

Disc Jockey News

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APRIL 2012 • Issue #91

The Monthly Disc Jockey Newspaper

\$16.50 for 12 issues

Q Corner: Where Quality Meets Quantity

By Mike Walter

As I wrote about in my recent blog on ProMobileDJ.com, regular staff meetings are the single best thing you can implement to keep your staff informed and motivated. If you missed what is in essence the introduction to this article, please go to that site and navigate to the “Pro Mobile DJ Writers” page. We’re listed in alphabetical order so I’m way down on the bottom.

A common question I get when I talk to other Multi-Op owners about this issue regards “content”. “How can I come up with pertinent topics every single month?” I am asked. And “Are there topics that you repeat regularly?”

The answer to that second question is “Yes” (which also helps answer the first question.). I have a number of meeting themes and/or topics that I repeat every once in a while. Some of these are whole meetings and some just talking points that I mix in with other issues we’ll discuss. So the following is a list of the most popular DJ Meeting Themes (in some cases including my cute and clever titles) that I’ve used through the years:

Let’s Go To The Video Tape. I look at a lot of raw footage of my staff and whenever I see something outstanding or disappointing, I stick the clip in a file called “Let’s Go To The Video Tape.” After I’ve accumulated enough clips (usually about once a year) we’ll spend a meeting looking at the good and the bad. This is not a meeting for the meek so prepare your staff to bring their thickest skin. But once they get over the ego bruise of seeing themselves on the big screen making a mistake, these clips can prove to be HUGE learning opportunities.

Let’s Talk About Sets. I give my staff a few week’s notice before this

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Talkin’ Bride: The Ceremony

By Tamara Sims

Pure. Joy. Love. These are three words that many of us take for granted every day. These three words were an integral part of one of the most beautiful wedding ceremonies we had the pleasure of being a part of on March 11.

The happy couple had been waiting over 15 years to make their marriage legal in the state of Illinois, so when the day finally arrived it couldn’t have been more joyful, pure and filled with love. Every person in the room could feel the love between the couple, their families and

their attendants. They had 3 officiates who were special people in their lives perform the ceremony with personalization every step of the way, they selected songs with lyrics that expressed their love for one another and had close friends perform these songs, and most importantly they shared their feelings for one another through their vows. There were laughs and tears and as I scanned the crowd at one point, every single person was completely captured by what was happening on the stage.

I wanted to share this experience with our readers because all too often our brides and grooms put very little thought or emphasis on the actual ceremony. How many times have we heard from our clients “the ceremony is not a big deal...it will only be 10 or 15 minutes.” This really disappoints me. When did it become ok to take the

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In The Booth: I’m Just Nostalgic

By Brian S. Redd

My 14 year old daughter said her teacher asked anyone who had records in their house to raise their hands. Out of around 30 kids, one hand went up. Most of them didn’t even know what a record was.

Of course my daughter knows what a record is. She’s been crate digging with me her whole life. We go to used book stores, thrift shops, and even an actual music store here and there to see what kind

of discarded treasures we could find.

You may be asking yourself why a DJ in the age of MP3 would even bother. Records are just not practical for most working DJs in the 21st Century. It’s been at least 20 years since they have been a part of my mobile or club arsenal. Most of us who are old enough to have hauled around heavy crates from job to job were more than happy to see digital alternatives like CD, MP3 and even time coded vinyl for the hard-core turn tablist. It sure made our job a whole lot easier and in most cases, our overall sound quality improved big time. Our music selection grew in ways we never imagined. Most of us have more music than

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Oh How I Hate Multi Systems

By Mitch Taylor

"Oh How I Hate Multi Systems!"

This is a quote from none other than a mentor of mine Mark Ferrell at his MBLV presentation this year GWYW 2.0. I would argue that systems are necessary for the success of our business.

I write this article on a return flight from Walt Disney World in Florida. Walt Disney, just like

Mark Ferrell, is an entertainment visionary. To me it's almost unbelievable the vision Walt had and the dreams that went along with it. Everything with Disney ran right on schedule. There are thousands of people through the parks on a daily basis. The infrastructure in planning, production and performance

of all of the various areas of their business is just MIND BOGGLING.

Now back to the quote. Some entertainers fly by the seat of their pants with this and it more than likely shows in their numbers. Others have a process that all of their clients go through from prospect to client to ensure every touch with their client is impressive. Whether you are a single talent performing your shows or a multi-op, systems are NECESSARY to our prosperity as entertainment companies. Without systems in place you CANNOT have quality control over your business. It's my belief that systems are needed in all four areas of your business and probably all four. Let's examine these areas and ask yourself what systems you have in place for each.

Sales:

1. Find a follow up program you like and stick with it. I personally use Ace of Sales www.aceofsaleswp.com.

2. Provide valuable information for your brides in the form of communication they prefer (email, phone, text and

yes even Facebook)

3. Every touch should mimic their response to you. If they're brief, be brief. If they're more casual, don't use a formal response. Be friendly in your tone back. Never be argumentative or try to explain your rates. Thank them for contact, congratulate and wish them well if the discussion starts to go south.

Planning:

1. Ask your clients what works best for them in planning. I have a friend who sometimes performs celebrity weddings and never gets to meet the couple in advance.

2. Set scheduled reminder emails to go out to your clients and talent reminding them of when your next meeting is and what they may need to do to prepare.

3. You must plan to work ON your business as well as IN your business. In Fellow DJ News columnist Rob Peters book The Business of Mobile DJing he presents a calendar year that his company follows and this was very helpful to me when getting my business off the ground.

Production:

1. Pick a day during the week before your event and go through everything

for that event. From cables to music to equipment this is a must to eliminate stress on game day.

2. Set deadlines and stick to them. Weddings clients are required to have all production items two weeks prior to their event date and we often have everything six to four weeks prior. This gives me and my staff ample time to produce the event with quality control at the forefront of our minds.

3. Timelines and checklists. Create a timeline of when your clients are to have all of their production materials to you (jpegs, audio clips, videos, etc). Make sure that they understand in order to deliver the best possible product to them that these deadlines are non-negotiable. Create checklists of your gear, music, and all performance elements so that all of your talent knows what is expected of them come game day. Big production companies use scanning systems to know what employee has scanned out that piece of gear on that date.

Performance:

1. Do not go on until you are ready. I repeat, DO NOT go on until you are ready. I learned this from my mentor Mark Ferrell and it is a powerful lesson.

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Mac App Store

www.discjockeynews.com
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Grey Eagle, MN 56336
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Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed to all zones on the 1st of every month.

Letter to the Editor: Questions can be submitted to the editor or writers of the paper via mail or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas. Send letters to: editor@discjockeynews.com

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Photos: Photos can be submitted to the Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

Disc Jockey News is published monthly by John Young DBA the Disc Jockey News, 29442 120th St., Grey Eagle MN 56336. Periodicals Postage Paid as Sauk Centre, MN and additional mailing offices. POSTMASTER: send address changes to Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336.

The End

By Dean C. Carlson

As you look at my article title you might think this is my last article, it's not I have a lot more inside me that I would like to share. You also might think I am getting out of the DJ business, not a chance of that because I love what I do.



I am also not talking about the ending of a show. What I am talking about is lifecycle.

Recently I picked up a book by Dr Henry Cloud

called "Happy Endings". Up until now I am not sure how much thought I put into the lifecycle of the many different parts of being a DJ business and performer. Dr Cloud says early on in his book that what we are unable to or unwilling to put to rest might just be killing our business. It can cause apathy or just a weightiness to our approach as you will so see.

Let's start out with the semi obvious. We all know that the tech world is moving a mile a second right now. Not even 10 years ago the phone book seemed the marketing tool we all needed in order for clients to get a hold of us. Now I look in phone books and I see a third of the DJ listings I use to, and none with

bigger ads. Most of us have gone with a web presence type of advertising.

But how long has it been since you completely reworked your website? You might be thinking, well nothing has changed in my business. But everything has changed in the world of web marketing. Just having a page isn't enough anymore. Do you incorporate video? Have you compared it to other top businesses, not DJs. Does it feel fresh? I have to admit as of this writing nothing has changed on my website in two years except my blog.

How about your print advertising? Do you send out information to clients on a regular basis? What does your branding look like? Do you have a logo that screams the 90s? How about your letterhead and envelopes? If you are a DJ that competes with other DJs based on price alone, then these small details are what might give you separation from your competition. Talent based DJs can't afford not to continually be on top of these thing.

Personally I rework my printed material every year.

For those multi ops out there another area where it's time to move on might be your personnel, from office staff to the DJs actually performing for you. A book that I consider to be the holy grail for running a multi op business is: "Good to Great" by Jim Collins. Early on in the book Mr. Collins talks about getting the wrong people off the bus and the right people on.

I think a common problem for most DJs is we run our business from an emotional standpoint verses what is sound for our business. We keep people

on staff out of loyalty, and yet if we were to truly take stock of their performance and how that affects our bottom line we would have to agree that they are keeping our business at the same level or less than it should be.

The wrong people can be toxic, especially performance DJs. When I took over management of a large multi op we had one DJ who I knew was holding everyone else back and yet he had been at the company the longest. Needless to say after a very long talk with the owner he was the first to go. A small shake up sometime makes the biggest ripple among your workers. And believe it or not the sea is full of people who will make great DJs all you have to do is sift a little sand. Another side benefit from getting the wrong people off the bus is your personal stress level is going to go down.

Lastly I want to talk about our performances and lifecycle. The more I think about it the more mad I get. Are we responsible for all the same old shtick? I mean seriously think about it. When you get a do not play list musically why is that? Is the chicken dance on there? Of all the areas of our DJ business this is the one that we almost never ever put a lifecycle to.

The problem boils down to either laziness or complete lack of personal creativity. Do you realize that you can trace the roots of the garter and bouquet toss back over 200 years ago, not to mention the dreaded money dance? Why don't we have something new? Yes some things can be left because of tradition, but honestly the newest big thing we do might be The Love Story

and that is over 20 years old already also. In all honesty, I am at fault for this too.

But I have made changes that will help that. For me it was a shift in customer service. From the first sales meeting on I start talking about out of the box thinking. I started using a longer planning window with clients that have booked me and I send out cool news of unique wedding ideas to them on a regular basis. This has given me more time to plant seeds of change.

Lifecycle really is all about getting your business back on the growth track again. For single ops this might be charging enough to make a livable wage. And for multi ops this might be adding systems to your company. It might be that you want to be getting business solely from referrals, I don't know. But I do know that if you want to see noticeable jumps in your business you need to understand this concept.

There are so many areas that lifecycle apply to us including cloths, personal life, cars, and hairstyles, I could go on and on. I urge you to take a day "off" from your office and really examine ever facet of your business and performance and ask yourself the hard question, is this really relevant today? It might just be the most important thing for you to identify, your business life might depend on it. Only once you understand the problem can you make strides in correcting it.

Good luck and Great Shows.

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The Way I See It: Lessons From Donald

By Michael J. Lenstra

If you've read my first few articles, you've probably caught a recurring theme that is: life is one big lesson. If we just pay attention, there are so many learning opportunities around us every day that we can utilize to improve both our business and our personal life.

Yes, there are books, classes, and seminars that will take us there. But



everyday situations may be just as an important learning tool. So with that in mind, I am going back to TV land to none other than the

Donald for this month's lesson.

I know that in one of my first columns I stated that I do not watch much TV, but then I went on to describe what I learned from a classic well-known sitcom. I still maintain that the tube is not a big part of my daily life, but one show

I do seem to take time out to watch is The Apprentice. For those of you who may not be familiar with it, let me give you the 10C synopsis: Each season nearly two dozen people are brought to Donald Trump's headquarters in hopes of becoming one of his well-paid apprentices. The individuals are grouped into two teams, and each week, both teams are given the same task - most often to raise money. The team that wins is rewarded, and the losing team must face the Donald and his advisors in his board room, where one of them will be fired.

It's season 5, and teams Gold Rush and Synergy are down to their final three contestants - the former is an all-male group while the latter is composed of females. Their task this week is to organize a tailgate party to be held at a Rutgers University football game. The team that can raise the most money will be declared the winner. The men of Gold Rush are off, securing exclusive rights of the Rutgers cheerleaders for their event and blanketing the campus with promotional flyers. The gals are consistently a step behind. Come the day of the event, the boys have it going on with their party featuring an eating contest and an inflatable money

machine, among other activities. The crowd is big and enthusiastic. The girls, meanwhile, are left to renting make shift cheerleader outfits and providing car hop service in the parking lot with their food entrées.

