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The Q Corner, Where Quality Meets Quantity

By Mike Walter

In the interest of full disclosure let it be known that this is a biased report of the Mobile Beat Show in Las Vegas from last month. Here's the conflict of interest: I am predisposed to like things.

I go into any new experience wanting to enjoy it. I presume something will be good and worthwhile until proven otherwise. You can call me an optimist or naïve or say I wear rose-colored glasses and that's fine. I'll take my outlook over someone who is jaded and negative any day of the week. Plus I like Ryan Burger and Mike Buonaccorso and respect all that they have done and continue to do for our industry. I root for them to succeed.

With all that upfront and on the table, there is no denying that MB2009 was a smashing success. Here are some of my observations from the week:

First of all, when does this show actually start? For as long as I can remember, it's been Tuesday. But increasingly there are more and more events for the attendee on Monday. If you don't get into town on Sunday, trust me, you'll feel like you missed the first hour of a wedding or something. Personally I was busy all day and evening on Monday so I missed the seminars and entertainment that Mobile Beat organized but from the reports I heard it was well worth getting into town a day early. The Dueling Pianos kickoff party Monday night was well attended and from what I hear a lot of fun.

Tuesday is the official kickoff and Mobile Beat always front loads their seminars on Day One. This year was no exception. Andy Ebon and Jim Cerone kicked off the day with amazing seminars. Both would speak each day and if you think three seminars from the same speaker is too much then you didn't get a chance to hear either one of these guys. Andy's knowledge of the internet is limitless but he "dummies it down" just enough to make it all make sense. His closing on Tuesday was incredibly motivational and his content all week long was in-depth and timely. I saw Andy speak on this subject six months ago



but with the speed of light that the internet changes at, Andy completely updated his information. He is as "in the moment" as any speaker on the circuit today and based on his subject matter he needs to be.

Jim's Perfect Host seminars are great. He seems poised to break out as the next big speaker on the DJ circuit (he's obviously shoved Randy Bartlett to the unemployment line) so if you missed him in Las Vegas I suspect you'll have the opportunity to catch him sometime soon. I've always known Jim to be the consummate gentlemen and professional and in his seminar he took the steps to explain how we, too, could become "The Perfect Host." Jim has produced a DVD with this material and is offering it at his website, www.JimCerone.com.

After lunch on Tuesday Jorge Lopez presented a seminar on Selling to Different Generations. Jorge is simply one of the smartest men in our industry and whenever and where ever he speaks, I'll be there to listen.

I was very honored to be included in this Day One lineup and I gave a 60 minute seminar on maintaining your staff called: "Keeping All of Your Great DJs." I received some good feedback afterwards so I can only assume I didn't embarrass myself after those heavy hitters (either that or the attendees were just really nice to me)

Tuesday night Mobile Beat threw a party that was amazing. Sean "Big Daddy" McKee kicked things off by getting everyone on the dance floor. After winning every award known to the DJ Industry last year, Big Daddy recently added another notch to his lapel, "Cancer Survivor." There is no one in our industry who can match Big Daddy's passion when he is on the mic and on the dance floor and even though he only had 10 minutes to demonstrate it, he proved once again that this is true. Ron Dante (lead singer of the Archies) had the unenviable task of following Big Daddy. The nicest thing I can say about that is, someone had to do it. But then Otis Day cranked out an hour long set of classic rock and blues that shocked most everyone. We were just expecting "Shout." That's like expecting a cheeseburger and getting Fillet Mignon. And as if that wasn't enough Vanilla Ice closed the night with a quick, yet impressive set. Vanilla Ice clearly has a water fetish which manifests itself in him spraying, dumping and throwing water on everyone anywhere near the stage. Since I was out of reach, I found this very amusing. All in all, Ice was impressive, and with less than half the cursing of Freedom Williams from last year, he was that much less offensive.

On Wednesday and Thursday, I have to admit I missed the 8am seminars. But not

because I was sleeping in. It's become tradition that Marcello Pedalino and I try to round up some Mobile DJs for some early morning runs while we are attending any DJ Convention. This year however I am sidelined from running with Achilles Tendonitis so the run became a walk. And wouldn't you know, while we usually get one or maybe two people to join us, we never had less than a dozen walkers each morning. There is nothing like starting a day with a brisk walk, some exercises and some unique networking. I hope next year we get even more attendees to join us. I think one of the things our industry could use the most is an increased focus on health and fitness.

