

Disc Jockey News

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The Monthly Disc Jockey Newspaper

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Disc Jockey News Conference 2008

October 19-21, 2008 • Sheraton, Bloomington, MN

The Year Of The Performer

Featuring

Bryan Dodge

"Making The Complete Salesperson"

Stevie Ray

"Incorporating Improv In Your Performance"

Jim Cerone

"The Perfect Host III: What Do You Say?"

Matt Anderson (The Referral Authority)

"The Keys To A Thriving Referral Business"

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DJ Dr. Drax



Chad Wandel



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Top 10 Reasons To Attend the 2008 Disc Jockey News Conference

10. Jim Cerone is both HUGGABLE and LOVABLE!

9. If you are doing the lunch sessions, you get a FREE copy of Adobe Photoshop® LE!!

8. Presenters showing their 'at the gig' skills!

7. The weather is always lovely in Minnesota on October 19-21st.

6. Two words: Bill Hermann!

5. Electro-Voice's incredible speaker display!

4. Free Stuff and info from 20+ sponsors!

3. Metro Sound & Light's demo room!

2. Life changing seminars!

1. You can't grow your business, unless you grow yourself!

The 2008 Disc Jockey News Conference will be our biggest show to date! Our 2008 lineup of keynote speakers is one of the best in the industry.

Sunday night we start off with the Referral Authority Matt Anderson. Matt will be taking an in depth look at how DJs can increase their referrals and the effectiveness of their referrals.

Monday morning, professional motivational speaker and business sales expert Bryan Dodge will rock the house with his high-powered seminar which will truly change people's lives! Bryan hit the disc jockey speaking circuit with our Dallas show in 2006, and we excited to finally be able to bring him back to the industry!

Tuesday morning is our keynote for the performers. Improv expert Stevie Ray will be teaching and demonstrating skills you can use in your show and your business to increase your success rate (in sales and in performance).

The keynotes alone are worth the trip! But, we have two afternoon's of excellent seminars geared to help your performance and your business!

The two bonus lunch sessions include Photoshop® expert Chad Wandel taking us through some features of using Photoshop® to make our photos look great! (each attendee with the lunch session passes will get a copy of Adobe Photoshop® LE) Then, Mike Scott of the Dale Carnegie Training will be presenting some ideas on increasing your networking skills.

DJ Dr. Drax will take us through some steps we can use today to help secure our business for the future economic ups and downs with his 'Recession Proofing Your Business.'

The team of Adrian Cavlan and Brian Harris will team up to teach skills and theory in beat mixing at your typical dj events; yeah, even at weddings!

Bill Hermann, our master of ceremonies and host since our very first show, will be presenting tips on connecting with your clients, audience and guests... along with other tips from his professional career.

National teen event performer Bill Lage will be sharing his tips for performing for teen dances and youth events. This is a HUGE must for anyone looking to succeed in the teen dance market.

Next, interactive dance specialist Robert 'Sarge' Gallo will be teaching his latest Bar/Bat Mitzvah dances and routines. Sarge is a one-of-a-kind talent when it comes to teaching dance and interaction.

Finally, we will wrap things up with Jim Cerone presenting his third part of his Perfect Host series with "What Do You Say?" This session will look using the microphone professionally and effectively.

Tickets are available online at <http://www.discjockeynews.com>

Top MDJ Vanity Award Goes To...

By Dude Walker

It never ceases to amaze me how dishonest some MDJs will be. Getting accolades for respect not earned. Nearing criminal or civil fraud at almost every turn. Opposing legitimate business principles for financial gain. Ridiculing the entities that do embrace legitimate business principles. Adducing oneself in the marketplace as worthy of the respect of clients and peers based upon greed induced self proclamation. Noisome activity that undermines the potential for this fledgling MDJ industry to realize itself and to come into it's own. Tangible effects created by intangible actions.

Words are weapons in the arsenal of marketing. Accentuating attributes is one thing. Nare-do-wells on a mission to utilize falsehoods to promote their business is another. Necessitarianism logic of liking music as the only basis for credentials of being an accomplished MDJ is bogus. Accountability to no one but oneself permeates this industry in marketing. Buyer beware justifications to shift consumer protection from the company to the consumer. Economically driven by the lowest common denominator in any given market.

