Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

As I write this my home town of New York City and my adopted home state of New Jersey have been devastated by Hurricane Sandy. (Why do they give hurricanes such nice names? If it was time for an "s" name they should have called this one Hurricane Satan. But I digress.) People's homes have been washed away. Banquet halls on the beach that we play at regularly have been destroyed. We've lost power and there's a gas shortage and supermarkets have aisle after aisle of empty shelves. If I didn't know any better I would think maybe the Mayans were right about the end of the world.

In the midst of all this, I've seen some amazing things. One of my DJs, Corey Fox, got over a foot of water in his house. Still, he went and DJed two weddings less than a week after, entertaining people while surely, deep down, he had to be suffering. It's that kind of dedication to our craft (and to our clients) that makes me grateful for having the staff I have. Men and women who understand "the show must go on."

Of all the things I've witnesses or heard about, regarding our industry, the best came from another one of my phenomenal MCs. Many of you in the industry know Jay Thomson. Besides being a great DJ, MC and singer, Jay recently helped launch the video conferencing company Bridelive that I wrote about last month. Jay keeps his DJ gear in a unit on the fourth floor of a storage facility. When the storm hit, on Monday October 29th, most of New Jersey lost electric power. Including, of course, the storage facility where Jay keeps his gear. By Wednesday, when power hadn't come back, Jay stopped over to the facility only to find it closed. He had a wedding that weekend (one of the few that actually went on as planned) and so he

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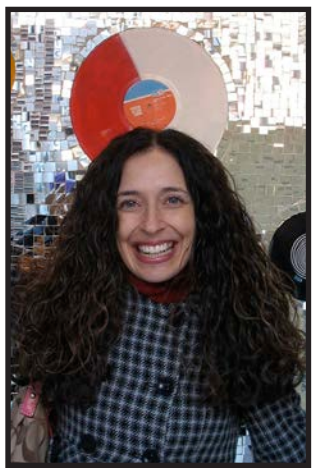
Talkin' Bride: Go With Your Gut!

By Tamara Sims

As 2012 comes to a close I thought it would be fitting to reflect on the many lessons I have learned from my clients and fellow industry colleagues. It is so important as a business owner to continue to learn and grow each and every day.



Go With your Gut! Straight and simple. In any situation whether business or social, if you feel something is "not right" it is probably best to walk away. How many times have you "second guessed" yourself and wished you had stuck with your gut? Too many too count? It's ok, as long as you learn from your mistakes and follow your gut the next time!

Move On! If you have made a bad hire, take responsibility for your mistake, let the person go and move forward in your business. We received some great advice this year from one of our business mentors. If you find yourself thinking about an employee in a negative way for more than 30 minutes, it is time to part ways. A negative employee can and will be toxic to you and your team.

ABC! For my fellow Mamet fans, you know exactly what I mean. Always, Be, Closing. Now I am not suggesting you take this as literally as Shelley Levene or Richard Roma did, but you should always be in a business mind-

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In The Booth: Know Your Music

By Brian S. Redd

In November, I attended my first Disc Jockey News Conclave. Like most DJ conventions, the focus was primarily on new products, services and improving your business.

The night before the show kicked off, a group of us decided to have dinner in the pub. We were all talking about typical first night stuff like where we were from, how long it took us to get there, and the types of events we DJ.

As we all got to know each other, I was half listening to the pub's background music. Not totally focused, mind you, but just enough to know what song was playing at any given time. They were playing a pretty impressive variety of music. You know, stuff that's familiar yet you just don't hear every day. Robert Palmer's "Every Kind Of People" came on and without even thinking, I said "Ooh good song!"

"What is it?" someone said.

"Listen, anybody know this one?"

"I don't know this one. Who sings it?" someone asked.

"Listen to his voice. You'll get it."

Nobody did. We tried a few more that evening and the result was pretty much

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Sowing The Seeds Of Love

By Mitch Taylor

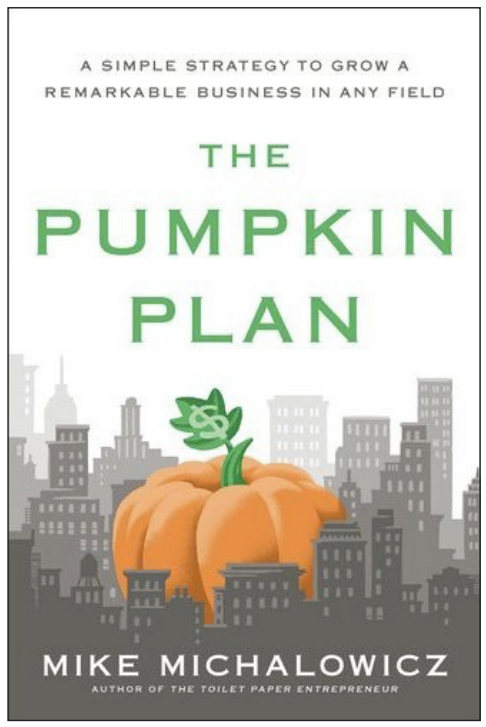
No...it's not just a Tears For Fears track from the 80s...but the cutesy title I came up with for this article.

" I f you want to grow a prize-winning pumpkin, you've got to plant a prize winning pumpkin seed."

THANK YOU to Jason Spencer of Spencer Weddings for turning me on to this quote from a great book entitled "The Pumpkin Plan" by Mike Michalowicz. Jason presented at The Las Vegas DJ Show this past September and I had the pleasure of introducing my good friend. After the conference, Jason sent me a copy of the book along with a $10 Starbucks Gift Card (What are YOU doing to THANK your clients for booking you?)

In the book Mike Michalowicz covers simple strategies to help you grow the largest pumpkin... er I mean business and profits... in any field. Everyone has heard that the travel industry is on its last leg from a brick and mortar type business and as a former full time travel agent (and still VERY part time basis) I was blown away when the first industry he examined was travel. The second industry he examined was a florist in the wedding business. Needless to say, NOW I'm hooked.

What he explained on page 41 with the quote above "If you want to grow a prize-winning pumpkin, you've got to plant a prize winning pumpkin seed." really hit home to me. You see in 2005 I was loving performing but the performance of being a mobile DJ had gotten old to me. I was tired of doing the



same old, same old and it seemed as if every event blended into each other and honestly, I was getting bored. I began to think to myself "There's gotta be something more!"

I reached back to moments previously in my career that had inspired me to do great things and remembered the name Mark Ferrell. I decided to do a google search and see where Mark was these days and what he was up to. I stumbled upon Disc Jockey America.com in that search, found Mark and joined the site. DJA Radio was BIG at that time and that also became an inspiration for me to attend my first DJ conference since starting my own company. That first conference was run by the husband and wife team who founded this very paper you're reading - John and Lori Young. I went to the Northern Disc Jockey Conference 2006 and became inspired once again by my peers and attended my first Breakfast With The Game Master there as well. Soon after I attended Mark Ferrell's big pumpkin seed for his business The Love Story Workshop."

That's the point. In order to take action... you must be inspired. Something inside you must WANT to change. Then... you must seek out whatever it is you are looking for and a way to change it. For me, the seminal moment was realizing I was bored and the shift in mindset during these events and at The Love Story workshop.

Mark's prize winning pumpkin seed for his business, his signature piece was The Love Story. With the technology available to us today there are COUNTLESS aspects of your business where YOU can create your own prize winning pumpkin seed... er signature piece. That piece is WHY people book you. It's what separates YOU from everyone else. You NEED to develop it, water it, nurture it, REMOVE any weeds (bad seeds... pardon the pun) that are stunting its growth, and care for it until you explode your business with this one aspect that you do better than anyone else. Hopefully I've planted the seed now in your head of something you can do to help grow your business. The follow-through is up to you.

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needed his gear (even though I assured him we could get him a system come hell or high water [come to think of it, that's a bad cliché to use in this situation]).

But Jay was determined to get his system and on Thursday, with power still out, he made another trip to the storage facility. This time he found the owners, a middle-aged married couple, out front protecting their property. They explained to Jay that with no power they could not let him enter the building. For insurance purposes. Jay pleaded and begged and when they continued to refuse he played his last card (and this is what I love so much about this story). Jay said, "Do you remember your own wedding?" Now he'd made it personal. Of course, this couple said, they remembered their big day. Jay had struck a nerve. He continued: Can you imagine the disappointment you would have felt if your entertainment couldn't have been there? Can you imagine what this couple must be suffering having to plan their wedding in this week of all weeks? Can't you just make one exception, this one time, to help a young bride and groom have the day they always dreamed about . . .

Not only did they let Jay in, the husband helped him carry his gear down the steps.

Jay shared this story with me on one of the worst days I've ever had in this business. It was Thursday, November 1st, and I was in the middle of talking to all 24 of our events that were scheduled for that first weekend of November (18 of them weddings). Call after call I'd been listening to heart ache, disappointment and even some tears. Brides who were forced to move their wedding dates. School dances postponing. A Sweet Sixteen that had to cancel, even though their facility had power, because a township wide curfew would stop their guests from showing.

And then Jay called to tell me he didn't need to borrow any gear for the weekend. He told me how he'd gotten his system. And for the first time in days, I laughed out loud. I was thrilled because of Jay's determination. I was joyous because of this couple's decision (obviously owing to fond memories of their own wedding). And I laughed because I was reminded of just how special our careers are. We don't save lives and we don't climb utility poles to restore power to people badly in need. But what we do (especially when we do it well) is make indelible memories on some of the most important days of people's lives. Don't ever forget that. Be proud of what you do and always do it to the best of your ability. Because someday, maybe years and years from now, when one of your brides and grooms is asked if they remember their wedding day, you'll want them to smile and look at each other and you'll want their hearts to melt just enough that they'll break a silly old rule and let someone into their storage facility even though the power is out.

And that, dear reader, is the thought I leave you with in my last article of 2012. Do your job so well that maybe someday your clients would break a rule remembering how awesome their day was.

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

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set wherever you are. Jay and I recently had dinner at a new restaurant in Chicago and while we were in the car on our way, we received an inquiry to DJ their New Year's Eve Party… it was purely a coincidence as the manager found our company via Google. When we arrived at the restaurant we asked to see the manager and explained to her that we owned Something 2 Dance 2. She said that "it was meant to be" and she took the time to chat with us about the party and our company and the next day we had a contract. You never know when a new business relationship will arise, so always have cards in hand, in your gym bag, in your car, etc.