Jeffrey Craig presented his seminar entitled Strictly Business on Wednesday. Jeff had some solid content and based on the mad rush to meet him after his seminar, it seems the Mobile DJ Industry is finally learning who "dis guy from Brooklyn" is.

I'd like to report on the rest of the seminars but this year I took a booth to help promote my Training DVD so I was tied up most of Wednesday and Thursday. This gave me a unique perspective of the show, getting to meet and chat with so many attendees as they made their way around the floor. I have to say a public THANK YOU to Big Daddy who helped me out tremendously. Having a "superstar" in my booth certainly didn't hurt sales.

I find it curious that some people will use the economy as an excuse to not attend a convention like this. In my opinion it should be the exact opposite. When times are tough and sales are down, that's when you need your industry connections the most. But if attendance was down this year in numbers, it was up in enthusiasm and optimism. The overall attitude of the DJs that I spoke to was, "Yes the economy is tough but we refuse to allow that to affect our businesses. That's why we are here."

Based on what I witnessed in Las Vegas at the Mobile Beat show, our industry has a great future.

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

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Looking For A Job: The Perspective Swings...

A Letter To A Bride: By Ken Peterson

School is over, and you enter the employment hunt.

Your resume' has all the pertinent information in clearly defined sections:

-How to reach you.

-Objectives.

-Summary of skills.

-List of Education.

-Additional training.

-Certificates and Accreditations.

-Work Experience.

-References.

You know the next step in the job search is to get that resume out.

You have a great cover letter that expresses how you found out about the job opening and sets up dialogue for scheduling an interview.

You take an extracurricular class or two on job interviews.

You have practiced the interview numerous times with friends, roommates, or maybe even a few family members.

You get the call – a company is interested. It's a company you have stock in, you speak well of to your friends, and you really want to work for this firm!

The appointment is set.

This is your big break! You have been preparing and waiting for this moment. You know your are ready; you have put in the work to make yourself the best choice for the position. It is now time to show this company you know what you are doing!

You are excited! You may even dress one step higher than appropriate for the line of work you are interviewing for.

You're there on time – actually 10 minutes early.

You can already envision working for this firm.

The HR Dept calls you in...

The only question asked is simply, "How much do we have to pay you?"

There is no greeting, no handshake, no welcome, no offer to sit down or get comfortable, no query about anything on the resume. HR doesn't probe about history, education, skill sets, references, or even if you are over or under qualified for the job... Just a lone question: "How Much Are You?"

You are on the spot. You are the interviewee. You need to answer that question.

Your mind runs wild, "What about my qualifications, why aren't they asking about those? The entire labor pool is out there; and I know I am the single best candidate for this position. Is this company really looking for the cheapest labor? What if I say, 'I want \$xx,xxx per year salary.'? The next guy in the lobby is wearing tattered jeans and a stained t-shirt. He's got a ticket for the company to sign off from the placement referral service so he can continue to collect unemployment and furthermore he's absolutely clueless – I know he's going to ask for less."

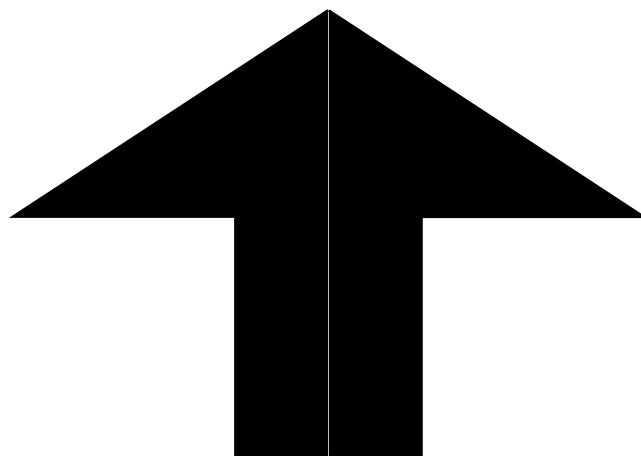
Many couples that are planning a wedding unknowingly do this daily to many service providers within wedding entertainment field.

