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# Disc Jockey News

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# Terms Of Association... Or Just An Association of Terms?

By Dude Walker

People will generally believe a lie because they want it to be true...or they fear it actually is true.

MDJs have at their feet one of greatest opportunities in America. The possibility of a united voice for the greater good. However, the subjective comments of "who's greater good" permeate the anti-battle cry.

Whether MDJs like it or not they belong to some form of association - by thought. It boils down to the core beliefs that are held near and dear. When you have something like the MDJ industry allowing nefarious characters to operate unchecked whilst being bent on personal gain at all costs, problems will exist and grow into much larger issues.

Enter the concept of an organized MDJ association. Not really a stretch of the imagination...when you leave organized out of it. Trade associations have existed for thousands of years. Largely as a way to control unfair trade competition to foster growth and avoid disaster. With MDJs...it all somehow changes. The unprecedented fears...the absolute distrust of the unknown. Which ironically is based more in the ignorance of what this industry is and it's possibilities than any fabrication of "facts" coming from the nay-Sayers.

Associations have become grid locked by many of the same voices seeking it's

benefits, which ends up expending energies in the wrong places negating the core mission of the associations. This is common whether those associations are local, state or national.

Local associations at least offer the benefit of some measurable success. This where the terms of association hit the road. The terms of association don't need to be confusing...just enforceable. In simplest terms...agree to these rules...or you're out. Of course the value of being "in" needs to be greater. However, most associations fall apart because they become largely trapped in one of two categories. Good ol' Boy networks or membership driven missions seeking anyone with a checkbook claiming to be a MDJ with a predilection to participate in a society of mutual self admiration.

This is where the concept of a credible MDJ association falls apart. The current national and local loose knit associations become so preoccupied with making themselves look appealing and attainable to potential members that they abandon the greater mission of setting standards that reflect and require the potential members to pursue credible business practices. Sadly, the terms of most associations have become so watered down that there is very little standards left to adhere to. On the second side of that dilemma and awkwardly

intertwined is the MDJ mind-set that clings to an idea that they should be allowed to set the terms if they should agree to become involved with an association. The downfall occurs when the association repeats the cycle of watering down the terms of association which ultimately allows the least deserving MDJs opportunity to participate in the demise of the association and industry.

Terms of association need to be clear and concise. You are not allowed to be a member unless you meet this specific criteria. Something as simple as requiring that a business name be registered with the Secretary of State can send some MDJs into an unwarranted livid outrage.

An association needs to matter...it needs to stand for a greater good that can benefit all. Ironically, one of the greatest alleged benefits of belonging to an association has been the concept of networking and brother/sisterhood. MDJs helping MDJs stay connected to events via each other. However, when times get tough, where is this greatest benefit of belonging to an association? Or is it more a matter of sending a referral only when a personal calendar is full...?

How ineffective are associations? Ask any potential client to name one Disc Jockey Association. If they can actually name an association, ask them how it benefits

them as a customer.

Associations have the duty to their members of fostering an environment for positive growth. The absolute mission needs to underscore the basic premise that there is no substitute for quality. When potential clients see a value in hiring an association member because they can feel confident that the "stamp of approval" means something more than an ability to pay annual dues, the association becomes something of value that is sought...rather than sold.

Far too often, associations spend too much time finding token benefits for their members as potential members sales pitches and end up relying on those token benefits as the reason why people should belong. Sadly, in long run, token benefits don't directly help a potential client in any way.

The harsh reality is that membership in any credible MDJ association, national or local should stand for:

- 1) Consumer Protection and Advocacy
- 2) Exemplary personal character and ethical personal and business conduct
- 3) Business excellence
- 4) Interpersonal growth and business management
- 5) Sound and ethical financial management

Dude continued on page 9

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# The Q Corner, Where Quality Meets Quantity

By Mike Walter

First let me begin this article by wishing you a Happy and Healthy New Year. 2008 is behind us and I am sure I'm not the only one to say "Thank God about that!" What a challenging year it was.