Diminishing the value of an industry by false pretense occurs when the core

of the industry chooses to do nothing relating to honest or ethical self improvement. Jeopardizing the future out of indifference. Status quo and mediocrity being the highest aspirations aside from contrived achievements.

Make a simple comparison between separate component stereo items and plastic molded all-in-one stereos made to look just like stereo component pieces. Apart from the quality and durability differences, they both play music. Keeping in mind that nearly every component stereo will outperform a plastic molded look alike stereo on every level. Examples like this correlate to the MDJ industry because there are always look alike entities trying to pass themselves off as "just as good as" their greater counterparts.

Maybe it's an inferiority complex that compels lesser MDJs to lie, cheat and steal pseudo credibility with the intent to trick people into believing that they are "just as good as" their greater and more experienced counterparts? Ego obviously plays a factor in the terms of acceptance.

So how can being chosen for the lower rate equate to being equal to the qualities associated with higher rates.

It doesn't take a genius to figure out that cheap MDJs are not being chosen for their quality. Covering these bottom-feeder deficiencies with claims like "better value" or "competitively priced" underscores how unworthy and inexperienced these wannabe MDJs really are. Knowing full well that pricing themselves at a level equal to their greater counterparts would be a death sentence to their event calendar.

The tactics that bottom-feeders are using to invent experience, credentials and accolades is growing at a staggering rate. Having a vanity award or plaque signifying "Best of YOUR TOWN" from the "US Local Business Association" or a listing in the "Who's Who Directory" means little more than the person using the award was pathetic enough to write these people a check to pad their resume'. Even more pathetic is soliciting votes in media based popularity polls to gain favor by design...not accomplishment. Yoo-hoo...look at me attempts to gain recognition with ZERO credibility to back up the claims.

Associations used to mean something in America. Requiring a certain level of commitment, quality, experience and decorum. Erosion of these core values

allows every MDJ with a business card and payment to gain membership today and perpetuates the diminished core of the association by the dilution of quality.

This is not unlike the vanity awards that the Better Business Bureau warns consumers about. Having set a standard wherein in most case, no returned solicitation, nominee or entry is turned down. Even the BBB warns: "businesses dealing with vanity offers should recognize that their award may have little or no significance in the marketplace and should realistically expect no more than the self-satisfaction derived from seeing your plaque on the wall, but don't be surprised when or if someone asks you to substantiate the award and its merits."

Letting go of the last possibility for credibility is not an option. Offensively protecting what experience stands for is imperative. We need that line of differentiation just as much as we need to know the difference between right and wrong. **Experience should stand for something or the client will fall for anything!** Statements of greatness does not provide evidence of such. Today, talk is cheap and MDJs are inferring distinction.

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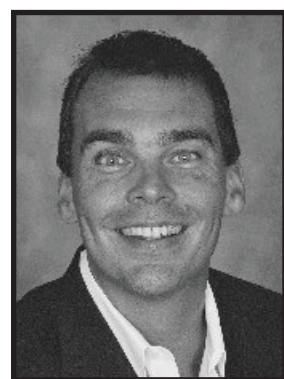
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

To combine with the 20th anniversary of their magazine, DJ Times made a strategic decision to move their Atlantic City International DJ Expo from the staid and quiet convention center, "Back to the Boardwalk" at the Taj Mahal. It was a decision that paid off well for everyone involved.



I've been attending this Expo for over a decade now and have gotten more and more involved through the years. From speaking at my first Atlantic City Expo ten years ago on a panel with four other entertainers, to this year hosting two seminars and two evening events, I

can humbly say nobody can evaluate the move from my perspective. The energy and excitement that came with the new venue was palpable. Even weeks before the Expo, I would get calls from DJs or read posts on the chat boards about it. The convention center and adjoining Sheraton Hotel, certainly convenient for hosting a convention, was off the beaten path and required a cab ride (or a drunken stumble home) from all the hot spots on the boardwalk. And if there's one thing every DJ has in common, it's our desire to be in the

heart of it all. It's the same reason the South Point didn't work for Mobile Beat. Nobody wants to be in a city where things are going on, yet have to hail a cab just to find the action.

