

Disc Jockey News

Subscription is valid thru date above on the label

FEBRUARY 2012 • Issue #89

The Monthly Disc Jockey Newspaper

\$16.50 for 12 issues

The Q Corner, Where Quality Meets Quantity

By Mike Walter

Last year I visited Italy for the first time ever. Growing up in a family where history was grilled into us, this was quite an experience. The Colosseum, The Vatican and Michelangelo's David were just a few of the highlights.

It was actually while touring the Galleria dell'Accademia in Florence where David resides that I heard a tour guide say something very interesting. Michelangelo was of the opinion, the guide explained, that his job as a sculpture was to chip away the excess. He felt the work of art was already in the stone.

It's an intriguing philosophy when you think about it. And logically, it is true of course. Although it takes a great artist's steady hand and keen eye to chip away the right excess and leave behind the beautiful sculpture.

I thought of this same logic and applied it to what I do when I train a new MC. It isn't an exact correlation but there are two main ways that this applies to what I do and you as well if you train your DJs "from scratch" (pun intended).

First, the implicit reality that Michelangelo does not even state is that not every piece of rock has a beautiful sculpture within it. Indeed Michelangelo is famous for being very particular about the marble he choose to work with, even visiting the quarries and personally selecting his marble slabs.

The same is true for training DJs and MCs. Not everyone can do what we do. In my book "Running Your Multi-Op" I provide a list of what I believe are the main traits you should look for in a potential recruit. Not that a recruit needs to have all of them, but certainly the more they possess the easier it will be to train them and the better the end result for sure. To save yourself time and energy, always begin training with "the right piece of marble." It doesn't guarantee success but it certainly will help and make the process less frustrating.

I realize saying "not everyone can do what we do" sounds pompous. But I think the same can be said for many occupations (especially those that pay a lot more than minimum wage). I could never have been a doctor. I'm not smart enough nor do I have the patience to study as much as a doctor has to. Also, my recent forays into marathon running prove (painfully) that I could never have been a professional long distance runner. There are tons of occupations that my skill set is unsuited for. In fact, I thank my lucky stars that I found mobile DJing or I might still be mopping floors at my local church like I did throughout high school (I actually loved that job and don't remember a more carefree time in my life – but the pay wasn't that great).

The second part of Michelangelo's statement that dovetails with my training is that besides teaching my new MCs what to do and say, I do spend a fair amount of time "chipping away the excess." For me this means bad habits that need to be broken. Common examples include: slouching when an MC stands and walks, holding the microphone too high on the shaft like a hip-hop artist and mumbling. These are preexisting conditions that need to be pointed out to a trainee (often multiple times) in order to sculpt that great MC who is buried deep

down in that marble.

Michelangelo created some of the greatest works of art of the Renaissance period and I don't mean to belittle his genius by comparing it to what I do when I train my DJs (nor am I hoping to raise my efforts to such a lofty perch). But his statement intrigued me and I saw the similarities and thought I'd share them here in this column. Through the years I've brought back lessons for our



industry from places as far and wide as Sweden, Jamaica and Ireland. It's what I do whenever I see or hear something that makes me think "how does this apply to us."

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.

Getting Ready For 2012: Part 2

By Tamara Sims

I hope you enjoyed last month's article so much that you have been waiting in anticipation for February's issue of Disc Jockey News to arrive in your mailbox! For those of you who did



not have the chance to read January's article on improving your website and marketing, I would encourage you to attend any of Alan Berg's seminars this year... you

WILL thank me.

Part 2 of Alan's seminar: Creating an Exceptional Customer Experience struck so many chords with us as Jay

and I truly strive to exceed our client's expectations each and every day. "People will forget what you did, but they will never forget how you made them feel." So powerful...especially in the wedding business where emotions play such a huge part every step of the way.

You choose to do business with people who make you feel special, right? But how many of you still focus on "stuff?" I know I have mentioned this in too many articles to count, but no bride hires a DJ based on the size of his speakers (insert joke here). The intangibles are what separate YOU from your competition. If you don't believe me, try this exercise. At your next ADJA meeting, NACE meeting, or family gathering, ask the group to think about 1 exceptional customer experience and 1 horrible customer experience. Let each person describe how he or she felt when they were

Tamara Sims Continued On Page 4



Electro-Voice Presents



BILL HERMANN PRESENTS

THE **ENTERTAINMENT** EXPERIENCE

Performance Training for Wedding Entertainers

What Graduates are saying...

The training you shared helped me create an amazing wedding!

Eric Wies, Mason City, IA

The Entertainment Experience knowledge has won me 3 jobs in one week.

Brooklyn Dicient, Seattle, WA

I LOVE the Entertainment Experience!

Jeremy Brech, Sioux Falls, SD

The Entertainment Experience
Power to Create Seminars & Workshops

Monday & Tuesday March 19 & 20, 2012

Electro-Voice World Headquarters

Minneapolis, MN

Sign up for our Newsletter at www.billcreates.com to
for EXTRA INCENTIVES!



www.billcreates.com

Are We Communicating Here?

By Mitch Taylor

How have your sales been lately? In a slump? You're probably not alone. Communication can ALWAYS be improved upon and that is what must be examined in these down times of sales.



There are steps you can take however. First, speak to her just as she is speaking to you. If she's using short sentences with basic language...

do the same. If she mentions descriptive words about her event use those same words in your reply back. My assistant (24 year old female by the way so she's the same age as most brides that I'm marketing after) and I discussed this the other day at dinner after a bridal show and was

amazed that some businesses still use very formal language in email.

Are you in the game? Do brides respond back to your emails or are they never returned? How are you writing your emails? What I mean by that question is are you speaking their language? I don't know about you but at the age of 37 I find it increasingly difficult to communicate with today's millennial bride.

Here's an example of an email recently received and how we handled it to get the appointment.

Hello I am just getting ideas and prices at the moment and I was wondering around what your average pricing would be I would also like the uplighting also an email would prob be the best way to respond thanks for your time.

Amber

My response:

Hi! How's your wedding planning going? I got your email regarding entertainment and uplighting for your wedding. I attached a photo above to show you examples of our work and how we

can transform your venue too. Feel free to call me anytime and let's talk about your day. 906.786.6967. Thanks for contacting me and I look forward to hearing from you soon.

Bride's Reply

I am sorry I have gotten your calls but been busy working. At this time we are going to go with a live band from 8-12. I am looking to rent uplighting (for the whole night of the reception) and also entertainment from 4:00pm-8pm. Not many have been willing to do that time slot since it is Labor Day weekend. Please let me know

Amber

My response:

Hi Amber,

Sure...we can do that. When's a good time for us to get together to chat about your wedding?

Mitch

Bride's Reply

Mitch,

I work in Marquette at Lowe's. My next days off are Monday and Tuesday. I have a cake appointment in Marquette on Monday at 12pm. Where are you located and what is a good time for you?

My reply:

Hi Amber,

What about Monday at 1:30pm? Would that work?

Bride's Reply

Yes I think that would work. What is the best phone number to get a hold of you in case I need too? I have a cake appointment a 12:00 so I will be in town.

Amber

My next response was sending her an email confirming that date and time with an appointment reminder from DJ Event Planner. Dialogue with your brides...as much as needed. Speak to them the SAME way through email as you would over the phone.

Bottom line. Be REAL, Be honest and be relatable. Brides want to do business with those who understand what they want, give them information in a timely fashion and people who connect with them.

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.

GRAND PRIZE
\$2,000 in CHAUVET® lights PLUS an iPad installed with CHAUVET® ShowXpress™ for programming the new gear!

2ND PRIZE
\$750 in CHAUVET® lights!

3RD PRIZE
\$500 in CHAUVET® lights!

INVITE YOUR FRIENDS AND WIN AN iPad!
If a friend that you invited wins the grand prize you ALSO get an iPad!

WEEKLY T-SHIRT GIVEAWAY
Each week we will select an entrant to win a CHAUVET® T-shirt.

PRIZE ELIGIBILITY
Only persons who are at least 18 years of age can enter.

SWEEPSTAKES STARTS
January 06, 2012 @ 09:00 am (PST)

SWEEPSTAKES ENDS
April 06, 2012 @ 09:00 am (PST)

WIN \$4K IN PRIZES



SCAN TO ENTER HERE



ENTER AT:
[FACEBOOK.COM/CHAUVETLIGHTING](https://www.facebook.com/CHAUVETLIGHTING)



[/CHAUVETLIGHTING](https://www.facebook.com/CHAUVETLIGHTING)

www.discjockeynews.com
29442 120th St.
Grey Eagle, MN 56336
Phone: 320-285-2323
Fax: 320-285-5264
Published by The Disc Jockey News Corporation

Editor/Educational Production Manager:
John Young
john@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
320-285-2323 office
320-285-5264 fax
sales@discjockeynews.com

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

Subscriptions: Subscriptions to the Disc Jockey News are \$16.50/year for US addresses. Subscription forms and foreign rates are available on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Swap Shop Email: Personal ads can be submitted via email with or without photos. We reserve the right to edit or reject questionable ads. Upcoming events must be submitted via email. Banner ads are available for top and side banners on each email blast. Send swap shop items to: swap@discjockeynews.com.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

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.

Interaction Anatomy: Tips To Get It Right

By Dean C. Carlson

Over the last few months I have talked about focusing on one thing and making it the best possible. So I thought I might share a bit of insight on how you can do that with interactions, any interactions. My time spent as a



DJ trainer at a large multi-op helped me refine this anatomy.