With 2009 finally here we welcome in many new and exciting changes. A new administration is set to take over and change the direction of this great country. Will it make a difference? Will any of us have any money left after the new taxes take effect? Do any

of us have any money now after what the stock market has done? Well, like the ancient Chinese saying (or curse) goes: "May you live in exciting time."

So, I'd like to take this time, at the precipice of a New Year and a new era to talk briefly about what I consider to be one of the biggest hoaxes in our society:

The New Year's Resolution.

Here's the problem with New Year's Resolutions as I see it: They are too closely

tied to New Year's Day.

Now that might seem silly. Why would a New Year's Resolution be tied to anything but the New Year right?

But think about it: most people resolve to make a change in their life for the better (stop smoking, lose weight, start exercising etc) and they tie it to the date of January 1st. But the problem is, most of us wake up tired and hung-over on January 1st. And then it's a Holiday so we overeat and sit in front of the TV all day watching meaningless Bowl games. (Didn't the National Title used to be decided on January 1st? When did that stop?) Then we wake up on January 2nd having already blown our New Year's Resolution, we get depressed that we couldn't be strong even for one day and we go right back to our bad old, nasty habits.

Want proof? Ever notice how fast food places advertise like heck the first week of the year? They offer the most incredible deals: value meals for half price, one-dollar specials, etc. etc. Know why that is? Because they know that all they have to do is break you in the beginning of January (when so many of us have resolved to diet and lose weight and stay away from McDonalds) and then they've got you for the rest of the year. It's like a drug dealer who gives away the first bag of smack be-

cause he knows once you're hooked you're a customer for life.

My solution is: forget about New Year's Resolutions. Make a January 15th Resolution. Or an April 8th Resolution. Or a Whenever Resolution. Make a Today Resolution.

Whenever it is that you say to yourself: I want to make a change, then go ahead and make it. Start being a better you today, not next week or next month because it's a symbolic date but NOW because the only symbolic day is the day when you say it's time for a change.

How does this relate to the DJ business? Simple. If you want to change and be a better YOU then your business is going to benefit. Your business will benefit because you are going to be a better person. More confident, more energetic and more in control. And when the ship is being steered by a better captain, the ship sails better. It's that simple.

I know this because in the past few years I've made significant changes to me (the person) and without even realizing it or aiming for it, I became a better owner, manager and DJ. Elite Entertainment is getting more for its money! (Hey, I deserve a raise.) I work harder and smarter than I ever did and it's no coincidence that we have had our best years ever. When I

started making my personal changes, did I think to myself: "you need to lose weight and start running marathons so you can take your company to the next level?" Not at all. I made those changes in my life because I was approaching 40 and I was sick and tired of looking like I was approaching 40. But now that I've done it, I see how my business benefits. I see how much of a better owner I am.

And you can be too. Whatever you decided was your "New Year's Resolution," that change will make you a better person. And by trickle down effect, that'll make you a better owner. Guaranteed.

So forget the date. You are going to read this article sometime in January and you may have even broken your New Year's Resolution already. Who cares? Start a new one. Start it today (not tomorrow when you wake up - not right after you finish that fourth slice of pizza - but NOW!)

I didn't make a New Year's Resolution this year. I didn't make one last year either. A few years ago I made one to spend some more quality time with my sister. But she and I lead such hectic and busy lives that it never happened. I failed. Since then, I haven't "resolved" to do anything. I've set some goals for the entire year and I'll work towards them but I'm sick of failing

Q Corner continued on page 9

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



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# Crisis Is The Best Time To Effect Change. What's Your Crisis?

By Jeffery Gitomer

What's happening in your personal world?

What's happening in your business world?

What's happening in your sales world?

Change is in the air.

You can feel it like a crisp winter day.

You can almost smell it.

The personal question is: How will

you react to that change?

The bigger personal question is: Do you understand that change is opportunity?

The biggest personal question is: How will you take advantage of that

opportunity?

We are in a crisis. Some will define it in other words, like recession or downturn, but the actions we as a people and a government take over the next few months will shape our world for the next decade.

Some people are "waiting to see what happens." Big mistake. There are three kinds of people -- people who make things happen, people who watch things happen, and people who don't know what's happening. Which kind are you?