As far as the day time activities, this years Expo provided a solid seminar line-up. There were some old stand bys like Frank Garcia's "Myths and Methods of Beatmixing" and Russ Harris' remixing seminar called "The Next Level" (is there a song left he hasn't remixed yet?) which were woven in with some new seminars like Mike Weider's wedding focused talk titled "From First Call to Last Dance." With an eye towards the troubled economy, DJ Times also brought in a banker named Jerry Bazata who spoke on "Strategies for Financial Success." The 30-plus seminars provided attendees with valuable nuggets of information and also many a spring board for conversations that continued later over dinner and drinks. People who think seminars will give them earth shattering information are often disappointed. But if you go in expecting a few gems, you are rarely let down. The seminars I was able to attend did just that and I tip my hat to the speakers who filled the roster.

The other daytime event that attracts DJs like the zombies in "Night of the Living Dead" is the showroom floor. With the new venue came a new room and what a room it was! The 63,000 square foot "Mark G. Etess Arena" which can seat over 5,000 for concerts was certainly more room than DJ Times needed. Still, the 100+ vendors did a valiant job of filling the space and for the sec-

ond straight year, DJ Times helped drive traffic to the floor with their "DJ Times Square" stage. Throughout the week DJs would spin a set from the stage. And when I say DJs, I mean world renowned names including Rock n Roll Hall of Famer Grand Master Flash. Flash in fact was everywhere at the International DJ Expo. He did a book signing, a Q&A session and spun a set. It was a great treat to have such a legendary name from our own industry hang with his "peers." As of this writing, there is some video footage of Grand Master Flash's set up on the DJ Times website.

The evening events were much different from years past given the move to the Taj Mahal. I have been hosting the Monday Night party and Wednesday Night DJ of the Year competition for eight years now. The first seven were held on the top floor of the convention center, in a room with all the personality of a Bridezilla. We did our best every year to fill that room with excitement and fun but believe me, the venue did us no favors. This year things were completely different. Both events took place in the Taj Mahal's nightclub The Casbah. The Casbah was the perfect size for these events, big enough for the crowd to fit in but small enough to contain the excitement. And with club lighting and a banging sound system, the events took on a much more polished and produced feel. I received many compliments after the Wednesday show which was very gratifying. I should mention here too that we had a historic victory at this year's competition. For the first

time since I have been running the show, a female entertainer took home the top prize. Jazmine, who owns H.Y.P.E Productions in Chicago showed a great line dance and just beat fellow Chicagoan Scott Corchin.

The other big evening event takes place every year on the Tuesday night and that's the Promo Only and Pioneer sponsored party. These two power houses of the industry team up annually and host a celebration to give back to the industry. The line-up for this year's party looked more like "Dick Clark's New Year's Rockin' Eve" than something you'd see at a DJ Expo. Host Joey Fatone introduced everyone from Michelle Williams to George LaMond to Akon to Cyndi Lauper. The live acts were interspersed with amazing sets by some of Pioneer's top video jocks like 2nd Nature and of course Ronnie G.

All in all DJ Times had a very successful week. As one of the premier events that our industry enjoys every year, the International DJ Expo in Atlantic City was a huge success. The move back to the boardwalk gave the expo a much needed jolt. DJ Times played off the "Back to the Future" logo with all their marketing leading up to this year's expo. Here's hoping we have a sequel next year!

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

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I've Got A Golden Ticket!

By Jeffery Gitomer

When I say, "golden ticket," what words pop into your mind?

Willy Wonka?
Chocolate?
Gene Wilder?
Johnny Depp?
Charlie Bucket?

Maybe even Jack Albertson?

And who is Roald Dahl? Willy Wonka & the Chocolate Factory is a 1971 motion picture based on the 1964 novel, Charlie and the Chocolate Factory, written by Dahl.

The book, the original movie, and the newer movie, a darker version with Johnny Depp, Charlie and the Chocolate Factory, are American icons (although the author was British).

