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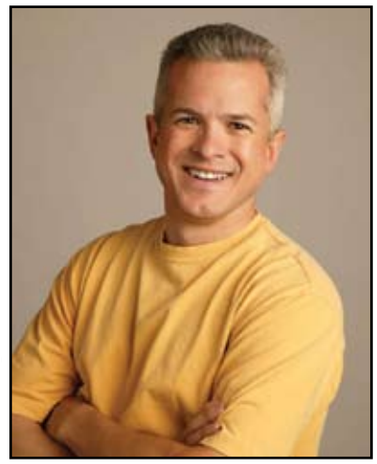

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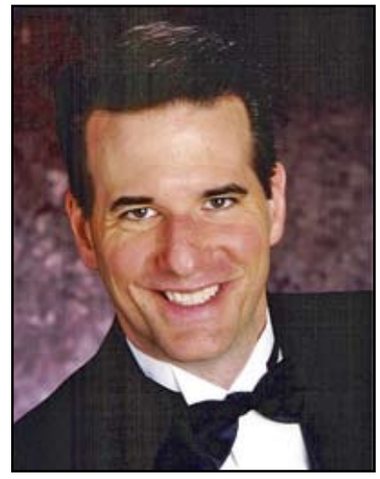

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President/Editor
Lori Young
320-285-2323 office
612-597-2998 cell
editor@discjockeynews.com

Sales Manager
John Young
sales@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
320-285-2323 office
320-285-5264 fax
sales@discjockeynews.com

Classified:
http://www.discjockeynews.com
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You Can Transform The Industry

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

The day I shifted from being a competitor to being a collaborator in my business was the day I became more connected to what was really happening in the industry, understood my business and learned what I could offer that was unique.

Many DJs are skeptical about joining the Midwest Association of Professional Disc Jockeys, American Disc Jockey Association or any trade organization because they feel that they will loose an edge they have in the market place. I used to think that if other DJs saw my performance and took something from my act that I would lose something that made me unique. And as a result my clients would somehow be less impacted by my performance and be less likely to refer me.

When I got out of isolation and got involved with others DJs through MAPDJ, I quickly discovered that I was not offering anything unique. This gave me the greatest opportunity of my 20 year DJ career to create something new. I learned what was "typical" at DJ shows and from that I was able to really start creating something to offer that was unique. As I attended MAPDJ meetings and conventions I was exposed to new approaches to performing and as a result I began to see my strengths as a performer. More importantly I learned how to communicate the value of those strengths to potential clients who think DJs are all the same.

The more I participated in my MAPDJ chapter's events and meetings the more connected I became to my colleagues. These individuals and I share information about our craft and the industry. We inspire each other with our accomplishments and support each other during our challenges. Through these relationships I developed in MAPDJ I have increased client referrals from my performances and I regularly receive and refer business to my colleagues.

With the support of my chapter members and business colleagues I have successfully raised my rates to a point previously unimaginable, my clients are more satisfied and I have never been more proud to say I am a mobile DJ. All of this because I opened myself up to the possibility of connecting with my "competitors" who have become my colleagues.

Together we are creating an industry where mobile DJs are respected, well compensated and admired for their talent. To join us visit www.mapdj.com and contact a membership secretary in a chapter nearest you.

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

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Communicating With Character

By Dr. John C. Maxwell

A well-known proverb says the following about communication:

"It's not what you say, but how you say it."

The proverb is deservedly well known. Delivery has an enormous impact on our ability to connect with an audience. Authors Dan and Chip Heath have written a bestseller, Made to Stick, devoted to helping leaders land their ideas in the minds and memories of listeners. Applying tips such as simplicity, emotional appeal, and storytelling to our communication reaps huge dividends.

An extension to the communication proverb, says:

"It's not only what you say, and how you say it, but also when you say it."

True enough. Timing plays a vital role in the way we communicate. Awareness of emotions, mood, and context all factor into effective communication. Given the nature of their roles, salespeople have no choice but to understand this added dimension of communication. A sales pitch delivered at an opportune moment seals the deal, but the same appeal falls flat if inserted at the wrong time.

Even if we're not in sales, we know the value of timing from personal experience. In the emotional aftermath of failure, well-intentioned criticism feels like a punch in the mouth. However, the same criticism received after we've had a chance to cool down is readily welcomed.

Delivery impacts our communication, and so does timing, but in this edition of Leadership Wired, I'd like to take the communication proverb one step further.

"It's not just what you say, how you say it, and when you say it, but also who says it."

For a leader, communication involves more than presentations and speechmaking. It's not an event, but rather a skill. A leader's daily behavior screams to those he or she leads. Does the leader have a track record of honesty? If so, his words carry the weight of trust. Does a leader take the time to listen? If not, she will be tuned out—regardless of a silver tongue. Is a leader likeable? If so, he predisposes people to be open and receptive to communication.