TAKE NOTE: You can't change things in THE world, but you can change things in YOUR world.

Now is the perfect time to change your situation, and take a self-leadership

position. Now is the perfect time to take control of yourself -- your thoughts, your expressions, and your actions.

If you're in sales, now is the time to sell. Sell better and with more passion than ever before. Start with existing customers. Serve them so phenomenally that they buy more, and refer you to others. That's not a change you can, "live with;" that's a change you can survive with, even thrive with.

Don't just guard your desk and your job. Guard your customers. They are your lifeblood.

REALITY: In order to change whatever you were doing before, you must intensify your efforts. TRANSLATION: In order to effect that change, work harder and smarter than ever before, and do it with a positive attitude and a service heart.

Here's the secret: Outside change makes inside change okay.

At this moment, many people in our society are looking for answers -- or better stated WAITING for answers. What are you waiting for? What are you looking for? What are you doing?

While this time is passing there are three atmospheres:

One is fear and anger. Being bitter, not better.

One is hope and anxiousness. Waiting instead of doing.

One is positive anticipation and determination. Digging in and doing.

Which atmosphere do you exist in?

HOPE: As I travel across the United States, I've noticed there is a renewed sense of friendliness and patriotism. A sense of union I've never witnessed. There is a willingness among many to try to get better and work harder. And clearly,

there is a renewed sense of urgency.

Yes, there's fear, frustration, and disappointment. But not as much as you might read about or hear about. (HINT: They rarely show the good things on TV.) The key is to not be angry about it. Anger affects your attitude, your ability to think clearly and think creatively, and your ability to see the best answers and the best opportunity for you.

Sure you want to be safe, but consider those who pay you, those you serve, and those around you. They are affected too. And their response to the same situation will most likely be different than yours.

PROBLEM: Big companies are looking to remain profitable, and are doing it at the expense of their employees and their service offerings. Airlines and automobile manufacturers are crying -- not serving better or raising quality, rather cutting everything and everyone, and begging for money. Morale is in the gutter, along with service. HUGE mistake.

EASY ANSWER: Double your service offerings.

REALITY: People are looking to get closer, to find a bond, to find answers. People want the country to rally and win.

Patriotism is rampant. (What was your last PROACTIVE act of patriotism?) It's not just salute the flag and sing the national anthem, it's look at history and see how we have overcome adversity in the past, and try to discover and work for positive outcomes in the future.

WAKE UP: Now is the time for friendly, and friendly itself is change that makes other change possible. Now is the time for service, and service itself can make people want to do business with you at all times, not just economically challenging times.

If you want my list of 10.5 things you can do to conquer the fear or actuality of change, go to [www.gitomer.com](http://www.gitomer.com), register if you're a first time visitor, and enter the word CHANGE 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](http://www.trainone.com). He can be reached at 704/333-1112 or e-mail to [salesman@gitomer.com](mailto: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: Can You Hear Me Now?

This article was inspired by a thread on a DJ chat board when a DJ was asking about hearing loss and wearing ear protection while performing at events. Let me first advise you of this: I am not a doctor with any medical degree. I am just attempting to pass on information that may or may not be of help to you. Please consult your physician for medical advice. Your ears are a very complicated and sensitive element to your body and need to be treated with great care to help ensure hearing in your twilight years.

This particular DJ was saying that the music was loud and hurt his ears but then his ears "got used to loud noises" and he didn't notice it anymore. Unfortunately this common "got used to loud noises" concept is a complete misunderstanding of how the ears work and can be dangerous. Human ears do not "get used to loud noise". What can happen are the tiny hairs in your ears that transfer sound to the inner ear will begin to bend over after exposure to loud sounds, thus losing portions of the sound giving the person a false sense of "getting used to." If done for only a short time the hairs can eventually recover and stand back up to regain its ability to transfer sound.

If these hairs are exposed to extremely loud short bursts of sound (explosions) or are exposed to loud noises for great lengths of time (music, machinery etc) they can be permanently damaged and the loss of hearing will never be recovered.