The book and movies focus around a slightly nutty entrepreneur, a chocolate factory, tiny workers, and a contest to find one of the five "golden tickets" that were securely wrapped within a

Wonka bar. Almost like a lottery, if you found a golden ticket you were rewarded with an all-day tour by Willy Wonka himself of his secret candy factory.

Charlie Bucket, the hero and ideal child, was one of the five winners. The other four children were spoiled brats and as they went on the tour they showed their greed or misbehaved in such a way as to be punished or banished. Charlie Bucket was the winner of the tour and was rewarded with the entire factory and empire. Not a bad days work.

But there's much more to this children's story. There are lessons to be learned, both in sales and in life. Charlie Bucket was an impoverished kid with a vision. You may call it a dream – but his vision and belief were so strong, he made them a reality. He was certain he would get the golden ticket, in spite of his family doubters.

Here are the lessons. Apply them to your sales life and you will win the gold:

- Go for what you want with passion. A big part of winning is your drive and determination.

- Have the belief. If you don't believe, silver or bronze will be as far as you can rise. Gold only goes to the real believers.

- When you get the opportunity you want – be ready. I am amazed at how many unprepared salespeople there are. It's easy to identify

them. They are cold calling and having to submit proposals to win business by bidding.

- Seek the support of others who want to help you. No one ever succeeds alone. Especially salespeople.

- Smile all the time. A smile is the most important and valuable item in your wardrobe. It costs nothing; but it's worth a fortune. It's your image ahead of your words. It's warmth and welcome at the same time.

- Eat chocolate along the way. There's something about the universal love of chocolate. Books have been written about it. It's comfort food that when offered to others makes them feel at home.

- Ask a lot of questions. Questions engage others, create revealing information, and help you discover common interests. I have said that questions are the heart of the sale – and the gateway to a relationship.

- Be in awe and wonderment at all times. Make your life a series of WOWs.

- Be a good person. Self-explanatory.

- Be respectful of your family, especially your parents. More self-explanatory.

- Do the right thing all the time. Most self-explanatory.

- "Nuttiness" to some people is "genius" to others. Make your own judgments and take actions accordingly.

- Good usually wins out over evil and

spoiled brats. What a relief to know that. And that "they all lived happily ever after."

- Be willing to give it all up if your ethics and beliefs are compromised. Commit to stand and stand up for what you believe in, even if you get the golden ticket.

- There's no place like home, even if it's populated with pixilated people. Be grateful for what you have at home.

There's a golden ticket somewhere for you. The secret is: Don't wait on your couch for it to arrive. Go out and get it by working for it, and take advantage of all the gold it has to offer.

You may not win a chocolate factory – but the victory will be sweet.

AUTHORS NOTE: If you doubt the popularity of the story, try to buy a 1964 first edition of Dahl's book for less than \$2,500.

If you want more information on how to deepen the belief in yourself, go to www.gitomer.com, register if you're a first-time visitor, and enter the word BELIEF 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: Fad or Future?

In this column I will be looking at some of the newest trends and fads and how they might change the future of the DJ industry.

With the slowing economy, fewer events being held and with the escalating numbers in competition, DJs are looking for new, different and the hottest gimmicks to make their business unique and stand out above the rest.

Big Screen TVs - Showing Music Videos: Having big screen/flat screen TVs or large theatre style screens showing music videos or live action from the dance floor has been getting more and more popular over the last few years. This specialty is very big at school events like proms or holiday events like New Years Eve. The kids today have grown up with cable TV that shows music videos 24 hours a day and they can download videos from online stores like iTunes. The new CDs offer not just the music of the artists but also the video of the song. I believe that big screen TVs and theatre size screens showing videos will be around for some time at high school and college events but will fade out for more mature, sophisticated events such as a wedding.