In the remainder of this lesson, let's examine the communication benefits a leader wins day by day through consistency of character.

1) Honor Your Agreements - Communication Benefit: Trust

As a leader, never make promises lightly, and when you do, go the extra mile to honor your word. If your actions consistently match your words, you'll gain an incredible communication asset—trust. I guarantee that following through on your commitments will 1) Involve a high personal cost 2) Be inconvenient 3) Be worth every sacrifice.

2) Display Emotion - Communication Benefit: Authenticity

Don't be the Tin Man on the job. Have a heart. Try not to wear it on your sleeve, but allow it to infect your workdays with passion. People suspect an emotionless leader of being only partially invested in the mission. Allowing glimpses of your joys and sorrows will endow your communication with authenticity. People don't care how much you know until they know how much you care.

3) Embody Values - Communication Benefit: Credibility

In the 21st century, cream-of-the-crop employees are not looking for a place to work; they're searching for a cause to join. They'll be attracted to strong values, but they'll be put off if they don't see you modeling them. Be purposeful in acting out your core values and giving them visibility. When people see you insist on values and fight for what you believe, they will find you credible. In communication, this credibility inclines your people to accept your words.

4) Be Generous with Praise - Communication Benefit: Likeability

Here's a foolproof way to measure your leadership: how do you make people feel? Being generous with praise is the best way to win others to your side. People naturally want to be appreciated,

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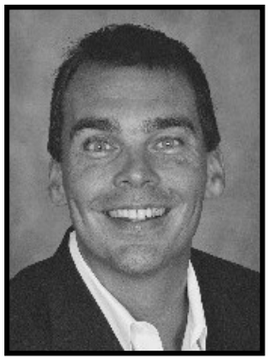
The Q Corner, Where Quality Meets Quantity

By Mike Walter

The first time I ever spoke at a DJ Convention, I was talking about the importance of having an on-going training session and I made the quick and bold statement: "Talent moves on."

This was ten years ago and I had just suffered three body blows to my company. In the span of two years I had lost three unbelievable DJs. You know the type: they are your top referral earners, the banquet halls love them and the rest of your staff looks up to them.



When the first one left I was mad. When the second one left I was resigned to the fact that you can't keep the top talent on staff (they'll eventually want to leave.) And when the third one left I was ready to quit. Honestly. I had just finished paying off a loan that I had taken out to buy out my former partner at Elite Entertainment (he was the 2nd superstar to leave.) And now I was ready to walk away. There had to be a better way to make a living I thought.

Then something happened that changed everything. A guy walked into my office who was perfect. He asked if I was hiring. He had all the raw tools I look for. Good looking. Outgoing. Stage experience. Etc etc. This guy had it all. Plus he could sing.

So I was staring at another future superstar. But why would I train this guy and get him going if he was just going to follow the others?

In last month's article I posed some questions about keeping a superstar DJ on staff. In ten years I have come to the realization that it is not an inevitably that your front line talent is going to leave someday. Saying so only takes the burden off of us, the owners and managers. It's like when you are half way through a lame gig and you say to yourself, "Nobody could get these people dancing." That's the perfect way to shift the blame. When I say that, I correct myself and say, "There's got to be some way to get these people dancing." Now it becomes my job to find that way. It's the same thing with great DJs. There's got to be some way to keep them happy and on your staff. Having said that, now, it becomes my job to find that way.

First of all, don't assume that every great DJ has the entrepreneurial spirit. Not all do. In fact I would argue that the talents that make up a great DJ are often in conflict with the traits it takes to be an owner. Great talent often likes to be the superstar. They like being the big fish in the pond. If they leave, they start out on their own and then they are the only fish in the pond. Plus, great DJs are often unorganized, Type A, spontaneous type personalities. They need someone to help get them to the gig (I mean that figuratively although there have been times, because of lost licenses or broken down vehicles, that I you could take it literally.) If you posit yourself as the "helper", it's less likely that they are going to look to leave.

So how do you get them to stay? First of all, set the right example. I'm a firm believer that deep down inside most people are ethical and have a conscience. If you set an example as a good person, it is much harder to go behind your back and mistreat you. But if you act unethically, even if it not towards someone specifically on staff, than it becomes much easier to lie to you and eventually do you wrong. During those years when those guys left me, I wasn't leading by example. And while my behavior wasn't directed at them, they were aware of it. It's a lot easier to lie to a liar than it is to an honest person. I learned that the hard way and now I live my life much better. And I don't think it's a coincidence that I haven't had any similar exoduses.