Think about that the next time you hear a car with the bass turned up so loud that you can hear it from a mile away. Not only is this a decibel level problem but also a pressure wave from the speakers that can cause a major situation to the inner ears. These young people have no idea what they are doing to their hearing and will regret it in about ten to twenty years. Remember the last time you went to a

concert and how your ears hurt and/or the sounds outside the concert were muffled for some time? This is what can happen to you as the DJ and to the guests on the dance floor.

As a DJ you should never have the NEED to have the music so loud that it makes your ears hurt or cause you hearing loss. There are better and smarter ways to transfer sound around a room or to a large group of people that does not involve cranking up the music levels. If you are behind the speakers (typical) and you are having ear problems (hurting and/or a loss of hearing) then just think how loud it must be in front of those speakers for the guests like grandma! If you have ever been told to "turn it down" it could be that you actually need to "turn it down" and not just because that person is old and cranky. Yes it actually is too loud! I bought a shirt a few years back at the Rock & Roll Hall Of Fame that reads "If it's too damn loud you're too damn old" sure it's funny but so very wrong.

One way to protect your hearing is to use a decibel meter to tests the levels of your system. While you are setting up, before the guests arrive play the music at a "background" level and test it against the decibel meter. Stand in the center of the dance floor 10 to 15 feet in front of the speakers while doing all of your sound tests. Check your soundboard/mixer and take notes of where your slide lever controls are at this time. Slowly move the sound level up and take notes of where the decibel level reads. When you reach the level of 90dB stop and make note of this. This is the absolute highest that you should turn up the music to ensure that peoples ears don't hurt or that you will cause harm to your hearing.

Levels at which with sustained exposure to loud music may result in hearing loss is typically 90 - 95dB. If at this level you still need to turn up the music then wearing hearing protection would be an added benefit to help care for your hearing. There are many different types of hearing protection to choose from. There

are the kinds that are used one time and thrown away or the kind that are fitted to your ears that can be washed and used multiple times.

Pain to the human ear will start around 125 dB. This is a level that you really do not want to ever meet. If you crank it up to 140db or more even short term exposure can cause permanent hearing damage. DJs have a tendency to continually turn up the music as the night goes on and the party gears up so it is important to continually test levels during the course of the night. Many times towards the end of the night the room begins to empty and there are fewer people dancing. With the room having a smaller quantity of bodies to absorb the sound you will want to check the levels then turn it down because it will be much too loud for those people who still remain.

Many DJs assume that only the big main speakers can harm a persons hearing, but in fact monitors and even your head sets can cause damage to your hearing when improperly controlled.

The more you have it turned up, the more damage to your hearing. The more damage to your hearing the louder you will naturally turn it up so that you can hear it. It's a harmful catch 22.

So what do you do if you have a dancer come up and tell you to turn it up? While they are standing there watching,

slowly move your slide up only a few (2 or 3) hash marks on the mixer. I will guarantee you that they will be happy and walk away thinking that you "Cranked" it up. The medical/scientific reason for this is that If you were to raise the level of music by only 10dB (example: 70 dB to 80 dB) it will be perceived by your dancers as an increase of more than twice as loud as it was before they asked. Make sure that you again test the actual decibel levels to make certain that damage will not be done and adjust accordingly. You may need to turn it back down to a comfortable level after the person has walked away.

Here is a web site that tells how ears and hearing works. <http://www.howstuffworks.com/hearing.htm>

Here is a web site about decibel levels: <http://www.gcaudio.com/resources/how-tos/loudness.html>

To respond to Jeff's column send an e-mail to [jeffrichards@discjockeynews.com](mailto:jeffrichards@discjockeynews.com) Jeff Richards has over 27 years of experience as a DJ/Entertainer and can be found at [www.PartyTimeProductions.biz](http://www.PartyTimeProductions.biz) Jeff 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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# Lessons From Basketball's Greatest Coach

By Dr. John C. Maxwell

At 97 years of age, John Wooden is a legend in the coaching profession. In 1999, ESPN named him The Greatest Coach of the 20th Century.

The list of honors garnered by Coach Wooden during his coaching career is unrivaled.