First off I tend to watch a lot of game show-style TV. Not because I always like the show

or the host, but because they tend to be some of the best case-studies we can find, that fits pretty close to what we do. You can learn a lot about what to do, and what not to do, just by watching different hosts and how they handle each interaction.

Second, I attend any type of interaction seminar I can find. Seminars and DVDs are not necessarily the best place to learn HOW to run an interaction, but they do give you the meat of the interaction. The reality is they are not run in actual situations, complete with event guests and all the challenges that can present. As I go through the rest of the formula you will see how these can still be of great use to you.

1. The Why: It's funny, new DJs almost to a 'T' always want to put something new and shiny into their shows. The fastest step to a disastrous interaction is not knowing why you are doing it in the first place. Plain and simple - if you can't fully answer The *why* first, don't do it. Just because its fun for you

is not a good enough why. Some things are tradition orientated, like the money dance or the garter and bouquet toss. Tradition is their why. But how about The scavenger hunt musical chairs? Maybe you just need a shift in the night, nobody is dancing, or you need something to break the ice. Then The *why* correlates to the purpose, and if it has purpose then it has a greater chance of success.

2. Preemptive Strike: If you want people to be present and/or involved when you are doing something, they need to know something is about to happen. This is a practicable piece. In fact, I would suggest scripting this. It has to be intriguing enough to entice people without giving away everything you are going to do. If you say “We will be doing the chicken dance in 15 minutes” my bet is your room will empty in 14. I usually do these preemptive strikes 3 to 4 songs before any interaction. Script, practice and repeat until you have one for every interaction you do.

3. Set Up The Stage: This one may seem obvious, but you would be

amazed at how many people set up their stage while doing action (step 4, read on). It's distracting and it takes away from anything else that you are trying to accomplish. You never see a game show on TV adjusting the stage when the game is about to start. Sometimes I make setting up the stage part of the

interaction, like having people get their own chairs in musical chairs. Have a pre – interaction checklist of everything you need, where it needs to go, and stick to it.

4. Call-To-Action:

If you are the type of DJ who sits back behind your DJ booth all night, just plays music and only nods to guests every once

in a while with that 'I have the coolest job in the world' smile on, this step is going to be the toughest thing for you to accomplish. Like it or not, relationship building throughout the night with ALL the guests make this step easy-as-pie. In order for people to do stupid fun things with you, they will need to like and trust you first. I have never skipped doing dinner and social hour music for a client, even if they didn't pay for it, because the social hour and dinner for me are the best time for creating this connection to happen. For me it's more important than the money they would have paid for it. And, I have learned from Scott Faver the Game Master, this is when you also identify the alpha people, or as I call them - contestants.

A Call-To-Action is getting people in place to do what it is you want them to do. I think a lot of DJs forget about the audience in this. They are a crucial part of the equation, and most often they will respond well when you guide them to. For traditional interactions I am more forward with what I am going to have them do before step 5 (read on). In most of these cases I already have the stage set with the people in place, but for game-type interaction I like to be rather vague on why I need 2 or more people to come to the dance floor. I have found less reluctance in people jumping up if they don't know what's about to happen.

5. Get Set: This is where you explain the mechanics of the interaction to those watching, and to those that are involved. I cannot emphasize practicing this part enough! I know we all like to hear ourselves talk on the mic, but for the love of all, if an interaction takes more than a few sentences to explain, you will lose the contestants, the audience and any momentum you are trying to build. Most events involve some type of alcohol, remember that too. Script it, cut it in half and script it again until you have got it down to the bare minimum. You will get BIG results from that.

6. The Meat: And Go... If you have noticed, there is a theme to this article...less you. In fact there is a paradox in this. The interaction will be better and because it was so great, even with less you, then people will talk more about how much fun they

Dean Carlson continued on page 5

If you can't
fully answer
the 'why' first,
Don't do it!

-Dean Carlson



ORGANIZED?

DJEventPlanner.com

Web Based Event Management Software

Come see us at our booth at MBLV 2012

The Way I See It: You Must Like Me

By Michael J. Lenstra

Sally Field has had a run that would be envious of most any actor or actress. A career that is going into its sixth decade, complete with Emmy, Oscar and Golden Globe wins.¹ Yet avid movie fans everywhere will probably remember her best for her 1985 acceptance speech for her second Academy Award, when she excitedly exclaimed that now famous phrase

“You like me, you really like me.” And although it is not exactly what she said, she has probably been remembered and vilified

more for that moment than anything she's ever done on film.

However in that one legendary quote I feel she said more than any of her predecessors, many of who gave much longer speeches, simply by what she did not say. You see, she did not thank the academy for recognizing her for her hard work and years of training and studying. She did not feel it was worth mentioning the gratitude they had for her long hours of preparation for her roles. She felt that she was honored because, well, in the end, the academy really, really liked her.

And more often than not “being liked” may be the determining factor

in many of the decisions that we make, especially in the sales and service field. How many times do we purchase, or have our clients purchase from us, based on comfort and likeability? The way I see it, when all sales pitches are finished, when we've stopped comparing X's and O's, when price is no longer a factor, we generally go with the person that we fill most confident and comfortable with – and that we trust.

In his book, *The 29% Solution*, co-author and founder of the Business Networkers International Ivan Misner wrote “people don't care what you know, until they know you care.”² Maybe then, instead of refining the same sales pitch for each and every customer, we would better serve ourselves if we listened to what that customer wanted first. When I began my DJ business years ago I would fret over the bookings that I was NOT getting. I felt that if some of these potential customers would just take a chance on me I was certain that they would be more than happy with the product and service that I provided them. Call after call I would explain that I had a comprehensive music library, name brand equipment and could beat most anyone's price. Yet, unless there was some kind of a friend or family connection, my pleas for their business went unanswered.

I realized that I needed to take a new approach. I started to take more time explain my services and what a difference I could make at their event and, more importantly, I began to ask questions and listened to what each individual client wanted. I made potential customers feel more at ease with me and more

confident in me. It was only then that my business began to take off, and price was not always the determining factor.

While it's a good thing to have the latest technology and important to be well educated in your field, in the end I feel my likeability, probably more so than my gear, music library or price has a greater impact on a client's decision to buy -or not to buy, from me more than anything else. And, unlike the music and equipment that I utilize, that is not a tool that I can buy in a store or on line. It's a constant tweaking and evaluation of

Tamera Sims Continued From Page 1
treated poorly or exceptionally. You will be surprised by how vivid each description is. Then think about this: What do you expect when you are the customer?

So how can you exceed client expectations before the sale? Alan shared a great story with us about a reception venue who practiced exceeding expectations before the sale in a very unique way using something near and dear to every bride's heart (including mine) Chocolate! When a bride visits this particular venue her experience begins with valet service for her car, which is a nice touch, right? She then meets with the Catering Manager who takes her on a tour of the venue. After the tour she is thanked by the staff, her car arrives and on the passenger seat is a box of chocolates and a hand written note from the Catering Manager thanking her for considering the venue for her wedding. Talk about exceeding expectations BEFORE the sale! If everything else is equal (pricing, food quality, amenities, etc.) between this particular venue and the others she visits, who do you think will stand out as the front-runner? What is your box of chocolates?

Closing the sale. You should all be

oneself.

And hopefully, if I do that well, it's my calendar and bottom line that will scream, “You like me. You really LIKE me!”

1. Internet Movie Database The 29% Solution

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

Michael can be reached at: mikelenstra@discjockeynews.com

experts at this as successful business owners, but it never hurts to reinforce what you already (hopefully) know. As a DJ, you all love to talk, but don't forget in sales the number 1 skill is listening. Don't “sell” her; help her “buy.” Find out what her priorities are early in the sales meeting and tailor your presentation to meet HER needs. If you have a “canned” sales presentation, lose it. In the wedding business it is not one size fits all. Every bride wants her wedding to be unlike any other bride's. Share stories with her and talk to her as if she is already your client. Paint the picture for her and let her feel that buying from you is the only option.

I hope you can use these wonderful tips from Alan Berg to ensure that 2012, is your best year ever!

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.



Sherman
SPECIALTY COMPANY, INC.

MAKING THE PARTY FOR OVER 60 YEARS!

Thousands of Party Supplies
with same day shipping!

- ♦ Free Shipping on all orders over \$250
- ♦ Zero Hassle Return Policy
- ♦ Personalized Account Management
- ♦ Quality products and exceptional service
- ♦ Low competitive pricing

Phone: 1-800-645-6513 • Fax: 1-800-853-8697
www.shermanparty.com

Anti-Social Media

By Jake Palmer

Social media is all around us now, it has been for years. From the early days of My Space to Twitter, Facebook, now Google+, and even Reddit and Pinterest. Technology just makes it easier and easier for us to communicate with each other. Texting is no longer even that big of a deal, (heck, even my mom texts), texting, tweeting, blogging, you can even talk to each other on Skype or through your X-Box 360.

All of this technology has critically changed the texture of business, and not just ours, it has completely changed the way companies do business, and how they train, hire, market, and of course... sell.

Look at Facebook for example, in the last few years it has gone from Mafia Wars and Farmville to wall spam and side bar advertising, to a business networking and sales tool. There are people now who make a living developing Facebook pages for people, its big business. I am going to go ahead and assume that you already knew these things; I mean you would have to live under a rock to miss this, they even made a movie about Facebook and its founders, no really, they did. Anyway... I digress.