Cut to judgment day in the boardroom. The gals of Synergy team nervously file in, followed by a very smug Gold Rush squad. After reviewing both teams' approach the figures are revealed, and the winners are . . . the ladies of Synergy!

"How could this be so?" the shocked and dismayed guys ask. They clearly had the more popular event and the biggest crowd! But it all came down to simple math. You see, while the boys were partying it up with the college students, they were also selling their main entrées for \$2, while the ladies price point was more than double that for their food choices (\$5), and there were enough people in the parking lot willing to pay the additional cost for the extra (car hop) service. The ladies are treated to a nice trip to a local winery, while the men are sent back into the board room to face the wrath of Donald Trump.

Think of how that relates to our business. How many times have we seen someone in our local area or come

across somebody on a chat board and have them tell us how busy they are? "Yep," they say, "I've got four events this week!" Then you find out they did a karaoke show on Thursday (\$200), a junior high dance on Friday (\$250), a wedding in the basement of the local union hall Saturday night (\$500), and a gig for their niece's birthday party on a Sunday afternoon (well, that's a freebie, a chance to wow the relatives with his or her, persona). Total take: \$950

Meanwhile you've done a wedding Saturday (\$995), and they also asked you to provide a sound system for the ceremony (\$225), and they decided to add some uplighting or gobo lighting (\$200) all of which adds up to . . . well, you get the picture.

The way I see it - and I'm sure you do too - is that the moral of this story is simply this: just because you're busy does not mean you're making money - just ask the guys from Gold Rush.

Until next time, keep making it happen.

Mike Lenstra is the owner of Alexxus Entertainment and a full time DJ/Entertainer in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

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one, because everyone will be expected to get up and present a 3 to 5 song set that they've been using at their events. This meeting always has a ton of takeaways for everyone on staff, including me.

Battle of the Bridal Party Introductions. Another meeting theme that requires advanced notice. Every MC will perform bridal party introductions. I usually bring in a panel of judges (some DJ friends I know plus maybe a local photographer and/or banquet manager) who score every MC and then we give prizes to the best. This is also a great meeting for discovering new songs for introductions because I encourage my staff to bring some new background songs to the table.

DJ Idea Sharing. I stole the name and idea from Mike Fernino after participating in a few of their brainstorming events. Every DJ on staff is expected to bring at least one nugget or idea with them. Nothing is too small or trivial as long as it's a good idea and it helps everyone. There's always tons of takeaways from this meeting.

Holiday Party Redux. Since corporate Holiday Parties only come around once a year, I always feel the need to brush up on this type of party going into December. After 11 months of mostly weddings I don't want my staff calling a corporate client and accidentally asking what their wedding song is going to

be.

Rules and Regulations. Every Spring we have a big recruitment push and usually hire anywhere from 4 to 8 new music mixers. So usually in May we'll run through all the Rules and Regulations for Elite Entertainment. It's a good reminder for the veterans on staff and the best way to bring the new recruits up to speed en masse.

If Then. This is a quick exercise that tests your staff's programming skills. I throw an artist at one of my DJs and they need to tell me (as quickly as possible) what one song they'd play from that artist. So if the father of the bride walked up to you and said "play some Tony Bennett" what song would you reach for. I have an artist list for this that covers everything from The Ink Spots to Pitbull.

Outside Speakers (from within the industry). I have been hired by other Multi-Ops to come speak to their staff and I have done the same thing from time to time, bringing in someone like (for example) Scott Faver to speak and work with my crew. This is an expense so consider wisely before bringing someone in, but it can also be very effective.

Outside Speakers (from outside the industry). I've also brought in outside speakers to talk to my staff about topics I felt were important. For example in recent years, I've had a chiropractor come

in and talk about stretching and proper lifting techniques and a financial expert to talk about saving for the future.

Equipment Trouble Shooting. Pretty self explanatory. We'll set up a system using a bad speaker wire and see how quickly my staff can diagnose and fix the problem. In recent years we've also shown our staff how, if all else failed, they could go directly from their iPhones into a powered speaker and keep music going while they fix a bigger problem. For this reason, we keep our phones loaded with enough music and pre-mixed sets to get through any equipment emergency.

Bridal Show Brush-Up. We perform our bridal show routine so regularly that we don't need to rehearse it that often. But it's still beneficial once a year to polish it up.

Wedding Ceremonies. Dos and don'ts of running outdoor or indoor ceremonies. Anything like this that my staff does from time to time, but not with enough regularity to have it down like the back of their hands, I feel the need to discuss every once in a while.

Working with other vendors. I want my staff to work closely with the Maitre d, to cooperate with the photographer and to know how to take direction from a wedding planner. So we round-table this topic every once in a while to make sure everyone is on the same page.

The Games We Play. Kids parties

are not our forte, in fact some of my staff doesn't even do them. But every once in a while, it's good to show everyone some games to play at events. This is usually a fun meeting because we actually play the games (instead of just talking about them) so I come prepared with a few iTunes gift certificates.

DJ Expo Recap. I attend a lot of DJ Conventions and expos throughout the year. And one thing I always do when I get back from one of these, is to recap what I learned and saw to my staff. This does two things: first it keeps them up-to-date on anything cutting edge (especially equipment) and secondly it reminds them that all those times I wasn't in the office it's not like I was laying on a beach somewhere chilling. The running joke at Elite is how much time I take off, and while I am proud of the fact that I do love my vacations, I also want my staff to know that when I go to conferences, I am NOT on vacation.

So there are 15 ideas to provide good solid content to your staff meetings. I've got 5 more of them but to see those, you're going to have to go to my personal blog at www.DJMikeWalter.com.

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wedding ceremony for granted?

We all know that the media and wedding reality television shows have not helped the cause. I recently watched an episode of "Four Weddings" that was filmed in Chicago; when discussing her ceremony one of the brides said: "15 minutes in and out so we can get to the party." How sad. Another bride had a beautiful Filipino Ceremony that was personalized to her culture and she was docked points by one of her competitors because there were "too many traditions" during the ceremony. No

wonder today's bride puts little value on her ceremony.

Nearly 50% of wedding ceremonies take place outside of the church. So as wedding entertainment professionals we deal with more and more outdoor and venue ceremonies. Part of our job is to help our couples through the ceremony planning process. Take the time to ask questions about their vision (or lack of vision) and work with them to provide ideas for music, special traditions they may want to include, timing, etc. Do they have friends or family

members who are singers or musicians who they would like to include? Do they have a theme? Do they want a traditional or more modern take on the ceremony? Once they start sharing ideas they will become more and more engaged and excited about planning their ceremony with you.

I hope this has helped open your eyes to the beauty and importance of the wedding ceremony. As my husband and business partner Jay always says to his brides and grooms..."The ceremony is much more than just walking down the

aisle." Make them believe it!

Please feel free to share your comments with Tamara at: tamarasims@discjockeynews.com

Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in Schaumburg, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years experience in the wedding industry and loves creating wonderful wedding memories for her brides and grooms.

Detail = Success

By Jake Palmer

I know I have talked about this before, but this is one of those topics that are paramount in being successful in ANY business, but especially in the wedding business. The details are the difference between good and great, the details are the difference between failure and success, and details are what separate the DJs from the entertainers.

This is very observable in the wedding business. You can see it in every wedding vendor, from decorator to catering, from flowers to tuxedos, limo to invitation and programs, but nowhere is it more easily observable than the music and entertainment.

What's almost unfair is that it's easy to spot the person or company that doesn't pay attention to the details, but on the other hand if you cover the details and do it properly, no one knows; everything just looks and runs smoothly.

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we'll ever play on a hard drive the size of our wallets.

Remember when nobody expected the DJ to have every song ever recorded? Instead, most of us had a small yet powerful cherry-picked selection in our crates that somehow had something for everyone. We relied on putting our sets together just right so somehow they would make sense. Some of us had that 45 of "Shout" that had to be flipped at the "...now wait a minute" break. We'd get on the mic and say "Let's make some noise!" as we quickly flipped & re-cued the record.

We worked hard at putting those collections together. Our crates were very unique and reflected our personalities as DJs. Some of us had tracks nobody else had, which became our signature jams. We had to go from shop to shop and at \$2-\$15 a single, there was no room for a sub-standard track. We had thousands of dollars worth of records. If somehow our crates were stolen or destroyed, there were no back-ups sitting at home or in our computer case. Most of us would have just been forced out of business, period.

Maybe I'm just nostalgic, but I still see so much value in these discarded gems. The time and money and love that have been put into some of the collections I've acquired say so much about the person who took years cultivating them. Not only do I find classic

A great example of this just happened to me recently, while doing a wedding I noticed that during the slide show picture presentation in the middle of dinner, the cake still wasn't cut. I knew the couple had someone doing this because we talked about it in one of our meetings (details), so when I started looking for the caked cutters, one of the bartenders actually says to me, "why are you worried about it it's not your problem"... that's how accustomed to bad planning and execution event hotel staff are. My concern was that when the speeches and toasts ended and we announced cake, it wouldn't be ready, which would back up everything else for the rest of the night. Not to mention, that it just looks bad if the cake portion of the meal is messed up. This is what I mean when I am talking about paying attention to the details, and more importantly, having the concentration to be aware of all the situations.

Concentration and paying attention to details are not exclusive to the reception and dance. These are things that start before the sale; they must be

jams that I could have only dreamed about owning back in the day, but discover great music I missed the first time around. You can tell if it was a DJ's collection or maybe just an avid music lover's by the overall condition of not only the record, but the sleeve as well. I've pulled entire 70's 12" disco singles collections complete with the BPM written right on them in Sharpie. Just imagining the DJ who hauled these from club to club over 30 years ago makes me smile.

Through Facebook, I recently re-

connected with a girl who lived in my neighborhood when I was a teen. She was a Duran Duran Superfan, much the way her own daughter is about Justin Bieber today. Last night, she surrendered her entire

Duran Duran 45 and 12" collection to me. I remember listening to these records with her back then and the care she took of these musical treasures. Today, they are still in pristine condition complete with plastic sleeve protectors, even for the 45s. She just gave me a big part of her childhood and I promise to take very good care of them. Thank You, Jenny.

If you have a collection that needs a home, you know where to find me.

Brian S Redd is a Mobile/Club DJ in Milwaukee WI, DJ Youtuber & an official "American DJ" Artist/ You can reach Brian at: brianredd@discjockeynews.com/

a part of every aspect of your business operation. They must be a part of your preparation, as well as your presentation. This is why I think it's twice as hard for DJs and entertainers that do this on the side. If you have a full-time job that requires the bulk of your time, energy, attention, and concentration, what do you have left for your clients during the planning and preparation? What do you have left come Saturday night at the reception and dance?

I am not suggesting that these people can't or don't do a good job, what I am suggesting is that it requires a lot more work, more concentration, more discipline. Detail and concentration are important before the event also, do you arrive with an enough time to set-up properly or are you rushed? Do you pay attention to the details of how your system looks? Are there cables hanging out or causing a tangled mess on the floor, did you remember spare batteries for your wireless mics or anything else that requires batteries? In short, are you

ready and prepared to do the best possible job you can.

If you have the concentration and discipline, you will pay attention to the details that make you better than everyone else. We do this every weekend, our brides and grooms don't, why not help them have the best day possible, by covering ALL the details, and having a great event...

I will close with some thoughts from Gary Ryan Blair:

Success in any endeavor requires single-minded attention to detail and total concentration. Seems only fitting that detail, or more accurately, attention to detail, is a vital part of success.

Discipline is based on pride, on meticulous attention to details, and on mutual respect and confidence. Discipline must be a habit so ingrained that it is stronger than the excitement of the goal or the fear of failure.

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Mitch Taylor continued from page 2

son. Ensure everything is in place before you open that mic because once you start you cannot stop and go back for a redo.

2. Train. Train in ANY of the performing arts. I've heard all of the excuses of why not to but I can tell you right now that I wouldn't be as successful as I am today without having the guidance of training. Professional athletes, Actors and comedians take workshops to stay at the top of their game. If you want to be the BEST, this is what you must do. If you don't want to be the best you can be at this then I suggest finding another career.

3. Timelines and checklists. I DO NOT go into any event without knowing what will happen in advance. Timelines are created for my performance and checklists are created so that nothing is missed. It's my firm belief that without checklists and timelines my clients' events would not be the best they can be. An example of my checklist that is checked off at every event before that portion of the night takes place.

Cake Cutting Ceremony:

1. Before announcement confirm parents, grandparents, wedding party

are in room and in their places for ceremony if being staged.