Surround yourself with positive people! This is huge. They say misery loves company, well I say positive energy loves positive energy! I would much rather be with a group of people who are smiling and laughing. Life is short. Don't waste your valuable time with people who constantly complain, berate others or take comfort in other people's problems. You all know who these people are in your life, so get rid of them!

The best thing I learned in 2012: No matter what happens, You CAN always have a better day!

Thanks for another great year and I look forward to seeing you all in 2013.

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

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The Way I See It: 'Tis The Season

By Michael J. Lenstra

"I wish they would just call it Retailer's Day and be done with it," my sister lamented. "That's what it really is." This outburst, which pretty much summed up her feelings on the upcoming holiday season, came just days after she told me she had a heated argument with her daughter on the subject of putting up a Christmas tree this year.

"We are not even going to be home [this Christmas]," she reasoned. "Why should we put up a tree or outside lights?"

It sounded like a typical left brain-right brain debate: logic vs. emotion. And even though, in a practical sense, my sister may have been right, she also may have been missing the point. Maybe we all are. What is supposed to be a time of religious observance, peace, and goodwill toward all has evolved for many into a period of stress and financial burden. My wife pretty much sums up my sister's thoughts. "I don't even look forward to Christmas," she has said in the past. "It's just so much work."

Yes, Christmas has taken a beating in the last few years. Some department stores refuse to use the "C" word in their advertisements for fear of offending someone, and debates rage over whether it is allowable for a municipality to display their nativity scene in a public park. And while we seem to hear more and more about jingle bells, the holiday movie season and the economic impact of Black Friday, we also seem to hear less and less about the baby born in a manger over two thousand years ago.

The dilemma is not lost on University of Iowa's journalism professor Stephen Bloom, who wrote the following in The Atlantic:

"After years and years of in-your-face religion, I decided to give what has become an annual lecture, in which I urge my students not to bid strangers 'Merry Christmas' or 'Happy Easter,' 'Have you gotten all your Christmas shopping done?' or 'Are you going to the Easter egg hunt?' Such well-wishes are not appropriate for everyone, I tell my charges gently. A cheery 'Happy holidays!' will suffice. Small potatoes, I know, but did everyone have to proclaim their Christianity so loud and clear?

"Maybe it wasn't such a good idea. One gutsy, red-in-the-face student told me in no uncertain terms that for the rest of her life, she would continue offering Merry Christmas and Happy Easter tidings to strangers, no matter what I, or anyone else, said, because, 'That's just who I am and I'm not about to change - ever!' Score one for sticking it to the ethnic interloper."

Our industry has been affected as well. Many of us look forward to the traditional office party for a change of pace from the wedding season and our last chance to stuff our own stockings before we go into hibernation (better known as our slow season). But many of those parties have been set aside, either for budget reasons or other issues. In addition, there's the need to balance the politically correct tightrope.

"Certainly, parties can be a great way for companies to make employees feel appreciated and for people to relax, get to know each other and share the joys of the season," advises leagalzoom.com. "However, it is important to get familiar with the legal liabilities associated with hosting a business party—so that you can avoid potential problems and possibly, even lawsuits."

Instead of a Christmas party, some of our own clients have opted instead to have a company picnic in the summer. Or they rename the annual event the year-end party; subsequently, they inevitably ask us to stay away from any music that specifically mentions Christmas.

The solution, at least for the office party, may be to ask your clients just to refer to it as a holiday party and then suggest they put up a few Christmas decorations, some snowflakes, maybe a menorah or two, and some New Year's Eve decorations. That way every holiday is represented. Offer only food and soft drinks with a cash bar as an option.

Ben Franklin may have simplified it best when he said, "A good conscience is a continual Christmas," and maybe we would serve ourselves and others best if we remembered that. So whatever your beliefs or your reason for the season, I want to take a moment to wish you and your loved ones a peaceful and memorable one and hope that your new year is filled with good fortune—and lots of gigs.

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

From The Other Side: Stuck In A Rut?

By Jake Palmer

There's nothing worse than feeling like you're stuck in a rut… whether it's professionally or creatively. Ever just feel like you're spinning your wheels, burning out, or just tired of Gangnam Style?

This industry has a high "burn-out" rate for a reason. Do you ever feel like you spend all week guaranteeing you're going to be busy all weekend? Some nights you leave a wedding feeling like you just went through the motions, with no passion or feeling, you hear yourself telling a friend "the wedding went ok, nothing special, just ok."

Hey we've all been there, we've all looked a wedding crowd and then at our music and thought… "hmmm, now what?" We've all hung up the phone with a bride who just explained they are going to use DJ McCheezy instead of you, because Cheesy has the unlimited package and the JBL sound system for only $795... And we think *really*? What do I have to do for these people to realize that I got skillz? Don't they know that I have a tux and lights, even a mirror ball, I mean… I deserve this gig…

Darn Craig's List DJs are killing me!

Sound familiar? I sure hope not, but let's be realistic here, it happens to the best of us. The difference between run of the mill, or "former" is all about HOW we deal with these feelings and attitudes. We overcome or we go away.

1. Attitude, Attitude, attitude. If your attitude is not positive, then you are not positive. Ever notice the one thing successful and happy people have in common… they all have a great attitude. They have a positive, up-beat, "can-do" kind of attitude. If you tell yourself you suck, eventually you will, ever wonder what will happen when you tell yourself you're great?

2. Fresh Eyes. Learn to look at problems as well as everyday situations through fresh eyes. Never be afraid to think out of the box. Have you ever noticed that it's always the new guy at any company who always has the crazy, wacky, bigger-than-life idea? It's because he hasn't been a around long enough to see the boundaries. He has a good idea and says why don't we do this? He doesn't say "we can't do this."

3. Do something for yourself and your business. Do something fun with friends or family. Go somewhere and just relax. I always make it a point to go hunting with my son this time of year. You can attend a workshop or conclave with friends or colleagues.

Make the most of every non-entertaining experience, try to find time during the holidays to smile and simply enjoy the moment. Forget about the presents and the prep, the food and the functions, just appreciate your family and friends around you, it can be very refreshing. Spend time on your business in a small way… design a new business card, update your voice mail. Look for little things you can do to keep things fresh, if only in your own vision. Buy a new toy for your system. You would be surprised how cool it is to get new speaker stands, or a new laptop case, a stand for your I-Pad.

4. Take in outside influence. Go to a seminar, or a training course. It can be as simple as joining a community organization, or taking a class at a community college. Influences can come from anywhere at anytime. Go to someone else's show, tag along with a colleague or go to a dance that someone else is do the work at, or simply get together with some other DJs for some brainstorming and creative idea generating.

Enjoy the down time if you can, personally I am taking my wife out for dinner and a movie, we try to do that every three years, whether we need to or not… Mr. Romantic, that's me!

Don't get down, and don't let the burn-out catch you. We've all been there.

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the same. What's odd is this isn't unusual at a DJ convention. You would think that of all people, a bunch of DJs would have a better than average knowledge of music. Yeah I know, the songs we heard that night don't make the Mobile Beat Top 200, but that's a pretty basic list.

Most everyone knows those songs on the Mobile Beat Top 200 and people generally like to hear what's familiar to them. That's why it's a useful list. The problem is that this list is far from complete. For instance, anyone ever noticed that out of 200 titles, there isn't one Latin track? I don't know about the rest of you, but at most every party I do, there are some Latinos in attendance… and I live in Wisconsin!

Back in the 80's, we couldn't bring every record we had to a gig. It was logistically impossible. Instead, we had to cherry pick a few milk crates worth of vinyl. Many of these titles were party favorites like you'd find in a list such as the Mobile Beat Top 200. With a relatively limited number of songs to choose from, it was very important to know where substitutions could be made. If someone requested something you didn't have, like Led Zeppelin or Ozzy Osbourne, the DJ knew they could say, "Ah no, I don't… Hey, do you like Guns N Roses?"

Of course this method served two purposes: One was to be able to make someone happy with a limited library and the other was to avoid playing songs that were either inappropriate or cleared the dance floor. To this day, although I carry just about any song anyone could ask on a little hard drive, I still use this method of substitution. Instead of making one guy happy, I can make most everyone happy without making an enemy in the process. This method only works if you know your music.

With better than average musical knowledge, we can surprise our guests. Back in the early 90's, before Retro 80's nights were hot, everyone was dancing to stuff like C+C Music Factory and Black Box. Out of left field, I'd throw on a cut like Safety Dance or Come on Eileen and the place would explode! Why? Because everyone loved those tracks and since nobody had heard them since they were hot, they were a welcomed surprise.

Some of my current surprise tracks are "Be Faithful" by Fatman Scoop & Crooklyn Clan and "It's Tricky" by Run D.M.C.. Grandmaster Flash and I had a sit-down a few years back and it turns out he does the same thing. I've seen him do it live a few times and it always takes the crowd up several notches.

If you feel you are lacking somewhere in the musical knowledge department, There are several things you can do to change this. One thing a person can do is recognize where they need the most help and start focusing there. For instance, if you don't know a lot about 70's music, check out the 70's charts online. If you see a track you are not familiar with, search for it on YouTube and give it a listen. If you are a Sirius/XM subscriber, take an hour or so a day and listen to a station like "70's on 7". Eventually you'll get to know their playlist. Then, move onto your next unfamiliar format.

Sometimes we can even fall behind on the current charts. It's happened to me more than once. When it does, I'll refer to one of my DJ music subscription services by both reviewing the charts they put out and listening to the tracks on them.

Even if you don't own a track or like it or would never play it at an event, I feel it's still very important to be familiar with it. After all, we are the DJs.

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/

Synergy

By Dean C. Carlson

This past October I hit 24 years of DJing. In that time I have performed at 2000+ events. I have forgotten more great songs than I remember. I have seen staples at weddings come and go, have even invented a few that I have been proud of and some I would rather forget.

There are unique problems that start to creep into a person's shows as time goes on. The most noticeable is when you drop into your comfort zone and then you hit that dreaded state - a rut. If it isn't broken why fix it, right? After all your clients love what you do, correct? Not to mention that if you really are that good you're going to receive a bunch of referrals. This year there were three couples, all former clients, at the same wedding I was performing for another couple. Do you think the same shtick is going to be good enough then?