All of this technology leads to more readily available information, which is fantastic for an industry like the mobile entertainment and DJ industry. Let's face it, we need each other, to learn from and grow with. We need that interaction to develop new ideas and steal old ones. So social media web-sites that allow individual users to openly chat and comment would seem the perfect way to do this. Many of us are members of several of these sites, places like DJChat.com, DJ Idea Sharing on Facebook, or ProDJForum.com, ect. There are plenty of places and ways for people to share information and ideas, talk about gigs, show

off pictures, even ask questions and learn. Yet for some reason, it seems it doesn't work quite that way.

As someone who frequents several DJ sharing and forum sites, I am always completely blown away by the sheer arrogance of some of the people that post on these sites. Now, I'm not talking about the "I am the man, you should have seen me rock the house last night!" kind of arrogance. What I am talking about is the blatant, "I am so much better than you, because you're an idiot" arrogance.

Now before you call me an idiot, keep in mind most of the things I see that really bother me are people going off-topic, or completely changing the subject to make their ridiculous remarks. Just recently there was a question posted on one of the Facebook sharing groups, asking a legitimate question about something technical regarding purchasing a song from iTunes. Within 3 posts the thread had turned into, a legal argument about the legality of using iTunes. Not the point! Right or wrong, it was not the question. It's not that there aren't some great legal debates to be had right now in our business, but, it seems there are people who have taken it upon themselves to be the legal and morale police, just to prove that they know more than you do.

I admit that some people know more than me, which is why I frequent the boards... You never know when you might learn something. Sometimes it feels like the forums and chat sites have become more about bitching and less about sharing and learning... from personal attacks, to name calling, to arguing about if you say the phrase *ladies and gentleman* too much. After 15 plus years in radio, I expect a certain amount of this, but, is this what we have reduced our help system to: big (ego) DJs making fun of little ones? You can't be taken seriously because you are not using brand-x? Or you have a typo in your post so instead of commenting in a productive manner I will point out the typing error to make my-

self look cooler, smarter, or just plain right!

I think it is great that we have the learning options available to us now that were not around 10 or 15 years ago, or 26 years ago, when I started in this business. Let's not squander these opportunities, let's use them and learn from them. We all had to start somewhere, we all had to do our first wedding, fall on our face a few times and do or say the wrong thing at the wrong time, that's what makes us great now.

Let's not cannibalize our own kind, instead of eating the young, let's help them along. If you are on a chat board or idea sharing community just so you can prove to the world how great you are, and how much better than everyone else you are because you got straight A's in typing class, use Bose L1's and own a Mac book, remember...

If you don't have anything nice to say,...well, you know the rest.

Jake Palmer can be reached at jakepalmer@discjockeynews.com.



Dean Carlson continued from page 3

had at XXX event. By now all the pieces are in place, and it is on. If you did steps 1 through 5 correctly, all you should really need to do here is small add-ins. The best interactions almost run themselves.

7. The Big Finish: All interactions should have a tangible finish. Something that both the contestants/guests involved and the audience will know marks its end. For game type interactions this could be a winner with prizes, although I have found that prizes are over rated. More often than not people just like to win. On traditional type interactions I think DJs sometimes miss this. They just assume that because someone caught the garter that that is enough. At the very least, invite applause to celebrate the participants. People will remember a big finish, so think like a magician.

8. Transition Out: Remember #1 - The Why? This is where you guide people to the fulfillment of that purpose. What's next, what do I need

from them, where do I want this to go. This can look a lot of different ways, depending on your why. Having a big finish without a transition will cause confusion for your audience. So put some thought into this. Again, script and practice these. A great example of this is the grand entrance. A lot of time there is all this energy in the room when the bride and groom enters, and if you don't do something with this it causes weird reactions.

I'll end with this; practice and perfect before you perform. When I used to run interaction nights while teaching DJs, a lot of time they would try to explain what they were going to do. You need to practice it as if you were actually performing it. Make it a habit. The better you understand these fundamentals, the more you can live in the moment at events, thus creating unforgettable experience.

Good Luck and Great Shows.

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



The Ultimate Mobile Photo Booth!

Three different styles to purchase. All booths come turnkey with touchscreen operation, room for ten and dye sublimation printing for fast, professional results. Photos and screens are customizable with logos, text and colors. The booth breaks down to fit in your vehicle and is easily carried into any venue. Create standalone entertainment and lasting memories with a professional booth from Photobooth2Go!

888-956-9633

PHOTOBOOTH2GO.COM

PrimeCuts MP3 now features...

ez
mix edits

with 32 beat intros & outros – every week!

PrimeCuts

972.406.6800 | primecuts@tmstudios.com | PrimeCutsMusic.com

How Much Longer Will You Be Around?

By Ron Ruth

So, besides my presentation “*Disney’s 3 Keys to Success: Unlocking the Magic*” at noon on Monday, February 6th at the upcoming Mobile Beat Conference in Vegas, I’ve been asked to sit on a panel that will offer sage words of advice on “*DJ’ing After 50*.” I’ll be sharing the stage with Keith Alan of Keith Alan Productions in Prospect, CT, and Mobile Beat show producer & author, Mike Buonaccorso. The topic title should aptly be renamed “*DJ’ing*



After 57” to account for the youngest panelist, Keith.

We’re scheduled to present on Thursday, February 9th at 10:00 a.m. For about 45 minutes we’ll share some of the secrets that have kept us going as DJs and what steps the younger generation may want to consider if they plan to DJ their way to retirement. It’s sure to be a rousing conversation, or at least as rousing as a conversation can get with 3, seasoned veterans who share a combined century’s worth of experience in the industry.

Mike, Keith and I are certainly not the oldest DJs in the biz. There are a number who have a few years on us and continue to give their all to their craft and profession. Most have been in the industry far longer than I have

and may very well be doing their thing well beyond my time. I am in awe of their energy, passion and willingness to share their life lessons with any DJ who asks.

Over dinner one evening at the November, DJN Conclave, a very well meaning, 20 something DJ asked me “How much longer do you plan to be around?” I immediately started to laugh as a couple other DJs who overheard the question wondered aloud if he really went there. The young DJ suddenly realized that he had, perhaps, misstated his question and quickly altered the wording to “I mean...how much longer do you plan to DJ?”

Honestly, I knew what he meant the first time but, as I’ve gotten older, I get a kick out of seeing youngsters sweat. I have no control over aging and figure I can either do it as gracefully as possible or with unhealthy resentment. I’ve taken quite a bit of ribbing from my DJ friends over the past year or so about my age. It doesn’t bother me. Most of their gentle jabs are just outright funny, yet never disrespectful.

Without giving too much away about what I plan to talk about during my portion of “*DJ’ing After 50*,” I will tell you that I wish I had known someone to mentor me when I first came into the business 22 years ago. I was a late-comer at the age of 37. Having come from a management background, you might think that I would have been a smart businessman. But, like almost everyone else at the time, I competed on price with little knowledge of what it meant to be a quality performer. I

was always busy, as were the 12 DJ’s that worked for me. I knew it all, even though in reality, I knew nothing.

As I look back on my career as a DJ, I regret how little I made of my first 10 years in business. Don’t get me wrong. My business was successful. Success for me in those days, however, was defined far differently then I define it today. I can only reflect on that period of my life as a learning experience. Mistakes were made that I will never allow myself to repeat. I have no desire to return to a time where ego is allowed to overshadow good business sense.

Gone are the days of being a multi-op, not that there is anything wrong with that. I just have better quality control over the performance of one person than many. Gone are the days of doing every conceivable form of party. I’ve placed my focus exclusively on weddings. Gone are the days or need to match my fees to the lowest bidder. I’ve worked hard and invested heavily in the knowledge that has gotten me where I am today and I am not about to discount that effort.

One of the cool parts about getting older is that I’ve learned to work smarter. I no longer go after every bride that comes my way. I’m far more selective as to who I want to work with. In return, my clients place a higher value on the service I provide, are consistently happy with the end result, which permits me to enjoy the experience as much as they do, if not more.

Granted, at 58 I’m not old in terms of longevity. I still have a few good years left in me. I have to. I’ve got a 4-year old granddaughter I want to watch grow up. But, I’m not deaf to what some couples may be thinking when they first meet me...”Do I want this old guy DJ’ing my wedding reception?” I’ve had to learn how to overcome that apprehension by bringing more experience and expertise to the

table. I’ve learned how to paint a picture of their wedding reception that is so vivid and colorful that it stays with them and becomes a reference point as they meet with my younger cohorts. It’s a challenge but one that I embrace. It motivates me to assure that my clients enjoy nothing less than an exceptional service and performance.

So, how much longer do I plan to be around? Who knows for sure? But, I don’t plan on going anywhere soon. Perhaps the more important question is how much longer do you plan to be around? Whether you’re just starting out in the DJ business or have been in the profession for a few years, do you want to avoid the mistakes that others have already made? Do you want to learn how to position yourself and your business to succeed for years to come? Do you want to know how to overcome the hurdles that can and will be placed in your way by clientele that seems to be perpetually getting younger as you grow older? Are you committed to DJ’ing into your latter years and will you be prepared to retire comfortably when that day comes?