2. Ensure cake knife, server, napkin and plate are on cake table and positioned correctly for photographer.

3. Ensure that the photographer, videographer are in the room and ready for upcoming moments.

4. Ensure banquet staff is ready to pour champagne at head and parents tables or salads are ready if dropping before toasts if they are next.

5. Smile. Silence. Go.

So you see, systems are necessary. I know Mark's crusade is about multi-system operators PAYING their talent a livable wage and I agree with the premise. However SYSTEMS are not to be hated....for they are what make us profitable as businesses.

Mitch Taylor is an 18 year veteran of the mobile disc jockey industry, starting out on the cruise ships of Carnival Cruise Lines. He is a member of the American Disc Jockey Association and WED Guild™. Mitch owns and operates Taylored Entertainment in the Upper Peninsula of Michigan and can be reached at 906.786.6967 or via email at mitchtaylor@discjockeynews.com.



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Taking The Next Step

By Ron Ruth

By the time you read this article, the 2012, Mobile Beat Conference will have been in the “can” for about two months.

Quick show of hands—how many of you have incorporated more than three ideas that you picked-up in the seminars into your DJ business? How about just one idea?

You can put your hands down.

As someone who has been to dozens of DJ conferences, I know how easy it is to get really excited at the moment a new,



innovative concept is presented or when a valuable nugget of information is provided that you can't believe you didn't think of yourself.

Depending on the topic, either the creative or logical side of the brain becomes inspired while, at the same time, the imagination kicks in with how best to implement what was learned. Great anticipation for follow-through is only overshadowed by the eagerness to get home and reap the rewards of taking the next step.

One more time, quick show of hands—how many of you relate to that level of enthusiasm?

One last question. How many of you have actually taken that next step?

I don't ask to criticize. As I said, I get how easy it is to fall into that momentary lapse of exhilaration that accompanies forward thinking expectations. It's not uncommon, though, to allow the motiva-

tion to fade once we've returned home and to the comfort zone of performing business as usual. For some, the rationale for change and improvement is replaced with apathy. “You know, on second thought, we've done just fine with things the way they are. Why fix it if it's not broken?”

I also know that so many of the innovative ideas that capture our attention at MBLV and like conferences are usually presented in a manner that makes them look easy to implement. In reality, they can sometimes be the most difficult to accomplish. Change is hard. Being different takes effort. Mastering what was learned takes time and dedication.

What never changes, but is often forgotten are the rewards that come from following through. Experience tells me that less than 10% of those who attend conferences and seminars will actually implement anything they've learned, even if means greater returns to their business. Although there aren't hard numbers to back up my claim, I contend that if you remain enthusiastic and aggressively pursue what you've learned, you will have a very distinct leg-up on almost everyone else in your market. You will be known as an innovator, delivering a level of performance and service not found with your competitors.

Andrew Carnegie, steel magnate and benefactor of Carnegie Hall in New York once said, “Anything worth having is worth working for.” Ironically, there's also a joke about a lost tourist in New York City who asks a musician, “How do you get to Carnegie Hall?” The musician replies, “Practice, practice, practice.”

If, as you're reading this article, you wish you had been more proactive with following through on your enthusiasm after returning home from Mobile Beat, it's

not too late. Whatever reward you envisioned then is still attainable today.

Here are three steps to taking that sometimes challenging next step:

Step One: Pull out the notes you took during the seminars and take some time for review. Make special note of those items you may have highlighted or underlined. Picture what you felt at the time you jotted those words down. What rewards did you see? Why were you enthused?

Step Two: Seek out additional resource materials that address the topics of interest to aid you in the thought and implementation process. Keep in mind, those who are invited to speak at conferences like Mobile Beat are asked because they have demonstrated expertise on their topic. They've already done the work and research, and have invested countless hours in trial and error to become proficient at their subject matter. It's not possible to learn every detail of what they know in a 45 minute seminar.

As an example, I watched Sean “Big Daddy” McKee, Bobby Morganstein and Marz Lawhorn perform a “Mock Mitzvah.” Their tag-team presentation was high energy, motivating and flawless. They made Bar and Bat Mitzvah performances look so easy. Anyone who has ever performed at a Bar or Bat Mitzvah will tell you, those parties are not that simple. If you were there, you were fortunate enough to see years of combined experience on display.

If what you saw excited you, locate DVDs with additional Mitzvah performance details that will provide you with even more, much needed information. This is needed and will help you achieve the exceptional performance level you enjoyed from “Big Daddy,” Bobby and Marz. I believe you can obtain Bobby Morgenstein's

“how-to” series at <http://bmpcd.com>.

Another example is Mark Ferrell's presentation, “Getting What You're Worth.” The message of “GWYW” is compelling, inspiring and logical. But, understanding “why” your services are worth more is easy. Knowing “how” to present those services to prospective clients at a higher fee than most, without being rejected, is difficult.

If you get the “why” but need help with the “how,” start by reading the book “Selling The Invisible” by Harry Beckwith. Then, get your hands on “Book Yourself Solid” by Michael Port. From there, study any book you can find from author Jeffrey Gittomer. For anyone wanting to raise their fees, these resources are invaluable.

Step Three: Quit procrastinating! Every day you fail to take action, the harder it will be to recapture the passion. You risk becoming one of the 90% that do nothing. If you had no fear of the work involved to achieve a goal two months ago, it's still worth the work today. Effort always appreciates in value.

The time is now to take the next step. Reap the rewards that come from being in the prestigious 10% of DJs who are “doers” and celebrated as innovators, delivering a high level of performance and service not found anywhere else. Whatever the work involved, it's worth it.

How do you get to the next level? Practice! Practice! Practice!

Ron Ruth is the owner of Ron Ruth Wedding Entertainment in Kansas City, a WED Guild™ member and a self-proclaimed “Disney Geek.” Ron can be reached at 816-224-4487 or via email at ronruth@discjockeynews.com.

Press Releases:

Disc Jockey News New Website Launches

The Disc Jockey News launched the new e-newsletter version of the website on March 13, 2012. The new website (<http://www.discjockeynews.com>) is a resource for industry information and great business articles for mobile DJs.

“The need for integration with social media and the popularity of table computers really pushed the process to update the functionality of our website,” commented John Young of the Disc Jockey News. “Flash components that used to be trendy and fun just didn't fly in our new Ipad world. We needed to change so the smart phone and tablet generation could utilize this great new resource.”

The second Tuesday of the month is the main email launch of new information which is posted on the site. Disc Jockey News email list subscribers will receive the email update notice with links to the new videos and articles. The website is also updated daily with some of the latest industry news (which is also posted on Facebook and Twitter) so it truly can be a one stop source for the latest information on DJ lighting and audio.

American DJ Unveils Eco UV Bar Plus LED-Powered

Black lights have been cool for a long time. But lately they've been cooler than ever (literally speaking!), thanks to the innovation of using low-heat-producing UV LEDs in place of conventional ultraviolet lamps. Now there's a new LED-powered black light that not only keeps its cool, it will also amaze you with its extreme brightness: the Eco UV Bar Plus from American DJ.

A 39.5-inch (1,000mm) bar containing 18 x 1-watt UV LEDs, the Eco UV Bar Plus is a full 30% brighter than ADJ's original Eco UV Bar de to the latest advancements in LED

and lens technology. This amped-up output gives the Eco UV Bar Plus the appearance



of a “black light on steroids,” making it an even more dramatic effect for performance stages, theatrical productions, bars, bowling centers, skating rinks, miniature golf, laser tag, haunted houses or any special effects installations where the glowing, mystical aura of a UV light is desired.

Yet despite its impressively greater brightness, the Eco UV Bar Plus uses no more energy than its predecessor. It draws a mere 26 watts of electricity, making it a “bright” choice for users who not only want an intensely powerful black light, but would like to save money on utility costs as well.

Along with being energy efficient, the Eco UV Bar Plus is conveniently maintenance-free. Its long-life LEDs are rated at 50,000 hours, virtually eliminating the need for lamp changes. Plus, with no moving parts, you can count on it to produce its brilliant ultraviolet effects reliably, day-in/day-out, without service issues.

“Ultraviolet or ‘black’ lights are typically used as mood effects, which means they need to be, one, dramatic and, two, reliable, since they are often kept on for long periods of time” said Alfred Gonzales, national sales manager for American DJ. “The Eco UV Bar Plus was designed to meet both of these

requirements. Not only do its LED lamps, low heat output and maintenance-free design make it a reliable day-in/day-out performer, but it is 30% brighter than its predecessor, which is a huge difference. There's nothing shy or timid about the Eco UV Bar Plus – it's a truly spectacular black light that will add a lot of drama and flair anywhere it's used.”

Designed for versatility, the Eco UV Bar Plus can be “used” in a lot of different places and applications. It comes with dual mounting brackets, which allow the unit to either be hung on a wall or ceiling, or set on the floor for wall washing and uplighting. This go-anywhere UV light also includes multi-voltage operation: AC 100V-240V, 47/63 Hz).

The Eco UV Bar Plus features a 120° beam angle and a 390-410nm wavelength. It measures 39.5”L x 2.5”W x 4.5”H (1,000 x 60 x 110.5mm), and at just 5.3 lbs. (2.4 kg.) is extremely lightweight and easy to transport.

The MSRP of the Eco UV Bar Plus is \$209.95

For more information Contact American DJ:

U.S. Office – Tel: 800-322-6337/+1-323-582-2650 • Web: www.americandj.com

Mackie Unveils New Portable PA S500 Loudspeakers

Loudspeakers are the voice of any PA and Mackie S500 Series Passive Loudspeakers provide the professional power and performance you want for your system. Delivering class-leading power, S500 full-range loudspeakers are available from a highly-portable 2-way 12” all the way up to a dual 15” model that can handle up to 2400 watts of peak power. The sound quality is undeniably professional as S500 loudspeakers utilize high-quality components like custom-specified drivers and all-wood enclosures to deliver touring-quality sound in designs that

are rugged and affordable. After all, there's no reason you should sacrifice sound quality for just a few bucks. With a chest-pounding subwoofer and a selection of full-range models, S500 Series Passive Loudspeakers easily outperform anything in their class.

BUILD TO BE TOUGH AND SOUND GREAT

S500 enclosures are real step from those rat-fur-covered passive loudspeakers you find in dingy old venues. They are made of wood which, aside from being sturdy and all-natural, provides the best-possible response, extended low-frequency output without annoying rattles or vibrations. Plus, substantial



internal bracing provides a more rigid enclosure, reducing nasty vibrations that could negatively affect sound quality. Lastly, the entire acoustic chamber is air-displaced with adiabatic acoustic batting. This dampens internal midrange reflections so they can't bleed back through the LF transducer cone and reach your ears, which causes inferior enclosures to sound “boxy.” This, along with

Training Is Out, Education Is In

By Jeffrey Gitomer

There are no two companies that train alike. Some go all out. Some do little or none. From my personal observation over the past five years, training (especially sales training) is in decline. Training budgets follow the economy and corporate profits.

I wince at the word training, because I have always associated it with lions and elephants. The word education seems more appropriate.

Training teaches you, "how."

Education teaches you, "why."

The person who knows HOW

will always have a job. The person who knows WHY will always be his boss. (Although many people claim to be the author of this quote, it was originally written by Ralph Waldo Emerson around 1870. Emerson used "man" rather than the PC version "person.")

REALITY: Most companies provide salespeople initial (minimal) training of essential product knowledge and basic sales skills. Big deal. Then the real world kicks in and the salesperson is expected to produce without the real skills he or she needs to "make plan" or "achieve quota" before they "get fired."

Pile on the facts that customers have situations, barriers, problems, and objections not covered in training, while the boss is demanding "cold calls" and all kinds of accountability. If you combine those elements with zero attitude training, low belief system, and con-

stant rejection, it's no wonder early turnover in some companies (maybe yours) EXCEEDS 25%.

What to do?

Here is list of the major categories that need to be included in the training/education of your sales force in order to retain good people and achieve your sales objectives:

CAUTION: This list will require your company to make a serious investment in the education of people and salespeople – but take heart, whatever the money involved, it pales in comparison to the cost of employee turnover.

- Personal development skills. Attitude comes before sales success. Positive attitude, followed by the five parts of belief, and classes on achievement and listening. Educate employees to make them better people BEFORE you throw them into the market.

- Communication skills. How to speak and how to write are at the fulcrum of sales success. Poor communication skills OR poor writing skills will lead to failure faster than anything other than poor attitude.

- Buying motives. Why people buy is almost never taught, yet it's THE most powerful concept a salesperson can possess. Teach it at your best customer's place of business.

