJs are reactionary "non-forward thinkers" hammering the nails into their own coffins with every undervalued contract they are willing to prostitute themselves out for. Which perpetuates the cycle due to increased competition doing the exact same thing.

Curiously, change the "n" in "need" to a "gr" and you get "greed"...

To stay profitable, miners "greed" to invent faster, more destructive methods of finding gold. Water supplies were poisoned with mercury, arsenic, cyanide, and other toxins. Grand forests of oak and pine were leveled for mining timbers. Likewise, MDJs "greed" to invent faster, more destructive methods of turning a profit. The industry was poisoned with CDRs & mp3s (serial duplication), cheap gear (easy access), under trained DJs (click and drag), MDJ clearinghouses (underselling the market)...etc... decimating

the MDJ economic landscape.

Without a doubt, the MDJs industry has been picked over, abused and manipulated in many ways. The MDJs of today face a complex set of issues wherein we are paying for the sins those that have left the industry and for the sins of those still in our midst.

There will always be a select few that are naive enough to believe in small nuggets of good news to perpetuate a headlong dive into the MDJ industry. Perhaps the most wise are those that are selling...rather than buying...?

Is the MDJ Gold Rush over...? Without a doubt! Gold Mining still exists today...but the Gold Rush is over. Just as MDJing will continue in the aftermath of the MDJ Gold Rush. However, mining today requires higher education with continuing technical training and skills than the simple minded grunts of yesterday with a pickaxe and shovel. Likewise, MDJs of today will require a higher level of education, with continuing technical training and skills than the simple minded MDJs of yesterday to stay marketable and profitable in today's shrinking marketplace.

Why argue with a person that wants to stay ignorant...? Hang with them long enough...you become guilty by association.

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

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Sportsmanship Teaches Life Lessons

By Harvey Mackay

Sportsmanship received a good boost recently in a women's softball game between conference rivals Western Oregon and Central Washington universities. A Western Oregon player hit a three-run home run but wrenched her knee rounding first base. The first-base coach said she would be called out if her teammates tried to help her. The umpire said a pinch runner could be inserted, but the home run would then only count as a single.

Two members of the opposing team shocked spectators by asking the umpire if they could help her. They carried the injured player around the bases, setting her down to touch second, third and home. This act of sportsmanship contributed to

Central Washington's elimination from the conference race in a 4-2 loss.

"In the end, it is not about winning and

losing so much," said one of the Central Washington players who carried her winning opponent around the bases. "It was about this girl. She hit it over the fence and was in pain, and she deserved a home run."

These three young women have been featured on television shows, in newspaper stories and all over the web. They consistently marvel at the attention they are getting and almost seem embarrassed by it. But I can assure you; their story will be shared for years to come by smart coaches who focus more on how you play the game than on winning at all costs. Although the final score may not show it, they are winners!

Don't you wish everyone thought that way ... that things could be so cut and dried?

Sports and business have many common themes. You play fair, you do your best, you win some, and you lose some. Your competition today may be your teammate tomorrow.

Chris Evert-Lloyd, one of my heroes of tennis, summed it up well: "If you can react the same way to winning and losing, that's a big accomplishment. That quality is important because it stays with you the rest of your life, and there's going to be a life after tennis that's a lot longer than your tennis life."

I often promote golf as a valuable sales skill, since so many deals are closed away from the office. Poor sportsmanship can be a deal-breaker, however. I can tell a lot about a person from how the golf game goes. Funny how often it mimics our business negotiations.

I'm careful to keep my emotions in check, whether I hit a hole-in-one (in my dreams) or double bogie (my usual nightmare). Hey, if you can't play together, working together could be tough too.

I'm an Olympics junkie and getting ready to attend the Summer Olympic Games in Beijing. Did you know that there is an oath that is read by an athlete from the host country while holding a corner of the Olympic flag? A judge also reads it, with slightly different wording. Here is the oath as written by Baron Pierre de Coubertin, founder of the modern Olympic Games in 1890:

"In the name of all competitors I promise that we will take part in these Olympic Games, respecting and abiding by the rules that govern them, in the spirit of sportsmanship for the glory of sport and the honor of our teams."

Good sportsmanship learned at an early age is a critical life lesson. Life is a game in many ways, and how you play the game affects how much you get out of it. Little kids,

who play for the sheer joy of it, often have a natural understanding that things can't always go their way. But they go back out and play anyway.

A Little League baseball coach called over one of his players for a conference.

"Do you understand sportsmanship and what it means to be a team?" he asked the little boy.

"Yes," the boy replied.

"And do you understand that all that matters is whether we win or lose together as a team?"

Tugging his cap, the little boy nodded, "Yes."

"So that when a strike is called," continued the coach, "or you're out at first, you don't swear and curse or attack the umpire... do you understand all that?"

The little boy nodded, "Yes."

"Good," said the coach. "Now go over there and explain it to your mother."

Mackay's Moral: How people play the game shows something of their character. How they lose shows all of it. *Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's The Best Thing That Ever Happened to Us."*



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- 1 Leona Lewis
- 2 Usher
- 3 Jordin Sparks
- 4 Ray J
- 5 Rihanna
- 6 Madonna
- 7 Lil Wayne
- 8 Danity Kane
- 9 Sara Bareilles
- 10 Miley Cyrus

- Bleeding Love
- Love In This Club
- No Air
- Sexy Can I
- Take A Bow
- 4 Minutes
- Lollipop
- Damaged
- Love Song
- See You Again

Rock

- 1 3 Doors Down
- 2 Puddle Of Mudd
- 3 Sixx A.M.
- 4 Disturbed
- 5 Seether
- 6 Theory Of A Deadman
- 7 Motley Crue
- 8 Seether
- 9 Saving Abel
- 10 Black Crowes

- It's Not My Time
- Psycho
- Life Is Beautiful
- Inside The Fire
- Rise Above This
- So Happy
- Saints Of Los Angeles
- Fake It
- Addicted
- Goodbye Daughters Of The...

Urban

- 1 Lil Wayne
- 2 Plies
- 3 Ashanti
- 4 Keyshia Cole
- 5 Usher
- 6 Jordin Sparks
- 7 Chris Brown
- 8 Rick Ross
- 9 The-Dream
- 10 2 Pistols

- Lollipop
- Bust It Baby
- The Way That I Love You
- Heaven Sent
- Love In This Club (Part 2)
- No Air
- Take You Down
- Boss
- I Luv Your Girl
- She Got It

Country

- 1 Brad Paisley
- 2 Phil Vassar
- 3 Rascal Flatts
- 4 James Otto
- 5 Lady Antebellum
- 6 Carrie Underwood
- 7 Kenny Chesney
- 8 Blake Shelton
- 9 Montgomery Gentry
- 10 Alan Jackson

- I'm Still A Guy
- Love Is A Beautiful Thing
- Every Day
- Just Got Started Lovin' You
- Love Don't Live Here
- Last Name
- Better As A Memory
- Home
- Back When I Knew It All
- Good Time

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