Video Taping and Projections: Many DJs are offering video taping as an "add on" to their event packages. They will video tape the wedding ceremony and then at the reception edit the video with other pre-recorded segments and set it all to music to be shown at the reception. Many will also video tape the dinner and dance to make a complete DVD of the special day to offer to clients. I believe that this is a lot of extra work that should be handled by a professional videographer who can take the time necessary to create a work of art for a client. I feel that DJs acting as a DJ and videographer will continue for a few more years until they realize all the extra time and work involved in producing a quality

product for the client. Just like the DJ industry, in the video trade, there is always someone who will work for pennies on the dollar. The DJ/Videographer's biggest fear should be that if either the DJ or the video is less than the quality the client expected. Bad word of mouth can hurt both aspects of their company.

Many DJs will offer clients a video projector and screen wired into their DJ sound system to which the client will provide their own DVD for the guests to watch. This "add on" can make some extra money but also adds additional equipment, labor and time costs. I think that this service will become even more popular with DJs in the future as a way to make some extra cash, but will end up fading out in five years or less. Venues, photographers and videographers are jumping on the band wagon and are also offering these services as an "add on" for an extremely low rate making it harder for a DJ to "up sell" the service. Most of the newer hotels already have built into the room drop down screens with a computerized system that allows the DVDs to be shown in multiple locations at the same time from one source using the hotels sound system to transmit the audio evenly around the room.

HD Digital Sound and Computer Based Sound Systems: With technology improving everyday, it can be hard to keep up with the latest in quality equipment. When it comes to sound quality the makers of DJ equipment are always pushing the envelope to produce finer quality pieces. High definition speakers, mixers, amps and microphones are all the rage. With these advanced pieces of equipment can also come a larger price tag, but it will be worth the big bucks once you begin using this new technology and your guests compliment the quality in the sound of your gear. DJs are changing from using compact discs to using computer based technology. I began using a computer system three years ago and in that time many new and more advanced systems have emerged. Using a computer system makes your job as a DJ so much easier, faster and gives you the ability

to have an endless music library without the clumsiness of all the CDs and cases. I believe that CDs will eventually go the way of the eight track tape and the vinyl album and the computer will be the standard for the mobile disc jockey industry.

LED & Intelligent Lighting: Just like the advances in sound, lighting is also making major changes. Gone are the "can," one color, flash on/off lighting. Lighting today is LED, intelligent and computer based systems. These lights are typically lighter in weight, use less electricity, give off little to no heat as well as move and change to multiple colors and shapes from each individual light. DJs are now using a computer program to operate their entire lighting system. You can actually program the lights to perform in an exact detailed way for each individual song every time it is played. This program can then be altered to fit the size of the dance floor or the shape of the room with a single key stroke. Most DJs will eventually go with this new technology and it should stay around until the next advancement.

Up Lighting: Is the latest fad offered by DJs to attempt to bring in extra earnings from a single event. "Up Lighting" is nothing more than setting lights around the perimeter of the reception hall to light walls and pillars with a colored gel or LED light that adds a unique atmosphere to the room. DJs are offering "Up Lighting" as an "add on" for extra income. For myself, I'm not convinced that the demand for "Up Lighting" is great enough to put out the expense of purchasing the lighting and cabling necessary to handle this extra work. You would definitely want to use LED lighting so that the lights don't heat up and start anything on fire. Up lighting will cause an increase in expense by the DJ as well as time hauling, setting up/tearing down of the lights and cabling. There is also the concern for a tripping hazard from the cabling that can run a great distance or across a walking area. You should add extra insurance just for the "Up Lighting" in case of fire or a tripping accident should occur. Lastly you have to worry that some child or obnoxious

drunk guest decides to mess with or steal a light. I believe "Up Lighting" will not take off as predicted and fade away very fast when DJs realizes all the extra time, money and effort needed and the pay off isn't as great or as in demand as first expected. I know of some DJs who had already purchased the equipment necessary but then the economy began to drop. Bridal couples are pinching pennies and now those DJs are just sitting on their lights hoping for an upswing in the economic world.