- Product knowledge. It's not an option to make your salespeople experts before they hit the road or the phone. Teach it at your best customer's place of business.

- Personal presentation skills. Getting your compelling message transferred and "bought" is an essential aspect of salesmanship.

- Laptop and tablet (iPad) presentation skills. If you have the tool, and you're not the master of it, you will miss

the marginal sale. If you don't have the tool, you'll miss a ton of sales.

- Selling skills. Asking engaging questions and establishing relationships – the basic science of selling. BUT the elements above need to be understood BEFORE selling skills can be learned, let alone applied.

- Smart phone skills. This is the communication device of the present and the near future. It must be mastered.

- Voicemail skills. How are you at creating one, and leaving one? Two of the biggest enigmas of the modern sales era.

- Value messaging skills. Weekly emails, blog posts, and tweets to existing customers and prospects to stay "top-of-mind."

- Pipeline building. How to build the number of qualified and expected sales. At the end of the month, a full pipeline ensures you'll exceed plan.

- Customer service skills. How to be memorable enough to create word-of-mouth advertising and unsolicited referrals.

- Loyalty actions. Going the extra mile. Being WOW! By your actions, creating positive word of mouth advertising.

- Customer uses of product and services skills. How the customer uses what you sell in order to produce and profit.

- Customer perspective skills. How the customer views things and how the customer wants to be treated.

- Business social media. No longer an option. No longer possible to ignore its power. Not just for the company, also for the individual.

- Networking and relationship building. Getting face-to-face with customers and prospects on a regular basis. Network for sales AND relationship building.

- Earning referrals and testimonials. THERE IS NO BETTER WAY TO MAKE A SALE THAN A REFERRAL AND A TESTIMONIAL

- Personal promotional skills. How to market yourself so that others will call you first. This is a combination of corporate support and personal (online) branding.

- Past history of company and product (even if it's a service). Knowing the history of your company and product or service will help put much of the prospect's fear and unspoken risk to rest.

- Continuing education. Once you start, you must make a commitment to continue as long as you exist.

This list is the MINIMUM requirement for salespeople to be prepared to succeed. But my best guess is that you are not educating or being educated in most of these critical elements. WHY?

There are no good reasons other than cost of training. And cost is a weak argument at best as the competition heats up their recruiting and training efforts.

And of course you're going to want to measure the returns on your investment. Luckily in sales, ROI is the easiest part. Here's an ROI reality: subtract last month's sales from this month's sales, and this month last year from this month's sales and compare the results. You might also want to measure employee retention.

In sales all you have to do is measure reality. How's yours?

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership*, and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.

Press Releases Continued:

LF porting, also allows Mackie S500 enclosures to deliver huge sound in a more compact design than otherwise possible.

The full-range S500 models also feature a highly-durable PVC vinyl covering that protects against the occasional ding or spilled drink. They also have protective edge bumpers. If you had roadies, these bumpers would keep them from messing your speakers up when they knock against a door jam or the floor of a beat-up van. The bumpers also have built-in cups for stacking multiple full-range loudspeakers along with sturdy integrated side handles with an ergonomic

design that's great for transportation.

Namba Gear Announces "Where In The World Is My Namba Gear" Photo Contest

Worldwide photo contest featuring Namba Gear high performance laptop bags, backpacks, lifestyle products and brand. Winner will have their photograph featured on Namba Gear's website and win a free Apple iPad. Complete contest rules at <http://www.nambacontest.com>.

We couldn't help but notice that our customers seem to love their Namba Gear bags.

Namba Gear, makers of high performance laptop bags & backpacks, has announced a worldwide photo contest focused on the company's products and brand. The products boast of using best quality materials and construction techniques to provide travel solutions to carry audio gear for laptop musicians and DJs. Namba Gear's products are also sought out by students and business travelers who are interested in an extra degree of security and protection for their laptops and accessories. Namba Gear owner, Woody Moran commented, "We couldn't help but notice that our customers seem to love their



Namba Gear bags. We've received hundreds of unsolicited photos from all over the world of our customers and their Namba Gear. So we thought, why not reward these guys and turn this into a contest?" Entrants are asked to submit photos that showcase the Namba Gear product or brand on or before May 31, 2012 for consideration. To celebrate the release of the new Kucha iPad Messenger Bag, the winner will have their photograph featured on Namba Gear's website and win a free Apple iPad. Complete contest rules at <http://www.nambacontest.com>. Namba Gear products are available via musical instrument & dj retailers, Amazon.com, Best Buy online, as well as through Namba Gear's online webstore. About Namba Gear:

Namba Gear is a Portland, Oregon based bag and accessories company that designs and produces premium, high performance transport solutions for the working musician. The essence of the brand is defined by the working musicians and DJs at Namba Gear who are dedicated to creating and delivering exceptional carrying solutions that will stand up to the unique and rigorous workload of professional musicians.

Complete contest rules at <http://www.nambacontest.com>.



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What will you Create?

Promotions: Maybe It's Time For The Street Team?

By Jason Jones

"Sorry kid, it's just too slow to keep you on," says the bar owner that you just contracted 2 months ago.

Frustrating isn't it? You have a bar gig with a great promotion your



running to excite audiences and great music and games to hold them through-out the night but the "stupid" owner won't promote it outside the bar.

Unless the bar you booked to DJ is already rockin and you are there to just enhance business you may find it difficult for an owner to keep you on for a period of time if the build is slow. Particularly if you are charging rates that are commensurate with results (those rates are typically 2 to 3 times what the average bar DJ gets). What can you do to eliminate this risk?

Start promoting outside the bar. Not just on your Facebook page and twitter feed, I'm talking about promoting on the street. Find your audience where they are hanging out and inviting them to your show. I know what your probably thinking. I don't have time to run around promoting this bar gig. Of course you don't and it's not a good use of your time.

There are however lots of young people who are already fans of yours



that would love to promote your shows and the best part is that you can afford to pay them. Not in cash and not in gum. You can pay them in status, admiration and importance.

The currency of admiration is better than money. Just think of how long you have DJed for next to nothing just so you could set up and be the cool DJ more often.

You were working for admiration and status. Maybe you still are. You can have great pay and admiration is you ask for it but I digress.

First off, it's cool to hang with and be associated with the DJ. Especially if you're popular with a big personality. It's time to put together the "DJ

Dan's Street Team." Make these guys that run around on their own time promoting your events feel like rock stars. Reserve them a table at your bar gig and arrange for a free pitcher of beer and maybe a pizza. Acknowledge them on the mic. Put a "DJ Dan's Street Team" sign on the table and make them "Street Team" T-shirts.

Before you know it, being on your street team will be a really cool and fun pastime and your events will be consistently the most talked about and packed! Then what? Charge more!

To keep the team together create a formal structure for them with regular "get togethers." If you're too loose

Jason Jones Continued On Page 10

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"DJ's Have Found A Summer Home!"

How To Handle The Drawbacks

By Kelly Suit

If you read my last article then you should have a pretty good idea of some of the pitfalls of our profession. I promised at the end of the article that this month I would share my thoughts on how to deal with the top 3 drawbacks of being a professional mobile disc jockey.

In case you didn't read the article, in my opinion, the top three drawbacks to our industry are pressure, burn out, and that the show must go on. It's ironic that over the last month I've had deal with all three of these drawbacks. With that said, here is my thoughts on how to overcome these issues.

Drawback #1 – Overcoming Pressure

If you break it down all the pressure that is associated with our job is self-imposed. We put the pressure on ourselves because we want to give our clients everything that we promised them and more. We take it upon ourselves to shoulder the responsibility of the success or failure of every event we do.

I have several ways that I handle this, but the most important to me is to be prepared! The more prepared you are for your event, the less stressful it will be. Have a back-up plan for every scenario. I've built my system to have a backup or solution for every prob-

able issue except power outage. I arrive hours before the start of my event so that I have time to calm down and comb over every detail before guests arrive. I have contact numbers of people to call in case of emergencies ranging from my vehicle breaking down to someone that can bring me another system should there be a total system failure.

The week before my event I make sure that I have a check list of everything I'll need to do the event, I pull and check all my music and make sure it's also on my back up solution. When I do my final consult I go line by line over every step of the event and then print up that timeline for the client to review and agree on. I contact the facility (if I've never worked there before) to review load in and setup. When my events start, I'm prepared and it eliminates a huge amount of the stress.

Drawback #2 – Overcoming Burn-out

I recommend keeping your time off as sacred as possible. We get so caught up in being available 24/7 for our clients needs by phone, texting, email, Facebook, Twitter, etc., it's getting harder and harder to disconnect. I deal with professionals all the time outside of our industry that if they are off, you can't get hold of them. They have auto responders and other people to help you until they are available. If you are a single op, this is much tougher, but you still need to keep your down time yours!

Vacations for a business owner can be tough. If you are your business, it's nearly impossible to take a vacation without having to do some work. As

a multi-op, it's still very difficult, but vacations are supposed to be a time to disconnect and recharge. If you are working, you can't do either. You work hard and deserve to take care of you and your loved ones above all else. Don't shortchange yourself or them by not enjoying your time off.

Don't let what you do define who you are. I love to talk shop as much as the next guy, but I have made a point to have several interests outside of work. I've got a boat that my family and I enjoy using every chance we get. I just started riding a motorcycle and I love it! I'm very involved in my church and I

Don't let what you do define who you are... I have made a point to have several interests outside of work.. -Kelly Suit

just started a diet and exercise program. Keeping yourself engaged outside of your profession will help you to stay engaged when you are working.

Drawback #3 – Over Coming The Show Must Go On

This one is brutal. Two weeks ago I had one of my DJs call me begging to see if there was anyone that could take his event. He was in terrible pain and was getting ready to go to the hospital if it didn't get any better. Normally we have back up DJs ready to go in case of emergency, but this particular day we

were at capacity. I got on the phone immediately and contacted everyone that I could think of. As a last resort we sent out one of our trainee DJs. He actually was well trained, but didn't have much experience. I contacted the client and explained the situation, they understood and were very cool about it. I had an event that I was suppose to leave for, but had to scramble to get our trainee a system ready (again, we were at capacity and the DJ that was in pain had no way to get the system to our trainee) and I got to my event later then I would have liked. Fortunately I try to get to my events hours early so I had plenty of time, but still felt the crunch. Everything went off without a hitch and all of the clients were happy with what we provided.

We are going to have a company wide meeting this week to discuss this and again go over company protocol concerning emergencies. We are also, once we get through Prom season, going to keep one entertainer open and on call so that we have a solid back up plan if and when this should ever happen again. If you are a multi-op, I highly suggest doing this as well. If you are a single-op, find a couple of DJs that you know do a great job and discuss an emergency plan.

I'm sure there are other great ideas of how to handle the above situations, but make sure you think about it and decide how you are going to handle it. The time to figure it out isn't when your dealing with the issues!

Kelly Suit can be reached at kelly-suit@discjockeynews.com.



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The State Of The DJ: How Do You Go From FAIL To Epic Fail

By DJ Avestan Kerenaoti

As a DJ, just ask another chatboard DJ how to do something.

In multiple discussion threads on most any chatboard, DJs who don't know how to do something routinely ask other DJs who don't know how to do it (but either pretend they do or at least have an opinion they like to loudly share) what they should do to achieve a result. FAIL.

The only thing that might be worse is the plethora of DJ DIY projects that are out there on Youtube. EPIC FAIL.

I could use some general questions to spare some feelings, but let's not. It's more fun with the questions are REAL. Ok, I paraphrased some of the questions. But this is what they SHOULD have said.

How do you hang pinspots? FAIL. Try asking the lighting industry.

How do you mic a harp? FAIL. Try asking a sound engineer.

I booked a Spanish event that happens in 3 days which I'm not prepared nor qualified to do and I now need people to give me a list of appropriate music because I'm too lazy to do the research myself. EPIC FAIL. Try being a REAL DJ and doing your job.

I have some emails from a potential client and I want to hold them liable before they sign the contract. Can you give me some legal advice? FAIL. Maybe, just maybe, a LAWYER would be a good person to talk with.

I'm taking photos at my events and I'm too lazy to talk to a lawyer so can you give me some legal advice? FAIL. Maybe a photographer or lawyer would be a good choice for this conversation?

I'm too cheap to buy a real product so can someone tell me how to make a DJ Skirts knockoff? FAIL. Maybe that's why DJ Skirts aren't making so many products any more - idiot DJs with a

sewing machine are trying to knock off their design and doing a half-assed job



doing so.

