

Disc Jockey News

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The Monthly Disc Jockey Newspaper

Free

The Q Corner, Where Quality Meets Quantity

By Mike Walter

One of the things I love about the publisher of this paper you are currently holding in your hands (or looking at on your computer screen)



is that he thinks outside the box. As long as I've known John Young he's a guy whose wheels are always turning. And he'll call me or email me from time to time just to say "Hey what do you think about this idea . . ."

So it was no surprise last year when John

called with a question. I'd already agreed to speak at his Disc Jockey News Conference (June 15-17th in Minneapolis, I'm sure there's more information all over this publication.) Now John was asking: could I do a "hands on training" session for some attendees that wanted to get even more insight on how I run my DJ classes.

As it turned out I was on vacation at the time and in my opinion if you want to be creative, laying on a beach in the sun with the melodic rhythm of waves caressing the sand at your feet is a pretty good way to get your juices flowing. So I hung up the phone, closed the book I was reading and spent the rest of the afternoon deep in thought (with the occasional beach nap thrown in.)

How could I pull off a hands-on training and make it beneficial for the attendee?

Here's what I came up:

I can teach four different segments, each varying in length. I will run some newbies through Bridal Party Introductions (first segment.) Using Prompts (second segment,) one

genre of Music History, (third segment,) and finally Programming using my Jenga game (fourth segment.) I think these four classes will be a great cross-section of my training and give some real good examples of how I work with new people.

With each segment I will get completely in character and teach the class like I would to my own trainees. After each segment I'll break out of character and explain a few techniques that I used in the class and then take a little Q&A before moving on to the next segment.

So I sent John an email proposal and he seemed to like the ideas within. Now John being John he didn't leave me alone on the Monday of the Conference, in fact he put my Training Session up against Steve Ray's "Improv Training" and Ken Day's workshop on "Being a \$5,000 Entertainer." (Thanks a lot John!) Be that as it may I'm confident I can find an audience of attendees who see the value in spending the day with me and learning some of my techniques in a "hands-on"

environment. Plus the smaller the better in a scenario like this to ensure the Q&A is done on a very personal level.

One of the things that could be very exciting about this day, is that I obviously need some fresh young talent to be my trainees. Anyone who is attending The Disc Jockey News Conference and would like to volunteer someone is more than welcome. Ideally they'll be someone fairly new to the Mobile DJ Industry yet have some innate talents. I'd love someone with an outgoing and upbeat personality who has just gotten a job in the industry. That would be perfect. If you have someone in mind please let us know. Even though it's just for demonstration I guarantee they'll get some good stuff from this day and be well on their way to headlining for you soon.

So here's hoping you'll join me in Minneapolis on Monday June 15th. If my creative session on the beach of Cancun was correct, I think it'll be a very beneficial day.

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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Finding Strength In Adversity

By Harvey Mackay

I have never met a successful person who hasn't had to overcome a little—or a lot—of adversity.

Adversity is the prevailing theme of the Horatio Alger Association of Distinguished Americans, which bears the name of the renowned author Horatio Alger, Jr. His tales of overcoming adversity captivated the public in the late 19th century. The association honors dedicated community leaders who demonstrate individual initiative and a commitment to excellence; as exemplified by remarkable achievements accomplished through honesty, hard work, self-reliance and perseverance over adversity.

In early April, I once again attended the 2009 Horatio Alger Awards in Washington, D.C., as I have every year since I was inducted in 2004. The association, a nonprofit educational organization that awards more than \$10 million in scholarships annually, was established in 1947 to dispel the mounting belief among the nation's youth that the American Dream was no longer attainable. The Horatio Alger Association of Distinguished Americans is dedicated to the simple but powerful belief that hard work, honesty and determination can conquer all obstacles.

Oprah Winfrey, a Horatio Alger member, experienced much abuse and adversity as a young child. She learned that if you want to not only stay alive, but also make something of yourself, you have to overcome obstacles. She said: "Always continue the climb. It is possible for you to do whatever you choose, if you first get to know who you are and are willing to work with a power that is greater than

ourselves to do it."

Retailing magnate, J.C. Penney, another member, added: "I would never have amounted to anything were it not for adversity. I was forced to come up the hard way."

Why do some of us have what it takes to pick ourselves up off the canvas when others are ready to throw in the towel? I don't know the answer, but if I did I'd bottle it.

