

Disc Jockey News

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Free

Irreverent Contemptibility

By Dude Walker

Judging the amount hate between some MDJs can be a monumental challenge. Irreverence towards another is almost always at the core of the dissonance. Mastering one's talent as a professional is an ongoing "human" battle as opposed to resorting to contempt towards all others because they exist.

Reflections of "self" in others is a scary thing. It offers you a way to view how others may view you with that personal judgmental touch of contempt. Vexations are all around us, testing us and our character every day. Evolving beyond these annoyances, requires discipline. Realizing that many of those annoyances originate as a result of personal low self esteem and is a hard pill for many to swallow. Sagacity is necessary to separate oneself from their own self love and when done correctly offers a glimpse of how we can become better people and ultimately better DJs.

Nobody wants to live in the cold shadow of a dominant competitor. Every fiber of our competitive being compels us to view ourselves as "better than". Evaluating

ourselves objectively is the hardest part of overcoming the shortcomings that keep us second best. Denigrating comments about a competitor is no different than the baseless partisan politics during an election year. So many opinions...yet, so few facts.

Take stock in who YOU really are, what YOU stand for and how well YOU treat others. Obsessing about competitors just leads to imaginary conspiracies that further widens the rift of distrust between YOU and others.

Gregarious behavior is what professional networking is all about. Exchanging dreams, concepts and philosophies that challenge us to become better due to those people we surround ourselves with is one of the greatest benefits of looking past one's own personal ego. Taverns are full of people that espouse exactly what wrong with the world without the slightest ability or ambition to make things right.

Archenemies or architects of misconceptions?

Gauging your contempt for another requires perspective. Recalcitrant behavior

is almost second nature to DJs. Imagine you're driving along and come upon a motorist having car trouble and realize that it's the one DJ that you absolutely loathe to the core. Prevail over the situation and help another human being out or break out your camera phone start clicking, sending and laughing?

Arbitrators would rip their hair out at the absolute stupidity that's at the central core of the irreverent contempt between many DJs. Notability is what every DJ is scratching in the dirt for. Denying that they've become noteworthy doesn't increase your value...however, it does increase your ignorance.

Spend your time identifying, ascertaining and overcoming your competition by outperforming them. Take the time necessary to attend a seminar, conference or read a book that can expand your abilities while defeating theirs. Outperforming many DJ competitors isn't that difficult once you set your mind to it. Persistence toward self improvement is hard for customers to ignore and it makes you worth more.

Habitual haters are cancerous. Angst riddled individuals that simply can't move beyond what they assume due to prejudicial blinders. Tempestuous by nature and unwilling to concede. Inquisitors com-

pelled to find the smallest shred of information to fabricate disinformation. Newspeak iconoclasts bent on some bizarre form of vengeance to placate a personal vendetta. Gesturing those they oppose with a New York salute.

Dare to imagine how much wealth is lost due to irreverent contempt towards a competitor. Unleashing campaigns that one is better, but cheaper, relegates all to be valued and referenced by the lowest common denominator. Discounting one's value for the sake of attrition is economic madness. Effrontery gone completely awry with no substantial goal in mind.

Wealth is built by more than dollars. Aspiring towards a peaceful and productive coexistence with your competitors but falling short is not a failure. Letting go of that goal however, is a failure! Knowing how to compliment each other in the marketplace allows everyone the ability to prosper. Eliminating irreverent contemptibility is a daily battle that is fought in the hearts and minds of every DJ. Resolve is only way to make it possible.

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

The Disc Jockey News Conference is moving to June of 2009!

This year's show will feature more hands on training with afternoon workshops both Tuesday and Wednesday. You can choose from a variety of workshops including: computer playback software training, online website tools training, master of ceremonies training, DMX programming training, party game training, and sales training just to name a few.

Our Tuesday keynote will be from Client Magnet's Tom Guetke. Tom will be looking at the ways of doing business that used to work well for a DJ company, that just don't produce in this economy. He will deliver some new ideas and insight through his keynote on how you can recreate an effective and successful business in a down economy.

The 2009 show will be returning to the Sheraton in Minneapolis South (Bloomington area) for a second year! The 2009 room rate is \$129/night which now includes

Disc Jockey News Conference 2009 - - - - - Hands On Workshops - - - - -

FREE WIRELESS INTERNET!!

Your full show pass for 2009 will include two lunches and dinner at Metro Sound & Light on Tuesday night along with the opening night party and all seminars on Tuesday and Wednesday. There will be some additional training options available on Monday for those coming in early that would like to take an additional in depth workshop. Monday's workshops are not included in the full show pass and require an additional fee.