I think it's also important to treat everyone on staff individually. This is one of the things I took away from Joe Torre's book (Joe Torre's Ground Rules for Winners) Torre writes:

"I always say that you can't treat each player the same way because everyone is different, but when it comes to team rules, you must treat everyone the same . . . you may teach, motivate and relate to each person differently, but you apply basic standards of conduct across the board."

This book is an excellent read by the way. In preparation for this article I thumbed through it and re-read the sections I'd highlighted when I first read the book 9 years ago. There are some management credos in there that I have adopted and live by (and I'm not even a Yankees fan.)

Part of treating each DJ differently is paying each DJ differently. There is nothing wrong with your superstar(s) making more, sometimes way more, than everyone else. I remember years ago when Troy Aikman was coming up on a new contract, Jerry Jones said in an interview, "you gotta keep your money happy." At the time Aikman was leading the Cowboys to three championships in four years. He was that

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

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The Best Way To Prevent Ill Customers

By Jeffery Gitomer

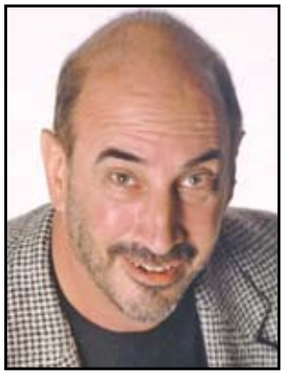
Everyone is talking about the rising cost of healthcare. Not me. I'm talking about the health and well being of your customers.

How healthy is their relationship with you?

What's your cost of keeping them healthy?

Is it on the rise?

Let me give you a clue about the cost of customer health. It pales in comparison to the cost of losing them.



Have any customers that are in poor health?

Have any customers who are sick (of you)?

Sick of dealing with you? Dying to replace you?

What's the cost of that?

If your customer is angry -- think of them as having business illness. They're deathly sick of you! Like human illness it has various stages of debility. Once discovered, you will go to all lengths, and spend thousands of fruitless dollars to try to save the patient. But if the illness is discovered too late, the patient is likely to die.

You could have spent far less dollars and prevented this illness from occurring. Instead of waiting until your customer is terminally ill, why not institute a customer wellness program to prevent illness from occurring in the first place?

Hey, wait a minute. That sounds too easy!

HERE'S A WAKE UP CALL: Prevention is the best way, the easiest way, and the least expensive way. It's also the competition prevention way.

Here is Jeffrey Gitomer's Customer Wellness Program -- a success formula for serving memorably and keeping customers loyal. (NOTE: It will require that EVERYONE on your team buy it, buy in, get in the groove [the customer awareness groove], and get service healthy.)

1. Establish benchmarks. Minimum acceptable standards, methods of response, decision parameters, a list of every reason a customer calls, a list of every customer complaint, a list of every customer expectation, and a documented "best response" to each of those situations.

2. Empower employees with specific actions to decide based on your benchmarks. Empower everyone to say yes. Only empower senior management to say no.

3. Start with "YES!" Everyone needs to start with attitude training FIRST. Get there by whatever positive means it takes.

4. Train everyone in your business. Starting with YES! Attitude and developing fundamental skills in achieving goals, understanding yourself and your co-workers, developing pride, accepting responsibility, listening to understand, effective communicating, embracing change, making decisions, memorable service, and working as a team.

5. Develop a standardized "gripe response" formula. Train everyone in your organization to execute it perfectly.

6. Ask your customer to help you serve them better by asking, "What's up Doc?" or "where does it hurt?" Listen to discover your customer's most important characteristics in a relationship with you. Ask them where you can improve. Ask them to evaluate your strengths and weaknesses in those areas of prime importance to them. Find out their perceptions, and match them to yours. Modify or change your characteristics and perceptions to meet theirs.

7. Evaluate your own strengths and weaknesses. Make a plan for weakness improvement that has a deadline and measurable results.

8. Identify your competitive advantages (your super strengths). Play to those as often as possible. To identify them, ask customers.

9. Stay in front of your customer. More than your competition. Develop tools that aid that process (newsletters, faxes, articles, gifts, tickets).

10. Train everyone to serve exceptionally and memorably every time a customer is encountered. Treat every customer as though they were a celebrity.

11. Surprise your customers as often as you can. Exceed their expectations in a memorable way. You know what it feels like when you are surprised -- do it to someone else. Get people talking about you.

12. Decide you are willing to go the extra mile. Sometimes extra effort is required to make service happen. You have to have a willingness to go the extra mile to achieve it.

12.5 Your report card is unsolicited referrals. Unsolicited referrals are the measure of your success, the testament of your quality, and your ability to serve.

Think you can do it? Think you and every co-worker in your company can make customer wellness happen?

Want my opinion? You have no choice. Wellness and healthcare are two of the biggest issues in America. Make the wellness of your customers is your biggest issue.