I do know this: It isn't all that rare. The human species comes equipped with built-in mental toughness. Some of us just don't know it's there.

Take it from an old peddler: The hardest sale you'll ever make is to yourself. But once you're convinced you can do it, you can.

Adversity is the grindstone of life. Intended to polish you up, adversity also has the ability to grind you down. The impact and ultimate result depend on what you do with the difficulties that come your way. Consider the phenomenal achievements of these people who experienced extreme cases of adversity.

- Beethoven composed his greatest works after becoming deaf.

- Thomas Edison had an IQ of less than 100, almost died of scarlet fever and was nearly deaf, yet he became one of the greatest inventors in history.

- If Columbus had turned back, no one could have blamed him, considering the constant adversity he endured. Of course, no one would have remembered him either.

- Abraham Lincoln became one of our greatest U.S. presidents, despite dropping out of grade

school, going broke, having a son die at a young age and running for political office and losing four times.

- Carol Burnett, another Horatio Alger member, was raised by her grandmother because both her parents suffered from alcoholism. She lived in an impoverished area, was divorced twice, yet went on to great success and her variety show won 23 Emmy Awards.

- Glen Cunningham was seven years old when he was so badly burned in a schoolhouse fire that his doctor said, "I doubt if he'll be able to walk again." Yet he went on to become the outstanding miler of his time.

Nature is full of wonderful examples of how adversity fosters strength.

Botanists say that trees need the powerful March winds to flex their trunks and main branches, so that the sap is drawn up to nourish the budding leaves.

Pearls form inside the shell of certain mollusks as a defense mechanism to a potentially threatening irritant such as a parasite inside its shell. The mollusk creates a pearl to seal off the irritation.

And it was Ralph Waldo Emerson who pointed out, "When it is dark enough, you can see the stars."

I don't like adversity any more than the next guy, but I welcome it. It has made me stronger, more fearless, and ultimately, more successful. Stare down adversity and watch it blink.

Mackay's Moral: A smooth sea never made a skillful sailor.

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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Is it a mission, a promise, a commitment, or hot air?

By Jeffery Gitomer

Ever read someone's mission statement and said to yourself, "What a bunch of B.S.!" You said that because their interactions with you were not congruent with their "mission." They said how much they want to "exceed your expectations," and they could not even MEET them.

I had a banker and a bank for 17 years. I was loyal to them. Until they fired me. Never missed a payment. Grew every year. I went online the other day and saw their new marketing slogan: "We Value Relationships." Pure, unadulterated, marketing horse manure. An outright lie of the first order. My personal banker for seven years resigned because they did NOT value relationships.

Not my problem anymore – I have a new bank that loves me.

About a year ago, I began a list of customer promises. They transcend B.S. mission statements. They simply state what we are committed to in our customer interactions

and relationships. Things we do because we intend to do them.

They are NOT goals. They are NOT missions. They are NOT hype, or marketing drivel (like your mission statement). They ARE promises TO customers, AND commitments that WE have made to ourselves, and deliver to everyone we connect with.

You might want to compare this list of commitments to what you are doing in your company with and to your customers. And you may want to TRASH your self-serving mission statement that NO ONE could recite even if someone was pointing a gun at them.

NOTE: If you answer your phone with "press one, press two..." you automatically lose. No matter what you do, every customer hates you before you say a word.

Customer Promises and Commitments (that are all about outcome)...

- We will be friendly.
- We will be professional.
- We will be helpful.
- We will be proactive.
- We will be knowledgeable.
- We will have what customers want, when they want it.
- We will make providing customers the best service our top priority.
- We will view service as an opportunity and a priority, not a job function.
- We will answer the phone on the second ring with a live person 24-7-365.

- We will be available when you need us.
- We will be human to human at all times.
- We will be easy to do business with.
- We will provide the highest quality products.
- We will provide the highest quality training.
- We will do what we promise.
- We will keep you informed as we progress.
- We will think long term in all our endeavors.
- We will maintain great attitudes toward service.
- We will earn your loyalty with quality and value.
- We will take as much pride in your business as you do.
- We will maintain our dedication to life-long learning.
- We will recover memorably when an error occurs.
- We will provide prompt service.
- We will respond in a heartbeat or faster.
- We will serve memorably.
- We will kiss ass and we will do it with a smile.
- We will go the "Extra Mile."
- We will be on the leading edge of technology.
- We will customize and personalize all enterprise training.
- We will help increase YOUR sales.