Specialty Entertainment: The "Love Story" "Game Shows" "Guitar Hero" and "Rock Band" are a few of the newer "add on" items DJs are offering to expand their business and contend with the competition. I personally have seen and experienced these items and see it lasting a few more years. But, like the Chicken Dance, Macarena or karaoke when it is "over played" or the untrained DJs do a consistently bad job at them, it will eventually get to the point clients will cringe at the thought of having them at their event. For now offering these "add on" items can increase your profit margin. If no one or very few DJs offer these items in your area, you may want to think about adding them to your repertoire. From December 1st 2007 to August 31st 2008 I was averaging one "Game Show" every 4 to 6 weeks without doing any advertising or selling of this item other than a few pictures and a description of "Game Show Mania" on my web site. www.PartyTimeProductions.biz

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 and offers private consultations to DJ services.



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Continued from page 3

tion out of turn.

Frivolous claims of accomplishments create confusion for clients. Overwhelmed by the sheer volume of fact and fiction being thrown at them. Realizing very little of the most crucial things related to the success of their event. Myopically focused on the money as opposed to the misrepresentation.

Oversubscribing to one's own ego is an evolutionary MDJ business mistake. Fermenting contempt in competitors compelled to strongly disagree with one's public self-love affair.

Unethical misrepresentations have become so common place within the MDJ industry that clients have lost their trust in the essential value of services that even the most basic of MDJs provide. Negligent attitudes toward attaining legitimate credentials encourages the next generation of MDJs to manufacture more embellished ways of circumventing qualifications. Quarrelling for recognition and mutual respect that is unearned has become the name of the game. Usurping customer and market confidences by publishing, disseminating or circulating notices, handbills, posters, circulars, pamphlets, brochures, business cards, tabs, labels, letters, or in any other way, an advertisement that contains any assertion, representation, or statement of fact, which is untrue,

deceptive, or misleading with regards to MDJ services and performances is a cheap way to look good at another's expense. Apathy allows customers to formulate their opinions about MDJs by referencing the lowest common denominators in a market. Liberally accepting every wannabe MDJ with open arms only perpetuates the problem. Instant gratification serves as a catalyst in some bizarre and twisted civil right or liberty stance to open a MDJ business without regard to the commencement of legal business activities. Fostering an environment wherein MDJs will fiercely defend their right to be ignorant but avoid earning real credentials at all costs tends to create 'smarter' MDJs that really know little. Ironically, the very respect that is being sought via false or misleading advertising is something they deserve the least. Egregiously stealing respect from MDJs that operate legally and ethically. Decadence being the end result.

Security in employment has dwindled in most situations for many Americans. Compelling many to look at the already overcrowded MDJ industry as a supporting income option. Overcoming the threshold for entry has become less of a decision and more of a whim due to lower priced gear, the outright theft of complete music libraries and the ability to make unsubstantiated claims of experience via MDJ websites.

Understanding of this fundamental threat eludes many MDJs to the point of their own demise. Realizing after the day job disappears that MDJing may not support a living wage at bottom-feeder levels in the face of an ever increasing MDJ competitive market. Getting what you're worth...or getting what you can. Economic viability comes down the same fundamental factors in every situation.

Is it really necessary to accept insolent MDJs that demand to be included in the pool of entertainer who have paid their dues and earned respect; in a fashion that is similar to affirmative action. Natural selection suggests the strongest should survive; however, the bottom-feeding cancer that has gone on unchecked allowing it to strengthen, places some of the best and brightest in the MDJ industry on a road to extinction.

Tangible assessments of qualifications are not really that hard when they are measured by legitimate business protocols. How can bottom feeding con artists believe that making an arbitrary claim of embellished experience or greatness is supported by the lowest market prices? Everything has a value and cheap is defined as inferior.

Morphing marketing into an unearned manufactured reputation borders on criminal behavior because it preys on

an unwary public and compels the public to action, in many cases to their detriment. Desensitizing words and combinations like professional, high energy, unforgettable, entertaining, respectful, full service, all inclusive, interactive, expert, tasteful, guaranteed, quality, premier, personal, memorable, extra mile, best of, outstanding, standards, experienced, intelligent lighting, successful event, professional quality sound, intimate, powerful sound, reasonable price, most, elegant, specialists...etc... Just imagine how confused clients become when \$6000 and \$300 MDJs lay claim to the very same terms with cheap being reserved for the most incompetent and inferior.