If you want the formula to customer 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.

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and they crave encouragement, so, by all means, don't withhold your praise from them.

Credit them when they do well. Appoint yourself as head cheerleader, chief supporter, and number one fan of your people. They'll admire you for it, and you'll gain the advantage of likeability when you communicate to them.

5) Listen - Communication Benefit: Respect

There's no quicker way to earn respect than being slow to speak. Give your people a forum to express their ideas, frustrations, and observations. Better yet, inquire of them. Solicit their input and feedback. When they speak, show you've heard them. Implement their ideas when possible, and candidly explain yourself when you cannot act upon their suggestions. Follow through, follow through, and follow through. Listening isn't passive. It requires you to take notice, take notes, and take action.

If you've proved to be a leader who listens, then your people will respect your words. If you've shown openness to them, they'll be infinitely more receptive to the messages you send and the guidance you give.

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."

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 3 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 expenses 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.

Equipment & Maintenance: After you have purchased the initial equipment necessary and have the business up and running, every now and then there could be equipment failure that would require having the piece fixed or replaced. Light bulbs, gels, covers, fuses and motors will all eventually break down and can cost greatly to fix, replace a part or a completely new piece of equipment to be bought. Even with using high quality equipment, a superior and technologically advanced piece of equipment will emerge that you will feel a need to add to your show. You may want to upgrade from CD to MP3, change computer formats or want to move into DMX - L.E.D. lighting. Just when you think you don't need any more equipment to haul, set up and operate something new comes along that can make your set up better or your job easier. If you take a designated portion of every paycheck and deposit it into a savings fund set up for equipment and maintenance, this will allow you to have money on hand for such a need.

Networking & Promotions: This could include networking groups like the Chamber of Commerce, BMI, Toast Masters or your local DJ Association. Belonging to networking groups can get expensive but networking can also help to bring in several bookings for you. You have to compare the amount of profit from the networking when compared to the costs of the networking to see if/which networking group works for you. You must also include the costs of gas, the value of your time, food eaten at networking meetings and any advertising materials you hand out. Many DJs have promotional items such as pens, CD cases, brochures and business cards to give away with their name and number printed on. Many companies will mail out informational packages or promotional DVDs to prospective clients. All of these promotional items can add up to a huge expense at the end of the year.

Education and Training: This could include attending DJ conventions, business training classes, theatre, acting or improv lessons. There are many private seminars offered to learn to be a better "Master of Ceremony," to write and perform "Love Stories" or how to operate your equipment more efficiently. You should purchase books, CDs or DVDs that teach you how to improve your skills, talents and business sense. I offer DJ services like yours several different levels of personalized consultations and one on one training to help improve their business, talents and skills. No matter how good you are, there is always another and possibly better way to do things. I will spend many hours a week working with my music library to educate myself about music from the classics to what's hot on the charts. I also spend time every week working hands on with my DJ equipment to learn better, faster and more efficient ways of working with it.

Time away from your family and friends: Many will argue with this point but for me it is the most important piece of the puzzle to selecting your rates and the biggest EXPENSE to your life. Let me try to break it down to prove my point. The average person working a regular "day" job are spending forty or more hours a week away from their family and friends. I am willing to guess that the majority of people are working that job, paying the bills and living life to the fullest that their income will afford them. They must be at least fairly happy with that job and feel that it is "worth" their time or they would move onto another job that they would feel is "worth" their time, talent and pay scale. If you're working that "day" job and also being a DJ on the weekends, then you are losing even more precious time to be with your loved ones. If you have children and working both jobs then you are missing out on many important moments and memories of their youth. If you're married or dating, with or without children, the distance and time apart can over time lead to hurtful emotions that can damage or completely ruin your relationships. I hope that you would consider how important these people and the time spent with them are to you when you create a rate to charge clients. You may not think about it like this, but your time on this earth is your most important commodity of who you are and what your life will be. If you let time slide by without getting some form of adequate compensation for it, compensation to show a value to your life, your family and friends, then you're just wasting you short time here on this planet. Even with my higher rates I charge, I will tack on an extra $200 to $500 charge on holidays like New Years Eve, $125 to $150 on holiday weekends like Thanksgiving or Memorial Day or other occasions when my time is more important to me then the work. This is what I feel is the value of my time away from my loved ones and I would rather not work that night then miss sharing the holiday with them.

I have spoken with DJs who think because they have a full time "day" job and make great money at it then they feel that they should only charge the bare minimum (average or less than the local average rate) for their services. I couldn't disagree more with those who fool themselves into believing this. In my opinion they are just devaluing what they do for their clients and at the same time devaluing to the general public those of us who do not have a "day" job or use a "day" job income to fund the DJ service and need to charge a higher respectable rate to operate our business properly. Their low rates give the general public a lesser perceived value and a lower perceived standard or normal rate a DJ should charge. Unfortunately other DJs will then drop their rates to "compete" with the cheaper entertainer and in the end everyone if fighting to work for pennies on the dollar for the value of their service.