Come to the “*DJ’ing After 50*” presentation and get the answers to these and other questions you may have. It’s only 45 minutes out of your life. If you’re younger than Keith, Mike or I, you can spare the time far more than we can. Our presentation follows that of another old DJ, Jim Cerone. No one is sure how old “The Perfect Host” really is, but I’d be lying if I told you I don’t envy his boyish good looks and full head of hair!

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.

Thank you for 10 Great Years...



Scott Kartsounes, CEO | Darren Hughes, President



DJ Intelligence®

...Here's to the Next 10!

DJ Intelligence has proudly been serving more than
20,000 professional Disc Jockeys since 2002

Please help us celebrate our 10th anniversary in
style at the Mobile Beat DJ Show in Las Vegas



What? You're not a member? That's nuts.

Benefits

Weekly “Safe Songs” Top 40
National Do Not Play List
Hot scoop on new dances
“Responsible DJ” certification

Plus

Listing in the **School Dance DJ directory**
viewed by thousands of school administrators

Amazing what 50 bucks can buy

Goals Revisited...

By Jeffrey Gitomer

I am sick of goals and goal experts. You know, the people that spam you around the first of the year proclaiming they are the ones who can “help you” get to the next level. They have the magic “goal achievement formula.”

All you have to do to achieve your goals is pay the sender of the email.

I am not an expert at setting goals. Rather, I’m an achiever.

To me “goal” is the wrong word. It tells me there’s something I HOPE or SEEK to achieve. I think you should call them the “achievements I’m striving for, and intend to make happen.” Whoa! That sounds like a whole different (better) process.

The reason most goals are not met is simple: Starting with the goal is wrong. Making the goal is the middle of the process.

BIG PICTURE: BEFORE YOU MAKE A GOAL, YOU NEED INFORMATION, AND YOU NEED TO DEFINE YOUR OWN REALITY.

Here’s the achievement formula and

process that will work...

Before you make a goal, first define and write down what’s happening in your life at this moment.

What is my present situation? Ask yourself (and write down the answers): What’s happening in my life? What’s happening in the lives of others that may affect me? What’s happening at my job and in my career? What’s going on in my family?

What is my present status? What are my skills? My capabilities? My shortcomings? What are the things I need to work on? What is my experience level? How’s my health? What’s my demeanor? How positive is my attitude?

What are my opportunities this year? What is available for me to grasp, accomplish, or achieve in both career and life? FYI: If you’re facing major change, maybe you should redefine it as opportunity. If you do, you’ll see the other side of the picture.

What are my objectives? What’s been on my mind to do? What do I want to make happen?

What are my needs? What do I “gotta do” whether I like it or not?

What are my desires? What do I really wanna do?

What are my intentions? Am I writing down a 20-year dream, or am I dedicating myself to the tasks necessary to get something achieved in a short space

of (defined)time?

What are my beliefs? How strong do I believe in my company? My product? My service? Do I believe I can differentiate myself from others? Do I believe that my customer is better off purchasing from me?

Second, you write down what achievements you’d like to make:

What have I been thinking about? What are my dominant thoughts? What are my thoughts I’d like to turn into achievements?

What have I ALWAYS wanted to do?

What am I willing to do? If I make a goal, am I willing to actually do the work to make it happen?

What’s the time requirement? If I make a goal, do I have the time to achieve it? Am I willing to allocate the time?

What am I willing to sacrifice in order to achieve? (Give up bacon? Beer? TV?)

What are the barriers? What are the obstacles I’m facing? Can I overcome them alone or do I need help? If so, who?

What’s my level of dedication? What has been my history of achievement?

What’s my attitude toward doing? Am I “gung ho” or “ho hum”?

What’s my date to start? Pick a firm date. Document it.

What’s my plan of action? What do I need to do every day? What’s my “daily dose”?

What’s my expected date of achievement? Pick a firm date. Document it.

What’s my plan to celebrate? Where’s

the party? When is the party? Who is coming?

What are my outcome expectations? What do I believe will happen AFTER achievement? How will that affect my life?

Get the picture?

There’s a heck of a lot that goes into the achievement process. Setting the goal is just one small part of it. That’s why I substitute the word goal for the word achievement.

You have ideas, you have dreams, you have aspirations, you have desires, and you have needs. And now you have a full-blown plan of understanding and attack. BUT the plan alone will not work without the secret ingredient: Your hard work.

In my years of achievement, hard work has always been my secret weapon. Make it 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:

Rob Rachler Joins Disc Jockey News Team

The Disc Jockey News is pleased to announce the addition of Rob Drachler to the publication team.

Rob will be joining the Disc Jockey News as a sales representative where he will be handling the print, e-edition, email, and website sales.

Rob’s background working with TM Studios for more than ten years, attending more than 50 DJ conventions since 2003, as well as operating a lighting company provides Rob with a background uniquely suited to his new position with the Disc Jockey News. When Editor John Young was asked about the latest addition to the staff, he said, “I have known and worked with Rob for a number of years, and I am very excited to have him as a part of our awesome team!”

When asked about his personal life, Rob said that despite his having spent most of his life in Texas, he wanted to slow things down a little and moved to Charleston, South Carolina three years ago with his wife Tonia and stepson Bryan; where they own *Charleston Uplighting* that caters to the local wedding market. While he does enjoy the history and beach environment of Charleston, Rob talks of his love of travel, listening to music, playing golf, and Skype’ing with his grandson in Oxford, England.

Rob can be reached at robd@discjockeynews.com or at (972) 325-4470.

American DJ Presented With MMR Dealer’s Choice Award

Consistency is a virtue for American DJ. For the seventh year in a row, the Los Angeles-based company has won the MMR Dealer’s Choice Award as Lighting Line of the Year.

The award, which is based on voting by MMR’s music dealer readers, was presented to American DJ at the NAMM Show in Anaheim. “It’s always very gratifying to be recognized by our retailer-partners,” said Scott Davies, General Manager of American DJ.

“Dealers are the ones who interact with our ultimate end-user customers on a day-to-day basis. They’re an instant and accurate barometer of how our products are working out in the ‘real world’ marketplace.”

The fact that music dealers have continually voted for American DJ in the MMR balloting is a tribute to the hard work and dedication of the people who work at American DJ, said Davies. “This is a team-oriented company, and this is a team award,” he explained.

For more information, contact American DJ at www.americandj.com.



Pictured in this photo are (from right to left) Brian Dowdle, Toby Velasquez, Alfred Gonzales and Scott Davies of American DJ.

110th NAMM Show Reaches New Record Number of Registrants; Industry Primed for Growth in 2012

The National Association of Music Merchants (NAMM) today announced the final registration and exhibitor numbers for the 2012 NAMM Show, the largest and longest-running musical instruments and products trade show in the United States.

At show close, NAMM reported 95,709 registered attendees, a six percent increase from last year and representing a new record for the 110-year-old show. International registration also experienced a

15 percent increase from last year to 11,981. The association previously reported strong exhibitor numbers, with 1,441 exhibitors at this year’s show, including 236 new exhibitors.

“Once again the NAMM Show served as the crossroads for musical instrument and live sound products manufacturers, retailers and their guests from all over the world,” said NAMM President and CEO Joe Lamond. “We are extremely grateful to all of the NAMM Members, music educators, artists, partners and media who made this 110th NAMM Show a resounding success for the industry and a great start to 2012.”

The annual trade show is the place where music products retailers meet face-to-face with manufacturers to make their biggest purchases and gain product knowledge for their stores in the year ahead. Throughout the four days of business deals, educational sessions and live music performances, the mood of the show was energetic and positive.

New and veteran exhibitors alike enjoyed increased foot traffic from quality retail buyers over the four-day show.

For more information, photos, video and news updates from the 2011 NAMM Show, interested parties can visit <http://www.namm.org/thenammshow/2012>.

Electro-Voice launches ZXA1-Sub at Winter NAMM 2012

Electro-Voice is launching the matching subwoofer for its best-selling ZXA1 compact self-powered loudspeaker at NAMM 2012 – the ZXA1-Sub.

The ZXA1-Sub is designed to provide the ultimate combination of portability, performance, and power in a lightweight, stylish, small-format package. Though equipped with a EV-engineered heavy-duty 12” woofer, a state-of-the-art 700-W amplifier, a durable 15-mm wood enclosure, and a maximum SPL rating of 126 dB, the ZXA1-Sub weighs-in at just 46 lbs and sports a trim 15.75” x 17.5” x 18” profile.

Add easy-to-use controls and connectivity to the equation and a ZXA1-Sub makes enhancing a compact sound system with

professional-quality low-end easier than ever.

Key features:

- Integrated 700-W Class-D amplifier
- EVS-12S 12” woofer
- 126-dB maximum SPL
- Frequency response 44 - 118 Hz
- Dual XLR stereo inputs and outputs
- Pole mount for full-range systems
- 9-ply/15-mm wood enclosure, internal-



ly braced, with textured paint

- DSP with low-end boost and polarity control
- 46 pounds, with integral handle for easy carriage
- Compact 15.75” x 17.5” x 18” profile

To learn more, visit www.electrovoice.com

American Audio Launches DLT15A 500W 2-Way Active Speaker System

The new DLT15A 500W Active Speaker System from American Audio will add some serious roar and thunder to any performance or venue. Designed for DJs, bands and nightclubs, this 2-way powered speaker is equipped with a built-in lightweight Class “D” high-power amplifier, providing everything you need for booming out great sound in one convenient piece of gear.