Is there a future in MDJing? Not without integrity. Deceiving clients into believing misleading marketing harms everyone by association. Upmanship is a never ending battle without a declarable victor. Striving for excellence is what true professionals do. Techniques are the basis in any profession. Respect is given to those that are most accomplished at their technique and that command the highest value. You offer testimony by price in how accomplished or ignorant you truly are.

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

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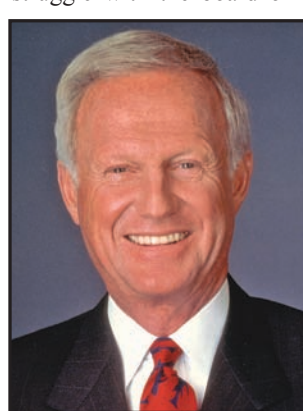
Bouncing Back From Deflating Times

By Harvey Mackay

Failure is all too common in business. Anyone who has ever run a business wakes up regularly with nightmares about the what-ifs.

Successful businesspeople, however, know that even if adversity strikes, they can work around it. They are resilient.

In the mid-1990s, Microsoft was dominating its market and Apple Computer's sales were sagging. Steven Jobs, who had co-founded Apple in 1976, left in 1985 after a power struggle with the board of directors. Apple



struggled too, until Jobs returned as CEO in 1997. He recognized the big problem and fixed it by establishing a spirit of innovation at the company. If brands like iMac, iPod, iTunes and iPhone ring a bell, you'll

know what Jobs has been up to at Apple. And you will see one of the best examples of resiliency in recent years.

Tylenol currently controls about 35 percent of the North American pain reliever market. But in 1982, you couldn't give Tylenol away. A psychopath put cyanide into some Tylenol capsules, causing eight deaths. Although it was clear that Johnson & Johnson had done nothing wrong in the manufacturing of the pills, the company accepted responsibility and pulled more than 31 million bottles from the shelves at a cost of \$100 million. The company also offered to exchange the capsules for tablets, taking another financial hit.

But their response, putting customer safety before corporate profit, helped restore confidence in both the company and the brand. Then-CEO Jim Burke said, "It will take time, it will take money, and it will be very difficult; but we consider it a moral imperative, as well as good business, to restore Tylenol to its pre-eminent position." Sales recovered quickly. Resilient? You better believe it.

Sure, those are two extreme examples. But if those companies can bounce back on such a large scale, they should inspire those facing smaller challenges.

Sales slumps, production slowdowns, labor issues and changing customer preferences affect many businesses. The strong survive not because they are determined to conduct business as usual, but because they find ways to rise above the issue at hand.

Remember, you can't live life with an eraser. You can't anticipate every possible problem, no matter how hard you try. But you can resolve to face challenges as they arise. Keep your mind wide open for solutions, listen to those around and under you, reprogram your brain for success and dig in.

The last decade could have spelled disaster for envelope companies like MackayMitchell Envelope Company. Fax machines, email, instant messaging, online catalogs, online bill paying, the anthrax scare, 9/11, recession—you name it. There was one threat after another. We could have been in the tank 20 times.

But we changed our business focus as necessary, cultivated new business, and managed to survive and thrive. The same work hours may not apply, vacations for our employees were put on hold, wages held in check. It's not forever, but it's survival. We would have had a hard time telling our employees that we weren't resilient enough to provide them with jobs. It wasn't just about us. We had a lot of families depending on our flexibility. And we still do. We are always looking for ways to protect our business against the next threat, even if we haven't identified it yet.

A great oak tree grew on the bank of a stream. For one hundred years it had withstood the winds, but one day a violent storm

felled the oak with a mighty crash into the raging river and carried it out toward the sea.

The oak came to rest on a shore where some reeds were growing. The tree wondered how the reeds still stood after the strong winds.

"I have stood up against many storms, but this one was too strong for me," the oak said.

"That's your problem," the reeds replied. "All these years you have stubbornly pitted your strength against the wind. You were too proud to yield a little. We, on the other hand, knowing our weakness, just bend and let the wind blow over us without trying to resist it. The harder the wind blows, the more we humble ourselves, and here we are!"