- We will be an expert resource for you.
- We will use CREATIVITY and VALUE to differentiate and dominate.
- We will cultivate relationships by paying attention to each customer's individual's needs and interests.
- We will become your trusted advisor.
- We will collaborate with you every step of the way.
- We will practice what we preach.
- We will lead by example - always walking our talk.
- We will be committed to earn your loyalty.
- We will treat all customers the same – LIKE GOLD.

Long list? In my opinion, not long enough. Got list? Got intentions? If you want your company to develop harmony, consistency, clarity, and loyalty, I recommend that you make your list of commitments and put them into action. Before your competition does.

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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Monday - June 15th:

Small Group Training Sessions:

Tickets available for these training sessions. Each group limited to 20 attendees. \$125/session.

*"Improv Training" with Stevie Ray**

Comedy and improv teacher Stevie Ray will take you through a variety of hands on drills to help you grow your entertainment performance skills

*"Training Your Next Great DJ" with Mike Walter**

Mike will be taking the class through a condensed version of his training program as taught on his DVD "Training Your Next Great DJ" This class will be live application of his teaching methods as you watch Mike work with some newer announcers with his training program

*"How To Be A \$5000 Entertainer" with Ken Day**

Ken will take the class through his training program based on his presentation "How to be a \$5000 DJ in any market!"

Tickets for the Monday Small Group Training Sessions can be purchased online at: <http://www.discjockeynews.com>



Minneapolis South, MN Disc Jockey News Conference 2009 June 15-17, 2009



Monday - June 15th:

Welcome Party: 7:00 pm for all full show pass holders

Tuesday - June 16th:

Rick Brewer: Get More Brides

Not meeting the brides that really want to buy? Getting bogged down with brides that are 'just looking'? Spending tons of money on advertising that isn't working? Losing brides to less qualified competition? If you answer 'yes' to any of these, Rick's seminar is for you! Rick will take you through some proven strategies to help fix these and many other problems we all have selling in the wedding industry.

Dean Carlson

Dean Carlson has walked down some of the toughest roads life has to offer. Dean's story of putting his life back together and his outlook on life today is an inspirational message you don't want to miss!

Lunch for all attendees: 11:30 am

1:00 - 2:00 pm: Mike Walter: Growing Your Team, Growing Your Success

In tight economic times, you can still build a successful team dedicated to greatness. Mike will look at how one can grow their business in these unique economic times.

2:30 - 3:30 pm: Jim Cerone

Jim Cerone returns to Minnesota with a workshop that can't be missed!

Dinner and DJ Night Out at Metro Sound & Light for all attendees 5:30 pm

Wednesday - June 17th:

Morning Seminars 9:00 - 11:30 am

Speakers Include:

*Ken Day, Kelly Suit, Ron Ruth, Bill Hermann, Bill Lage, and Mike Walter
6 fast paced seminars to kick off your day!*

Lunch For All Attendees: Noon

Hands On Workshops:

1:00 - 2:15 pm: Performance Block 1 Computer Playback Software

DJing on a Mac with Arnoldo Offermann

Arnoldo will be looking at bluetooth and WiFi remote control options along with performance tips for Megaseq

TriceraSoft DJ tips (PC)

Barry from TriceraSoft will answer questions and demonstrate some of the new playback abilities of Swift Elite 4

**You are encouraged to bring your laptop to these hands on sessions*

2:45 - 4:00 pm: Workshop Block 2

Your choice of:

-DMX lighting programming (limit 10 per session, gear provided)
-Master of ceremonies training with Ken Day
-Improving your performance with acting/performance drills with Bill Hermann
-Wedding Info Swap (reviewing wedding marketing materials) Round Table Discussion



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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: The DJ Emergency Kits.

The DJ Emergency Kits can be one of the most important tools you can use to make sure your event goes as smoothly as possible. I will be speaking about four basic emergency kits that every DJ should have with them while performing. I will refer to these emergency kits as an E-Kit.

The "Roadside" Kit: These are the items you may need in case something happens on the way to or from an event. A breakdown of your vehicle is always a DJ's worst nightmare. No matter how well you keep up your vehicles maintenance, something can still go wrong.