Engaged couples are at that stage in life where the job hunt is very fresh in their mind; either they are about to start the search, right in the middle of it, or were recently placed in a nice job environment.

Wedding Entertainers (mobile DJs) can be thought of as the candidates waiting in the lobby (your lobby – you are the employer). They offer a service and a willingness to work for you. Some DJs position themselves for the menial tasks. Others, the better ones, can become your right-hand.

Wedding DJs have a resume'. It's their marketing: a website, their printed materials, an informational e-mail. They have references to check such as thank you cards, happy clients to email, and reviews found online. There is a confirmable work history: ask your other vendors if they have worked with the DJ before – ask your DJ about the vendors they've worked with. What about training, accreditations and certificates? What have they done to earn the spot in your wedding budget.

Have some fun, pay us DJs back with the same thing you are going through (or went through recently). Scrutinize. Find the right employee for your own "wedding firm."



The letter written by Ken Peterson is a great, thought provoking letter to be used on DJ entertainer website blogs. Imagine if you could use a tool like this to turn those 'how much do you charge' phone calls into "tell me about yourself!"

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The Second Ten Commandments

By Harvey Mackay

We all know about the original Ten Commandments, but have you ever heard of "The Second Ten Commandments"? These pearls of wisdom, sent to me by a friend, have been often attributed to Elodie Armstrong. I have taken the liberty of putting my spin on them:

I. Thou shall not worry, for worry

is the most unproductive of all human activities. You can't sawdust. A day of worry is more exhausting than a day of work. People get so busy worrying about yesterday or tomorrow, they forget about today. And today is what you have to work with.

II. Thou shall not be fearful, for most of the things we fear never come to pass. Every crisis we face is multiplied when we act out of fear. Fear is a self-fulfilling emotion. When we fear something,

we empower it. If we refuse to concede to our fear, there is nothing to fear.

III. Thou shall not cross bridges before you come to them, for no one yet has succeeded in accomplishing this. Solve the issues before you right now. Tomorrow's problems may not even be problems when tomorrow comes!

IV. Thou shall face each problem as it comes. You can only handle one at a time anyway. In one of my favorite "Peanuts" comic strips, Linus says to Charlie Brown, "There's no problem too big we can't run away from it." I chuckle every time I think about it because it sounds like such a simple solution to a problem. Problem solving is not easy, so don't make it harder than it is.

V. Thou shall not take problems to bed with you, for they make very poor bedfellows. Just remember that all your problems seem much worse in the middle of the night. If I wake up thinking of a problem, I tell myself that it will seem lighter in the morning and it always is.

VI. Thou shall not borrow other people's problems. They can better care for them than you can. I must confess that I have broken this commandment because I wanted to help someone out, without being asked, or I thought I was

more equipped to handle a situation. But I wouldn't have to deal with the consequences, either.

VII. Thou shall not try to relive yesterday. For good or ill, it is forever gone. Concentrate on what is happening in your life and be happy now! We convince ourselves that life will be better after we get a better job, make more money, get married, have a baby, buy a bigger house and so on. Yet the accomplishment of any of those events may not make any difference at all. The Declaration of Independence says we are endowed "with certain unalienable rights that among these are life, liberty and the pursuit of happiness." You are responsible for your own happiness.

VIII. Thou shall be a good listener, for only when you listen do you hear ideas different from your own. You can win more friends with your ears than with your mouth. Hearing is one of the body's five senses, but listening is an art. Your success could hinge on whether you have mastered the skill of listening. Most people won't listen to what you're saying unless they already feel that you have listened to them. When we feel we are being listened to, it makes us feel like we are being taken seriously and

what we say really matters.

IX. Thou shall not become "bogged down" by frustration, for 90 percent of it is rooted in self-pity and will only interfere with positive action. Seriously, has frustration ever improved a situation? Better to take a break, collect your thoughts and redirect your attention to a positive first step. Then go on from there.

X. Thou shall count thy blessings, never overlooking the small ones, for a lot of small blessings add up to a big one. We all have something to be grateful for, even on the worst days. Hey, you're still on the green side of the grass, aren't you?

Mackay's Moral: These may not be chiseled in stone, but try them—they'll make your life less rocky.