Full show passes are available online at:

www.discjockeynews.com/djnc09.asp

Make your plans now to attend the 2009 Disc Jockey News Conference. Bring your computer, a notebook, and prepare for one of the most intense learning experiences in 2009!!

DJNC09 Schedule:

Monday, June 15th

- 2-5 pm: *Additional training
*Workshop One: Ken Day: *How to be a \$5000 entertainer*
*Workshop Two: Mike Walter: *Training Your Next Great DJ*
- 7:00 pm: Welcome Party hosted by MAPDJ

Tuesday, June 16th

- 9-10am Dean Carlson: Starting On The Right Note
- 11-12:30 pm: Morning Keynote: Tom Guetke: Client Magnet
- Noon: Lunch for all attendees
- 1-4:30 pm: Day one afternoon hands on workshops
- 5:30 pm: Dinner at Metro Sound & Light for all attendees
- 8:00 pm: Evening entertainment TBA

Wednesday, June 17th

- 9-11:30 am: Speaking DJ (8 sessions of wall to wall energy!)
Featuring: Ken Day, Kelly Suite, Arnoldo Offermann, Bill Hermann, Ron Ruth, and Bill Lage
- Noon: Lunch for all attendees
- 1-4:30 pm: Day two afternoon hands on workshops

*Monday afternoon's additional workshops are an additional fee with limited seating.
(all other events and meals beyond the Monday afternoon additional workshops are included in the full show pass)

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Problems

By Dr. John C. Maxwell

In the comic strip, Peanuts, a hapless Charlie Brown occasionally would be stalked by ominous rainclouds. Although the rest of the sky would shine bright and blue, poor Chuck would be stuck under a dark cloud, getting doused by its showers. While his friends and neighbors enjoyed the beauty of the day, a drenched Charlie Brown would be a scowling onlooker.

The lingering raincloud seemed to suggest Charlie Brown's inability to break clear from his problems. A melancholy character, he was prone to fits of worry and self-doubt. He concocted problems where none existed and fretted about those



which were real.

While we do not have to contend with perpetual drizzle like Charlie Brown, many of us live under the gloomy shadow of self-induced rainclouds. When life's twists and turns work against us, we retreat into a

rotten attitude or heap blame on our surroundings. By doing so, we neglect to deal with our problems and only add to our misery.

The Five Truths Leaders Understand about Problems

1. They're unavoidable.

For the aspiring leader, problems may be the most faithful companions of all. The road to success is seldom paved smoothly, and is oftentimes under construction. Potholes and barricades abound. At every bend in the journey, a leader's vision must peer around obstacles and through formidable walls to foresee a positive future. Leaders who sidestep problems stunt their growth - they end up shallow and debilitated. The successful leader stares down problems and resourcefully addresses them.

2. Perspective on the problem, rather than the problem itself, determines success or failure.

We see problems, not as they are, but as we are. That's why attitude plays such a crucial role in separating those who lead from those who follow. Alfred Armand Montapert said, "The majority see the obstacles; the few see the objectives; history records the successes of the latter, while oblivion is the reward of the former." Leaders look at problems from a healthy, self-confident vantage point.

A Wrong Perspective

Problems are unsolvable
Problems are permanent
Problems are not normal
Problems make us bitter
Problems control us
Problems stop us

A Right Perspective

Problems are solvable
Problems will pass
Problems are natural
Problems make us better
Problems challenge us

Problems stretch us

3. There's a big difference between problem spotting and problem solving.

Anyone, even the fairly imperceptive, can identify problems, but few people have the initiative to tackle them. As novelist John Galsworthy observed, "Idealism increases in direct proportion to one's distance from the problem." As rule, don't voice complaint about a problem until you're 1) able to put forth a recommendation for solving it, and 2) willing to take an action to solve it.

4. The size of the person is more important than the size of the problem.

You can tell the caliber of a person by the amount of opposition it takes to discourage him or her. Joke writer Robert Orben says that he once saw an ad from an entertainer that read, "Lion tamer - wants tamer lion." Clearly, this performer wasn't looking for greatness but merely for something manageable. To lead at the highest level requires wrestling with problems seemingly beyond our ability to apprehend.

5. Problems, responded to correctly, can propel us forward.

Leaders are not discovered in the limelight; rather they are forged in the darkness under heat and pressure. Leaders gain respect on difficult terrain, after taking a few blows and being shaped by the problems they encounter. As a matter of fact, courage and valor go undetected until seen through the lens of adversity.