So this brings up a couple of great questions. First is how many variations of each performance piece do you have? Second, how long is too long to use the same performance piece? It's really easy to use what you consider your best all the time and thus having variations typically end up being only one. So many things can come up during a show that will cause you to slide back into your comfort zone. Probably one of the worst is fear of failure, not to mention you need to constantly show your best. I am not saying that you should try brand new things without practice at your shows. Far from it.

As far as to how long is too long to use a performance piece without change, I am not really sure. For one thing there are certain things you can only do with a performance piece when you know it so well that you don't even have to think about what to say or do next. Such as living in the moment and mining your crowd for gems that if you had to think you would miss. In the past I would only make changes if and when I get bored with them rather than when I probably should have.

Taking the next step to being a professional performer means you must be proactive with your performances instead of being reactive. The problem then becomes not what I should change but what I can do instead of what I have been doing. After many years DJing you can get in a rut another way too, creatively. Sometimes you can just feel tapped out of ideas. Believe it or not creativity is a muscle skill that if you don't use regularly it will atrophy. It needs to be worked regularly.

So where do you go to find the needed changes? Obviously a lot of DJs go to DJ conventions in order to get the new "meat" for their shows. But most DJ conventions now a days lack performance and idea training per say in their seminars. Except for a few DJs who are very secure and personally very creative, no one seems to be stepping forward to take the mantel at the conventions any more. The problem is that most DJs think, and incorrectly might I add, that these performance pieces are what make them unique. It's their unique selling point; if other DJs do what I am doing I won't have that selling advantage.

So where else can we come up with new ideas? Well you could spend thousands of hours on Youtube watching other DJs perform hoping for a gem, or maybe just those DJs you feel are better than you that you know of. You could also use Google and hope for the best. (I'm feeling lucky?)

When I managed a large multi-op I had the privilege of training DJs all the time. I would give them everything for a performance piece I used down to the exact words. And without fail every one of them would take it and change it in some way to make it their own personally. If you ask me I will tell you down to a 'T' what I do with no fear of you using it, go ahead use it. I have always felt that when I gave something to another DJ it made me stretch who I was by looking for something new.

But even as proactive I had been with my performance pieces, eventually I came to a place where I felt tapped out. As a teacher it's really easy for this to happen, this is probably why some of the great DJs that have fed the DJ industry for years have stopped doing it. After all the DJ training seminars and workshops that I had attended and the hundreds of articles in every DJ publication I could put my hands on, nothing new was coming to me.

One day during a company DJ meeting I stumbled upon the answer that has now fed me for the past 7 years. I decided to take a chance. I threw out a problem I had recognized in my performances to the group, how I hated how long it took to get the single people to the dance floor for the garter and bouquet toss. What

Dean Carlson Continued on page 6

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You're Fired!

By Ron Ruth

If you weren't paying very close attention during this past election cycle, you may not be aware that a new law was passed that will affect service providers across the country.

In a nutshell the referendum that goes into effect at the end of 2012 reads that consumers can terminate a service provider's contract for any just cause. In other words, if any service provider fails to deliver any part of the service promised at the time the contract was signed, the consumer has

the power to walk away from said agreement without legal obligation to compensate the provider beyond the time the contract or agreement was terminated. In very simple terms, a service provider can be fired like any workplace employee for failing to live up to expectations! No one is immune from this new law, not even wedding professionals.

How are you going to protect yourself from falling victim to this new law? What steps will you need to take, immediately, to assure that your clients wants, needs and expectations are not only being met, but exceeded? What parts of your business operation, service theme and policies do you need to address today to avoid the possibility that you can be fired? There's no doubt that you will have to take a no nonsense approach to evaluating every phase of your operation.

Let's start with the basics. How will you adjust your contracting procedure? Will you become more selective as to the clients you want to work with as opposed to going for a quick & easy paycheck? Will you be more cautious as to making promises that you know are outside of your skill set and spend more time asking questions of the client so you have a complete understanding of exactly what it is they want before you agree to be of assistance?

What about training? Are you finally ready to admit that it's time to get additional training that will allow you to improve your performance and level of customer care so you'll be less likely to be terminated based on ineptitude and lack of talent? If you're a multi-op, you've really got your work cut out for you. With the new law, a simple misstep by an employee or sub-contractor could create the only cause needed for the client to terminate your services. How are you going to assure that each and every member of your team is not only on board, but up to the challenge?

How quickly do you respond to a client's email or phone call? If it consistently takes you longer than a couple of hours, you may have a problem. Understanding that other business needs may pull you away from your office for long periods of time, it might be wise to let clients know through an advance email that you are going to be away for awhile and that it may take you a bit longer than usual to respond to their needs and concerns.

How about preparation? Are you currently giving every event and client the proper amount of time and effort to address every detail? When you walk into your wedding reception, have you checked and double checked every possible "what if" scenario to assure that your performance and the client's event will be as flawless as they expect it to be? What are your backup plans in the event the unexpected rears its ugly head?

And then there's the question of attentiveness. If your focus is not on the event at hand, you could be fired. It would be a good idea to refrain from Facebook posts while on the job, especially while in full view of the guests and your client. It would be a better idea to use that time doing whatever you can to make the celebration more memorable and to making yourself easily accessible and approachable. Look for guests who may appear to be lost or confused with their assigned seating and offer to be of assistance. Help a mom locate a high chair for her infant. Be observant and proactive and don't wait for problems to come to you.

No employee ever keeps their job if they aren't willing to be flexible with their responsibilities. How flexible are you? If you're set-up and ready to go before your scheduled time and guests begin to arrive a few minutes early, are you going to stick to the terms of your contract or are you going to go ahead and set the mood by starting the background music? If children are running around the dance floor during dinner, are you going to look at them as a personal inconvenience or are you going to do what you can to keep them entertained while guests finish their meals?

These are just a few of the basics you really need to consider to keep you from being summarily terminated under the new law. Unfortunately, there's not enough space for us to discuss attitude, appearance and aptitude. But that doesn't make them any less important and I would encourage you to include them in your overall evaluation because your clients most certainly will if they're not already!

I'm a pretty good judge of character and I honestly believe that most Disc Jockey News readers will have little trouble overcoming the consequences of the new law. Keep in mind; however, no one gets a free pass. The status quo of adequate performance and service are no longer enough. Greater attention must be placed on what will make the client happy as opposed to what we've always perceived. If not, you could be the first to hear those dreaded words, "You're fired!"

By the way, there is no new law. But, if you read the entire article thinking there is, I must be the greatest story teller in the land. Or, you must have been worried enough about your services to consider the ramifications. I'll accept either conclusion.

Until next time I wish you and yours a very happy holiday season and a bright and prosperous New Year!

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

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Amazing what 50 bucks can buy

Dean Carlson continued from page 5

transpired from that question took a very unmemorable garter and bouquet toss and created something very unique and what was to become a cornerstone of not only my show, but also the other 20 DJs who were there that night. That process became an integral part of our training and growth process we used the rest of the time I worked there.

Oddly enough I had heard of the word Synergy before that meeting. Mostly it was used in conjunction with super smart computer geeks who took companies like Microsoft, Apple and Google to incredible heights. But I never thought it could also be used for small DJ companies. How wrong I was. Synergy means two or more things functioning together to produce a result not independently obtainable. In the original Greek it means working together.

Unfortunately this is something that DJs seem to not do enough of. I mean look how hard it is to get people to join a national DJ organization. Imagine if the function of these DJ organizations were to use the synergy of the group to produce epic results for all its members. While I was working at the multi-op it was easy to use synergy because I had a willing bunch of DJs that had seen it work wonders. For the last 3 years I have been a single op and that has changes how synergy works for me.

So how does it work exactly? Typically there is a moderator. In my experience as a moderator you are really responsible for just keeping the energy focused so it doesn't just veer off topic, which is very easy to do as a DJ. A moderator must resist the urge to dominate this discussion, yet also maintain the flow.

Next everyone must check their egos at the door. Without this trust it can be very hard to build and without proper trust no one will open up and share like they should. If you are stuck on ego you will be unlikely to also let yourself become vulnerable. Having trust and vulnerability allows you to share openly without fear of what anyone else is thinking.

Never should someone utter the words "well at my shows I…" this brings in ego. A great synergy circle is about fresh untapped ideas verse the same old same old. No idea is a bad idea. In fact the pace of the idea sharing is also very important. Faster is better than slower and a good moderator will know when to pick up the pace. The group's overall goal should be to share as many ideas as possible in a short time span. This will help stop over-thinking the issues. Albert Einstein once said, "If at first the idea is not absurd then there is no hope for it." The second you cheapen one person's idea in the group, you will shut down the maximum potential of the synergy circle. Encourage the group to speak in headlines and stay on topic.

As the circle makes progress a good moderator will see certain ideas that hit home with more than one person in the group. After the fast and furious round comes a time of review and fleshing out the bright spots. This is where things become more visual and sketched out. Don't be discouraged if your end result looks nothing like you thought in the beginning. Wasn't that the point all along? If the energy at the end of the group is like a live wire, then you have something really good.

I mentioned earlier that I am a single op now. Yes it can be tougher to form a good synergy group but my guess is you know 5-8 great DJs that you can conference call every once in a while. Every time you do this, let someone else come up with the problem you want to solve. This works with just about everything including business problems. The best lesson I have ever learned as a DJ is that there are others out there that want to see you succeed. They are not hard to find. Wouldn't this be a great exercise every month for 20-30 minutes at a National DJ Organization chapter meeting?

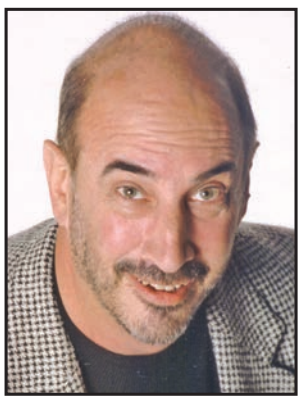
The reality is that it isn't what you do that makes you unique, it who you are that makes you unique. Personality is the exponential multiplier when it comes to making your performances uniquely yours. That's why ideas sharing like this is so wonderful. No matter what idea you share, the others will take it and put their own twist on it and make it theirs. If you want to truly take your performances to another level, jump into a synergy circle and tap into a greater you. Not only will your shows be better, so will the entire DJ industry. Good Luck and Great Shows.