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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From Slot Machine To Stock Market

By Dr. John C. Maxwell

In the early years of my career, I did not have a correct view of life. I approached life as if it were a slot machine. I wanted to put as little as possible into it, and I always hoped to hit the jackpot. I'm embarrassed to say that I often had a similar approach in my interaction with people. I was more focused on what people could do for me than what I could do for them. As a result, I would try to make relational "withdrawals" without ever giving made any deposits. Needless to say, I was not very successful.



As I matured, I began to place a higher value on people for their sake, not for mine. As I made this transition, I noticed a fascinating development: the more I gave to relationships, the more I seemed to gain from relationships. In my book, *Winning With People*, I named this phenomenon The Boomerang Principle. What you put into relationships has a way of coming back to

you.

During my time in leadership, I've noticed that people fall into three broad categories with regards to how they view relationships.

1) Takers

Takers receive and never give. They are the people in life who have a me-first mentality. They try to extract as much as they can from the relationships in their lives, and they rarely, if ever, consider giving back.

2) Traders

Traders receive and then give. Traders will only send you a Christmas card, if you've mailed one to them. They picture relationships as an equation in need of balance. If someone helps them, they feel a debt of gratitude. If they aid another person, they expect a favor in return.

3) Investors

Investors give and then receive. These are the people who give purely for the joy of giving. They add value to others, not as part of a cold calculation, but as a habit. Although doing so may not earn them an instant return, in the long run they reap the gratitude and goodwill of those they have helped.

Investment Strategies for Relationships

Instead of viewing relationships as a

slot machine, picture them like the stock market. To get rich, make regular deposits in people over an extended period of time. At first, you may feel like the value of what you're putting in isn't worth the investment. However, like the stock market, in the long run, you'll reap dividends and earn rewards.

1) Think "Others First"

Human nature tends to focus us on personal needs, but investing in relationships requires us to prioritize others. Instead of self-advancement, think others-enhancement. Like a responsible investor, resist the temptation to "time" the relational market, using someone only for short-term gain. That's a strategy doomed to fail. On the contrary, make a habit of adding value in relationships and trust that the long-term results will be in your favor.

2) Focus on the Investment, Not the Return

If you've ever purchased stocks personally, then you know the agony of watching the vicissitudes of the market. Like a roller coaster, your portfolio climbs up one day only to lurch down the next day. Instead of agonizing over returns, a shrewd investor focuses on making the investment. The same principle holds true in relationships. Don't expect specific and immediate benefit from your relational inputs. Through

time, you'll be taken care of as long as you're willing to invest.

3) Make Educated Investments

Not all investments yield the same interest, and not all relationships produce the same reward. As a leader, make investing in others a general principle, but be deliberate about putting energy into low-risk, high-reward relationships. Seek out talented people with teachable dispositions, and offer your relational capital to those who will make the most of it.

4) Initiate the investment

A stockbroker won't hack into your back account and invest money on your behalf. You have to be willing to take the first step. Don't be stingy with your relational investments, giving only to those who've first given to you. Rather, take responsibility for setting the tone of adding value in your relationships.

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."

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Reaching The Age Of Non-Acceptance On My Terms

By Jeffery Gitomer

I have a few more creaks this year than last. I guess at 63 some small aches are to be expected. But I didn't expect them. Nor am I willing to accept them.

There are things I can do to help myself "not creak." And I am doing them. Walk, eat less, drink no soda, take an aspirin a day, take a few more vitamins, and other actions personal to me and my age and health that will help me both improve and prevent. I keep myself well oiled, so I can speed up rather than slow down.

Here's what I have found to be true: The more I age, the less I am willing to "just accept," and I am certainly not willing to "settle."

Everyone is on their own journey. How's yours going? Not the wealth journey, or the hunt for buried treasure. I'm talking about a WAY BIGGER journey. Your "learning journey." How's that going?

I have been an adult student for more than 40 years. Like you, when I was young, I knew everything. Then I traveled to Europe for a year, and I suddenly realized I knew next to nothing. From there I resolved to learn something new

every day. That was more than 40 years ago, and I'm still on that journey. I hope you are, too.

The older I get, the more I want to learn and the more I want to accomplish.

Some people want to relax, or watch TV every night, or want to retire, or are looking forward to retiring. Not me.