I need a company logo -do you have any idea how I can get one for free? FAIL. There's this group of people called 'graphic designers' and 'graphics artists' that can create magic. (Now, tell me again how it upsets you so when a bride asks for a discount because she will put your name on her wedding invitations and program...)

So, really? REALLY? Who in the hell do we think we are?

Most any challenge we face has been addressed by REAL industries decades



ago. Why reinvent the wheel? Look up how the REAL professionals do it and then do what they do. If you don't understand or need guidance there's this great thing called TRAINING that most DJs never even bother to look into. Most DJs act incapable of even bothering to do a google search let alone pick up a BOOK. You know, a book. Those things with pages that have information on them? (But gee Avestan, I don't like to read) And in some cases, it's just a hell of a lot smarter to talk with someone who spent the better part of 7 years in schooling on the subject than to talk with armchair lawyers who couldn't put up a decent fight against a speeding ticket let alone a REAL legal issue.

Think I'm full of it? Think again.

For example, for decades lighting designers have been using 50 lbs bases with schedule 40 to hang lights. It's not rocket science, it's just how they do it. They do that because IT WORKS. The problems are already solved. If they use tripods and find they aren't stable they add sandbags or shotbags. Oh, and those

sandbags? They're NOT the fill it yourself models from your favorite home improvement store, the Army Corps of Engineers, or Seabees. Typical DJ FAIL. They're sealed units with handles -and they're not cheap. Not cheap. I'm guessing that's why DJs don't know what they are nor use them.

DJs for all their ego, posturing, and complaining about how clients are cheap simply refuse to even consider the possibility that someone else has already solved the problem. And if they do realize that someone else has solved the problem they simply can't accept the cost of said solution. Why? Isn't anything worth doing, worth doing right? Whatever happened to pride in a job well done? Instead of professional solutions we have an industry of Do-It-Yourselfers plodding along doing things half-assed all the while touting about how much they hate DIY brides. I'm guessing that's the case because they're looking in the mirror and they really don't like what they see. These same self serving DJ's will talk about how we're working to become an industry or how we're already one. EPIC FAIL. REAL industries have best practices that people follow for a REASON.

And DIY? Wow... don't even get me started on this trend. A DJ spent hours to make some skims. And they didn't work for him. FAIL. Then he changed the design and made them again. DOUBLE FAIL. And in the end he had just as much money in his DIY solution as he would have if he had just bought the original product to begin with - only he would have saved himself the better part of a week's worth of work making them, testing them, watching them fail, and trying over again. Oh.. and I'm willing to bet they're still not flame retardant. EPIC FAIL.

Hypocrisy and Cheap DIY will never make us an acceptable industry. NEVER.

FAIL. EPIC FAIL.

THAT is the state of the DJ nation.

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with the team they will lose interest.



McDonalds Street Team Example

Plus, they will need marching orders so they can know what you want from them and when they are done. You can say, "put up 30 posters each, hand out 30 tickets and post like crazy online and invite your friends." This way they will know if when they are exceeding your expectations. They will want to please you.

Meet with them on a regular basis and have them check in as to how many posters they put up, tickets they

handed out, people they talked to, texted, Facebooked etc. Praise the top producers and acknowledge everyone else for their efforts. If there are extra perks like tickets to a game or something of equal perceived value give them out in front of the whole team. And make clear that your are rewarding results. Don't be a jerk about it though, you want to reward results not punish coasters. Keep your ego in check and treat them like gold.

They will go out of their way to keep your public shows hoppin.

If you have questions about this idea just email me!

Jason Jones is a producer, speaker, author and DJ who lives in Saint Paul, MN with his wife Kelly, son Max and a couple of cats and dogs.

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Connections: First Impressions

By Steve Moody

We've all heard it time and again...."You only get one chance to make a first impression." Truer words were never spoken and actually pertain



to our disc jockey services as much as they do to any other aspect of our lives. Making a positive connection with our guests, early on, is one of the

major keys to a successful event.

Let's face it. We only get one shot to make a first impression with an entire room full of strangers. There are absolutely no do-overs once we open the microphone and welcome guests. Our initial "welcome" ...what we say, when we say it, and how we say it, can not be repeated.

Here's my question. Have you ever finished your opening remarks and realized that you forgot something that you really should have mentioned? Or worse yet, have you ever gotten "lost", and began to ramble on saying something that you probably shouldn't have? I know at some point we have all been there.

Our welcome sets the tone for the entire event and if it doesn't come across well, it may be really hard to win the guests over later on down the line. Yes, it can be kinda tough trying to come across as the cool DJ that wants people

to fill the dance floor after you choked earlier in the evening. Much, much easier when we have earned their respect and trust.

As these opening remarks are so important, they should roll off our tongue, as confidently and smoothly as our name, mailing address and phone number. Honestly, you should be able to stop reading this article right now, and be able to stand up and give your opening/welcome speech right now, without stuttering or batting an eye. That speech should nail it out of the park everytime and never be left up to chance.

Sadly, many of us have a general idea of what we are going to say, and pretty much wing it each time. Meaning that, the welcome said at Friday evening's wedding reception may not be exactly same as the one we gave on the previous weekend. Don't get me wrong, there are certain things that should be changed to personalize a wedding reception or any other event. However, the main outline should remain the same if we have created a welcome address that is outstanding and memorable. Why tamper with something that has been proven to work well?

Here's a great example. Have you ever heard someone's elevator speech regarding what they do for a living. Though some individuals are unprepared and may bore us to tears, there are others that really stand out. Truth be told, with a well crafted and rehearsed elevator speech, even the most mundane of occupations can be made to sound exciting and ignite your curiosity about a business. Once people formulate an excellent elevator speech they rarely alter

it unless they add a new facet to their business.. Again, why change something that is working well?

So here's the million dollar question...How do we generate an extraordinary opening / welcome speech? In my case, it all goes back to the basics of Who, What, Where, When, Why and How. One of the most difficult parts, for me especially, was keeping my opening segment short and to the point, while jamming in all of the necessary details and most importantly...still sounding entertaining. Keeping in mind that television commercials usually only last 60 seconds, due to our society's short attention span, I try to get to my point super quickly.

Who are you welcoming and to what affair? Where is the event being held and where should the guests turn their attention to? When will events begin to unfold? Why are you sharing this information? How are you expecting it to play out? It's almost like you are the director of a short stage production, explaining to the cast and crew everything that's about to take place. It's so difficult not to forget everything! To be honest with you, I actually sat down at my computer, and typed bullet points of the elements that I knew that I wanted to mention in my opening remarks.

Once I had my list, I began turning the bullet points into short paragraphs like a script. Taking it a step further, I then went back and re-wrote the paragraphs using the exact phrasing, and verbiage to make my remarks most effective. (I got a ton of use out of my Thesaurus that had been collecting dust for so many years.)

Then...I left it alone for a few days. I gave my brain a total break from it, then came back and tightened it up again after reading it out loud a few times to see how well it flowed together.

Memorize, memorize, memorize! In the sentiments of one of my mentors, Mike Walter, practicing something until you "get it right" is NOT enough. We need to practice until we can NEVER "get it wrong". Again, just like spouting off our name, address and phone number.

Now that you have everything memorized... Are you smiling and casually gesturing? Are you standing in such a way as to command attention or are you slouching? Is it sounding natural and smooth? Most importantly is it sounding interesting and important enough to keep everyone's attention? Record it and play it back!

Sometimes it is really tough to listen to ourselves, isn't it? Do you need to adjust your inflection or emphasis in different areas? Once it is memorized to the point that you can never possibly forget it, start using it ASAP. Performing it at home is a whole different ballgame than being at an actual venue. Now that you have used it "live" is there anything that should be altered?

As I began creating my own welcome speech, I certainly made little alterations until I finally came up with something that works really well for me. One of the cool things is that I was also able to take this scripted opening and give it to each of our lead MCs. Therefore, everytime we are at an event, we have the same exact presentation to open our shows. In fact, we have even gone through each special event that takes place during wedding receptions and put together similar outlines. Our company is now totally uniformed where these types of announcements are concerned. Yes, each dj brings their own personality to the mix, but I can rest easy knowing that they are going to hit all the key points

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Gratitude!

By Dave Winsor

I'll be right up front with you. I'm a representative for gratitude. I'm thankful for every single one of you funny, cranky, sarcastic, forward thinking, bombastic, reticent, glowing, skeptical people. You are the ying to my yang. If not for you, I would be nowhere... so Thank You. How grateful are you?

Do you celebrate every moment? If you are on Facebook find Brian Kelm and friend him. He gets it in a totally unique and fabulous way. He's grateful and he's great at celebrating each day and celebrating his clients. He gets it. He's positive. I'm like that and I find that type of people. I seek them out. Why? Because they play nicely with others, they share and most important, they care. How about you?

After a cancer scare, I quickly learned the lesson about being negative and how that affects your life. I stressed about everything, I ALWAYS had a running dialogue about what could or would go wrong in my life and business. I game played everything out and then did it all over again. You know what I found out? If I worried about something and did NOTHING, then NOTHING got changed. Did I benefit at all? No. I got sick.

So, how did my illness change me? It taught me to find my path in life. Did you know you have a path too? It's part of the grand design. You don't need to read anything into this, just my opinion we are put on this rock for a particular reason. What's yours? I really enjoy discovering what motivates people to be the way they are. I love to meet people and learn about what they do, how they do it and why they do it. My illness also taught me to understand the "unspoken" nature of language. People are constantly telling themselves what they want to hear whether or not that is a good thing. Is your internal discussion positive or negative? My guess is it is negative. Why? Because that's the way we are wired. So, how do we change that?

Simple, start with some "I AM" statements that are positive. "I AM Healthy". "I AM happy". "I AM grateful for my friends and family". Try it. You won't believe the change that will take place. You'll tap into a power that you've never felt before. It's because you've never bothered to look for it. So stop acting like a piece of seaweed at slack tide, take responsibility for your actions. Start thinking about how great you are, not focus on your weaknesses. Look for the best in others and don't gossip about them and how they are "less" than you. So, are you up for this challenge?

Think of gratitude and positive thinking as your armor against the "zombies" who would suck the life right out of you. These types of people are everywhere. Oh, and don't think that change will be as simple as a change of thought. People around you that see you everyday won't want you to change. They

are invested in the OLD you. It's really weird how that works, but it does. Watch someone's face the first time you refuse to speak badly of someone else. They won't know what to do.

But the best thing about this type of thing, they won't bother you with that behavior anymore. That in itself is awesome. So, what do you do instead?

Look for the strengths in others. What you perceive to be a weakness in someone else is actually a weakness in YOU reflecting right back to you. If you are so

mentally "small" that you pick on other people you in fact are picking on yourself. Do you get this point? You should, it's the first step in getting over your own hang-ups. More doors open for you when YOU open the doors to possibilities. Closed mind, close your life to amazing possibilities. Open mind? Open roadway ahead. Wanna know more? Contact me to discuss. Good luck on your transformation. You'll thank me.

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Steve Moody Continued From Page 11

for each special event of the evening. They will sound knowledgeable, courteous and up-beat straight out of the gate every time.

If done correctly, I know this will take a bit of work. I have been there. That being said, just imagine how nice it would be if you never had to wonder what you were going to say as soon as a song ends and you had to welcome your guests. No matter what happens behind the scenes, no matter if you need to start earlier than expected, you will be totally prepared, never missing a beat. Your welcoming remarks will hit each and every important point each and every time you open the mic.

I tell our crew all the time that our "goal" is to have people wanting our business cards way before anyone dances. I want the catering manager as well as guests to come up and grab our business cards right after our welcome speech leads into the bridal party's grand entrance. Does it happen this way every-

time? No, but we have to set the bar high and have a goal. Many folks feel that we can just ad-lib these crucial opening remarks. My response would be to spend some time watching some of the most recognized MCs on TV. Though hosts like Tom Bergeron, Billy Crystal and so many others stray from script and ad-lib from time to time, it is obvious that their opening remarks are well planned and rehearsed. These folks are considered to be the best of the best. I would say that if it's good enough for them, it's certainly good enough for this guy.

Steve has been the owner of the Maryland based Steve Moody's Entertainment Connection since 1989. After his 2009 DJ Of The Year win in Atlantic City, Steve began travelling the East Coast sharing marketing and sales techniques with Disc Jockey and other Wedding Professional Organizations. He can be reached by calling 800-410-3013 or at SteveMoody@discjockeynews.com

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Ownership

By Bill Hermann

What a bad gig it was. There were problems from the beginning. The facility opened the doors late for us, and the dance floor was on the opposite corner of the room as the wedding party. There were tables on the dance floor and we had to set up 30 feet away. The bride and groom were late, the wedding party was drunk and dinner was late.