Dean Carlson can be reached at deancarlson@discjockeynews.com.

Please Stop Cold Calling And Get A Sales Life... There Is A Better Way

By Jeffrey Gitomer

"That's all I can stands. I can't stands no more!" When Popeye the Sailor says that, a can of spinach appears out of nowhere, he pops it open, and downs it to gain amazing strength. From there he beats up Bluto and rescues Olive Oil.



Well, I'm grabbing my can of spinach because I can't stands no more! I just read an article referencing the "Seven Secrets to Cold Calling Success" originally written by a chef turned financial planner.

QUESTION: Cold calling is so dead, why are salespeople still doing it?

ANSWER: Their boss makes them, or they haven't figured out a way to make meaningful connections without being annoying.

I'll save you the trouble of trying to find the article. Here are the seven "secrets"…

1. Plan Ahead.
2. Investigate Before You Call.
3. Seek Out a Personal Connection.
4. Get Information Before You Give It.
5. Get Out of Your Chair and in Front of a Mirror.
6. Keep Careful Records.
7. Use Referrals in Your Voice Mail Message.

HELP ME! Where are the secrets? Maybe it's a "Where's Waldo" game. Yeah, that's the secret, er, I mean the ticket.

QUALIFICATION AND REQUEST: Please do not email me and drone on about how cold calling works. It doesn't work 97-99 out of 100 times. It's the most rejection-laden sales process in existence and the cause of more depression, low self-esteem, reluctance, avoidance, and disappointment than any other sales strategy I have ever seen (or used).

Excessive rejection from cold calling turns you into another Popeye character: Whimpy – foolishly begging for a hamburger and offering nothing in return.

This article will give you alternative smart ways to make POSITIVE connections. And be advised – they are NON-secrets. Rather, they are obvious strategies that you can easily and enjoyably employ – BUT they require work.

If there's a secret…

• It's to attract new customers, not provoke them.

• It's to build value-based relationships with existing customers, not ignore them.

• It's to be proactive in a positive way, not call and ask, "who's in charge of…?"

• It's to approach the process of getting new customers in a better, smarter way, because there is no worse or dumber way than cold calling.

Here's my "eat-your-spinach" plan for you – the 7.5 "one-a-day" strategies that will earn you ten times what the cold call will produce, build your reputation, and keep your customers loyal:

1. Visit one customer a day. Talk to the people that love you and already buy from you. Find out why they do and ask them if you can record it on your smart phone. Video is best. Just a documented minute about their "why." NOTE WELL: If you're reluctant to do this, it's because your relationship with the customer is weak or non-existent.

2. Have coffee with one customer a day. Start your day at 7am. Build the relationship. Talk family. Share passions and goals. Look for ways to help. Look for ways to connect again. DO NOT ASK FOR BUSINESS OR REFERRALS. Keep it social.

3. Give one referral a day. This is a revelation, and an overlooked golden opportunity to most salespeople. Think of the WOW your customer will have when you refer business to them and think of the value you'll build at the end of a year.

4. Attend one face-to-face networking event a day. Don't just show up. Show up prepared. Meet new people. Get involved in the group. Give a speech on the value of giving value. This will help you become known as a person of value.

5. Make a wish list of five potential customers and post a daily value message for them. Incorporate your prospects and your customers into your outreach. When you name them by name, their search will uncover YOU!

6. Get business social media savvy. Write and tag every day. Post one customer compliment a day. Post one idea every day.

7. Start a meaningful blog. Something that can give valuable information to those you seek to connect with. Start by posting the qualities of your best customers. Feature them, not you.

7.5 Wake up and write. It's the foundation of your messaging and communication success. It's been my personal secret for the past twenty years – and I plan to do the same for the next twenty.

The big secret is, you gotta do everything on the spinach list. That's the "work" part. The good news is it's all positive work. It's career building, value building, reputation building, relationship building, sales building, attitude building, pride building, and success building work. All the things cold calling is NOT, and will never be.

Put that in your pipe and smoke it, Bluto.

Want a few more non-cold-calling ideas? Go to www.gitomer.com and enter the words WASTE OF TIME in the GitBit box.

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: salesman@gitomer.com <salesman@gitomer.com> .

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How To Valuate Your Business

By Rick Brewer, GetMoreBrides.com

Years ago, I worked for a business brokerage. I had recently sold a business and was fascinated by the process. In selling my business I found some interesting statistics. I learned that most businesses never plan to sell their business and in fact are reactionary in selling their business. As I went on to help others sell their businesses, I found three typical reasons for wanting to sell:

1. Burned out: They had struggled for a long time and were not really doing what they loved and adored.

2. Change of circumstance: Either they or a loved one became sick, died, or something drastically changed in their lives that their business no longer fit. In this category are the folks who want to leave the business to their kids and the kids don't want it.

3. Financial fall out: Either they had struggled down to the bottom, they had an unexpected expense, or they simply got caught with their shorts down when the big box store moved a block away.

No matter what the reason was, less than 5% had a reasonable expectation of where they should price their business and were disappointed when I gave them a fair market valuation. The formula is simple: Take your inventory, F F and E (Furniture Fixtures and Equipment) put garage sale pricing on all of it. Add in any real estate. Then, depending upon how long they were in business, you had a factoring of good will (profit or customer base) based on the frequency and fluidity of purchases. This is a simple formula and in no way represents what your business may or may not be worth. Let me explain why.

Here are some of the struggles in the wedding industry: 1. There is always used gear, equipment and any necessary inventory one could purchase at fire sale pricing. 2. Rarely, if ever, is there real estate involved. 3. Good Will is non-existent because we only see our customers once. We do not have repeat customers and anyone buying a business will do so based on walking into an existing customer base.

Because we have a hard time putting value on our business (not that our businesses our worthless, but they are hard to value to sell), we spend a ton of time building something that has no worth to anyone but ourselves. That is why my suggestion is we systematize everything that we do.

By systematize, I speak about putting ourselves out of the business and working to have the people we hire work the systems we have created to run the business and make the money for us. The biggest involvement in your business could come down to stopping by and picking up the money once a week. The key becomes being able to translate the things that you so aptly do to someone else who will do them just as well, while making you a few bucks.

While it is easy for me to speak about doing this and it happens everyday in the wedding world; the fact is we will have a huge struggle in trying to find a buyer who can. Think about how hard getting proper credit has become, let alone finding the person who is willing to leave their security at their full time job.

If you are looking to start an exit strategy and are looking for help, connect with me and let's talk about potentially working together to help you build you business up so you can step out.

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

The Kids Are All Right

By Rob Peters

You know, it's funny how quick a year goes by.

I just went and looked through some of my old writings for the Disc Jockey News and it seems that the time just flies by. I even re-read last December's article so I could become inspired to give you all something useful. So this month is not about kids, but rather some inspiration as we all get ready for the New Year!

So here it is….this month my message is simple: LOOK back so you can MOVE forward.

One of the most recent events in the business world has been the sudden and unexpected closure of Hostess Brands. In looking at the course of events that has led to this, there are two sides that were unwilling to negotiate. As of the writing of my article, the United States Bankruptcy Court has given Hostess permission to begin liquidation and over 18,000 people are now unemployed. This all could have been avoided if Hostess had looked back and made changes to move forward. Having filed for bankruptcy, management could have (and should have) made more changes and re-structured their business model. In addition, the employees and their unions were unwilling to compromise, and basically felt that management's threats were similar to the threats made the last time there was a negotiations impasse. They called management's bluff and lost, and unfortunately, they are mostly out of work.

So what lessons could be learned from all of this? The first (and obvious) big lesson is that your brand and your business are only as strong as the people who make it happen for you, and one decision could cause your business to fail. The second lesson is about who works with you and for you…if you're unwilling to work WITH them, then how can you expect them to you? Let's be honest, we work in an industry where there can be moments of a dark side, or unprofessionalism…it's everywhere. By working WITH your talent, and even with those who could refer you work and who you network with, you can begin (or continue) to strengthen loyalty with them.

Another big lesson from all of this is that most business decisions are not necessarily black or white. There are shades of gray in most business decisions, including those decisions made by the management of Hostess brands. By choosing to cease operations, management basically said that they were unwilling to explore those options with the unions and employees. The unions and employees were just as guilty in this case…unfortunately, everyone lost (including me…I LOVE an occasional deep fried Twinkie).

But let's go beyond Hostess and look at your business. We are at the time of year where we begin to think about those "New Year's Resolutions" for the upcoming year. Have you thought about what you're going to do with your DJ company to ensure your survival in the upcoming year? It's no big secret that competition in our industry exists, and there are people who "think" that they can become a DJ. We all have our unique selling proposition that helps us identify what makes our businesses unique. But what steps are you going to take to make your company stronger?

Before going there, take a look at what you have done this year and start on improving and looking at what you could do better. We are not perfect, regardless as to what we may post on Facebook or on industry related forums. Is there something you could do better in 2013 that you are not already doing now? Maybe it's improving your performance or sales skills, or perhaps it's a new product or service offering you have had demand for over 2012.

Another consideration us whether you have begun working on a marketing or strategic plan for next year. Once you make these decisions about where you are going, you need to figure out how you are going to get there. So sit down and put together a plan that is going to help you get to where you want to be. It's like making a list of New Year's Resolutions, but this list is for your business!

Before looking at the new things… take a good look at what you can improve upon first. You may be surprised at what you may find. If you don't know where to start, perhaps talking with your previous customers from 2012 could be a great please to start. They will appreciate your honesty in wanting to learn what you can do better, and will be flattered that you value your opinion.

Remember one thing…only you can decide what is best for your business.

Happy Holidays!

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

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Groom With A View

By Mike Kazis

I didn't think anyone would notice but someone did. Someone noticed that I didn't submit articles for the September and October editions of Disc Jockey News. It was mighty flattering to be missed. The truth is, I took two months off from writing in July and August to spend more time planning and attending my own wedding. After over twenty years of experiencing weddings of friends, family, and clients, I truly was amazed at how much i was able to enjoy the moment without any loss of luster.