Over the course of twelve years, his UCLA Bruins basketball teams won ten NCAA Championships, including an astonishing seven in a row from 1967 to 1973. For comparison's sake, no other men's coach has won more than 4 NCAA titles.

He led his teams to four undefeated seasons; no other coach has had more than one undefeated season.

His teams set a record by winning 88 games in a row, including 38 in a row in the NCAA Tournament.

Winning: More than the score

After glancing at Coach Wooden's record, a person may be misled into think-

ing Coach Wooden was a man preoccupied with winning. However, nothing could be further from the truth. For Coach Wooden, competition was never about comparing his team to the opposing squad. Despite all of the victories, trophies, and championships, Coach Wooden never spoke to his team about winning.

John Wooden was college basketball's greatest coach because he kept score differently than any other coach. Rather than measuring success in terms of wins and losses, he focused relentlessly on potential and improvement. Coach Wooden would grow livid if his players loafed when the team was ahead by 20 points, and he could be thrilled with his team's performance - even when they lost by 20 points.

**Leadership Application:** When businesses focus exclusively on market share or the bottom line, they run the risk of overlooking or undervaluing the people, processes, and systems that drive results.

**Practice:** Not perfection, but preparation

When questioned by reporters about missing team practices, current NBA star Allen Iverson gave a disdainful tirade on the pettiness of practice. "We're sitting here, and I'm supposed to be the franchise player, and we're talking about practice. I mean, listen, we're sitting here talking

about practice, not a game... how silly is that?"

For many sports fans, Iverson's comments were emblematic of the arrogance and me-first attitude of an athlete in the National Basketball Association. If nothing else, his words revealed his underlying attitude: I'm an NBA superstar; I've arrived; I'm good enough to skip practice; practice doesn't matter, it's my performance on game day that counts.

To John Wooden, such an attitude would have been reprehensible. Coach Wooden's style was best noted for his keen attention to detail and the rigors of his practice regimen. In his words, "If you prepare properly, you may be outscored but you will never lose. You always win when you make the full effort to do the best of which you're capable."

For Coach Wooden, winning happened when the stands were empty and the spectators absent. He loved the day-by-day discipline of practice. By convincing his team to give their best effort at practice, he coached them to perform at a higher level than opponents. As a result, he enjoyed unprecedented success when games were played and championships were on the line.

**Leadership Application:** Challenge your people to give top effort every day,

and prepare to the point of excess. If you don't tolerate sloppiness when the team prepares, then they will perform better in pressure situations.

**Peak Performers:** More than Talent

John Wooden gained an advantage over other coaches because he had a superior method of selecting players. While most recruiters scoured high school gyms solely in search of talent and athleticism, Coach Wooden began his search from a different vantage point.

When selecting players, Coach Wooden's primary consideration was the student's transcript. For him, a student's discipline in the classroom spoke volumes about the young man's priorities. Coach Wooden wanted players who recognized their primary responsibility was to earn a college degree rather than excel on the court.

When evaluating potential recruits, John Wooden's second criterion was the student's family life. Did the student respect his parents or guardians? Did the student treat his siblings kindly? By looking into a potential player's family life, Coach Wooden measured the player's ability to build healthy relationships. He knew relational skills were essential for establishing teamwork and camaraderie.

John Wooden's third consideration

**Lessons continued on page 9**

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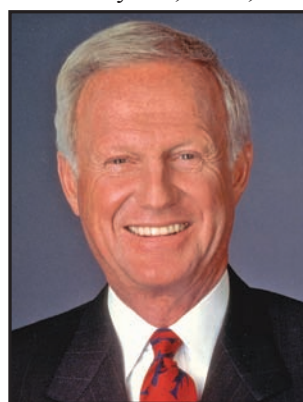
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# The 10,000-Hour Investment

By Harvey Mackay

For years I have preached the importance of hard work, determination, persistence and practice—make that perfect practice—as key ingredients of success. A nifty new book seems to support my theory.

Malcolm Gladwell has written a fascinating study, "Outliers, The Story of Success," which should make a lot of people feel much better about not achieving instant success. In fact, he says it takes about 10 years, or 10,000 hours, of practice to attain true expertise.



to attain true expertise.