During dinner we were continually told to turn down the speakers while we tried to warm up a very indifferent and cold crowd and when they finally did clear

off the dance floor, all the guests were outside on the patio or in the hallway outside the room at the bar and the bride and groom were off somewhere with the photographer while he tried to get that perfect sunset photo.

While we waited people were leaving left and right while the parents and grandparents bugged us to keep it down so they could talk and the kids begged us to play Justin Beaver, Miley Cyrus and the chicken dance.

The party was awful. No one was into it and with all this against us there was really nothing we could do except just hope that crazy Uncle Eddie finally lit a fuse under everyone instead of

just bug us about how much better the party would be if we would just play some good music.

That is a story that could be told by any number of DJs at any number of events performed each week. And, the common moral of the story is usually, "poor me, it was beyond our control and we were victims in this situation."

Really? Is that how so many DJs are planning to interpret this? Are you one of those DJs? It was everyone else's fault? The DJ had no control over the situation? What a powerless way to



show up for your clients.

We hate being thought of as just music like we are an overblown iPod. But, the moment something goes wrong at our events, we can always find a million reasons why it wasn't our fault. If things just had been the

way we need them to be the night would have ROCKED! ... And you know what? You are right. You know you are ... I know you are ... So what happened? Why, if there are so many things that can affect how you impact the guests, do you just leave those things up to chance or worse yet up to the whim of those people who know nothing about what you do and what you need to make magic happen?

Why? Because you don't have OWNERSHIP of the event. You have not taken on the responsibility of doing whatever it takes to make sure the impact you have on the event is exactly what it should be. You have chosen to allow the last minute circumstance to affect you instead of setting up the room, the guests, the guests of honor and even you in such a way that every circumstance will enhance you instead of be in your way.

The DJ who takes on ownership of the room will work with their client to be sure that the facility is open for you when you need it to be. That the bar will be in the room with you, the dance floor will be in the right place, no tables will be set up on dance floor and you can be set up next to it. Your client will understand you are taking ownership of their event and will be your advocate to be sure you get these things and that their wedding party will stay engaged and sober until you don't need to control them.

When the event begins, the owner of the event will do what it takes to engage the guests to silence as he explains to them how the event will go and how they will be taking on the

responsibility of the success when they go outside or leave the room they will think twice about staying away too long as not to let the party on the dance floor wain. Why? Because you OWN that room and they will do for you whatever your request.

Trust me. Your clients want you to take ownership of their party. They have hired a professional who knows how to make the party go great and who knows how to make sure it will be awesome. They don't know how to make it happen every time. If they did they would not need you. You! You, who has seen it all and with the hind site of many a bad party and awesome partie. You know what needs to be in place for their party to be as smooth and/or amazing as they can only hope for. The didn't hire you to HOPE for a great party they hired you to DELIVER a great party: GUARANTEED!

You know what it takes and what recipe needs to be in place. So, take charge, take the lead, take responsibility, take the power that you already inherently have..... Take OWNERSHIP and watch your events transform into outstanding events every time.

Bill Hermann owns Bill Hermann Entertainment in Minneapolis/St Paul and is the creator of "The Entertainment Experience" Seminars and Workshops. Tickets are now available for upcoming workshops in Las Vegas September 12th and 13th during the ADJA fall conference. Seats are extremely limited Go to www.billcreates.com for your tickets.

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Is It Time To Say No To Candy?

By Rob Peters

I am going to make a VERY strong statement to the DJ industry...there's an obesity problem with kids in this country...and WE, as Mobile DJs are part of the problem!

This month's article is hopefully an eye opener for you as a mobile DJ. It is based on an event I attended as a guest, and was really something I never thought about until now.

I recently attended an event for the daughter of my girlfriend. Her elementary school put on a winter festival and it was open to the public. The festival included face painting, a DJ (not from my company, but that is another story all together), bounce houses, carnival style contests, and even demonstrations from the police and fire departments in our community. It was a pretty good time, but I noticed one thing...all of the prizes for the contests and from the DJ were CANDY. In fact, I even overheard the DJ telling kids when they were eliminated from certain contests he was hosting to "help themselves to some candy." By the end of the day, I counted several empty case boxes of candy that the DJ had given away.

Now do the math with me...he gave away Laffy Taffy and Lolipop Rings. There were 2 empty boxes of Laffy Taffy at the end of the event. There are 145 pieces to a "tub" of Laffy Taffy, and 4 tubs to a case...that's over 1,160 pieces of Laffy Taffy that he gave away at the event, where there were probably over 300 children in attendance! Then I started thinking that he may not be the only DJ in our industry who gave away candy. In fact, I was guilty of it too.

Schools all over the country have been making changes to policies with-

in the school regarding food choices for kids, such as changing some of their cafeteria offerings or the drinks that are in the vending machine in the school. But there are DJs (again, I have been guilty of giving away candy too!) who come in to the school and give away candy as part of a family fun night, winter carnival or any other event where prizes are needed.

So why am I bringing this up?

For starters, as the people who are

changing what we give away, you (and every other reader of this article), can now compete against other DJs by using WHAT you give away and the reason WHY as a way as a selling point to compete and increase your bookings. For example, when you are pitching to a PTA for a family fun night, and presenting to the PTA that you do not give away candy (and the reasoning behind it), you now have a selling point that most schools probably have not

cils with positive motivational messages, glow products, foam gliders, or tattoos can be great giveaways that will not break the bank!

You can even go one step further by using your prize as a marketing opportunity to promote your services. Doing a search on the internet can produce hundreds of companies who can print customized stickers for as low as 15 cents each for a roll of 1000. In researching this article, I also found a company that prints mood pencils that change color and can be imprinted for as low as 19 cents each (in a bulk quantity). PLUS, you can use these items for other events, outside of your kid's performances!

In our industry, there have been conversations for years about how our industry is perceived. I can almost guarantee that most of these conversations have never included any discussion about DJs giving away candy at their child based events. However, it is a conversation that could be a step in improving our image as professionals amongst our customers...and having a responsible reputation can help you succeed in the kid's entertainment market!

With over 20 years experience in the Mobile DJ industry, Rob Peters is the owner of Rob Peters Entertainment, Inc. located in Braintree, Massachusetts. Rob is an Endorsed Professional Entertainer, author of "The Business Of Mobile DJing" from ProDJ Publishing, a member of N.A.M.E. and ADJA, and the owner of Bubble Parties.com, which offers a business plan and materials to help DJs make money performing Bubble Parties for children.

Rob can be reached at: robpeters@discjockeynews.com.



providing prizes as part of our performances, we DO have a certain responsibility here. Even though most parents will never confront a DJ about giving away candy to their child (there have been instances in my career), we still are contributing to the problem if we continue to use candy as a prize at an event. There are so many other options we could use in instances where we need prizes. And secondly, by

thought of before. After all, no parent who sits on any PTA board will want to promote unhealthy food choices in their school, and it could lead to additional bookings!

So when you need prizes for a kids event, what can else you do? Well, there are plenty of cost effective options available through some of the party supply companies we use as DJs. Stickers, slap bracelets, colorful pen-



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The Referral Coach

By Matt Anderson

10 LIFE LESSONS FROM 10 YEARS IN BUSINESS

Wanting to bring something new to share at a recent London book launch, I wrote this list on a train. They are my experiences only, rather than ones where I attempt to speak for anyone else.

1. Unhappiness can be a powerfully useful lever



While none of us ever wants to be miserable, if I had not been so unhappy as a school teacher I would never have had enough of a push to change. I would not have taken the time to read career books,

take aptitude tests and be open to alternatives.

Being in the dumps can cause us pain to the extent that we are driven to seek something better. I wanted to believe that there was more to life than feeling mediocre.

2. I am incredibly glad I didn't give up and get a day job.

There were more times than I care to recall that I hoped I might be 'rescued' with a so-called real job (as if working for someone else assures long-term stability!). While it took me years perhaps,

I'm glad I learned that 'failure' and 'rejection' are generally frequent stops along the way and often useful lessons or tests of resolve.

3. I'm glad I brainwashed myself in the car listening to audio programmes and took the leap of faith that the 'gurus' were right

Having had no role models of business owners in my family, I owe a lot to the authors who wrote about following your passion, making mistakes and expecting setbacks. However, I had to hear this message over and over before their way of thinking became my way. Perhaps YEARS.

4. Our beliefs and our picture of the future either mostly inspire or limit us – not our ability, intellect and personality.

For years I remember having what seemed like completely unrealistic visions of the future. I remember in 2004 having a piece of paper hanging from my kitchen wall that proclaimed in black marker pen that I was an international speaker and best-selling author. This felt mostly like a complete pipe dream. Fantasy. While true 6-8 years later, back then I was lucky to get a free speaking gig at a local Rotary club.

I wanted it then, I doubted it frequently and pictured it fairly often. Understanding the power of what you believe and what you picture for your future is worth spending your time on.

5. Business is more fun when you're as true to yourself as you know how.

Being really transparent and myself with others in business settings has not been easy for me. I don't think I grew up in a culture that encouraged it so I spent years keeping my cards and my personality close to my chest.

I admire Gen Y-ers who seem to have little issue with being more comfortable in public with who they really are.

6. Family may not be the first ones standing but they're the last.

My family thought I was crazy giving up on teaching just three years after getting my Masters in Education. I was impressed I had lasted three given how unenjoyable my life had become!

But in time I have drawn great support from my family. It is 'friends' living an unchanging professional life that have dropped off over the years as my business has grown. Much of that may be my fault but what I've learned is that I want to be around people who support and encourage me to grow, not ones where I feel apologetic for what I've accomplished or having to play down things I'm proud of.

7. A love of learning is a big competitive advantage

I am surprised how few people read, attend conferences and/or apply new things they've learned. This one habit has helped me set myself apart on many

occasions. And much of it was from someone else's book. You can do the same.

8. Don't wait seven years to improve/address your personal life

It's not necessary. I created silly beliefs about dating and fun that resulted in me becoming a workaholic to numb the pain. Please don't make the same mistake. And don't try to figure it out on your own or – interestingly – only by reading books.

9. It's worth learning how to fake that you don't need business

While you can't fake your enthusiasm for what you do, I am quite sure there are times when (maybe) all of us have to pretend that business is great, that we don't need more and that we just like helping people – even though we DO need business really badly!

It's worth being able to develop that casual tone when prospecting that is concerned and persistent but not needy.

10. Ask for help.

You can't live long enough to figure everything out yourself. Nor will you do it very well. I still find this hard at times but always know when I am doing something that's not my strength and it's never enjoyable.

Matt Anderson is the author of 'Fearless Referrals' at www.fearlessreferrals.com. Matt can be reached at: <http://www.thereferralauthority.com>

Six Simple Rules For Life

By Dr. John C. Maxwell

A five-year old slugger smacks the baseball out into the field and sprints toward third base.

A tiny midfielder, playing her first soccer match, reaches down and scoops into her arms the ball rolling through the green grass toward her.

A small child on the basketball court receives a pass from a teammate and excitedly races to the hoop...without remembering to dribble.



If you've ever coached a children's sports team, then you know the importance of explaining the simple rules of the game. Initially, chaos and confusion reign

supreme as children accustomed themselves to unfamiliar regulations. Yet over time, the once-confusing rules become second nature, and the kids play together without even having to think about them.

RULES TO LIVE BY

Playing a sport without knowing the rules leads to chaos, confusion, and even can result in injury. Likewise, going through life without a reliable set of rules gives rise to disorder, dissatisfaction, and even harm. In this lesson, I'd like to share six simple rules that have helped me to navigate life. I hope they provide you with food for thought as you consider, or reevaluate, the rules you live by.

RULE #1: Put family first.

Lots of leaders give lip service to putting family first, but they don't actually practice giving their spouse or kids top priority. What does it mean to put family first? For me, it involves redefining success. I do not measure my success in terms of career accomplishments. For me, success is when those closest to me love and respect me the most. Practically speaking, I make sure to schedule time with loved ones before setting my work calendar. It's far more important for me to give prime time to my family than to "get ahead" by working overtime.

RULE #2: Follow the Golden Rule.

As followers, we universally ask three questions about our leaders: 1) Do they care for me? 2) Can they help me? 3) Can I trust them?

As a leader, regularly pose those same questions to yourself—Am I caring? Am I helping? Am I reliable?—as a reminder to treat others the way you would like to be treated.

RULE #3 Take care of yourself.