Let's think of it this way…You're creating once in a life time memories for your clients, let them help compensate you for creating memories with your loved ones. Charge your clients a respectable, livable wage and then take that money to generate special moments, vacation dreams and unique memories with your family and friends.

I hope that in this three part column about the expenditure of business that I have covered the true costs of operating a profitable DJ Business and have given you something to think about the next time someone calls you for a "Price Quote."

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.

Walter continued from page 4

team's money. So who is your "money." And do you keep them happy?

I talk to a lot of business owners who tell me "ego" is the number one problem on their staff. And I always agree. "Ego" can be a huge stumbling block to managing a Multi-Op. But what most business owners won't admit, and what I have come to understand, is that the biggest ego problem is often our own. Sometimes it's the threat of a superstar eclipsing us on staff that causes us to act (consciously or subconsciously) adversely towards that person. There are better DJs on my staff than myself. That's a statement not a lot of Multi-Op owners will make and it's a reality that not a lot of Multi-Op owners will allow to happen. If you don't want to be surpassed by your staff, then don't be surprised when your top guys leave. They've hit their ceiling and it's time for them to move on. But if you create an environment where they can pass you, in fact they are celebrated when they do, then you have a much better chance of them sticking around.

This is a topic I could write about and speak about for days. In fact I am putting together a seminar entitled "Keeping All of Your Great DJs" which I have offered to the powers-that-be at Mobile Beat for consideration in Las Vegas in February of 2009. I welcome all input on this topic, pro and con. I see it as one of our biggest challenges in managing a Multi-Op. I am proud of the talent I have on staff and I hope each and every one of them stays with me until their DJing days are over.

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

How Fuel-ish Can Things Get...?

By Dude Walker

If you were approached in a alleyway at gunpoint for your wallet, by definition, you are a victim of a crime. There are no qualifying statements like you made a conscious choice to go down the alleyway or you chose to carry your wallet. However, drive up to a fuel pump and almost as if at gunpoint, the contents of your wallet are extracted with aggressive determination. Excuses for high fuel prices run far and wide. However, the people making the most excuses are those profiting by the very inequities they are creating.

Oil prices were stable for several years. Only marginal increases until the early 1970s. However, oil speculation over the past 30 years has driven share (barrel) prices beyond an economically balanced ecosystem promoting growth for the middle and lower class.

It's all about balance. Without question fuel prices will hit $25 per gallon. The question is when? If it happens next week, the effects will be devastating. If it happens over the course of the next 25 years, manageable. However, the manageable portion is the key. As MDJ business owners we draft contracts for dates in the future. We are challenged with ascertaining hard costs, soft costs and incidental costs with enough speculation precision to address future costs 3 to 48 months in advance of any given date. It's not so much the price per gallon as it is the immediate financial deficit it creates for the person paying for the fuel.

I find a certain perverse pleasure in competitors planting their flag on "no travel charge" only to pay $4+ per gallon now, when they are performing these contracts. The downside is the desperation that it creates for these competitors to land their next contract so that they have a deposit to live on until their next event. This underscores the ignorance of MDJs that refuse to address rising costs by raising their rates accordingly.

I'm writing this article while sitting in Meritcare Hospital, Fargo, ND. The irony of listening to the din of chatter in the waiting room, along with a brief news headline on the TV about job cuts being announced today for Meritcare employees - all seemed to orbit the discussion of rising costs due to energy costs. Over 300 jobs will be cut from MeritCare. Several of those current clients or parents of clients for this wedding season.

So what does a MDJ industry that survives on peoples disposable income do when economic factors start biting into the bottom line?

Find ways of reducing costs related to each event. Finding ways of conserving fuel can have a substantial impact on one's bottom line.

According to the US Department of Energy, the average American drives around 12,000 miles per year. Without changing any driving habits and depending on your vehicles fuel efficiency the average American is going to spend $1,600 to $3,200 in fuel during 2008... compared to $1,200 to $2,400 in 2007.

Ironically, as soon as the fuel pinch begins, schemes and gadgets appear alleging "fuel savings". Air intake systems, exhaust tips, oil & fuel additives, magnets...you name it. Each with a purchase cost that very few people actually realize over the life of the product.

To truly save fuel a few simple disciplines can be followed to boost your bottom line.

1) Be conscious an modify wasteful driving habits. Fast starts and stops waste fuel and stresses vehicle parts. Every moving engine and drive train part can rob fuel efficiency if not properly maintained.