"The people at the very top don't just work harder or even much harder than everyone else," Gladwell writes. "They work much, much harder."

Achievement, he says, is talent plus preparation. Preparation seems to play a bigger role.

For example, he describes The Beatles' rise to fame: They had been together seven years before their famous arrival in America. They spent a lot of time playing in strip clubs in Hamburg, Germany, sometimes for as long as eight hours a night. John Lennon said of those years: "We got better and got more confidence. We couldn't help it with all the experience playing all night long." Overnight sensation? Not exactly. Estimates are that that the band performed live 1,200 times before their big success in 1964. By comparison, most bands don't perform 1,200 times in their careers.

Neurologist Daniel Levitin has studied the formula for success extensively, and shares this finding: "The emerging picture from such studies is that 10,000 hours of practice is required to achieve the level of mastery associated with being a world-class expert in anything. In study after study of composers, basketball players, fiction writers, ice skaters, concert pianists, chess players, master criminals, and what have you, the number comes up again and again. Of course, this doesn't address why some people get more out of their practice sessions than others do. But no one has yet found a case in which true world-class expertise was accomplished in less time. It seems it takes the brain this long to assimilate all that it needs to know to achieve true mastery."

Two computer giants, Bill Joy, who co-founded Sun Microsystems, and Bill Gates, co-founder of Microsoft, also were proof of the 10,000-hour theory.

Their years of hard work paid off, don't you think?

As Gladwell puts it, "Practice isn't the thing you do once you're good. It's the thing you do that makes you good."

My purely unscientific observations support all that he says. Our sales reps at MackayMitchell Envelope Company seem to hit their prime after several years of hard work. And I believe it's more than getting comfortable in the job, because I've also seen sales reps that seemed like naturals at selling who couldn't peddle water in the desert. Why? They thought they could get by on their good looks, their winning personalities or their pedigrees. The notion of investing 10,000 hours didn't apply to them—or so they thought. I wouldn't know, because they aren't working for us anymore.

Consider these thoughts from successful folks in all walks of life:

- "A winner is someone who recognizes his God-given talents, works his tail off to develop them into skills, and uses these skills to accomplish his goals."—Larry Bird, basketball star turned coach/team president.

- "No one can arrive from being talented alone. God gives talent; work transforms talent into genius."—Anna Pavlova, poet.

- "I know the price of success: dedication, hard work and an unrelenting devotion to the things you want to see happen."—Frank Lloyd Wright, architect.

- "The way to learn to do things is to do things. The way to learn a trade is to work at it. Success teaches how to succeed. Begin with the determination to succeed, and the work is half done already."—Mark Twain, writer and humorist.

- "Things may come to those who wait. But only the things left by those who hustle."—President Abraham Lincoln.

Do you detect a theme here?

The abilities these people possessed were far-ranging, yet the formula for success was the same: hard work and lots of it. I don't know anyone who has succeeded any other way. Some people just make it look easy. Of course, you probably didn't see the first 9,999 hours of hard work. And you don't just have to work hard; you have to work smart too.

**Mackay's Moral: Some people dream about success, and others wake up and do something about 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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# What Counts!

By Dan Nichols

Twenty one years ago my wife not only ended her high school athletic career but she left behind five track records and an athletic scholarship. She had mentioned to me a few days ago that her father, a coach and teacher at that school

called to tell her that since the school consolidation and the naming of a new school, all her records were being wiped clean and the hall of fame pictures were coming down. She was understandably bothered by this but the truth is, that's life.

for stuff which is not lasting at all. I am not trying to suggest we should all stop trying to be great but we do need to put things in perspective. The only damn thing in this world that will last is the love I give or don't give to my family, friends and yes even my clients. Invest your time in the things that matter.

Though I too lose sight of what's important from time to time in an effort to put food on our plates and feed my God size hole for recognition. I need to remind myself time and time again to address the needs of others and in that I will fill myself. I will fill myself because I will be surrounded by people whose love I have earned one call, one letter, one email, one text message (yep, even a text), one kind word and one smile at a time. I'm off now to give my girls a hug. One hug to the track star and the other to daddy's little girl.