Doing something for yourself is not a selfish act; it's a sustaining act. In a university commencement address several years ago, Brian Dyson, CEO of Coca Cola Enterprises, spoke of the relation of work to one's other responsibilities:

Imagine life as a game in which you are juggling some five balls in the air. You name them—work, family, health, friends and spirit and you're keeping all of these in the air. You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls—family, health, friends and spirit are made of glass. If you drop one of these, they will be irrevocably

scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for balance in your life.

I've learned the importance of this rule the hard way—through the trauma of a heart attack. If you're not carving out time to rest and replenish, to exercise, and to monitor your spiritual well-being, then eventually you'll breakdown. When that happens you're no good to anyone.

RULE #4 Choose a positive attitude.

Happiness cannot be won, bought, or brought to you by another person. Rather, it results from a conscious choice to be grateful for our blessings and to make the best of life's letdowns. Whatever happens to us, we always have control of one thing: our attitude.

RULE #5 Have a personal growth

plan.

The key to personal growth is to have a beginner's mindset. Beginners admit they don't know everything and proceed accordingly. As a general rule, they're open and humble, noticeably lacking in the rigidity that often accompanies experience and achievement.

RULE #6 Give more than you receive.

Everyone must ask for help at some point along the journey of life, but each person also has an inborn need to serve others. When I stopped trying to extract value from the people around me, and instead began searching for ways to add value, my influence soared.

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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LED Lighting Is Not Always The Best Solution

By Jeremy Brech

Lighting and production technology is rapidly changing which gives our industry a huge step in progression when it comes to events. LED lighting has opened numerous doors to so many entertainment companies when it comes to up-lighting and other great lighting effects. But, there are certain things that LED's just can't do...well.

In this two part article, we will discover the possibilities of patterns, monograms, moving textures, etc that will help progress your events, but you need to make sure you have the right tools.

First the down sides to some of the new LED technology. Brightness! This is nothing new and this is always changing for the better. LED gobo projectors work great if the atmosphere is dim. A couple of the products I am going to discuss are the Chauvet Gobo Zoom, Gobo Zoom 2.0, American DJ Gobo Projector LED, Chauvet LFS-5, and the Eternal Lighting Ultra 100.

I am a huge fan of Chauvet products; I just don't think they are progressing enough. For the first Chauvet Gobo Zoom, they came up with a genius product allowing you to zoom in and out and rotate the pattern. The reason they came out with the 2.0 was because they jumped from a 10w LED to a 15w LED light. By adding an extra 5 watts, there progression wasn't enough. I think it is a good light to replace the LED Gobo Zoom but not to change the gobo light fixtures as a whole. I would recommend spending the extra \$20 for the upgrade and get yourself the Gobo Zoom 2.0.



The pros of the Gobo Zooms:

1. Zoomed from an 18 to a 26 degree beam.
2. Cool running
- 3.

Compact in size

4. Rotating Gobo (adjustable speed)
5. Print your own gobos?
6. Easy gobo changing

The reason I put a question on #5 is they push the fact that you can print your own gobos. There are a couple things to keep in mind when doing this. You probably don't have a good enough printer at home or in the office to print the dpi (dots per inch) that you need for a high quality print. The Image size is around 1 inch on a piece of transparency and once you project the image 10 feet away you start to see graininess in the print quality. I tried getting my gobos printed at a Kinkos and they still can't print in the quality that I would prefer or recommend.

The Cons of the Gobo Zooms:

1. Brightness
2. Brightness
3. Brightness

4. Professional printers are necessary, or invest in a very expensive photo printer.

American DJ has a similar product to the original Chauvet Gobo Zoom called the Gobo Projector LED. The price point is going



to be about the same but it lacks some important qualities which the Chauvet line possesses.

The pros of the American DJ Gobo Projector LED:

1. Compact
2. Easy gobo replacement
3. Rotating Gobo
4. Low power consumption
5. Durable

The Cons of the American DJ Gobo Projector LED:

1. Non-DMX
2. Non Zoomable
3. Brightness

The LFS-5 seems like it would be a great choice, but after I picked this light up for \$300, I was completely disappointed.



This fixture is nice and compact but doesn't have any punch for the price.

The Pros of the LFS-5:

1. Compact
2. Beam framing
3. Cool Running
4. Zoom from 16 to 24 degree
5. Linkable power

The Cons of the LFS-5:

1. Brightness
2. Non-DMX
3. Non rotating gobo
4. Doesn't seem very durable
5. PRICE!

6. Professional printers are necessary, or invest in a very expensive photo printer.

While at Mobile Beat in Las Vegas, I did have the chance to visit with the Eternal Lighting Company about their Ultra 100. This is a step in the right direction. Yes as of right now the fixture is expensive but if I could go back and trade in my 3 LED gobo projectors, I would in a heartbeat. Why? Because, this light gets the job done!

The Pros of the Ultra 100:



1. Brightness
2. Cool Running
3. Beam framing
4. Easy

gobo changes

5. Great optics
6. Rugged

The Cons of the Ultra 100:

1. You have to purchase different lenses to get different beam angles

2. Price

3. Large in size

There are also some good options with gobo projection when using a LED moving head. If you would like some options on LED Moving heads and their pros and cons, please contact me and I will be happy to write an article on some of the good options out there.

If you are worried about costs for a LED Gobo projector the best value would be the Gobo Zoom 2.0. If you are looking for a good quality gobo projector, I would recommend spending the extra dollars and pick up the Ultra 100. It is very similar to the ETC Source Four Ellipsoid which you will be able to read about in the next issue of the Disc Jockey News.

What I would like to see is a 100w gobo projector with a lens that can be zoomed in and out to change the beam angle. This light will be more diverse and realistic for mobile disc jockeys who are in different venues and are placing a monogram in different spots. See the next issue to understand what the capabilities are with a good gobo projector. This is where lighting design is going.

Jeremy can be reached at: jeremybrech@discjockeynews.com.

The Three Biggest Hurdles For Wedding Vendors

By Rick Brewer, GetMoreBrides.com

In 20 years of working one on one with wedding vendors (over 2100 individual businesses now) I have found that they typically suffer from one or more of the following three mistaken belief systems, which if they were able to overcome, they would soar like an eagle in their businesses (instead of waddling like a duck).



Those three mistaken belief systems are *Fear*, *The Build it and they will come syndrome*, and *Undue Patience*. Here is a deeper explanation of each:

1. Fear

When a Wedding vendor has fear in their business, they will find excuses to not improve (such as "I don't have time," "I have to improve my 'skills' first" or, they will find excuses to excuse their results (such as blaming the economy, blaming the brides, or blaming the competition) or they will find

excuses why they will never step out of their situation which is deadly (If you are not growing, you are dying). There is a certain amount of risk that any entrepreneur needs to take, but when you can learn from the mistakes of others, you minimize that risk. Simply said, 1 ounce of success will overcome 50 pounds of fear. Most of the fear that wedding vendors have is in their heads.

2. Build it and they will come

In the movie "Fields of Dreams", Kevin Costner's character heard the whisper from the field "If you Build it they will come." Many wedding vendors try to employ this philosophy when it comes to their marketing. Simply put it out to the world that you provide stuff that brides need and you are naturally a match. Sorry to say, it doesn't work that way. Just because you have marketing out there, do not assume the match between a bride and your product/service. Likewise, don't assume that your marketing connects with your prospects.

It is your responsibility to put every effort into insuring you have the best possible message out there to the best possible medium. Those who really do

well in their wedding businesses focus on their message and insure they get it out there as much as they possibly can.

3. Patience for the above to be overcome

95% of wedding businesses I speak to (not consult -that is a lot, but those who I speak in front of are about 80 times larger) do not track or measure the proper areas of their businesses. Because they do not track or measure, it is as though they are simply waiting around patiently for something to happen. Waiting around patiently will kill your business. You need results now and every day the doors of your business are open.

Let's face it; there are risks involved with owning your own business, but nothing and I emphasize NOTHING is secure. Sure you can go work for someone else and wonder if one day you will walk in after 15 years of blood sweat and tears and simply be let go. You have also seen in the news people who contribute to a pension plan, only to have it wiped out in a day because the company filed for bankruptcy. The only security you have is what you create. Once you have started to create your

security, you need to learn the techniques to make it easier, better, stronger. You and you alone are responsible for your results- Good and Bad. Further- you need not become complacent in your poor results. You need to get personally upset until you get to where you want to go.

Take a look and see if you suffer from any of these issues. It may be just slightly, but by improving slightly, you potentially see great results!

There are ways to overcome these three "Business-Blockers"

<http://theweddingmastermind.com/?p=8>

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Rick Brewer is the Nation's Foremost expert at Marketing and Selling to Brides. You can sign up for Rick's Free Weekly "Marketing To Brides Tip of the Week" on his website, www.getmorebrides.com

Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM					
1	David Guetta	Turn Me on	Nicki Minaj			Nicki Minaj	Super Bass	201115	127	
2	Gym Class Heroes	Self Back Home		201203	130	Karmin	Crash Your Party	Careful-"Oh My God"	201144	96
3	Pitbull/w Chris Brown	International Love		201140	120	Sean Paul	Got 2 Luv		201129	92
4	Rihanna	You Da One		201147	127	David Guetta	Where them Girls at	FloRida-Nicki Minaj	201119	130
5	Kelly Clarkson	Stronger		201201	116	T-Pain	Best Love Song	Chris Brown	201108	81
6	J. Jessie	Domino		201135	127	Lady Gaga	The Edge of Glory		201120	128
7	Flo Rida	Good Feelin		201137	128	Chris Brown	She Ain't You		201114	91
8	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101	Bruno Mars	Lazy Song		201108	87
9	LMFAO	Sorry for Party Rockin		201201	134	Beyonce	Best Thing I Never Had		201124	100
10	Rihanna	We Found Love		201140	128	Lupe Fiasco	The Show Goes on		201045	72
11	Selena Gomez	Love you Like a Love Song		201131	119	Black Eyed Peas	Just Can't Get Enough		201106	94
12	Bruno Mars	It Will Rain		201140	75	Jennifer Lopez	I'm Into You	Lil Wayne	201115	84
13	Outasight	Tonight is the Night		201142	120	Wiz Khalifa	Roll Up		201106	94
14	David Guetta	Without You	Usher	201136	128	Adele	Rolling in the Deep		201048	105
15	J Cole	Workout		201126	93	Britney Spears	Til The World Ends		201111	133
16	Katy Perry	Part of Me		201210	130	Katy Perry	ET			105
17	LMFAO	Sexy and I know it		201133	130	Tinie Tempah	Written in the Stars	Eric Turner	201104	93
18	Jason Derulo	It Girl		201133	92	Hold it against Me	Britney Spears		201103	134
19	Drake	Headlines		201132	76	Lady Gaga	Born This Way		201102	120
20	The Wanted	Glad You Came		201134	128	Usher	More		201047	125
21	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91	Enrique Iglesias	Tonight	Ludacris	201047	126
22	Lady Gaga	Marry the Night		201145	131	Ke\$ha	Blow		201102	120
23	Foster the People	Don't Stop		201146	133	Pittbull	Rain on Me	Marc Anthony	201125	128
24	Chris Brown	Turn Up The Music		201206	130	Far East Movement	Rocketeer	Ryan Tedder	201047	96
25	Nicki Minaj	Starships		201209	125	Chris Brown	Yeah 3X		201044	129
26	Nicki Minaj-Rihanna	Fly		201132	120	Katy Perry	Firework		201041	124
27	Maroon 5/Aguilera	Moves Like Jagger		201132	128	Keri Hilson	Pretty Girl Rock		201042	80
28	Britney Spears	I Wanna Go		201124	131	Mike Posner	Bow Chicka Wow Wow		201107	74
29	Dev & E Iglesias	Naked		201201	125	Taio Cruise	Higher	Travie MacCoy	201102	128
30	B.O.B	So Good		201209	86	Nelly	Gone	Kelly Rowland	201101	73
Recurrents- (Still popular)						Bruno Mars	Grenade		201044	111
	Lil Wayne	How to Love		201123	77	Chris Brown	Deuces		201031	74
	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128	Rihanna	What's My Name		201043	100
	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131	Edward Maya	Stereo Love	Mia Martina	201013	127
	Cobra Starship	You Make Me Feel		201120	132	Pink	Raise Your Glass		201041	122
	Alexandra Stan	Mr. Saxobeat		201119	127	Flo Rida	Who Dat Girl		201046	125
	New Boyz	Better with the Lights on		201120	112	Nelly	Just a Dream		201032	90
	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90	Enrique Iglesias	I Like It	Pitbull	201019	129
	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71	Rihanna	Only Girl (In the world)		201037	126
						Pitbull	Hey Baby		201037	128
						Black Eyed Peas	The Time (Dirty Bit)		201045	128

DJ Industry Dead? NJDJN: No Way!