I get mail from senior citizen organizations. I throw it away. I don't want to accept that just because I have reached a certain age I can save money on things.

I am on a mission. I have a few more lofty goals that are backed up with intentions:

- Write 10 more books.
- Deliver 1,000 more speeches.

And there are a few other major personal goals to achieve and places I plan to see before I pack it in.

What are you doing right now to identify, intend to, and achieve your lofty goals? Or are you "waiting to retire" to get or do what you really want? I have found that most people who want to "retire" don't love what they do at present. Not me.

When you love what you do, you can't get enough of it. I hate sleeping – biggest waste of my time. I wake up early. I go to sleep late. People say they need balance. Not me – I don't need balance. I love what I do.

And contrary to popular belief, you don't need balance – you need money. Which would you rather have – balance or money?

Back to my age of non-acceptance... BIG QUESTION: What are you "accepting" right now that you might be able to change if you took a few more risks, or were willing to put in a bit more (or a lot more) effort?

BIGGER QUESTION: What are the three of four things in your life that you "wish" were different than they are now? And what the hell are you waiting for? Don't you hate waiting? Traffic. Late flights. Long lines. On hold. Slow service. You do everything you can to avoid a 10-minute or 60-minute wait, yet you're willing to wait YEARS to achieve your life's desire. Not me. I'm not waiting for anything or anyone. I don't accept waiting, either in a doctor's office or in life.

BIG ANSWER: Here's the cool part. By taking daily action toward what you really want, at some (undefinable) point, you create your own momentum, your own path to achievement, maybe even your own path to fulfillment.

BIGGEST QUESTIONS: What are you "just accepting"? What are you willing to do to make things happen in your life?

BIGGEST ANSWERS: If you're constantly talking about what was, you're robbing yourself of what will be. Complaining about life? "In my day things were different..." Take note: candy bars are no longer a nickel. If you're sick of waiting, if you're sick of just accepting your present lot in life, maybe it's time to take action.

Gotta go. Time to floss my teeth. If I could only floss my hair.

GREAT NEWS: I have created an achievement self test, a way for you to see what you are accepting as okay when your heart says "fly!" Go to www.gitomer.com, register if you're a first-time visitor, and enter the word ACHIEVE in the Git-Bit 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: Staying Healthy. (Part 1 of 2)

As a performer working most every weekend at events such as a Wedding, it is very important not just to your clients that you stay healthy but also to your business bottom line.

Let me preface this by saying that "I am not a Doctor with any medical degree, I am a Disc Jockey." By taking care of my health I have never missed an event in over 28 years. What I'm about to describe are tricks that have helped me refrain from falling ill and missing an event. They may or may not work for you and there is no 100% guarantee that you will not become sick, but with the right precautions you can limit the number of times and the severity of the illness.

First we must start by pointing out some of the more common ways that you can become sick. Colds, flu's and many other illnesses come from Germs, Viruses and/or Bacteria (referred to in this article as GVB) that are transferred from person to person or picked up by touching or eating things that have the germs, viruses and/or bacteria on them. Friends, family members, co-workers and even yourself are GVB carriers and may not even know it. Shaking hands, slapping high five's, kissing and hugging are all ways to easily pass on GVB that can lead to illness. Close quarters at work where people cough and/or sneeze and then touch items that others will then touch will pass on those GVB. Common items such as phones, key boards, railings and door knobs are prime locations for the infestation of GVB.

Young children are the most accessible when it comes to spreading illness. They are just not informed and prepared to take precautions to stop the spread the sickness. Children's toys, books and play areas are typically a haven for GVB. Those "changing areas" for babies in private or public locations could easily lead to a horrible illnesses for you and your child. The absolute most unfavorable locations are those children's play areas at some restaurants or child care facilities that have an area filled with rubber balls, plastic slides, tunnels and toys. Sure they make the children wear socks, but that's no protection for what is being spread (GVB) around that room by those kids. Fecal matter is a major concern when it comes to children's play areas. After crawling around on these contaminated areas they then will be infecting everyone and every surface they come in contact with afterwards. Eating their food they are then infecting themselves and possibly yourself. How many times have you eaten your child's left over fries that they have possibly touched? This is a worse problem for children then the spread of lice because you can see who and when a person has lice, you typically can't see a thing on children when it comes to spreading GVB.