Featuring a 15-inch woofer, 1.3 inch driver and rotatable horn with 90° x 40°

Press Releases Continued On Page 8

Press Releases:

Press Releases Continued From Page 7

dispersion, the DLT15A delivers great output, high dynamic range and distortion-free sound quality. This well-built speaker system also includes professional features



like 3-band EQ (Hi: 10KHz+10dB, Low: 50Hz+15dB, Mid: 2.5KHz+12dB); a Constant Velocity Fan; and both XLR and 1/4" inputs and XLR outputs.

Even if you didn't know anything about its features, with the DLT15A, you can judge a book by its cover. The speaker comes enclosed in an attractive, upscale-looking rugged --yet lightweight -- plywood cabinet. Not only does it look great on stage, but the sturdy wood cabinet, along with the DLT15A's industrial-strength steel

grille, make this one tough machine that's able to withstand the knocks and bumps of life on the road. An innovative 6-Way Component Protection Design further safeguards the speaker from damage during use and transit.

Yet, at 60 lbs./27 kg, the DLT15A is also lightweight enough to haul around to gigs without breaking your back. In fact, thanks to its innovative design, the DLT15A weighs about the same as a 15" passive speaker wood cabinet. Measuring a compact 17.5"l x 17.5"w x 28.75"H/ 445 x 445 x 730 mm, it won't take up a ton of space in vehicles either.

"With the DLT15A, we have brought together a lot of features that today's customers are asking for in a speaker system," said Tom Freret, National Sales Manager for American Audio. "For many DJs, bands and mobile performers, an active speaker system just makes sense, because they don't have to haul around separate amplifiers, crossovers and so forth. The DLT15A offers this all-in-one convenience, but it's also less bulky than some active speakers because it utilizes a lightweight Class 'D' amp.

"The wooden case is another quality feature," added Freret. "It gives the speaker an elegant, classic look, while offering excellent protection and roadworthiness. Yet the plywood itself is very lightweight, making the DLT15A easy to transport."

Another thing users will find easy about the DLT15A is setting it up. The speaker has 14 fly points and is stand mountable, giving it the versatility to fit into a variety of spaces and applications.

Other specifications and features include: 500W Program Power, 80Hz Low Cut Filter, a Frequency Response of 20Hz-20KHz, Crossover @ 2.1KHz, and a Front

Clip Indicator LED.

Although the roaring power of the DLT15A can bring the house down, it won't take your wallet with it. The MSRP of the speaker system is \$559.95.

MXL Announces The TRIO Into It's Ipad® Compatible USB Microphone Line

MXL, a leading manufacturer of consumer and professional grade recording microphones today announced the upcoming release of the Trio, the latest in the iPad® compatible USB condenser microphones. The trio, which also works with PC and Apple® computers, is specially designed to also work with both versions of the iPad®. Built out of a rugged all metal design, it is designed for the traveling recording artist in mind, as well as consumers who want to podcast and web chat with high quality voice reproduction.

The Trio is an addition to the already popular Tempo series from MXL. The Trio

allows users to record on-the-go into their iPad® using the Camera Connector Kit. It's great for music recording, pod casting, and over the internet web chat, with services such as Skype®, ooVoo®, iChat®, and Google talk®. A zero latency headphone jack is built into the body of the microphone. The user is able to plug their head-



phone right into the mic to monitor their recording, a feature not all USB mics have.

"The Trio sports that classic microphone
Press Releases Continued On Page 9

Subscription Form

You can subscribe to the newspaper and have it delivered to your mailbox each month along with the E-Edition! Or, you can subscribe online at: www.discjockeynews.com

**Print and E-Edition: 1 year, 12 issues: \$16.50;
2 years, 24 issues: \$33.00; 3 years, 36 issues: \$49.50**

E-Edition only: 2 year: \$20; 3 year: \$30

Please mail this form with a check to:

Disc Jockey News

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email: _____ Amount Pd: _____

Start with: ___ March 2011 Issue ___ Extend Subscription

Mail This Form In To Subscribe:

Disc Jockey News; 29442 120th St, Grey Eagle, MN 56336

Contact Phone Number: _____
Or Subscribe Online by PayPal at www.discjockeynews.com

KARAOKE NOW 2.0 FREE for iPhone, iPod Touch, iPad

- Update Karaoke from your device
- Let customers preview the songs
- Plenty of songs to search and download
- Always latest with weekly releases
- File Sharing and Network Transfer

Your LEGAL source of Karaoke for KJs & DJs

*Licensed for entertainment use

Available on the
App Store



"Bubble" Your Way Into MORE PROFITS & MORE WEEKDAY WORK!



Bubble Parties can be a profitable and fun way to increase your weekday revenue as a mobile DJ. Our business plan has been a successful tool for DJs who are looking to break into the world of children's entertainment.

Make 2012 a PROFITABLE year for your DJ Business...Purchase the Bubble Parties Business plan TODAY!

The Business Plan reveals:

- * How to break into this exciting and profitable market!
- * The materials you need to get started
- * A full-scale marketing plan to help you promote YOUR service
- * Music Lists, sample party formats and other performance related ideas to make each performance fresh and exciting!

For more information, or to purchase the plan visit www.bubbleparties.com

Photos From NAMM Show 2012



Pioneer DJ Booth at NAMM 2012.



The Numark MixDeck Quad DJ System at NAMM. All new CDJ-2000 Limited and DJM-900nexus Limited



Press Releases Continued From Page 8

look, like some of the most expensive studio mics. With a handsome body style, great sound, and rugged all metal body, we feel that it meets the needs of today's consumers, home recording artists, and podcasters," states Perry Goldstein, Sales and Marketing Manager of MXL. "The number of people podcasting, and recording music on the go, using their iPad® is growing everyday. Trio provides an opportunity for the consumer to sound like a professional, at a consumer friendly price point."

Features:

- iPad® compatible
 - PC and Mac® OS compatible
 - Ideal for vocals & podcasts
 - Built-in high fidelity headphone jack
 - Great for web or video chats
 - Metal Body
 - Makes professional grade technology affordable for the consumer.
 - Classic, Studio Mic look
- The Trio will be available in late January

Press Releases:

2012, at music stores and computer stores everywhere.

Additional information on the Tempo USB and all MXL microphones can be found at www.mxlms.com.

CHAUVET®, a leading manufacturer of LED lighting, announces the release of Gobo Zoom™ LED 2.0. It's an extremely bright and super compact, rotating gobo projector perfect for mobile performers, entertainment venues and retail environments.

Gobo Zoom™ LED 2.0 is powered by an ultra-bright, 15-watt white LED and includes four gels and nine easily replaceable, rotating gobos to complement a variety of special events. Or for customized looks, the low-heat LED source means you can project custom gobos you design and print on transparency film. A manual zoom function makes it ideal for

both short- and long-throw applications while a variable 18- to 26-degree beam angle allows for crisp focusing at a variety of sizes and distances.

Gobo Zoom™ LED 2.0 can be integrated into any light show using two channels



of DMX control. Stand-alone operation is also available for setups where DMX is unavailable.



Chauvet DJ Product Manager Allan Reiss, DJ Mikey Mike and CHAUVET DJ Director of Brand Management Karl Detken checking out CHAUVET gear at NAMM!

Solid as a Rock. Built for superior stability and ease of use, just for your Mac®



MEGASEG™

fm
MEGASEG.COM

Available on the
Mac App Store

Tips For Spring Bridal Shows

By Steve Beck

Once again the bridal fair season is upon us, when across the nation thousands of newly engaged women will descend upon the banquet facilities, hotels, country clubs and a wide variety of other locations to meet with wedding professionals in the search for the right wedding vendors for their events.



This isn't a discussion about whether bridal fairs are beneficial or not, because there's no single correct answer. Some DJs do very

Some stick to a basic system while others will set up elaborate lighting, up-lighting, gobos, etc. For my first bridal show season I set up my full system in my booth, but I came to realize a few things. First, most brides really don't care about gear. They assume you have a professional quality system. For those few who do bring up the gear issue, a couple of good close-up photographs of your system will alleviate that concern. I always have a few prepared copies of a listing of my equipment with model numbers and basic specs in case I meet someone (usually a groom) who sees himself as an audio gear expert. It's rare that I have to give one out.

Second, what advantage do you perceive you're getting by displaying your gear at a show? You certainly can't show off its capabilities in that environment... at least, not without creating some very upset neighboring vendors! Both you and your neighbors have to be able to converse with the show attendees, so your sound level has to be low enough to allow that.

Finally, your gear is just a tool. If you're hiring a carpenter, do you ask him to show you his hammer and his saw? Probably not. Your gear is just a medium through which your talent is delivered. Showcase that talent, not the delivery method.

Your gear is just a medium through which your talent is delivered. Showcase that talent, not the delivery method.

-Steve Beck

If you really want to showcase your gear, I can't unequivocally say it's wrong to do so. I do think it creates an image of your company as a commodity rather than a service and for commodities price becomes an overriding consideration for the purchaser. One other thing to consider... when I stopped setting up gear my set-up and tear-down time went from over an hour each to about ten minutes before and after the show.

Location, location, location. Bridal shows can have several different types of floor plans. One style acts like a funnel; everyone enters at the same point and proceeds through the show's aisles in the only possible direction until the end. Others are set up in a box-like pattern where it's easy to walk through in any direction you choose.