In your E-Kit (on your person) you should have a cell phone that is always charged to the fullest. I also suggest bringing both the AC and DC chargers so that you can charge it at the location site if needed or with your vehicle battery lighter plug if you're sitting on the roadside for any length of time. The phones signal sometimes can be traced by the police if you are stuck out in the middle of nowhere and hurt.

In your phone as well as written down in a booklet you should have contact information for roadside assistance: auto club, tow trucks, U-Haul or other truck rental locations, the location site you are going to, the B&Gs home and cell phones as well as their parents, best man and maid of honor. If something should go wrong you don't want to leave your client wondering why you didn't show up. You should also have the numbers of fellow DJs that you trust and have a good relationship

with in case you are unable to fulfill your obligations. You can make an arrangement with a fellow DJ to quickly fill in for you or you for them if available. In the trunk of your vehicle you should always carry a store purchased emergency kit with medical supplies, flashlights with fresh batteries, flairs, road cones and signs to signal an emergency to a passersby.

The Winter "Roadside" Kit: If you live in an area that has harsh winter months you should always be prepared for the worst. I always have an E-Kit of food in case I am stuck in a snow bank and may not get rescued for some time. This E-Kit is nothing more then a large plastic bucket with a lid filled with bottles of water, canned and packaged food that won't spoil. These foods should be eatable in an uncooked form. Energy bars, snack bars, canned food such as pasta meals that can be opened and eaten without the need for refrigeration or cooking. You can use candles to melt frozen water/snow or heat the food. You should have enough food to last 24 hours multiplied by the number of people in your vehicle. You should change the food items in your E-Kit every three to six months to maintain freshness.

This bucket also contains candles, matches, lighters, gloves, feet and hand warmers (Pre packaged bags you snap and shake and they get warm) flashlights, ear muffs or hats and extra socks. Don't forget to include in your vehicle a blanket or two for warmth, a snow shovel and a bag of sand or cat litter for traction under the wheels. If your area allows tire chains have them available for use. This kit is typical for the winter months but also can be handy during the hot summer months if you are broken down road side.

The "In Case Of Illness" Kit: These are items you should have in case you or a member of the bridal party should become ill during the event. I carry a travel "shaving kit" bag with aspirin, cough drops, cold and flu (non drowsy) medicine, band-aids, Pepto-Bismol, antacids, first aid cream for cuts, eye drops, breath mints, calamine lotion and an extra pair of my reading glasses. If you are on a prescription for a medical problem you should also have a container with a few extra pills.

This kit carries basically anything you may need for a sudden illness or mild accident. To fill this kit go to your local drug store to their "travel" size area to purchase small sized containers of products. In this kit I also carry toothpaste, mouth wash, floss, lotion, combs, finger nail clippers and a brown lunch paper bag for an anxiety breathing apparatus or for vomiting in. A chocolate bar is handy for someone who is a diabetic with low blood sugar. I keep this kit in a drawer in my DJ podium so that it is always close and ready to go. If you are really dedicated you may also want to purchase a defibrillator and be trained in it's use along with life saving techniques such as mouth to mouth and the Heimlich Maneuver.

The "Party" Kit: These are items that you should have in case something is forgotten, breaks down or unforeseen problems should arise during the party portion of the night.

It's a good idea to carry an extra garter for the bride in case she forgets to purchase one. I have also heard of DJs who carry a nice plastic bouquet in case the original bouquet gets left somewhere else. It would be smart to have a cake knife and matching server, a registry book, a nice pen set for the forgotten writing utensils for signing a regis-

try book and a felt tip for signing a picture. These items will cost you a few dollars up front but in the long run I think that it will make you more money then expected when used. If a bride forgets her garter, or flowers or registry set and you have one for them to use the gratitude will be far greater then the cost of your purchase. You may also get a bigger tip than normal as well as they will remember how you saved their big day and will pass on your name to every person they know who will need a DJ. You have made a friend for life.

You should carry a sewing kit with a variety of threads and needles for torn clothing. Clear finger-nail polish and remover, Kleenex, super glue, duct tape, black shoe polish, anti-static spray, bobby pins, safety pins, hair spray, cuff links, tie clips and a variety of buttons (black and white) will help cover problems that pop up at the last second. For your DJ equipment always have extra fuses in the sizes you need, light bulbs specific for your lights still using bulbs, a small flashlight, fresh batteries in all the sizes needed, extra rolls of duct tape and a tool kit.