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."

DJ Music List

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A handy checklist of the most requested songs played by mobile DJs. Nearly 2,000 songs are grouped by music genre and indexed by artist, with the chart year and a check box next to each title.

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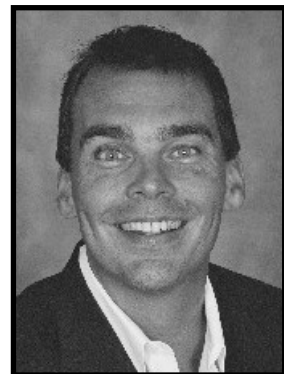
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

In 2008 I became a dog owner. My girlfriend Kelly and I adopted a very handsome Irish Water Spaniel. We named him "Shea" in honor of the ballpark that my favorite baseball team used to play in (and before you ask, the answer is: "No. We are not renaming him Citi-Field.")



I've never owned a dog before and to be honest, I never got it. I never understood the affection that dog owners have for their pets. Until now. When Shea runs to the door to greet me after a gig, or wakes me up by licking my face, or curls

up at my feet while I'm reading a book, I completely get the "Man's Best Friend" thing.

And like most puppy owners, Kelly and I have signed up for some puppy training. We did the generic thing at our local PetCo which was like a 101 level college course. After Shea graduated from there (with perfect attendance, I'm so proud!) we found a local dog trainer and hired him for some one-on-one, intensive training. Trainer Mike has worked with us now for a few months and we are seeing a huge difference in Shea's behavior.

And as I am wont to do, besides taking in Trainer Mike's dog training, I have also watched him as a Trainer. I have enjoyed his technique and to be honest I have learned a few things that I will incorporate into my future DJ Training.

One of the first things Mike told us was that he was teaching us (Kelly and I) as much as he was teaching Shea. It was going to be up to us to practice with our dog on a daily basis if we wanted to see true results. And he wasn't asking for a lot. Five to ten minutes a day was all. That's pretty reasonable when you think about it. I often ask my trainees to give me an hour or two per week in between sessions. Maybe next time I'll just break it down to ten minutes a day. I mean think about it, if you can't devote ten minutes a day to something, you might want to evaluate how much you really want it.

I also like the way Mike arrives for each session. He brings notes with him on whatever it is we are going to be working on but he also begins each session by asking us how

things are going and if we have any questions or concerns. This shows me that he is organized in his training (he must have a "session plan" somewhere to keep himself on track) but

he's also flexible enough to roll with the punches and respond to whatever it is we ask him. I think those traits are essential to any good training program: an organized system led by a teacher who knows the material well enough that they can stray from the text when need be.

Another nugget I stole from Mike was when he told Kelly and I to always end a training session on a good note. When we work with Shea, for our five to ten minutes a day, our goal should be to end that session when Shea has done something

very well. Our last command to Shea when a session is over is "Free Dog" and this will immediately set him off to running and jumping and exerting all that energy he had to control during the session. But we shouldn't set Shea free (try saying that three times fast) on a down note. We have to wait till he has done

a particular command very well and then end the session. I never really thought about that when it comes to working with my DJ trainees but I think it makes total sense. If you have a recruit who is excelling at a particular routine ("The Electric Slide" for example) maybe save that routine for the end of each training session. This was, no matter how many times you've had to correct him or her during the hour, you can end with some positive comments and send them home feeling confident.

I am always amazed at the similarities in any and almost all training programs. I remember years ago when I flirted with getting into golf (I have since given up on that) I took some lessons and the guy told me I'd break 100 someday . . . if I practiced. But I never really thought that training a DJ and training a dog could have any similarities. Yet after working with Trainer Mike I see that they do. With each, you will get optimum results if you are organized, if you practice regularly and if you stay upbeat and positive. And while I won't be incorporating choke collars into any future DJ Training programs, I may start giving treats for Bridal Party Introductions.

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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Now Is The Perfect Time To Step Up, If You're Willing To Risk It.

By Jeffery Gitomer

Everyone is climbing a ladder.

The only question is which rung are you on?

Ever thought about it? It's a way bigger thought than, "Is my job safe?" But if that's what you're thinking, it's probably not. Asking yourself "Is my job safe?" is an indication that you're thinking in the wrong direction - diving in a hole instead of crawling out of a rut.

At the moment, many people are falling off the ladder, or being pushed off the ladder. There have been more than a million people fired, laid off, or put out of a job because of the state

of the economy, and with government trying to "fix" the situation, I doubt the present condition will be better any time soon. I hope I'm wrong, but I've read *Atlas Shrugged*.