Choose a location that fits your strengths. If you're in a spot where you'll be the first DJ company everyone sees, you need to be able to create a VERY strong impression... one that will survive after the brides you've spoken with see many other DJs. If you're at the end of the line, you'll be talking to a lot of brides who are now suffering from information overkill. They've talked to so many vendors that it's all starting to run together in their minds,

so you need to be able to cut through all of that and somehow differentiate yourself in a way that focuses a bride's attention back on you.

If you can find ways to deal with the special demands of being in the first or the final position at a show I believe that's a nice advantage to have. Personally I always try to get a location where I'll be the first DJ company the brides encounter when they arrive.

Here's a little trick I've used with great success. (Illinois DJs... you can skip this paragraph! LOL) At most shows every bride is given a bag to carry all the printed material they'll collect at a show. I quickly explain that by the time they've gone through the show they'll have trouble remembering who said what to them. I suggest they ask for everyone's business card, then if you feel a positive connection with the vendor put their card somewhere other than that bag! Put it in your purse or pocket or hand it to someone who's there with you. Then when they get home, they'll have a smaller stack of business cards for the vendors they wanted to follow up with. I watch where they put MY card, and if it doesn't go in the bag they're at the top of my list for follow up calls after the show.

Printed materials. The brochure or presentation folder you give to brides at the show keeps selling your company after they've left. The quality of those materials imparts an implied judgment of the quality of your company. This is an area where a lot of DJ companies are ill-served by following the DIY route. Unless you have professional-level

Steve Beck Continued On Page 11



music trends.com

the DJs toystore



- NY Showroom with Multiple Working Displays
- Worth the trip from anywhere!
- Knowledgeable & Friendly Staff
- The Best Brands & The Lowest Prices!
- The Largest Selection of Lighting Effects & Uplights on Display







music trends.com

2947 Hempstead Turnpike
Levittown NY, 11756
1-888-621-DJ (3535)
(516) 796-7755







• Authorized Dealer for ALL MAJOR BRANDS •

• Serving Pro Audio & Lighting Community Since 1980 •

Passion: The Fuel Of Persistence

By Dr. John C. Maxwell

While reading a magazine at a dentist's office in Paris, Philippe Petit became engrossed in an article about the Twin Towers in New York. As an 18-year old street performer, Petit was constantly on the lookout for venues for his high wire balancing acts. Studying an artist's rendition of the World Trade Center, Petit came up with a vision of walking a tightrope between the two towers.



Over the next six years, Petit focused exclusively on his seemingly preposterous dream. He collected any information he could find on the architecture of the Twin Towers, practiced his high wire act endlessly, and saved money for a flight to America. Upon arrival to the United States, he wasted no time in scouting the World Trade Center. Under a variety of guises, Petit and friends surveyed the towers.

On a Tuesday night, Petit and company ascended the towers with equipment in tow. Using a bow and arrow, they fired a line from the north to south tower, and spent the remainder of the evening feverishly rigging a one-inch steel cable between the towers. Early Wednesday morning, with the bustle of Wall Street having just begun, Petit mounted the high wire to perform. As amazed onlookers marveled at the sight,

local authorities gathered to apprehend the illegal tightrope walker. As a consummate showman, Petit focused on his act, refusing to be swayed by policemen shouting at him to stop. After eight trips back and forth between the tower, Petit finally turned himself in.

Petit could have let distractions dissuade him from his dream. Raising money for the scheme, eluding security to scout the towers, and stretching a cable between the skyscrapers all seemed like impossible tasks. However, the magnitude of Petit's passion to accomplish his vision dwarfed the obstacles to his plan.

Key Points about Passion

1) A person's inner fire propels him or her to excel. Put simply, desire determines destiny. As a rule, leaders attain influence proportionate to the size of the blaze burning within them.

2) Passion supplies leaders with an extra edge over the competition. After a championship contest, sports commentators occasionally observe how the winning side "wanted it more." All else being equal, the more passionate team typically prevails.

3) Passion makes the impossible possible. People are wired so that when their souls ignite, they no longer shrink before the barriers in front of them. That's what makes a passionate leader particularly effective. He or she conceives of possibilities and opportunities for progress whereas dispassionate persons only see roadblocks and reasons why a vision can't be achieved.

Application: Take Your Temperature Consult three people (such as a spouse, mentor, or trusted co-worker) to give you an honest assessment about the

level of passion they see you exhibit toward your job. Inquire about the ways in which your passion manifests itself most evidently. If they consider your passion to be low, then do some soul-searching to recapture enthusiasm for your work. Why did you enter your present profession? What once excited you about work that no longer may be a source of

inspiration? In light of your answers to these questions, ponder ways to ratchet up your passion.

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."

Steve Beck Continued From Page 11

graphics arts skills and/or marketing experience, hire a professional to design and print your promotional materials. Sure you can save money by creating your own and printing on your home computer, but it won't look as good as if it's done by a pro. How your promotional materials look is just as important as what they say.

Go for appointments, not sales. It's difficult to sell a high-ticket item in the two or three minutes you'll have with most of the brides you talk to. So don't try. Learn how to explain the importance of a meeting after the show, where you can learn about your potential client's desires and explain your services in a more relaxed atmosphere. If you're a lower-priced option, you may have more luck shooting for sales at the show, but it's still difficult to accomplish. Most brides respond better when they learn that you're NOT aggressively trying to sell them. Learn ways to convey your sincere interest in them and your desire to learn more at a consultation, then ask for the appointment.

Follow up. Then follow up some more. Bridal show promoters will give you a list of everyone who registered for

the show whether they attend it or not. It's important to get this list right after the show... if it takes them a week to get it to you it's worth substantially less. An amazing number of vendors never follow up after bridal shows, and it's not limited to DJs. Or if they do follow-up it's just one email after the show, then they wait for the phone to start ringing. Studies have shown it can take up to eight contacts or "touches" before a customer is ready to buy.

You can assume a bride's email will fill up with emails from vendors on the Monday after a show. To stand out, go further than that. Follow up by phone. Sending a card will really help you stand out; with the advent of email hardly anyone sends direct mail now.

If you don't plan ahead when you're going to do a bridal fair, there's a very good chance you're wasting your money. With proper planning and execution, a bridal fair can be a great way to help you fill your calendar for this year AND get you off to a good start for next year!

Steve Beck can be reached at: stevebeck@discjockeynews.com.

THE LAS VEGAS DJ SHOW.COM

BOOST YOUR SPIRITS, BOOST YOUR BUSINESS

- Seminars From Leading DJs & Presenters
- Top Name Gear Manufacturers
- Networking, Entertainment & Parties
- Historic Las Vegas Hilton Atmosphere
- Biggest Show Floor Ever

September 10–12, 2012
Las Vegas Hilton

Seminar Passes Starting At:
\$49

Open To ALL DJs!
(You Don't Have To Be
An ADJA Member To Attend!)

Show Passes Are 100% FREE To Anyone!

Preferred room rates for attendees and exhibitors: When making reservations, please ask for **Global Entertainers Guild** or Block Code: **GEG2012**
\$99 per night (single occupancy); **\$109 per night** (double occupancy).

**Reserve Your Show Pass
& Room Today!**
Sign Up At:
www.LasVegasDJShow.com



**We Help DJs Build & Grow
Their Business!**

Connections

By Steve Moody

Well, we are one full month into the new year. Hear my words DJ Family... "My 2012 WILL Be Better Than My 2011."



This is FACT. I have no psychic gifts, no advanced knowledge and have not travelled through time. However, I can honestly say it, as

I am taking it on myself to make it happen. I am not going to sit back and wait for someone else to do it for me. I will no longer stand behind the banquet table, with my head down in my computer, hoping for the best to happen at this event. This special event is called *My Life*. Just as I take command at my performances, I have made a conscious decision to take command of my life. Starting NOW!

Why the change in attitude? I had an amazing revelation this past Sunday morning at church. Leaving my faith totally out of the equation, the message given by our pastor was enlightening and hit me like a ton of bricks. "How do I get from where I am...to where I want to be?" In order to solve this riddle we have to have a huge honest self examination.

It all starts with the ever popular "where have I been, and why?" That is probably the easiest part to figure out. The self reflection then moves on to, "where

am I now and why?" Then finally, "where SHOULD I be headed, and how?" I am currently working through all of this in my personal life. However, this month I would also like to take a look at this on the business side of things. It's my hope that this will help us to better CONNECT with ourselves and our businesses.

Since we each come from different backgrounds, it's up to everyone individually to look at where they came from and where they are now. When thinking of *where you are now* you must really dig deep to understand the answers to your questions. Why are you getting the bookings you are getting? Why are you working the extra hours? Why do you have difficulties in certain aspects of your business? Why are other parts of your business a breeze? What are you doing to make all of these elements come together in this specific way? On the other hand, what are you NOT doing, that is giving you these results? These are just a few of the endless number of questions possible. WRITE IT DOWN! It's so easy to place blame in another direction. However, in order to move forward, we all need to accept personal responsibility and take charge. Did I mention that you must WRITE IT DOWN? Having the words stare you in the face is a huge impact on the brain!

I would really like focus on the concept of "getting where I should be." Though things are great, I know that my life can be better, both professionally and personally. I am determined to get to where I should be. This coming year has the potential to be outstanding and I am jumping in with both feet!