2) Make every trip count. Short trips in an SUV to pick up a gallon of milk quickly doubles the real cost of your milk.

3) Check your tires at minimum once per week. Under inflated tires robs mpg and decreases handling safety.

4) Purchase and install a vacuum gauge in your vehicle. Most drivers do not realize how bad their driving habits are until they can view how much load they're placing on their vehicle in day to day driving conditions.

5) Disengage your vehicles overdrive in city driving, headwinds or when towing a trailer.

6) Avoid traveling during the hottest periods of the day. Cooler vehicles run more efficiently.

7) Lighten Up on the accelerator. Decreasing your speed can put dollars back in your pocket. Depending on your vehicle you can save 10 to 50%

There are many ways to save fuel. The Disc Jockey News is interested in hearing your success stories on defending your dollars at the pump. Email us your story: dudewalker@discjockeynews.com.

Dude Walker can be reached at dudewalker@discjockeynews.com.

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Those Who Itch For Success Must Keep Scratching

By Harvey Mackay

One of the questions I am asked most often is how to attain success. That's a tough question to answer because success is different for each individual.

I still remember one of my college professors who was asked how he judged whether his students were successful. He always said, "If they are happy, they are successful."

Years ago, I wrote about a formula for success: Determination + goal setting + concentration = success. I received a letter from a Harvard graduate saying that I was missing a fourth quality—courage. His point was that determination could be undermined by the fear that comes with a new venture.

Let me take that one step further. In my opinion, many people fail to achieve their goals not because they are afraid of the job at hand, but because they have grown so familiar in the comfort zone of their job, they are afraid to meet the challenge of a new job. I once heard someone joke that the road to success is marked with many tempting parking places.

Great acts of courage tend to be committed by entrepreneurs. I have seldom met anyone who left his or her job, whether fired or voluntarily, who started their own business and regretted it. What these people always regret is not having done it sooner. Even people who started a business and failed are satisfied because they tried.

I watched a fascinating television program on the education channel about "Why do men die for their country?" They examined the U.S. Marines, the French Foreign Legion and the British Commandos. They discussed the importance of discipline and tradition.

However, the most important reason why men died for their country was their love for their fellow man. They interviewed a soldier who related a most revealing story. He was wounded in combat and was convalescing in a hospital when he discovered that his fellow soldiers were going on a dangerous mission. He escaped from the hospital and went with them. Then, while participating in this mission, he was wounded once again.

When they interviewed him, he said, "You work with people and you live with them, and you soon realize that your survival depends on one another."

Whether it is a military battle, a basketball game or work, we can only enjoy success when we realize that we must be able to count on one another.

Napoleon Hill, one of my favorite authors, started out in the early 1900s as a young newsman and interviewed steel magnate Andrew Carnegie, then one of the wealthiest men alive. Carnegie convinced Hill to devote 20 years of his life to a study of what made men successful, according to William A. Cohen in "The Art of the Leader."

Carnegie helped Hill by giving him introductions to the mightiest, wealthiest and best-known men of his day. These included Henry Ford, Theodore Roosevelt, Charles Schwab, George Eastman, John D. Rockefeller, Thomas Edison, Clarence Darrow and many others.

Not a single person interviewed by Hill said they would have become successful without the people around them—bosses, colleagues and subordinates. Carnegie himself must have recognized this, because on his tombstone is engraved a single sentence: "Here lies one who knew how to get around him men who were cleverer than himself."

Not only do you need to surround yourself with a winning team to be successful, but you need to develop your own network that can help you deal with some of life's minor annoyances, as well as your most challenging problems. Your network can act as role models, advise you and comfort you. They can also provide you with financial assistance, intellectual and social resources, entertainment and a ride to work in the morning.

Without a network you'll have a hard time finding a client, making a sale, getting a job or hiring the right employee.

But even with all the help in the world, the quest for success ultimately boils down to your desire. As boxer/entrepreneur George Foreman would tell you, "Don't have that conversation with yourself where you say, 'He's got more talent that I do,' or 'She's faster than I am.' Success depends on what's in your mind. Success is about your spirit."

Mackay's Moral: Some people succeed because they are destined to, but most people succeed because they are determined to.