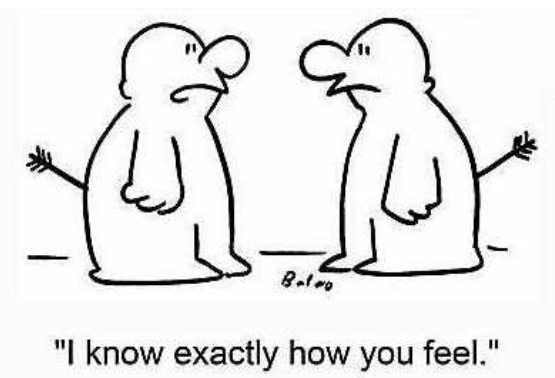
Of course, it goes without saying that what truly made the experience so magical was who I got to share it with (and I'm not just saying that because she reads my articles and I'm looking to score big points). My new wife and I had so much fun from start to finish and I've finally gotten the privilege of experiencing a wedding from my own point of view. I now know what it's like to book the church and the hall, to sign the checks, to make the choices for the music, and to accomplish many other wedding planning tasks that made that day so memorable.

All that planning and hard work was truly worth the effort because in all my experience as a DJ, never did I have that much fun at a wedding. It's this feeling I want to focus on for this month's column because there's definitely some value in understanding the bride and groom's point of view when it comes to the wedding day. Some of you married readers likely already know what I'm talking about so this information isn't a new discovery but there are still many DJs out there are still single and haven't experienced the emotional bliss of their own wedding or maybe you married DJ's need a reminder of that experience. I want to help you all understand how to increase your empathy toward your brides and grooms to help give "them" a greater experience.

Allow me to begin by repeating a word I mentioned in the last sentence - empathy. What is it? Empathy is the understanding of another person's feelings, thoughts, or emotions. For instance, if a friend is sad because he's lost a loved one, you may truly understand what he or she is experiencing emotionally and you are therefore empathic to their current emotional state.

Empathy is often a sought after characteristic in corporate America. Having the opportunity to work with several mid-to-large sized companies had taught me that managers and business owners alike have found that employees that are more empathic to customers are more successful with providing greater customer satisfaction than those employees that are less empathic.

Now that you know what empathy is and that it can be used to improve your customer satisfaction, how does one learn to become more empathic? Most experts advise that you start by learning to become an empathic listener. Empathic or active listening is a popular topic where, according to the late, great Stephen Covey, author of *7 Habits of Highly Effective People*, is the ability to understand the feelings of others when you speak with them.



Salespeople, for instance, are often taught to be empathic listeners so that they know exactly what products or services will make their customers happy. A technology consultant becomes an empathic listener to help him better understand a client's problems and therefore helps him or her provide a better solution to the client. A wedding DJ becomes and empathic listener for his or her brides and grooms in order to provide the best customer service and music at their weddings.

Becoming an empathic listener is not a difficult task. You just need to concentrate on keeping a conversation focused on who you're speaking with. For instance, if you were speaking with a friend who just said, "I finally got what I was hoping for!" You wouldn't respond by saying, "That's great. I got a raise earlier this year," or any similar response that turns the focus on you. A response of an empathic listener would be one that keeps the focus on the speaker. You therefore might respond to your friend by saying, "That's great, you must be really excited!" Or anything similar that prolongs their enjoyment of sharing the news with you.

In addition to listening empathically to your bride and groom, I've found that it's also important to give them their space when they need it and your attention when they're ready for it.

During my wedding, from the minute I got out of the car at the church, I was bombarded by family, friends, and vendors all at once. My wife and I didn't have a moment of freedom until we got into the limousine, leaving the ceremony and headed for the reception hall, where we were once again bombarded by family, friends, and vendors - taking photos, checking the reception room, and making sure everything was running smoothly. It was then that I appreciated the fact that I didn't have to worry whether my DJ, my friend and associate, Mike Wieder had everything well in hand.

Mike can be reached at mikekazis@discjockeynews.com.

Holiday Lighting... Beyond The Christmas Lights!

By Jeremy Brech

So many DJs or lighting companies find that going into the colder months that business seems to slow down. Yes, winter weddings, and Christmas parties are always popular but what about that extra work that is out there? You know the work that most of us don't even think about. We have such an advantage in our industry as DJs and lighting designers because of the awesome technology we have in lighting and sound. So what are you doing with your equipment in the off season? Don't put it on the back burner. This is your chance to really show what you can do with your lighting.

At DJ Jer Events and Lighting Design we have been fortunate to work with many businesses during slower times. Because of the opportunities we have created, our off season keeps getting shorter and shorter! So what are the tricks to keeping yourself busy when people aren't booking your DJ services? Find ways to utilize your lighting. Use it to promote businesses and community events.

Each year our city holds the Parade of Lights, which yes, as you can imagine is a parade or Christmas lights. But with a little thinking outside of the box you can create something even better and more exciting. Our float is one of the most anticipated floats because we are always pushing the ballot and raising the standard of what a cool float should look like. By using some of the lighting you already have you can make a really amazing float which people will remember the float and "your" name! Our theme each year is the Grinch. The first year we did this float we received the award for best use of lights and there wasn't one string of Christmas lights on our float. How did we do it?

We rent a large flatbed trailer and a scissor lift. The scissor lift is chained and strapped to the back end of the flatbed. We then raise the lift about 15 feet in the air. We created a sleigh that surrounds the basket of the lift. We then put some 2x4 boards and made them look like runners. We then securely screw two Chauvet color strips on each side and put them on green. This does a couple things. The white fabric wrapped around the sleigh now illuminates green and the other advantage is when the Grinch leans over to wave at people on the parade route he will glow green.

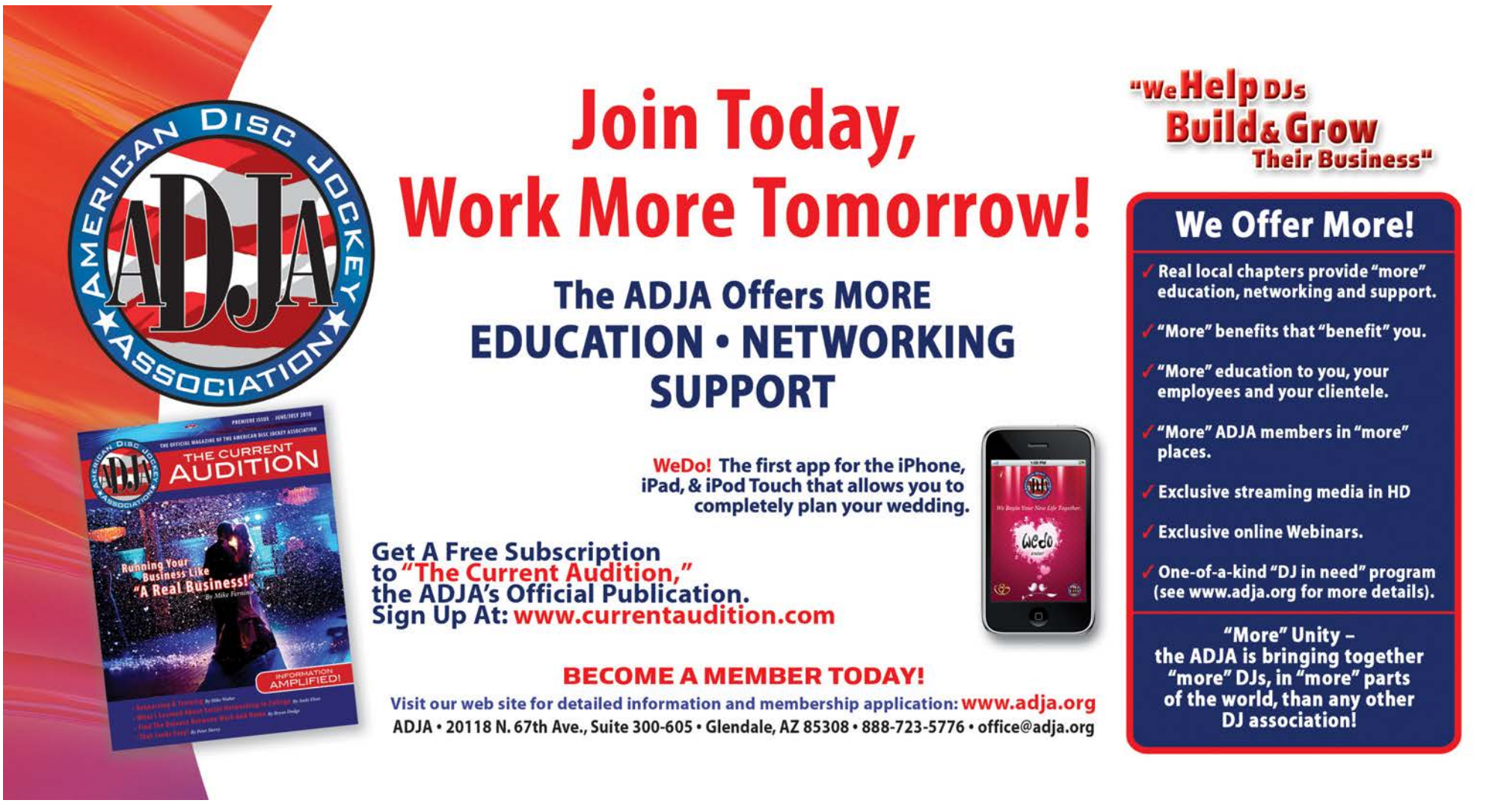
The main city park in Sioux Falls, SD using Chauvet Colorado series lighting to illuminate Falls Park.

So how do you cover up the rest of the scissor lift? We had about 12 white bed sheets which were donated from a local linen company sewn together. The sheets are then attached to the bottom of the lift basket near where the jack part of the lift holds the basket. I will explain why that is important later. The sheets are stretched down to the flat bed and connected to a wooded frame which can be attached to your flat bed. The generator can then be hidden under the lift and under the sheets. The white sheets will surround the lift all the way around. These sheets now make the mountain of snow that the sleigh sits upon. The reason the front part of the mountain is further toward the middle of the lift instead of the front is to give the illusion that the sleigh is ready to race down the snowy mountain. For the lighting on the snowy mountain you can use simple Blizzard Puck 3 lights and make them an ice colored blue. It or if you have stark white, you can add some streaks of white to give it some contrast.