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



In fact, when your day arrives and life comes to an end people will gather together, swap a story or two and then say hey, "let's go grab a beer". Really, life goes on and on to the tune of "out with the old and in with the new".

Achievements, awards, cars, clothes and stuff doesn't last beyond you. It's life's bitter paradox yet we so often work

## Lessons continued from page 7

when selecting talent was the composite evaluation of six coaches. He was leery of basing his analysis on a single performance. By diligently consulting the opinion of six coaches, Coach Wooden measured consistency. He wanted to avoid selecting players who gave top effort one night only to withhold it on another evening.

Coach Wooden's final criteria for selecting players were quickness and talent. He wasn't naïve. He knew speed and natural ability were uncoachable and irreplaceable. Even so, he refused to select a player until he felt comfortable with the young man's priorities, relationships, and track record of consistent performance.

Leadership Application: By looking blindly at talent, leaders end up with malcontents who place personal gain above team spirit or talent-rich sluggards who rarely give their best effort. When hiring, consider an interviewee's life priorities, relational history, and career accomplishments. Don't discount talent, but never elevate it as the sole quality in a prospective teammate.

*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."*

## Q Corner continued from page 4

at some arbitrary "resolution" that is only there because I put it there.

I look forward to 2009 because it's going to be a great year. It's going to be a fantastic year here at Elite Entertainment and also a phenomenal year for me personally. I have a few Marathons already scheduled and I've been given the green light to speak at the Mobile Beat show in Las Vegas. Kelly and I have a vacation planned this Spring to London as well. So as I look ahead at this great New Year, why would I want to start out with a few landmines of broken resolutions? I don't, and neither should you. Just set some goals for yourself and if one of those is to quit smoking, please, finish that cigarette in your hand and throw out the rest of the pack. If one of your goals is to lose weight, go clean out your fridge of everything that's unhealthy and then go join a gym. Stop waiting for a significant date. That date is right now. It's today.

All the best for a Happy and Healthy 2009!

*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.*

## Dude continued from page 3

ment

6) Local awareness and responsibility with national direction and standards

7) Leadership to support and foster MDJ interests

8) Strategic planning for the future of the MDJ industry and legal issues that it faces

9) Effective lead system that is the primary source for potential clients to reach potential MDJs

10) Formulation of an official stance and procedure to address illegal MDJ operations

Unified Voice...? Great concept as long it doesn't become inconvenient. Many associations have had years to create an implement terms of association that could benefit the greater good. However, to date, little if anything has actually been accomplished. Largely due to the nay sayers that grumble out of inconvenient discontent. Let's go back to the simple requirement of registering one's business name. Who wouldn't want their business name registered...? Perhaps that person that is stealing the food off your table that is under reporting income and events or doesn't want to pay their taxes. That person that wants to invent or embellish their experience and credentials in an effort to steal your events from you.

Just last week I went to purchase a 50 amp exterior enclosure for a generator inter-

face from a electrical supply company that I've done business with for over 2 decades. I was turned away at the city desk because it was a considered a hard-wired product only sold through their outside vendors or electrical contractors. Essentially, I was being prevented from stealing the food off an outside vendor or electrical contractors table. They were kind enough to offer me the name of an outside vendor and I was able to purchase the item I needed. Imagine a MDJ association that could foster that level of growth and protection. Imagine a MDJ association that could place their credentials so vividly in front of potential clients that the potential client would be crazy to trust anything inferior...? Imagine a MDJ industry so powerful that they could influence whether or not a wannabe MDJ could ever enter the business association without meeting the most basic and fundamental aspects of what it is that we do.

A superior MDJ company abides by the terms of association and both are enriched by each other and the sacrifice it takes to make it possible. Whereas an inferior MDJ company expects the association to bend to their terms and both are diminished by each other due to the lack of sacrifice and the "I Got Mine" battle-cry.

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

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## Pop

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

## Urban

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

## Country

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

## Rock

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

## Adult Contemporary

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

## Alternative

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

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