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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Pop

1	Rihanna	Take A Bow
2	Jesse McCartney	Leavin'
3	Katy Perry	I Kissed A Girl
4	Leona Lewis	Bleeding Love
5	Natasha Bedingfield	Pocketful Of Sunshine
6	Chris Brown	Forever
7	Danity Kane	Damaged
8	Lil Wayne	Lollipop
9	Ray J	Sexy Can I
10	Metro Station	Shake It

Rock

1	Seether	Rise Above This
2	Disturbed	Inside The Fire
3	3 Doors Down	It's Not My Time
4	Saving Abel	Addicted
5	Puddle Of Mudd	Psycho
6	Motley Crue	Saints Of Los Angeles
7	Shinedown	Devour
8	Sixx A.M.	Life Is Beautiful
9	Kid Rock	All Summer Long
10	Theory Of A Deadman	So Happy

Urban

1	The-Dream	I Luv Your Girl
2	Chris Brown	Take You Down
3	Keyshia Cole	Heaven Sent
4	Plies	Bust It Baby
5	Lil Wayne	Lollipop
6	Young Jeezy F/Kanye West	Put On
7	Hot Stylz	Lookin' Boy
8	Alicia Keys	Teenage Love Affair
9	Rihanna	Take A Bow
10	Lloyd	Girls Around The World

Country

1	Blake Shelton	Home
2	Montgomery Gentry	Back When I Knew It All
3	Alan Jackson	Good Time
4	Kenny Chesney	Better As A Memory
5	Brooks & Dunn	Put A Girl In It
6	Dierks Bentley	Trying To Stop Your Leaving
7	Sugarland	All I Want To Do
8	Miranda Lambert	Gunpowder & Lead
9	Keith Urban	You Look Good In My Shirt
10	Taylor Swift	Should've Said No

The DJ Swap Shop

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For Sale: PCDJ Digital Audio Controller 2, 2 years old, used once. Will trade for led lights or $175 + Shipping (firm) Medium Size Fog Machine w/ controller used once $75+Shipping , 2 Numark Mix 2's need some repair and or just put back together ($50 + Shipping). 248-541-0250

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For Sale: Bag End Speakers, pair of TA-2000 and (2)-D18E subs with Bag End M-2 processor. $1200 for system plus shipping. 612 597 4499.

For Sale: Soundtech PS802 Amp, 4 0hms: 2 x 400W, 8 0hms: 2 x 230W, 8 0hms Bridge Mono: 800W, Balanced In XLR female, Unbalanced In 1/4 in. phone jack, Output MDP Banana, Great condition, $275 plus shipping. 612 597 4499.

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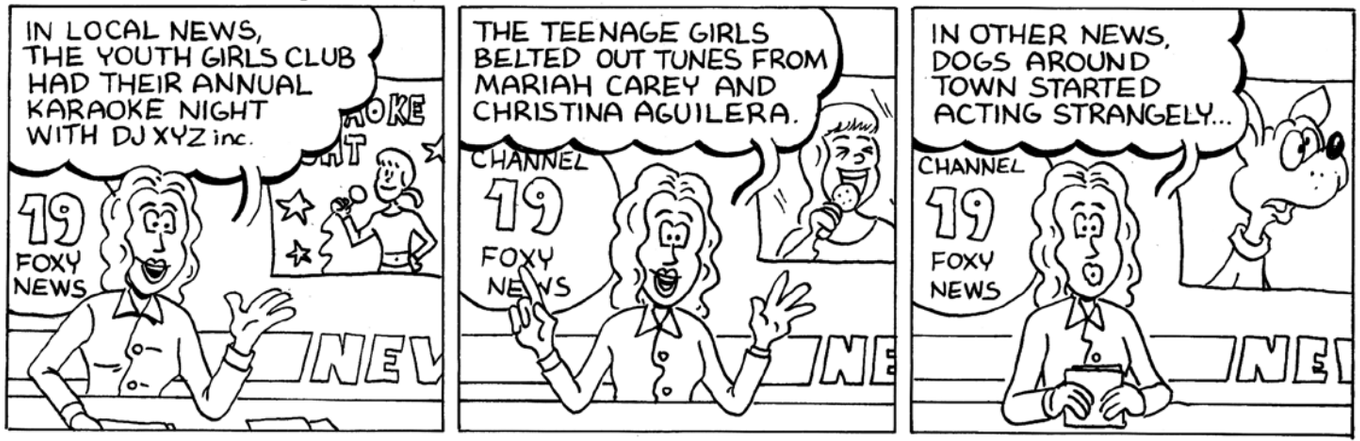