A little Grinch music of a sound system and a Grinch looking tree with presents around it is a good way to add some extra detail. This is just a teaser and there really a lot of great affects you can add to is such as the ADJ starball or even moving heads to add some spice. It doesn't take much to make a cool effect and to get noticed.

For the next idea for your lighting is very simple and please note that all of these lights must be IP65 or better. Many businesses and residence like to spice up their buildings or houses for Christmas and if you knew what business charge for Christmas light installations, you will understand the potential cash flow. By adding outdoor lighting fixtures to someone's building façade you are getting them more attention as well as attention for yourself. If you really want to get creative you can DMX program a light show to really give an ultimate experience. There are many potential clients out there such as the city, locally owned stores and yes even large department or grocery stores. If you would like more information on how to sell these features to business and how to create the ambiance correctly, feel free to contact me. We wish you a safe and Merry Christmas!

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



Connections: Using Positive Reinforcement

By Steve Moody

As I sit writing this month's column my emotions are running a bit high. I have only been a parent for a few years… but can tell you the worst feeling in the world is to see your child hurting physically or emotionally. On this night, my 7 year old little angel is heart broken. After months of training, Taylor just competed in her very first gymnastics meet. To tell you that she has given 100 % of her little body as she has trained over the past few months would be a gross understatement. That being said, sometimes our best isn't good enough to take that First Place Medal.

As fate would have it Taylor placed higher than any of the other children she had been training with… but due to the fact that she just turned 7 she was bumped up and scored against children that were ages 7-12 years old rather than those who are 6 and under (who she has been training with all of this time). Totally heartbroken. Every other little girl on her team was able to take home a medal. Naturally, the medals in Taylor's division were all won by much older gymnasts.

Now here's the point. I was extremely impressed that her coach took the time to come over and sit and talk with her. A little bit of positive reinforcement goes a long long way. Taking the time to focus on the positive can totally change our perception of any situation. Thank you Coach for making the effort!

Though we are all so different on so many levels, I am certain that we all enjoy having a good pat on the back now and again. So… as we're entering this season of giving, I would encourage all of us to "give" more of that positive reinforcement not only to our staff members but also to the venue staff and vendors that we work with throughout the year.

Now, I totally realize that we are all not financially able to go out and purchase extravagant gifts to show our thanks but our feelings can be conveyed in so many other ways. If gifts are a bit out of your budget this year, just think how appreciative a photographer, florist, videographer or caterer would be to know that you wrote any amazing review for them on Yelp or WeddingWire. People love to hear that they have done a good job and are appreciated. Putting it out there for the world to see on the internet makes it that much better. How excited do you get when you get that type of positive reinforcement?

Looking for an idea for your DJ buddies from across the country? Well… a nice endorsement on WeddingWire or letter of recommendation would probably be appreciated more than you can ever imagine. Words from other DJs go right into our marketing materials for all local brides to see. They are priceless. As a bride, can you imagine opening up a DJs marketing folder to see a packet reading "Here's What Other DJs From Across The Country Are Saying About Our Service!" Totally amazing!

Here's a question. In this age of technology, is it wrong to go back to the basics? Certainly not. What about a hand written card thanking local vendors for their referrals throughout

the year. For many of our local venues we even include a staff picture or picture of our family. As a smaller multi-op, their referrals put food on the table for my family and I love to let them see the kids that they are helping to provide for. Yes we present ourselves professionally… but I think there is something to be said for showing that we are "real" people as well.

Truth be told, we work in an industry that can give many of us swelled heads from time to time. We've all been there. It's very easy to come out of an event feeling like a mega star. This being the case, it is extremely easy to become numb to compliments and positive reinforcement. I think that we can forget how much a real compliment from a "credible" source can mean to someone. We, as a reputable company, can totally be that credible source for the other vendors.

Coming at this from another angle… I would also like to share a few thoughts for companies with other DJs on staff. In expanding my business over the past few years, we have had many ups and downs. Thank the Lord we have seen more ups. LOL! As an owner and manager, I have found that I am learning every single day. Honestly, I'll be the very first to admit that I have stumbled on many occasions. Here I am, someone who has always thrived on positive reinforcement, yet I have failed to show it to my team on several occasions.

I have always expected as close to perfection (as possible) from all of our entertainers, yet when looking back, I've failed in rewarding them with the positive reinforcement that they have earned. Just because a higher level of service and performance is expected doesn't mean that it should go un-rewarded.

While working alone for the first 20 years in this business there was no one else within my company to give me a pat on the back. Now that my company has undergone changes and we have 15 team members, I need to be *that guy*. Yes, I need to be that guy that the others look to for their positive reinforcement. I will not drop the

Steve Moody Continued On Page 15

Lessons They Don't Teach You In School

By Harvey Mackay

Education is a stepping stone to success, but some of the most important lessons aren't taught in class. There are plenty of life lessons that we need to know, and the textbooks often do not have chapters on them. Here are some lessons you should learn in order to grow both in your career and in your personal life.

You can't do everything yourself. Control freaks make the job harder and foster resentment among the troops. Learn your limits so you can concentrate on what you do best and delegate the rest to people (or tools) capable of doing as good a job, or better.

You need to understand finance. No matter what field you're in, a basic understanding of how money flows in and out of your organization will help you stand out from your peers and enable you to make better professional and personal decisions.

You don't always get a second chance. Failure isn't necessarily fatal, but that doesn't mean you'll get unlimited opportunities to try, try again. Learn to distinguish between foolhardy gambles and reasonable risks. Do your best - but be ready to move on if things don't work out. Failure is not falling down, but staying down.

Your attitude is paramount. Stay upbeat no matter what happens. Employers and co-workers respond to your positive energy and outlook. You'll be more motivated and productive if you approach your work with optimism and a can-do spirit. Your attitude, plus your aptitude, will determine your altitude.

Take your work seriously, but don't take yourself too seriously. Starting your day with a good laugh is as beneficial to your health as it is to your mood. There is no place that needs humor more than the workplace. Human resources directors will tell you that employees with a sense of humor are more creative. And much more fun to be around.

Everyone smiles in the same language. I learned years ago that one of the most powerful things you can do to have influence over others is to smile at them. A smile comes as standard equipment for everyone!

Your boss doesn't have all the answers. Listen to your managers, but remember that they're human, too. They don't always have the best answers, so be prepared to offer solutions. Your job is to help them get things done, not dump problems in their laps. Offer solutions and support wherever and whenever you can.

You never really know it all. Arrogance is one of the deadliest of all human failings and can destroy a business. It is the easiest to rationalize and the hardest to recognize in ourselves. Don't confuse arrogance with confidence, which allows you to perform up to the level of your capabilities. As I like to say about arrogance, I know that you don't know, but you don't know that you don't know.

You have to market yourself. You're responsible for your own success. Most of your managers and colleagues are too busy with their own issues to look out

for your career. Look for opportunities to shine. Let people know what you're capable of. And be ready to prove yourself.

Beat rejection before it beats you. Rejection is - and always will be - part of business. For example, if it was easy to succeed in sales, everyone would want in. Rejection helps knock out the weak. You can't take it personally. People don't realize that in order to get the yeses, you must hear the nos.

Honesty is the best policy. If truth stands in your way, you're headed in the wrong direction. As the father of three children, one of my rules - especially when they became teenagers - was to tell me the truth immediately. That philosophy seemed to work for me, and quite frankly, I've always believed that telling the truth is the best policy. In business, it's the only policy.

You don't always get a trophy. Don't let ups and downs leave you down and out. Handling disappointment is one of life's challenges, and often an indication of how you deal with adversity at work as well. Achievers focus on the road, rather than the bumps in it, to reach their destination. Rough spots sharpen our performance. And more often than not, the obstacles can be turned into advantages. You just can't let your disappointment get in the way.

Mackay's Moral: You learn something new every day - if you are paying attention.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," "We Got Fired!...And It's the Best Thing That Ever Happened to Us," "The Mackay MBA of Selling in the Real World," and "Use Your Head To Get Your Foot In The Door."

The Referral Coach

By Matt Anderson

Changing Your Beliefs.

1. All concrete forms once started out as an idea or thought.

2. Your nonconscious brain processes 400 billion bits of info/second – i.e. it can do astonishing things

3. Neuroplasticity is now a scientific fact: you CAN change your neural pathways (beliefs) at any age

4. Your potential to achieve has no limit

5. You are capable of earning ANY amount of income you truly want to earn. Money is as available as air and water.

6. Picture very clearly what you want. Your brain can help bring it into reality. You have to believe it.

7. a) Know what you want

b) Be patient – don't keep digging up the seeds

c) Take lots of action

d) Believe you can do it

8. In order to grow, you will experience discomfort. It is vital to see this discomfort as making a breakthrough, not as a danger signal to retreat back to the prison of your old comfort zone – this includes your old comfortable income level. You do deserve the progress.

9. Focus hard on what you want (NOT on what you don't want or what's not happening yet.) Feeling excited about where you want to go helps with 7c and 7d.

10. How much money do you desire? Decide on a juicy number. Write your answers to this: What will that provide? In other words: why does this matter? What will really drive you on the days you don't feel like it?

11. You must strive for excellence in your work. Good is not enough.

12. Plan on 30 days of consistent practice to rewire your brain. Clarity, emotional impact (feeling really good) and repetition are musts.

Step 1: Create clear vision and goals

Step 2: Create powerful affirmations in the present tense = the beliefs you want

(How do you know what your current beliefs are? Look at your current life and current results! If you feel like you never have enough money, your belief is "There's never enough." If you out of shape, your belief is: "I deserve this current level of health" or "That's how and who I am.")

Step 3: Create emotional anchors

(Pick a specific moment in your life when you felt top of the world. Relive all the senses around this)

Step 4: Prepare your neural imprinting anchors

e.g. written beliefs, pictures, vision board

Step 5: Practice your neural reconditioning routine daily

a) Meditate for a few minutes (trains the brain to focus)

b) Visualise the same images each time – the feeling you create is very important too

c) Affirmations – read them preferably to the mirror

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

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ball on this again.