I am not a "germ-a-phobe" like Howie Mandel but I love to point things out to my wife as places "not to touch" when we are out and about. At our favorite mall (Mall

of America) hand rails on the escalator, entrance/exit door handles, elevator buttons, bathroom facet's and counters are places I have to continually remind her of. As a rule of thumb anything at waist level or below (the height for young children) are all things you want to beware of. Public locations can quickly allow you to come in contract with GVB.

Flying on airplanes is also a great location to pick up an illness. Think about it, you are stuck inside a limited space that doesn't have a fresh source of air from the moment the door closes to when it opens. The air inside is just circulated over and over without any type of cleanings to help eliminate GVB. Planes also have very tight quarters where people touch everything and the plane is never cleaned with any type of GVB killing disinfectant. That arm rest, the magazines in that seat pouch and the emergency exit instructions you need to read could have been touched by hundreds of people from who knows where with any number of GVB. Many times planes will land, unload the passengers then immediately reload and fly to another destination without any kind of air circulation or thorough cleaning. Don't even get me started on hotel rooms, public pools and transportation.

Now that I have frightened you with an idea of just a few places to take care when being in contact of, here are a few ideas on how to help stay healthy and not come down with something that can keep you away from your DJ service and doing your job.

The easiest and most effective is the washing of hands. You probably have heard this a million times as a child from your mother and it is so very true. Your hands will transfer the GVB from a surface or another person to you quickly and efficiently. If you touch a phone, keyboard or shake a hand those GVB will spread to you as you touch your face, rub your eyes/nose or eat your food. Frequent washing of the hands during the course of the day will help to limit your exposure to GVB. If you are unable to frequently wash your hands there are products that can help you with this problem. Sanitary hand wipes or liquid hand wash can be used at any time or location. The cloths can be tossed away while the liquid wash rubs into your hands and disappears from view. If you work in an office or other location where multiple people touch items like phones and key boards you can use a disinfectant spray on a cloth to clean those items. Disinfectant air sprays can also help to clean the air in the area you work and at the same time give it a pleasant fragrance.

Teach your children about GVB and how to avoid them. Teach them to wash their hands frequently and to avoid those other kids at school or the playground who are sick. Cleanliness of their clothes and school items will also help with the spread of illness. If your child is not feeling well refrain from sending the child to school and passing on whatever they are suffering from. When you first begin to feel something coming on, stay home from work and take care of yourself. It is better for you to miss a few days

at your "Day" job and get healthy then to do poorly at an event because of illness or not show up at all for someone else's most important day of their life.

Preventative maintenance is always a good bet. There is a product called "Air born" that is a once a day pill that you blend into drinks like Orange Juice. They also have gummies for the kids. There are many sprays, liquids and pills all designed to help prevent and/or limit your sickness and help your immune system fight off illness.

Building up your immune system naturally to fight off GVB is one of the best things that you can do to help prevent illness. A good steady exercise program and eating healthy foods that help to build your immune system is easy enough. Here are two web sites that teaches about what foods are good for building the immune system and why. www.askdrsears.com/html/4/t042500.asp or www.immune-system-booster-guide.com.

Be aware of your surroundings at all times so that you do not touch things that can easily be polluted with GVB. If you attend a exercise facility you will need to take even more care with the items you touch like the exercise equipment and the people you are within contact of. If a family member or a business associate is sick attempt to stay away from that person or at least take precautions to avoid the spread of the illness to you. Get your flu shots for you and your

family members when they first become available in the winter season. This way the medicine has time to circulate in your system and build a barrier in your body before the cold & flu season hits.

The eyes, nose and mouth along with breaks in your skin (Cuts, open soars) are the easiest way for GVB to enter your body and begin to cause troubles. Bandage cuts and soars in your epidural layer and keep the bandages clean to help stop infections from GVB. If you or a member of your family is ill (Cold or Flu) take the time to wash the bedding every day to help eliminate self and cross contamination and extending your sick time longer then necessary.

Next month I will speak on staying healthy by watching what and where you eat. Illness from food is a major contributor to health problems and missed time from work. I'll leave you with this thought for now: How many times have you eaten a piece of Birthday Cake after someone has "Blown" out the candles? Ooops.....