We're all in different circumstances, in my case, it all boils down to working

smarter rather than harder. This is my goal for 2012. There are so many benefits. For me, more family time is the key! Taking it another step further, working smarter will hopefully provide more disposable income to have that family time with. Ha ha ha I would like to share four of the steps that I have implemented over here.

One of my biggest takeaways from conventions, seminars, networking, and reading articles in Disc Jockey News has been the concept of delegation. It has become crystal clear to me that I have been doing way too much on my own. When I was working as a single op, the projects were not as large, or as frequent. However, the tide has changed and I wasn't altering my sail. Though I enjoy working on every aspect of my business, it's entirely too much for one person to handle alone. I just don't have the time anymore.

I have taken a leap of faith and have put more trust in my staff. If we are anything alike, you can understand where I am coming from. It's not that I am a control freak. It's just that I really feel the need to have control and am pretty much a freak about it. That being said, I have surrounded myself with great people and it's time to let them see that they have earned my trust.

Just as an example, our entertainers have each been asked to take on more responsibilities such as posting their weekend's event logs, pictures, etc.. on our Facebook page. This one little step saves me over an hour every Monday morning. As the next wedding season gets closer there will be more delegation on the way. Staff members that are reading this, please know that it will be assigned with Love! Ha ha ha

My second step toward working smarter in 2012 has been to create more e-mail templates all around. How much effort is used up each day typing the same thing over and over? NO MORE! I have read

about the importance of templates for years in this publication as well as many others. Why on earth did I wait so long to do it!!!! I now have over 20 templates ranging from justifying our prices, to how couples go about locking in their wedding date. I had typed these same e-mails so much over the years that I could have done it in my sleep. Now they are all set and ready to go at the click of a button.

In order to save even more time, I even created a set of 5 automated follow up e-mails for our incoming leads. The system is up and running and things are already getting better. Oh my gosh, how much time do we spend on follow ups! Brides are now booking and I did not have to sit and send each of the 5 follow ups manually. Automated e-mails are out of this world!

I'm not done there! A third step in the right direction has been purchasing the *Bride Live* program for my client meetings. I can't tell you how many hours I spent in the car travelling all over Maryland and Delaware last year. No more! It can now be done in a few short minutes over the internet. This program is amazing, it allows me to have a face to face meeting, show my power point presentation, planning forms, contracts and all other documents directly through my laptop. Thank you *Bride Live*! The ability to have a quality video consultation is awesome.

The fourth (and most difficult step) has been removing the "Junk" from my life. What kind of junk? For me personally it has been activities that waste time, along with people and situations that bring me down emotionally and professionally. We have enough junk in our lives that we don't have control over. However, there are certain negative situations, and people in our lives that we actually DO have the ability to take out to the dumpster. I en-

Steve Moody Continued On Page 13

TURN LIFE'S QUESTIONS INTO CASH!

Use Your DigiGames System For:
Bar/Pub Trivia
School/Class Reunions
Fundraisers
Corporate Events
Wedding Rehearsal Dinners
....ANYWHERE THERE IS A PARTY!

With DigiGames YOU CAN:

- Stand Out Over Your Competition
- Book More Shows
- Have Fun Hosting Trivia Parties
- Increase Revenue

www.DigiGames.com Toll-Free 1-888-874-8427

The Referral Coach

By Matt Anderson

DO YOU SET GOALS WITH YOUR COIs?

I was meeting with Jesse, a financial advisor client of mine, two days ago and he reminded me of a key strategy for getting much better results with Centers Of Influence (COIs).

"If I refer about 15 people/year to my friend Matt (an estate planning attorney) – which I know I can – he can make \$100,000 in revenue. Obviously I want him to do something similar for me. That's when we talk about how he can reciprocate. That's the kind of conversation we're having now."

He was excited:

Now he's searching for more COIs with the goal of having ten Matts to help him generate an extra \$1,000,000 for his own business.

"It helps me think bigger. There's a vision now."

What's the worst that can happen? He finds four great COIs who bring in an extra \$200,000 of business? That's probably being too conservative.

Why having a goal works – and why you really want to be doing this:

1. There's now real accountability, and a tangible serious business target. It's not just a 'nice lunch' and well-intended TALK where both parties are uncertain about how to make the relationship work long-term.

It compels conversation to stay alert to

the target and revolve around ACTION and RESULTS.

This also means making sure the time is spent educating one another on best practices, and on truly understanding the other's business.

2. It forces you to talk about HOW: A strategy.

Client referrals may not be enough from an average week of meetings. Some COIs don't work with a large number of clients on an ongoing basis or may serve the same clients for years. Those referral opportunities can dry up.

What Jesse shared was interesting. Matt is not sure he can personally refer \$100,000 worth of business to him from client meetings. So they are going to organize events to make additional introductions – and not just seminars but social introductions.

There is a commitment to be resourceful.

3. It obligates more structure and more regular meetings – monthly. It becomes a SYSTEM, a PROCESS and a plan to follow. Since the focus is explicitly business development, why would someone not be more interested?

If you meet with a prospective COI and explain your goal is to find ways to introduce one another to create even an additional \$50,000 of revenue/year, that person will take you more seriously.

4. It will help you prospect up

With this level of focus, you can be much more specific about who you want to meet.

If you're concerned that you can't reciprocate because your contacts are not high level, talk about your goals. Explain where you are going: "It is my intention to work with 100's if not 1000's of pro-

fessionals like this over the next 1-5 years and I am going to need someone with your expertise to refer them to."

Hardly anyone talks like this, so you will quickly position yourself as someone who understands referrals and networking.

5. Because it's 1:1 and there's nowhere to run!

You'll lose those who are not interested or who don't 'get it' much faster, so you will waste less time with people who will never come through.

One final point:

You may have missed this early on, but Jesse and Matt are friends. Most good

COIs become quite good friends – ask around if you don't believe me. Make that a personal goal. This is probably another reason why so few people do not have good COIs – they don't focus enough on likeability and a strong relationship.

Without the pursuit of a friendly, trusting foundation, the goal won't work for long.

Matt Anderson is the author of 'Fearless Referrals' and there's a special online launch on 2/21 at www.fearlessreferrals.com. Matt can be reached at: <http://www.thereferralauthority.com>



Steve Moody Continued From Page 12

courage you to do it!

Many friends in the business are aware that I went through a huge self cleansing back in 2003. Again, leaving my faith out of the equation, I feel like I was truly totally reborn and focused my life in a different direction. It was the best thing that I have ever done. Sadly, similar to friends with alcohol or substance abuse issues, the problem is never truly cured, it's always in recovery. Keeping the junk out of your life is a continuous process. There are always people out there trying to bring us down and suck the joy out of our lives. JoySuckers!

Over the years I have let people and situations slip back into my life that I knew were no good for me. How much time do we waste defending ourselves and our ideas to people that will never ever get it? Friends that are extremely negative, co-workers that constantly let us down, family members that are always stirring the pot all create so much extra grief. I have finally swept the floor and shut the door. In the future, I need to remember to keep my guard up. Trouble always finds a way of slithering back in if we're not careful.

None of us need that kind of negativity in our lives.

Tons of changes implemented in recent weeks. I can't wait to see how everything pans out. One thing is guaranteed for sure. If I did nothing, I would keep getting the same results as before. Positive Change is a good thing!

Being the owner of my company, my business life and personal life are so closely intertwined. Those of you in the same boat will certainly agree.

Next month I will be back to share what I am doing to bring a better sense of balance between professional time and personal time. How I plan on getting from where I am to where I should be, in balancing the two, is up next.

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

ProAcademy Series GEEK BOOT CAMP



presented by
Ben Stowe

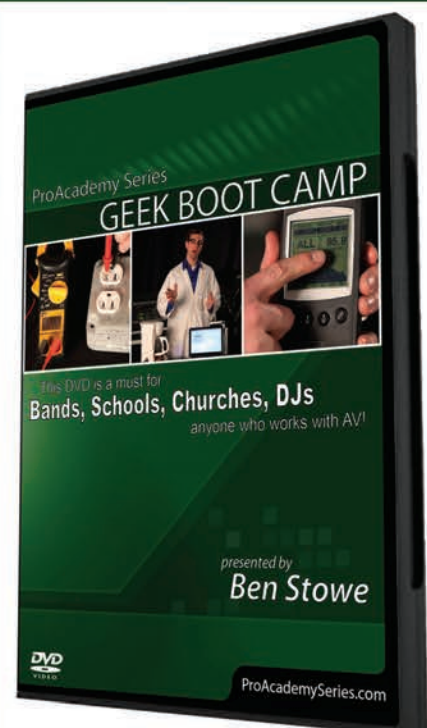
Meet the host at the
2012 Mobile Beat Show!

Over an hour
of Geek training!



The fundamental
building blocks of...

- Electrical Units of Measure
- Ohm's Law
- Volt Drop & Amplifier Loss
- Series vs. Parallel Circuits
- Signal Types & Connectors
- Decibels
- Troubleshooting
- Maintenance
- Cable Coiling
- Multimeter Use



"If I had paid attention in High School Physics I probably wouldn't have needed this DVD. But I didn't, so I do. I would never have thought anyone could present such material in an entertaining and enlightening way, but Ben has pulled it off! I laughed out loud 3 times, and that was just during the introduction!"

~ Mike Walter
"Author of 'Running Your Multi-Op'"

Buy it now!
ProAcademySeries.com

There Is Money In Those Shows!