I can vividly remember (fellow Disc Jockey News Writer) Mike Walter speaking of properly rewarding staff members. My take away from that portion of his seminar was to not only reward our staff members properly… but also to reward them in such a way that it is noticed by their peers. That is huge! A proper reward… that is also noticed by their peers... As Lori and I begin to organize our 2nd annual Company Appreciation Dinner and Awards Banquet I plan to put that advice into action. I am super excited to be able to give back to the people that have worked so hard for us.

As we enter my favorite season of

the year, I plan on giving more than ever before. Though funds are always tight there is no excuse for any of us. Taking the time to write reviews and testimonials for fellow wedding professionals, hand writing thank you notes and publically acknowledging the accomplishments of our team members is something that we can all do regardless of our financial situation. Get out there and give, give, give! It will certainly strengthen all of your business and personal connections.

No matter what you choose to celebrate this Holiday Season, I wish you every blessing and pray that you have an extremely fulfilling and prosperous 2013 in both your business and personal life. Please know that you always have a friend here in Maryland that is more than eager to listen when needed and pray for your needs when asked.

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

Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop

1	Maroon 5	One More Night
2	Fun.	Some Nights
3	Taylor Swift	We Are Never Ever GettingÉ
4	Alex Care	Too Close
5	Ke$ha	Die Young
6	Justin Bieber	As Long As You Love Me
7	Chris Brown	Don't Wake Me Up
8	Ne-Yo	Let Me Love You
9	Rihanna	Diamonds
10	Bruno Mars	Locked Out Of Heaven
11	Pink	Blow Me (One Last Kiss)
12	Enrique Iglesias	Finally Found You
13	Owl City & Carly Rae Jepsen	Good Time
14	Psy	Gangnam Style
15	Flo Rida	I Cry
16	Phillip Phillips	Home
17	One Direction	Live While We're Young
18	Train	50 Ways To Say Goodbye
19	OneRepublic	Feel Again
20	Nicki Minaj	Va Va Voom
21	Ed Sheeran	The A Team
22	Lumineers	Ho Hey
23	Justin Bieber	Beauty And A Beat
24	Swedish House Mafia	Don't You Worry Child
25	Script	Hall Of Fame
26	Pitbull	Don't Stop The Party
27	Ellie Goulding	Anything Could Happen
28	Christina Aguilera	Your Body
29	Bridgit Mendler	Ready Or Not
30	Rita Ora	R.I.P.

Country

1	Luke Bryan	Kiss Tomorrow Goodbye
2	Jake Owen	The One That Got Away
3	Miranda Lambert	Fastest Girl In Town
4	Lee Brice	Hard To Love
5	Florida Georgia Line	Cruise
6	Rascal Flatts	Come Wake Me Up
7	Kip Moore	Beer Money
8	Easton Corbin	Lovin' You Is Fun
9	Justin Moore	'Til My Last Day
10	Greg Bates	Did It For The Girl
11	Eric Church	Creepin'
12	Zac Brown Band	Goodbye In Her Eyes
13	Brad Paisley	Southern Comfort Zone
14	Kenny Chesney	El Cerrito Place
15	Randy Houser	How Country Feels
16	Taylor Swift	Begin Again
17	Gary Allen	Every Storm
18	Darius Rucker	True Believers
19	Dierks Bentley	Tip It On Back
20	Casey James	Crying On A Suitcase
21	Thomas Rhett	Beer With Jesus
22	Little Big Town	Tornado
23	Jon Pardi	Missin' You Crazy
24	Kacey Musgraves	Merry Go 'Round
25	Jason Aldean	The Only Way I Know
26	Hunter Hayes	Somebody's Heartbeat
27	Band Perry	Better Dig Two
28	Chris Cagle	Let There Be Cowgirls
29	Eli Young Band	Say Goodnight
30	Faith Hill	American Heart

Adult Contempory

1	Gotye	Somebody That I Used To Know
2	Maroon 5	Payphone
3	Katy Perry	Wide Awake
4	Train	Drive By
5	Kelly Clarkson	Stronger (What Doesn't Kill You)
6	Carly Rae Jepsen	Call Me Maybe
7	Jason Mraz	I Won't Give Up
8	Adele	Rumour Has It
9	One Direction	What Makes You Beautiful
10	Taylor Swift	We Are Never Ever GettingÉ
11	Pink	Blow Me (One Last Kiss)
12	Phillip Phillips	Home
13	Adele	Skyfall
14	Owl City & Carly Rae Jepsen	Good Time
15	Maroon 5	One More Night
16	Ellie Goulding	Lights
17	Jim Brickman	Good Morning Beautiful
18	Fun.	Some Nights
19	Train	50 Ways To Say Goodbye
20	Tristan Prettyman	My Oh My
21	Matchbox Twenty	She's So Mean
22	Demi Lovato	Give Your Heart A Break
23	Alex Clare	Too Close
24	OneRepublic	Feel Again
25	Karmin	Broken Hearted
26	Kelly Clarkson	Catch My Breath
27	Script	Hall Of Fame
28	Jon Secada	I'm Never Too Far Away
29	Chris Mann	Roads
30	Ed Sheeran	The A Team

Urban

1	Juicy J	Bandz A Make Her Dance
2	Miguel	Adorn
3	Big Sean, Kanye, Jay-Z	Clique
4	French Montana	Pop That
5	Trey Songz	Dive In
6	Kendrick Lamar	Swimming Pools
7	Frank Ocean	Thinkin' 'Bout You
8	Brandy	Put It Down
9	Beyonce	Dance For You
10	Lil Wayne	No Worries
11	Kelly Rowland	Ice
12	Rick Ross	Diced Pineapple
13	2 Chainz	Birthday Song
14	Alicia Keys	Girl On Fire
15	Future	Turn On The Lights
16	Meek Mill	Young And Getting' It
17	Chris Brown	Don't Judge Me
18	Ludacris	Representin'
19	Weeknd	Wicked Games
20	Usher	Dive
21	DJ Drama	My Moment
22	T.I.	Ball
23	Rhianna	Diamonds
24	Ciara	Sorry
25	Wiz Khalifa	Remember You
26	Ca$h Out	Hold Up
27	Game	Celebration
28	Keyshia Cole	Trust And Believe
29	Keyshia Cole	Enough Of No Love
30	Future	Neva End

Rock

1	Three Days Grace	Chalk Outline
2	Stone Sour	Absolute Zero
3	Halestorm	I Miss The Misery
4	Soundgarden	Been Away Too Long
5	Linkin Park	Lost In The Echo
6	Shinedown	Enemies
7	Slash	Standing In The Sun
8	Papa Roach	Still Swingin'
9	Avenged Sevenfold	Carry On
10	In This Moment	Blood
11	Volbeat	Heaven Nor Hell
12	Green Day	Let Yourself Go
13	All That Remains	Stand Up
14	Black Keys	Little Black Submarine
15	Deftones	Tempest
16	Chevelle	Same Old Trip
17	Pop Evil	Purple
18	Young Guns	Bones
19	Five Finger Death Punch	The Pride
20	Nonpoint	Left For You
21	Offspring	Turning Into You
22	Kid Rock	Let's Ride
23	Gaslight Anthem	45
24	3 Doors Down	One Light
25	Theory Of A Deadman	Gentlemen
26	Hinder	Save Me
27	Hellyeah	Drink Drank Drunk
28	Adelitas Way	Alive
29	Trapt	Bring It
30	Candlelight Red	Demons

Alternative

1	Muse	Madness
2	Mumford & Sons	I Will Wait
3	Lumineers	Ho Hey
4	Black Keys	Little Black Submarines
5	Passion Pit	Take A Walk
6	Awolnation	Kill Your Heroes
7	Alex Care	Too Close
8	Imagine Dragons	It's Time
9	Youngblood Hawke	We Come Running
10	Atlas Genius	Trojans
11	Grouplove	Itchin' On A Photograph
12	Linkin Park	Lost In The Echo
13	Of Monsters And Men	Mountain Sound
14	Silversun Pickups	The Pit
15	Imagine Dragons	Radioactive
16	Three Days Grace	Chalk Outline
17	Soundgarden	Been Away Too Long
18	Green Day	Let Yourself Go
19	Two Door Cinema Club	Sleep Alone
20	Fun.	Carry On
21	Metric	Breathing Underwater
22	Jack White	Freedom At 21
23	Walk The Moon	Tightrope
24	Churchill	Change
25	Killers	Miss Atomic Bomb
26	Macklemore & Ryan Leslie	Thrift Shop
27	Matt And Kim	Let's Go
28	Joy Formidable	The Ladder Is Ours
29	Tegan And Sara	Closer
30	Alt-J	Fitzpleasure

A Different Spin by Jason Nocera www.nichecartoons.com

The Daily Journey To Suck Less!

By Ed Spencer

I'd like to take this opportunity to thank John Young, Disc Jockey News and all the attendees at the Disc Jockey News Conclave for having me speak this year. The talk was about training and how we as DJs can progress through various training techniques. If you're interested in learning more, I highly recommend you check out the talk online. My talk, as well as all the others are available from Disc Jockey News.

I wrapped up the conclave by attending the new expanded workshop which will become part of the Entertainment Experience as done by Bill Hermann and Jason Jones. This latest expanded content granted me a lot of insight into who I am as a person, as a performer, and helped to develop critical listening skills and much more. If you haven't taken the Entertainment Experience, I HIGHLY recommend you consider adding it to your future training endeavors. If you have, I can't suggest you consider coming to Las Vegas where they'll be holding the new expanded material for Entertainment Experience Alumni.

With the conclave being over... Now, I'd like to talk about Winterfest. You see, Winterfest is a performance tour held in Pensacola, Florida and this is my 3rd year as a tour guide. It's both a great learning experience as well as a chance to truly focus on entertaining 60 people who join me in a 2 car open air tram as we drive through town for various performances related to Christmas. Every year is a new year with new people and sometimes fresh new stops. This year though something interesting happened - we had an issue with one of the performances for the tram because of logistics. I chose to handle this on my own like I did in the past instead of bringing it to the attention of the new director - which was a mistake. You see, my performance is part of a bigger show and if we have problems all the people who can help stop them from happening need to be made aware so they resolve the issue as quickly as possible. The problems are being addressed, but it does make me think with a rash of articles and posts online about how others are 'at fault' when things don't go right.