You may be one of the unfortunate. Or are you? You may be one of the **FOR-TUNATE**.

To hear our leaders and the spoken media talk of the present situation, you might believe there's little hope. They paint gloom. "We're in a deep recession," they say.

The word is not recession - the word is opportunity. You and I are at the crossroads of that opportunity. The only question is who will take advantage of it?

Now is not the time to worry, or wait.

Now is the time to self-evaluate. Take stock. Do an inventory. Total your assets. And come to grips with who you are, and who you want to be. Then take action.

I have written that turmoil is the best time to make change, and accept change. Yes, we're in the crapper, but it's way better to focus on the opportunity, your opportunity, that this downturn presents. There's a big question you need to ask yourself. Is now the best time to climb a few steps?

To help answer that question, here are some "take inventory" questions you must ask yourself to gain a realistic view of who you are, where you are, and what you have achieved:

What have you done?
What are your achievements?
What is your strength of character?
What is your reputation?
Do you have a web presence?
What are your career skills?
What are your personal skills?
What are your strengths?
What expertise have you gained?
Are you using your abilities and expertise to their full potential?
What is your passion?
What have you always wanted to do?
What is your present financial condition?
What are your financial obligations?
What is your tolerance for risk?
On a 10-step ladder, which rung are you on?
How high can you climb in your present position?
How high do you want to climb?
What's the gap?
How much do you love where you are?
Are you and your efforts appreci-

ated?

How much do you love what you do?

These are tough questions. And I recommend that as you read them, and think about them, that you take 30 minutes out of your life to write down the answers. Writing leads to clarity and allows you to think of the questions individually rather than as a group.

These questions transcend, "Is my job safe?" And let me give you a clue Sparky, nothing is safe. People who took a job at a bank to be "safe" are now on the street. One hundred thousand of them. All rules of the game are off. It's like Manhattan in a snowstorm; anything goes, and every man is for himself.

The answers to the "take inventory" questions will give you the most realistic picture of yourself you have ever had. They will also clarify where you have the potential to go. Or should I say grow.

Now that your assets are defined and your present situation is clear, write down what you (really) want to do or become - and assess the path you're on now. Are the paths aligned? Are you on the right road?

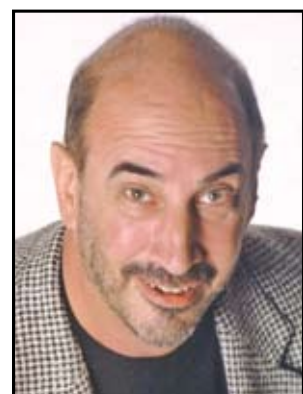
OPPORTUNITY IS KNOCKING

BABY: Whether it's moving up your present ladder, finding a new ladder, or even buying your own ladder, now is the time to do it.

Or you can wallow in "what is" until someone else makes it happen.

If you want to print out my list of "take inventory" questions, go to www.gitomer.com, register if you're a first-time visitor, and enter the words **TAKE STOCK** 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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Think Before You Sink

By Harvey Mackay

Four centuries ago when French philosopher and mathematician Rene Descartes made his famous statement, "I think, therefore I am," he probably wasn't thinking about the survival of American businesses.

But businesses that aren't thinking simply won't exist anymore. In a better economy, they can slide a little. In this climate, it takes all the thought processes you have to keep the doors open.

Sometimes, we have to turn off the rest of your life and live in the moment. In other words, stop thinking so hard about things that don't matter and concentrate on the things that do!

C o n - sider Alfred Butts, who lost his architect job during the Great Depression. He switched gears, and studied the front page of The New York Times to calculate how often each letter of the English alphabet was used. The end result: he invented the game of Scrabble. Cheap research, simple design, and a game that remains enormously popular more than 70 years later.

Ira Hayes was vice president of advertising at National Cash Register, now part of AT&T. He believed that everyone should have an "idea-of-the-week book," the goal of which is to write down one really good idea a week. Hayes' personal book spanned 30 years. He said: "The movers and shakers of tomorrow will be those who have the resolve to write down an idea, despite its source, and to keep trying it, despite any resistance they encounter."

You should be open to unorthodox methods and creative plans. These tough economic times will try even the most stable businesses, and will require some bold actions to keep operating. Don't believe me?

Even if your company is in line for a bailout, you probably have had to change your strategy ... things like attracting customers, selling your products or services, negotiating contracts and buying supplies. What good ideas have you had this week to address your challenges?