It is better to bend than to break. Companies and workers who can bend and not break have the gift of resiliency that let them bounce back from adversity.

Mackay's Moral: Don't let hard times turn into end times. Let them lead to your best times.

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 Chris Brown | Forever |
| 2 Jesse McCartney | Leavin' |
| 3 Kardinal Offishall | Dangerous |
| 4 Ne-Yo | Closer |
| 5 Kid Rock | All Summer Long |
| 6 Katy Perry | I Kissed A Girl |
| 7 Metro Station | Shake It |
| 8 Rihanna | Disturbia |
| 9 Pussycat Dolls | When I Grow Up |
| 10 Jordin Sparks | One Step At A Time |

Rock

- | | |
|-----------------------|-----------------------|
| 1 Saving Abel | Addicted |
| 2 Disturbed | Inside The Fire |
| 3 Staind | Believe |
| 4 Theory Of A Deadman | Bad Girlfriend |
| 5 Shinedown | Devour |
| 6 Seether | Rise Above This |
| 7 3 Doors Down | It's Not My Time |
| 8 Foo Fighters | Let It Die |
| 9 Hinder | Use Me |
| 10 Motley Crue | Saints Of Los Angeles |

Urban

- | | |
|----------------------------|------------------------|
| 1 Jazmine Sullivan | I Need U Bad |
| 2 Young Jeezy F/Kanye West | Put On |
| 3 Yung Berg | The Business |
| 4 Lil Wayne | A Milli |
| 5 David Banner | Get Like Me |
| 6 Rihanna | Take A Bow |
| 7 Rick Ross | Here I Am |
| 8 T.I. | Whatever You Like |
| 9 Plies | Please Excuse My Hands |
| 10 Keyshia Cole | Heaven Sent |

Country

- | | |
|------------------|------------------------------------|
| 1 Keith Urban | You Look Good In My Shirt |
| 2 Keith Anderson | I Still Miss You |
| 3 Jimmy Wayne | Do You Believe Me Now |
| 4 Brad Paisley | Waitin' On A Woman |
| 5 Taylor Swift | Should've Said No |
| 6 Darius Rucker | Don't Think I Don't Think About It |
| 7 George Strait | Troubadour |
| 8 Kenny Chesney | Everybody Wants To Go To... |
| 9 Toby Keith | She Never Cried In Front Of Me |
| 10 Lost Trailers | Holler Back |

The DJ Swap Shop

For Sale: Download a Free BPM List of the Top 250 DJ Songs at www.bpmmlist.com. Look for the new 5th Edition (2009) of the popular BPM List, with more than 10,000 songs in printed and downloadable formats, by the end of 2008. Also pick up the DJ Music List, a checklist of all the most popular DJ requests, at www.djmusiclist.com. The DJ Music List comes with a limited license to legally distribute free copies to clients and DJ employees.

For Sale: One pair of Electro-Voice T18 Subwoofers, power handling 400 continuous, near mint condition kept around for backup. Original 18" drivers and equipped with high quality 3" cast-

ers for easy transport, carrying handles and pole mount receptacles on top for satellite speaker. Original cartons no longer available. New price was \$900 each asking \$600 each. These look new! One pair of Electro-Voice SX500's. Also near mint with very little use. A 15" 2-way cabinet with a 400 watt continuous rating. These retailed at over \$1600 new, I'm asking \$900 for the pair. A very good match with the T18 subwoofer listed above. Buy the entire package subs and mid-high cabinets for \$2000. A huge savings over retail, which was over \$3400. Both can still be viewed on the Electro-Voice website or I'll email pictures if requested. Contact Jim 660-620-6450

For Sale: Two Pioneer CDJ 500 II Limited top-loading CD players. \$100 each. Also, I have an Odyssey Carpeted Case built for a 19 inch mixer and

two top loading CD players or two turntables. \$100. I'll Email pictures if requested. Case measures 52" L x 18" W x 5" D, is in EXCELLENT condition and very heavy duty. Pick up in Kansas City MO area. I will consider shipping the CD players. 816-519-5555.

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