Someone recently posted about some challenging experiences they had with a photographer who seemed to be butting in constantly where they shouldn't be. They were planning to write a letter to the wedding coordinator about the photographer but I threw some thoughts out on that thread I'd like to share here. You see, I suggested that if the communication was more forthcoming from ALL parties then the problems could be avoided. The photographer hadn't worked with the DJ before and didn't know what to expect. They didn't know if they were going to be an idiot or someone who knew what they were doing. When the photographer behaved as though they expected the worst the DJ was offended. When the photographer took steps to insure they got great photos which caused them to leave the room the DJ was offended again. All of these things need to be communicated with all the people who can help to make sure these sorts of things don't happen.

What I find really sad is that we actually do a lot of communicating at weddings. Sue takes on that responsibility so I can focus on my performance. Unfortunately, in the case of Winterfest, I, like many DJ's chose instead to complain about it and try to resolve it on my own rather than to communicate and try to resolve the issue with those who can help resolve the problem.

The next time you get a chance, stop and think about the behavior - is it because they're just being disrespectful and + or because the lines of communication have broken down? Communicate in a friendly and professional manner and you might be really surprised how it all works out in the end.... I suspect it might just be a better performance built out of an opportunity to learn that you might just have normally missed. :)

Ed Spencer can be reached at" edspencer@discjockeynews.com.

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM
1	4	Justin Bieber	As Long As You Love Me		201227	71
2	6	Pink	Blow Me One Last Kiss		201228	114
3	2	Ne-Yo	Let me Love You		201229	124
4	1	Maroon 5	One More Night		201229	93
5	9	David Guetta/ Chris Brown	I Can Only Imagine		201230	127
6	14	Rihanna	Where have you been		201216	128
7	3	Psy	Gangnam Style		201237	132
8	12	Nicki Minaj	Pound the Alarm		201227	126
9	5	Chris Brown	Don't Wake Me Up		201221	128
10	18	Trey Songz	Heart Attack		201214	75
11	21	Ellie Goulding	Lights		201109	120
12	8	Enrique Iglesias	Finally Found You		201236	129
13	19	Maroon 5	Payphone	Wiz Kjalifa	201217	111
14	22	David Guetta	Titanium		201230	125
15	17	Usher	Numb		201233	125
16	24	Calvin Harris	Lets Go	w/Neyo	201212	128
17	7	Taylor Swift	We are never getting back together		201234	86
18	15	Owl City-Carly Rae Jepsen	Good Time		201227	126
19	26	Katy Perry	Wide Awake		201223	80
20		Havana Brown-Pitbull	We Run The Night		201216	128
21	10	Flo Rida	I Cry		201238	126
22	25	Carly Jepsen	Call Me Maybe		201210	120
23		Karmin	Hello		201230	128
24	27	Cher Lloyd	Want U Back		201206	98
25		Pitbull/Shakira	Get it Started		201234	128
26	16	Ke$ha	Die Young		201240	129
27	11	Rihanna	Diamonds		201241	92
28	20	Alex Clair	Too Close		201115	63
29	13	Bruno Mars	Locked out of Heaven		201241	144
30	23	Future	Turn on the Lights		201226	66
Recurrents- (Still popular)						
28		Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127
29		One Direction	Live While we're young		201240	126
30		Nicki Minaj	Va Voom		201243	127
		Kelly Clarkson	Stronger		201201	116
		David Guetta/Nicki Minaj	Turn Me on		201231	128
		Justin Bieber	Boyfriend		201214	97
		Taylor Swft-B.O.B	Both Of Us		201220	63
		50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98
		Katy Perry	Part of Me		201210	130
		Flo Rida	Good Feelin		201137	128
		Pitbull	Back In Time		201214	127
		Gym Class Heroes	Self Back Home		201203	130
		Nicki Minaj	Starships		201209	125
		Chris Brown	Turn Up The Music		201206	130
		Goyte	Somebody that I used to Know		201205	129
		Rihanna	We Found Love		201140	128
		The Wanted	Glad You Came		201134	128
		One Direction	What Makes You Beautiful		201213	129
		Drake /Rihanna	Take Care		201150	122
		Calvin Harris	Feel So Close		201131	64
		Rihanna	You Da One		201147	127
		Young Jeezy	Leave you alone	w/Neyo.	201208	95
		B.O.B	So Good		201209	86
		J. Jessie	Domino		201135	127
		Karmin	Broken Hearted		201207	120
		Pitbull/w Chris Brown	International Love		201140	120
		Jennifer Lopez	Dance Again		201215	128
		Chris Rene	Young Homie		201209	80
		LMFAO	Sorry for Party Rockin		201201	134
		Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101
		Bruno Mars	It Will Rain		201140	75
		David Guetta	Without You	Usher	201136	128
		J Cole	Workout		201126	93
		Selena Gomez	Love you Like a Love Song		201131	119
		Dev & Enrique Iglesias	Naked		201201	125
		Outasight	Tonight is the Night		201142	120
		Foster the People	Don't Stop		201146	133
		Gym Class Heros	Stereo Hearts	Adam Levine	201125	91
		Drake	Headlines		201132	76
		Jason Derulo	It Girl		201133	92
		LMFAO	Sexy and I know it		201133	130
		Lady Gaga	Marry the Night		201145	131
		Nicki Minaj-Rihanna	Fly		201132	120
		Maroon 5/Aguilera	Moves Like Jagger		201132	128
		Britney Spears	I Wanna Go		201124	131
		Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128
		LMFAO	Party Rock Anthem	Lauren Bennett	201102	131
		Cobra Starship	You Make Me Feel		201120	132
		Alexandra Stan	Mr. Saxobeat		201119	127
		New Boyz	Better with the Lights on		201120	112
		Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90
		Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71
		Nicki Minaj	Super Bass		201115	
		Karmin	Crash Your Party		201144	
		Sean Paul	Got 2 Luv		201129	
		David Guetta	Where them Girls at		201119	
		T-Pain	Best Love Song	Chris Brown	201108	
		Lady Gaga	The Edge of Glory		201120	
		Chris Brown	She Ain't You		201114	
		Bruno Mars	Lazy Song		201108	
		Beyonce	Best Thing I Never Had		201124	
		Lupe Fiasco	The Show Goes on		201045	
		Black Eyed Peas	Just Can't Get Enough		201106	
		Jennifer Lopez	I'm Into You	Lil Wayne	201115	
		Wiz Khalifa	Roll Up		201106	
		Adele	Rolling in the Deep		201048	
		Britney Spears	Til The World Ends		201111	

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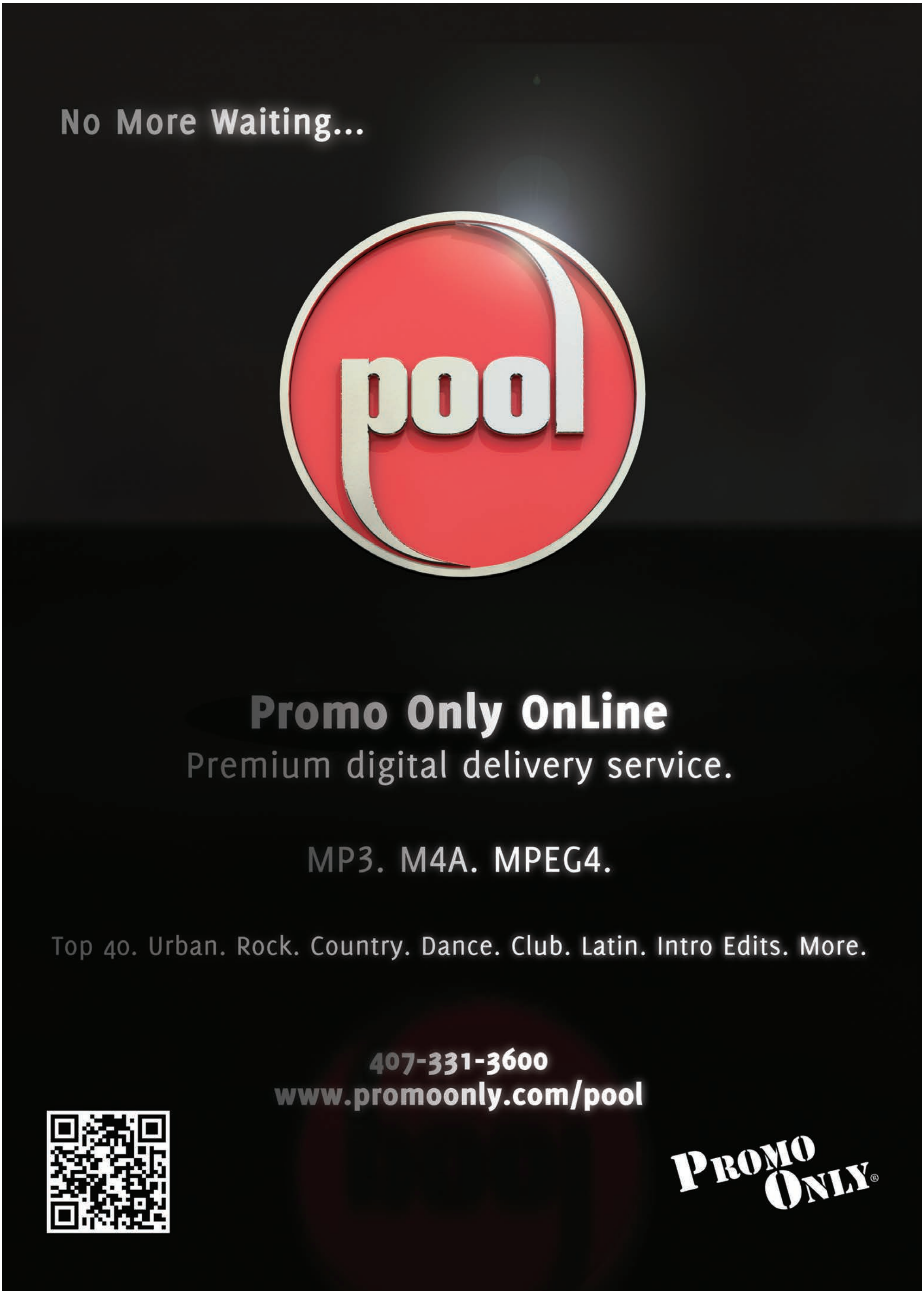
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