Genevieve Bell, a cultural anthropologist at Intel, says that to do good fieldwork, she has four ways of thinking that she keeps front and center when she's working. Here are her guiding principles:

- Be present. Get in the middle of whatever you're doing. Talk to anyone who will listen; listen to anyone who will talk. Read the news. Shut off all your electronic devices and participate in what's going on around you to benefit from it.

- Be vulnerable. Let go of any preconceived ideas you have. Get engaged—and if you get knocked off-center, pay attention. When you're vulnerable and uncomfortable, she says, you're in a position to learn the most—about yourself and others. That's when you really pay attention.

- Be surprised. When you're surprised, you'll ask questions. Be willing to ask stupid ones, she recommends, and be willing to look foolish. I always say there is no foolish question, if it is sincere. And the only dumb question is the one you don't ask.

- Be honest and brave. Don't be afraid to say, "I don't know." Bell says that when she's asked questions like, "What are the three key takeaways about China?" she resists answering. She tries to stay true to the stories she gathers. When people share their stories with you, you have a duty to guard the truth of the information with which you have been entrusted.

Keep the details and nuances—no matter how contradictory or nonsensical they might seem, Bell says. If you do, you'll give voice to those who might not be able to do it themselves. In business that often means asking hard questions—as well as not giving easy answers. It means telling the truth to those in power.

Every organization has people who can see the big picture; those people are real assets. They know where you are and where you need to be going. Don't let them get bogged down in a lot of meaningless meetings and paper shuffling. Instead, give them opportunities to solve problems and advance your goals.

Be prepared to take some unorthodox actions; think twice before dismissing a novel approach.

So when you see your key people looking out the window, congratulate them. They are probably doing the company a lot more good by just thinking than anything else they are doing. It is the hardest, most valuable task any person performs.

A penny for your thoughts? It's a bargain for a million-dollar idea!

Mackay's Moral: If you can think it, you can do 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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- 13 Akon Right Now (Na Na Na)
- 14 Nickelback Gotta Be Somebody
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- 9 The-Dream Rockin' That Thing
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- 4 Dierks Bentley Feel That Fire
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- 6 Kenny Chesney Down The Road
- 7 Keith Urban Sweet Thing
- 8 Brooks & Dunn Cowgirls Don't Cry
- 9 Brad Paisley W/ K.Urban Start A Band
- 10 George Strait River Of Love
- 11 Taylor Swift White Horse
- 12 Darius Rucker It Won't Be Like This For Long
- 13 Pat Green Let Me
- 14 Lee Ann Womack Last Call
- 15 Jake Owen Don't Think I Can't Love You

Rock

- 1 Nickleback Something In Your Mouth
- 2 Shinedown Second Chance
- 3 AC/DC Rock 'N' Roll Train
- 4 Apocalyptica I Don't Care
- 5 Disturbed Indestructible
- 6 Theory Of A Deadman Bad Girlfriend
- 7 Seether Breakdown
- 8 Metallica The Day That Never Comes
- 9 Metallica Cyanide
- 10 Saving Abel 18 Days
- 11 U2 Get On Your Boots
- 12 Saving Abel Addicted
- 13 Mudvayne Do What You Do
- 14 Guns N' Roses Chinese Democracy
- 15 Theory Of A Deadman Hate My Life

Adult Contemporary

- 1 Coldplay Viva La Vida
- 2 David Cook Time Of My Life
- 3 Jason Mraz I'm Yours
- 4 Natasha Bedingfield Pocketful Of Sunshine
- 5 Leona Lewis Bleeding Love
- 6 David Archuleta Crush
- 7 Colbie Caillat Realize
- 8 Taylor Swift Love Story
- 9 Lifehouse Whatever It Takes
- 10 Daughtry What About Now
- 11 Leona Lewis Better In Time
- 12 Missy Higgins Where I Stood
- 13 Gavin Rossdale Love Remains The Same
- 14 Simon Collins Unconditional
- 15 James Taylor It's Growing

Alternative

- 1 Kings Of Leon Sex On Fire
- 2 Incubus Love Hurts
- 3 Shinedown Second Chance
- 4 Paramore Decode
- 5 Apocalyptica I Don't Care
- 6 Seether Breakdown
- 7 Offspring You're Gonna Go Far, Kid
- 8 Airborne Toxic Event Sometime Around Midnight
- 9 Anberlin Feel Good Drag
- 10 U2 Get On Your Boots
- 11 Saving Abel 18 Days
- 12 Offspring Kristy, Are You Doing Okay?
- 13 Rise Against Re-Education
- 14 Killers Human
- 15 Weezer Troublemaker

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