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com Jeff Richards has over 27 years of experience as a DJ/Entertainer and can be found at 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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Pop

- 1 Britney Spears Circus
- 2 Taylor Swift Love Story
- 3 All-American Rejects Gives You Hell
- 4 Lady Gaga Just Dance
- 5 Pink Sober
- 6 Kanye West Heartless
- 7 Beyonce Single Ladies (Put A Ring On It)
- 8 Kelly Clarkson My Life Would Suck Without You
- 9 Fray You Found Me
- 10 Flo Rida Right Round
- 11 T.I. F/ J. Timberlake Dead And Gone
- 12 Pussycat Dolls I Hate This Part
- 13 Veronicas Untouched
- 14 Ne-Yo Mad
- 15 T.I. F/Rihanna Live Your Life

Urban

- 1 Keri Hilson Turning Me On
- 2 Jamie Foxx Blame It
- 3 Beyonce Diva
- 4 The-Dream Rockin' That Thing
- 5 Bobby Valentino Beep
- 6 Ne-Yo She's Got Her Own
- 7 Keyshia Cole You Complete Me
- 8 Kanye West Heartless
- 9 Yung L.A. Ain't I
- 10 Ne-Yo Mad
- 11 Soulja Boy Tell'em Kiss Me Thru The Phone
- 12 Jamie Foxx F/ T.I. Just Like Me
- 13 J. Jones & R. Brown Pop Champagne
- 14 T.I. F/J. Timberlake Dead And Gone
- 15 GS Boyz Stanky Legg

Country

- 1 Toby Keith God Love Her
- 2 Kenny Chesney Down The Road
- 3 Keith Urban Sweet Thing
- 4 Brooks & Dunn Cowgirls Don't Cry
- 5 Darius Rucker It Won't Be Like This For Long
- 6 Dierks Bentley Feel That Fire
- 7 George Strait River Of Love
- 8 Taylor Swift White Horse
- 9 Jake Owen Don't Think I Can't Love You
- 10 Rodney Atkins It's America
- 11 Tim McGraw Nothin' To Die For
- 12 Lee Ann Womack Last Call
- 13 Rascal Flatts Here Comes Goodbye
- 14 Jason Aldean She's Country
- 15 Carrie Underwood I Told You So

Rock

- 1 Nickleback Something In Your Mouth
- 2 Shinedown Second Chance
- 3 Metallica Cyanide
- 4 Apocalyptica I Don't Care
- 5 Disturbed Indestructible
- 6 Seether Breakdown
- 7 Theory Of A Deadman Bad Girlfriend
- 8 AC/DC Rock 'N' Roll Train
- 9 Theory Of A Deadman Hate My Life
- 10 Saving Abel 18 Days
- 11 U2 Get On Your Boots
- 12 Papa Roach Lifeline
- 13 Mudvayne Do What You Do
- 14 Buckcherry Rescue Me
- 15 Pearl Jam Brother

Adult Contemporary

- 1 Jason Mraz I'm Yours
- 2 Coldplay Viva La Vida
- 3 Taylor Swift Love Story
- 4 David Cook Time Of My Life
- 5 Natasha Bedingfield Pocketful Of Sunshine
- 6 Daughtry What About Now
- 7 Leona Lewis Better In Time
- 8 David Archuleta Crush
- 9 Gavin Rossdale Love Remains The Same
- 10 Missy Higgins Where I Stood
- 11 James Taylor It's Growing
- 12 Jordyn Sparks One Step At A Time
- 13 Jim Brickman W/Rush... Never Far Away
- 14 Beyonce If I Were A Boy
- 15 O.A.R. Shattered (Turn The Car Around)

Alternative

- 1 Incubus Love Hurts
- 2 Kings Of Leon Sex On Fire
- 3 Shinedown Second Chance
- 4 Seether Breakdown
- 5 U2 Get On Your Boots
- 6 Airborne Toxic Event Sometime Around Midnight
- 7 Killers Human
- 8 Offspring You're Gonna Go Far, Kid
- 9 Paramore Decode
- 10 Offspring Kristy, Are You Doing Okay?
- 11 Papa Roach Lifeline
- 12 Anberlin Feel Good Drag
- 13 MGMT Kids
- 14 Apocalyptica I Don't Care
- 15 Blue October Dirt Room

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