By Mike Kazis

Last month, a very well written and passionate article entitled “The State of the DJ” was published in Disc Jockey News and caught the attention of several of its fellow writers by way of Facebook.

The article’s writer, DJ Avestan, expressed his frustration upon hearing during the MBLV Convention that DJ icon Mark Ferrell would no longer be an advocate of the DJ industry. What frustrated the writer even more was the apparent lack of regard of the news he had just heard.

I personally had only heard of Mark Ferrell sometime in 2010 but according to sources, Ferrell has been a DJ since 1975 and has for the past 16 years, has been presenting at many different DJ shows and conventions. Mark Ferrell’s trademark seminar is “Getting What You’re Worth” as part of his “Worth Movement” and one particular training program that, even still, has been becoming more and more popular is The Marbecca Method. This year, Ferrell is promoting the 2012 Marbecca Tour where he will be conducting training sessions across the entire country. Although Ferrell was not contacted for comment, one might easily relate to why he may not wish to serve as an advocate of the DJ industry

But for whatever reason Ferrell has for moving on to pursue other endeavors, the goal of sharing this article is not to find the “whats” or “whys” of

one man. The goal is to share information with those that may be feeling the same way as DJ Avestan, who is feeling discouraged about the DJ industry. My words for all of you are, “don’t despair”. The industry is definitely not dead and there are many out there that will share my optimism. In fact, there are that many will tell you that the industry is growing quite steadily.

One such industry that has been helping the industry grow in more recent years has been the New Jersey Disc Jockey Network. “Is the industry dead? No way”, exclaims NJDJN President, Steve Cie. “It’s alive and well and improving and growing every day.”

As one of the younger entertainment organizations in the industry, the NJDJN has been making great strides with helping its members establish higher benchmarks for their companies and therefore contribute toward improving the industry.

“There will always be low-end entertainers, whether they are bubble blowers, magicians, caricature artists, singers, Zumba instructors, clowns, and yes, even DJs. The answer is to embrace, reinforce, educate, and help these novices jump to the next step,” adds Cie. “With organizations such as ADJA, NAME, EPMEN, NJDJN and countless others throughout country, the mechanism is in place. With national publication such as Mobile Beat, DJ Times, Disc Jockey News, and others, the message is being propagated. “

The NJDJN has also been making internal improvements that benefit its members. In the past, the organization was lead by one of its co-founders serving as President. The first to serve was Randi Rae until the Presidential baton was passed to co-founder Jake Jacobsen.

In fact, when Jacobsen announced at one of the monthly meetings that he was stepping down, there was somewhat of an initial shock, but when the members were also informed that there were new plans underway for making the organization better, the shock was not so bad.

The new plans involved the adoption of a few traditional business methods. In 2011, the organization developed by-laws. They also, for the first time in DJ association history, incorporated a more democratic system. For instance, no longer does one person lead for an

indefinite term. Like our own national government, power is given to the members and they therefore give that power to the leader by way of a majority vote. The president that’s elected then serves for a predetermined number of years.

As a result of these changes, the NJDJN hopes to have the winning formula for the glue that holds the DJ industry standards of quality continues to run effectively and even better than before.

Mike can be reached at mikekazis@discjockeynews.com.

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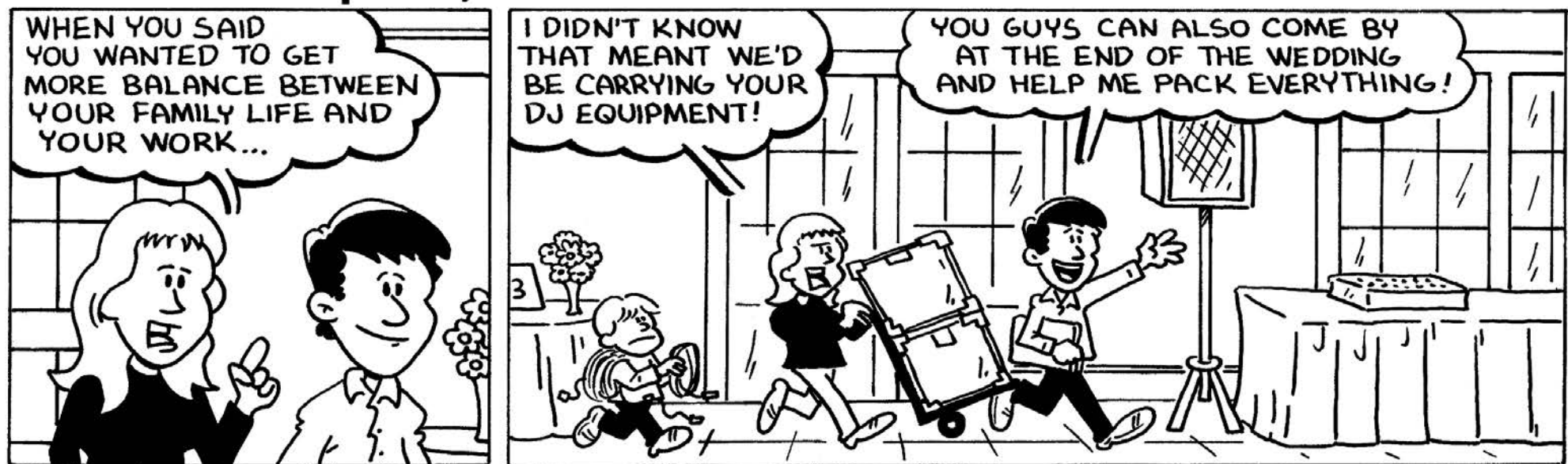
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Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop		Country		Adult Contemporary	
1	Kelly Clarkson Stronger (What Doesn't Kill You)	1	Taylor Swift Ours	1	Adele Set Fire To The Rain
2	David Guetta Turn Me On	2	Jake Owen Alone With You	2	Lady Antebellum Just A Kiss
3	Adele Set Fire To The Rain	3	Lee Brice A Woman Like You	3	Onerepublic Good Life
4	Wanted Glad You Came	4	Blake Shelton Drink On It	4	Colbie Caillat Brighter Than The Sun
5	Gym Class Heroes Self Back Home	5	Lady Antebellum Dancin' Away With My Heart	5	Adele Someone Like You
6	Katy Perry Part Of Me	6	George Strait Love's Gonna Make It Alright	6	Kelly Clarkson Mr. Know It All
7	Fun. We Are Young	7	Rascal Flatts Banjo	7	Kelly Clarkson Stronger (What Doesn't Kill You)
8	Pitbull International Love	8	Montgomery Gentry Where I Come From	8	Katy Perry The One That Got Away
9	Jessie J Domino	9	Dierks Bentley Home	9	Gavin DeGraw Not Over You
10	Drake Take Care	10	Miranda Lambert Over You	10	Maroon 5 & C.Aguilera Moves Like Jagger
11	Flo Rida Good Feeling	11	Carrie Underwood Good Girl	11	Bruno Mars It Will Rain
12	Wiz Khalifa Young, Wild & Free	12	Jason Aldean Fly Over States	12	Seal Let's Stay Together
13	Rihanna We Found Love	13	Tim McGraw Better Than I Used To Be	13	Christina Perri A Thousand Years
14	Calvin Harris Feel So Close	14	Zac Brown Band No Hurry	14	Daughtry Crawling Back To You
15	Outasight Tonight Is The Night	15	Kip Moore Somethin' 'Bout A Truck	15	David Guetta Without You
16	Nicki Minaj Starships	16	Eric Church Springsteen	16	Rihanna We Found Love
17	Flo Rida Wild Ones	17	Brantley Gilbert You Don't Know Her Like I Do	17	Hot Chelle Rae Tonight Tonight
18	Chris Brown Turn Up The Music	18	Craig Morgan This Ole Boy	18	Train Drive By
19	One Direction What Makes You Beautiful	19	Chris Cagle Got My Country On	19	Jessie J Domino
20	Karmin Broken Hearted	20	Luke Bryan Drunk On You	20	Lionel Richie Endless Love
21	Train Drive By	21	Eli Young Band Even If It Breaks Your Heart	21	Doobie Brothers Brighter Day
22	B.o.B. So Good	22	Casey James Let's Don't Call It A Night	22	Paul McCartney My Valentine
23	Adele Rumour Has It	23	Josh Turner Time Is Love	23	Rascal Flatts Easy
24	Gotye Somebody That I Used To Know	24	Rodney Atkins He's Mine	24	Elliott Yamin 3 Words
25	Christina Perri A Thousand Years	25	Gloriana (Kissed You) Good Night	25	Whitney Wolanin Honesty
26	Rihanna Talk That Talk	26	Jana Kramer Why Ya Wanna	26	Adele Rumour Has It
27	Coldplay Princess Of China	27	Andy Gibson Wanna Make You Love Me	27	Coldplay Paradise
28	Jason Derulo Breathing	28	Farm Home Sweet Home	28	Justin Hines Say What You Will
29	Dev & E. Iglesias Naked	29	Dustin Lynch Cowboys And Angels	29	Ed Hale Scene In San Francisco
30	Carly Rae Jepsen Call Me Maybe	30	Lauren Alaina Georgia Peaches	30	Jason Mraz I Won't Give Up
Urban		Rock		Alternative	
1	Chris Brown Strip	1	Shinedown Bully	1	Gotye Somebody That I Used To Know
2	Beyonce Love On Top	2	Foo Fighters These Days	2	Fun. We Are Young
3	Drake The Motto	3	Seether Tonight	3	Grouplove Tongue Tied
4	Trey Songz Sex Ain't Better Than Love	4	Pop Evil Monster You Made	4	Awolnation Not Your Fault
5	Tyga Rack City	5	Bush The Sound Of Winter	5	Foster The People Don't Stop (Color On The Walls)
6	Usher Climax	6	Black Stone Cherry In My Blood	6	Black Keys Gold On The Ceiling
7	Rihanna Birthday Cake	7	Van Halen She's The Woman	7	Black Keys Lonely Boy
8	Diggy Do It Like You	8	Chevelle Face To The Floor	8	M83 Midnight City
9	Kirko Bangz Drank In My Cup	9	Nickleback Bottoms Up	9	Foo Fighters These Days
10	LoveRance Up!	10	Black Keys Lonely Boy	10	Rise Against Satellite
11	Future Magic	11	Nickelback This Means War	11	Of Monsters And Men Little Talks
12	Wale Lotus Flower Bomb	12	Slash You're A Lie	12	Young The Giant Cough Syrup
13	Travis Porter Ayy Ladies	13	Five Finger Death Punch Remember Everything	13	Jack White Love Interruption
14	Fat Joe Another Round	14	Seether No Resolution	14	Neon Trees Everybody Talks
15	Young Jeezy I Do	15	Chickenfoot Different Devil	15	Shinedown Bully
16	Rihanna Talk That Talk	16	Foxy Shazam I Like It	16	Red Hot Chili Peppers Look Around
17	Young Jeezy Leave You Alone	17	Staind Eyes Wide Open	17	Bush Baby Come Home
18	Monica & Brandy It All Belongs To Me	18	Red Hot Chili Peppers Look Around	18	Shins Simple Song
19	Wale Sabotage	19	Halestorm Love Bites (So Do I)	19	Coldplay Charlie Brown
20	Ca\$h Out Cashin' Out	20	Volbeat A Warrior's Call	20	Imagine Dragons It's Time
21	J. Cole Can't Get Enough	21	Theory Of A Deadman Hurricane	21	Foxy Shazam I Like It
22	Mary J. Blige Mr. Wrong	22	Adelitas Way The Collapse	22	Civil Twilight Fire Escape
23	J. Cole Nobody's Perfect	23	Redlight King Bullet In My Hand	23	Switchfoot Afterlife
24	Jennifer Hudson Think Like A Man	24	My Darkest Days Casual Sex	24	Used I Come Alive
25	MGK Wild Boy	25	Pop Evil Boss's Daughter	25	Seether No Resolution
26	Tyrese Stay	26	Van Halen Tattoo	26	Young The Giant Apartment
27	John Legend Tonight	27	Foo Fighters Bridge Burning	27	Snow Patrol Called Out In The Dark
28	Elle Varner Refill	28	Bush Baby Come Home	28	Chevelle Hats Off To The Bull
29	Jay-Z & Kanye West Gotta Have It	29	Chevelle Hats Off To The Bull	29	Middle Class Rut Are You On Your Way
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