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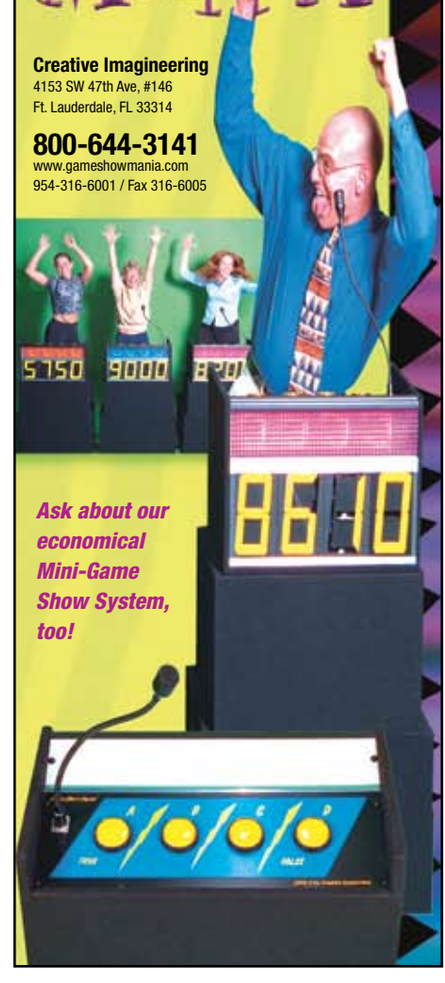

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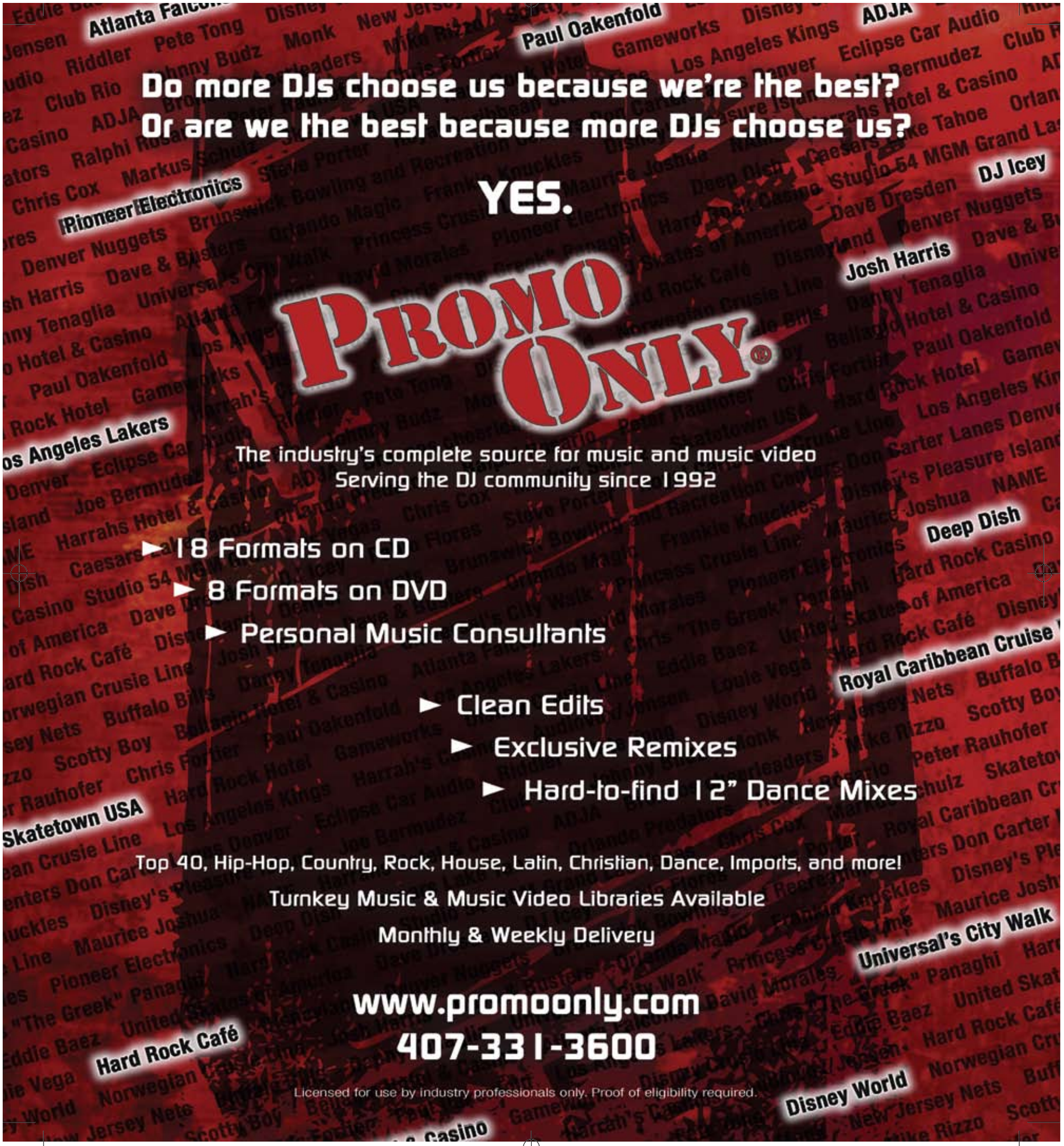
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