Being prepared for any situation that can arise is a sure sign of a professional and someone who won't let the party go bad if something goes wrong. It can truly make you a superstar in the eyes of your clients as well as their family and friends

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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- 2 Flo Rida Right Round
- 3 All-American Rejects Gives You Hell
- 4 T.I. F/ J. Timberlake Dead And Gone
- 5 Kelly Clarkson My Life Would Suck Without You
- 6 Black Eyed Peas Boom Boom Pow
- 7 Soulja Boy Tell-em Kiss Me Thru The Phone
- 8 Fray You Found Me
- 9 Jesse McCartney How Do You Sleep?
- 10 Britney Spears If U Seek Amy
- 11 Jamie Foxx Blame It
- 12 Pink Sober
- 13 Ciara F/J. Timberlake Love Sex Magic
- 14 Shinedown Second Chance
- 15 Beyonce Halo

Urban

- 1 Jamie Foxx Blame It
- 2 T.I. F/J. Timberlake Dead And Gone
- 3 Soulja Boy Tell-em Kiss Me Thru The Phone
- 4 Keri Hilson Turning Me On
- 5 Rick Ross Magnificent
- 6 The-Dream Rockin' That Thing
- 7 Soulja Boy Tell-em Turn My Swag On
- 8 Pleasure P Boyfriend #2
- 9 Yung L.A. Ain't I
- 10 Ciara Never Ever
- 11 Ne-Yo Mad
- 12 Kid Cudi Day N Nite
- 13 Keyshia Cole You Complete Me
- 14 OJ Da Juiceman Make The Trap Say Aye
- 15 GS Boyz Stanky Legg

Country

- 1 Rascal Flatts Here Comes Goodbye
- 2 Rodney Atkins It's America
- 3 Jason Aldean She's Country
- 4 Carrie Underwood I Told You So
- 5 Tim McGraw Nothin' To Die For
- 6 Jake Owen Don't Think I Can't Love You
- 7 Sugarland It Happens
- 8 Keith Urban Kiss A Girl
- 9 Montgomery Gentry One In Every Crowd
- 10 Brad Paisley Then
- 11 Kenny Chesney Out Last Night
- 12 Dierks Bentley Sideways
- 13 Martina McBride Ride
- 14 George Strait River Of Love
- 15 Eli Young Band Always The Love Songs

Rock

- 1 Shinedown Second Chance
- 2 Nickelback Something In Your Mouth
- 3 Papa Roach Lifeline
- 4 Metallica Cyanide
- 5 Pearl Jam Brother
- 6 Theory Of A Deadman Hate My Life
- 7 Seether Careless Whisper
- 8 AC/DC Big Jack
- 9 Theory Of A Deadman Bad Girlfriend
- 10 U2 Magnificent
- 11 AC/DC Rock 'N' Roll Train
- 12 Disturbed Indestructible
- 13 Shinedown Sound Of Madness
- 14 Mudvayne Do What You Do
- 15 Disturbed The Night

Adult Contemporary

- 1 Jason Mraz I'm Yours
- 2 Taylor Swift Love Story
- 3 Coldplay Viva La Vida
- 4 Daughtry What About Now
- 5 Leona Lewis Better In Time
- 6 Gavin Rossdale Love Remains The Same
- 7 David Archuleta Crush
- 8 Seal If You Don't Know Me By Now
- 9 Jim Brickman W/Rush Never Far Away
- 10 Fray You Found Me
- 11 Lionel Richie Just Go
- 12 O.A.R. Shattered (Turn The Car Around)
- 13 David Cook Light On
- 14 Miley Cyrus The Climb
- 15 Matt Nathanson Come On Get Higher

Alternative

- 1 Anberlin Feel Good Drag
- 2 Kings Of Leon Use Somebody
- 3 Rise Against Audience Of One
- 4 Papa Roach Lifeline
- 5 Airborne Toxic Event Sometime Around Midnight
- 6 Silversun Pickups Panic Switch
- 7 Blue October Dirt Room
- 8 Seether Careless Whisper
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