By Rob Peters

Well here we are...it's hard to believe that I have been on board with the Disc Jockey News for over a year already!

Over the past year, I have used the majority of my monthly articles to help educate you in working with kids.



However, in preparing for my seminars at the Mobile Beas Las Vegas show, something occurred to me...I have never justified that there IS money to be made by performing

for kids!

I recently did a Google search to see if I could come up with some statistics to share. On Answers.com, the question was asked "How much money do parents spend on their kid's birthday parties?" The answer provided was "A Lot!" I know it's not the specific details that most business people and DJs would consider to make a decision about expanding their business, but I did find some information that can be considered.

There has been a great deal of media exposure about kid's parties. In fact, just after last year's Mobile Beat Conference, Good Morning America did a story about kid's parties. This story (feel free to email me for links) took a look at how much parents spend on their kid's parties and showed some really out-

rageous spending. As part of this story, GMA used some footage from the TLC show "Outrageous Kids Parties" that included footage of a meeting between a mom and a children's party planner where the conversation was about their budget. The conversation went something like this:

PARTY PLANNER: "Do you have something in mind for a budget?"

MOM: "I was thinking around 15"

PARTY PLANNER: "Fifteen hundred? Or Fifteen THOUSAND?"

MOM: "Fifteen thousand!"

That's right, FIFTEEN THOUSAND DOLLARS (\$15,000) for a birthday party for a SIX YEAR OLD!

ABC also elaborated that kid's birthday parties are BIG business. A report from American Express found that British families alone spend over TWO BILLION DOLLARS on children's first birthday parties. But, like weddings, mitzvahs and corporate events, there are a couple of similarities.

One of the first ways that kid's parties are similar has to do with the concept of "keeping up with the Joneses", meaning the fact that parents want to try to out do what their children have experienced and seen at other kid's parties (Does this sound familiar?) The other similarity is that these events tend to create BIG profits, and have BIG expectations. But don't let that scare you! It can be fun to entertain younger audiences because they can also be easy to please.

As I mentioned earlier, in 2011 cable network TLC developed an entire reality show called "Outrageous Kids Parties" where they followed parents and

kids as they planned and threw some over the top parties for children. Watch some of these videos (you can find them on You Tube), and you will see the MOST EXTREME parties thrown for children and the costs involved.

The media exposure affiliated with kid's parties focuses on the extreme, and even "over the top", but those scenarios are rare in my experience as a children's entertainer. For the most part, I find that the majority of my bookings are repeat business because of the type of entertainment I provide, as well as the clientele I pursue. Kid's party bookings are also a HIGH source of referrals, not only for bookings of my services as a kid's party entertainer, but being a kid's entertainer has also yielded more bookings for me as a DJ entertainer for weddings and parties, as well as a contract doing in-game promotions with an independent league baseball team in my area.

Part of the secret to my success has been the result of hard work in developing an entertainment program that is unique, lots of networking and marketing, and putting my best work out during each performance. Entertaining kids is not something you can 'just do'...you really cannot just push play and expect kids to respond. Sometimes you need to be and act just like a kid to make it work for your audience. Your kid friendly personality needs to be friendly, fun, positive...and mostly FUNNY! Believe it or not, being silly works when entertaining for kids.

Your performance as a kid's party entertainer can also have lasting impact. In my market, I have achieved the identity as "The Bubble Man" as a result of the kid's entertainment I provide. A funny story of how you impact kids comes from a few years ago. I had

just finished performing a show that was open to the public, and on my way home, I needed to stop at the supermarket to pick up a few things. As I was walking in, (I was still dressed in my performance clothes) I ran into a family that had just attended my show. The children were excited to see me again as their parents and I chatted. After a few minutes, we went in our different directions inside the supermarket and I began shopping. As I was in the cereal aisle (my favorite aisle in the supermarket by the way!), I noticed their 5 year old son at the end of the aisle watching me. As I picked up a box of Honey Nut Cheerios, I heard him shout "Mommy, the Bubble Man is buying Cheerios!" At various times throughout the 20 minute visit to the supermarket, he would re-appear and shout out to his mother what I was buying. By the time I got to the checkout, the cashiers all knew I was "The Bubble Man", and even knew what was in my shopping cart!

As you can see, kid's entertainment can be fun, not just during the show! But more importantly, performing for children can be profitable and a great way to expand and grow your business, especially if you like kids. And you can even have some fun along the way!

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.

Porter Case®

PCi Injection Molded Trolley Case

Experience the 'Transformation'

Before and after your trip the CART feature is there when you need it. No need to struggle with additional luggage, get a Skycap, or rent an airport luggage cart, simply convert your PCi into the Cart position, stack your other items on top and roll them away.

It's Simple, Easy, and Fast.

It's a Tote... a Case...

View our Case to Cart Action Video
portercase.com

Six interior options for your specific needs

and a Cart... all in one!

For information on our entire line 800-356-8348 • portercase.com

Time To Tune Up Your Voice

By Dave Winsor

I recently received a voice over demo tape from a colleague. He wanted me to hear how much progress he had made with his speech and diction along with his ability to pull off some character voices. The difference was amazing. He was light years ahead of where he was a year ago. What made the difference? He got coached. What about you? What about your voice?

It's your instrument. You need to understand its abilities and limitations. Once you do, you'll truly know what you are capable of. Are you interested in learning a whole new way of speaking? If you are, let's go! By the way, lousy content and diction into a hot microphone only leads to a louder version of lousy content and diction. Garbage in, garbage out.

Where does your voice come from: Stomach, head, belly, throat or chest? Do you have a high pitched voice? Are you a boomer? Do you have a "noisy" mouth? I can help. All those descriptions come with advantages and limitations.

Here is the key: The relationship between your mouth and the microphone is exactly the same as the relationship between your mouth and the listeners' ear. You wouldn't scream into their ear to get your point across would you? So, don't scream into the mic either. People will listen to you, just get their attention and speak clearly and warmly.

"Uh, how can I speak warmly?" Ok, good question. Think of it this way, when you say "I Love You" to a significant other, I bet your voice is warm. Am I right? Just imagine you

are whispering those three words into that person's ear. That's the power of warm. Can you get to warm? Read this line out loud: "When I see you under the moonlight, your beauty takes my breath away!" I bet that was awkward. If it was, I think I know why.

You have to be able to get to the place of emotion, mentally in order to you to get there physically. Voice over work involves a lot of that type of thing. Now, ask yourself: "Am I anywhere close to this type of delivery?" Perhaps you are and if that's the case, keep working at it. If you're not, then you really need to work at it...NOW!

For me, this is an art form. Start paying attention to the voices on commercials that you hear. Really listen to what the person is saying, not with words, but with inflection. Try this exercise: "I really want a slice of that pizza." Read that as a sentence. Now, where was the emphasis? If you can't find it, try reading the sentence several times and each time you do, emphasize a different word. "I really want a slice of that pizza". "I REALLY want a slice of that pizza..." and so on. Notice how the structure changes?

My general tone is "friendly, everyday guy." I can create characters ranging from a friendly old man, to a cartoon character. I can make up voices for different occasions too.

Now I have a distinct sound and it has taken years of practice and patience. It's not an easy thing to do. I started with a voice that was coming from the back of my throat, and I've worked hard to get it down into my chest. How did I do that? Practice.

If your voice is located in your head then you need to develop your lower register through practice. If your voice is located in your belly, you'll REALLY need to develop a higher register through practice. But the most important part of this is that you need to vary your delivery to keep peoples attention. You've no doubt heard Ben Stein, "My eyes were dry" in the monotone delivery? He does that voice and it makes him money,

but I wouldn't want to be exposed to it for too long. Richard Simmons is someone who would also cause me to find a weapon if I had to listen to him too long. Love the enthusiasm, but add that to his delivery and POW... waaay over the top.

The two instances I just mentioned are very unique voices, Gilbert Gottfried is another.

So, how do you know where you are in vocal development and just as important, content development? Find someone who will walk you through all the stages of development. You should find a person who will develop a baseline of your voice as it is, and then help to create exercises to work on your areas of weakness.

The State Of The DJ

By DJ Avestan Kerenaoti

In a recent discussion on a DJ forum, it was asked how much time is spent preparing for a wedding. The disparity of responses was surprising to say the least, but what shocked me even more was the underlying discussion, concepts, and outright lunacy presented by some of the participants.

For example, one person said, "my prep time revolves around how much the client is willing to pay."

I have to be honest - that's the biggest load of crap I've heard in a long time and being around DJs; I've heard an awful lot of it. I can see it at the end of the night now as you talk with the couple, "I know I hosed the names during the introduction but if you had paid me more I would have spent the time in prep to do the job right." Yeah, I'm sure they'd LOVE that one.

If you're hired for someone's once in a lifetime event, shouldn't you put in as much time as necessary to insure you are a success? Letting the client dictate the number of hours you spend in prep isn't the dumbest thing I've ever heard, but it's right up there.

The TRULY sad thing is that no one even saw a red flag in that post. NOT ONE.

Instead, when it was suggested by another poster that the amount of time spent in prep didn't matter as long as the results were achieved.

The resulting diatribe was remarkable. Here's what that poster said, "Does it matter? 1 hour, 100 hours - doesn't matter. Using 'prep' time to justify your rates is a losing situation because if they want you cheaper they'll start trying to limit (prep).... I prep

You can get some great feedback from an independent source. You can't count on your wife, brother or girlfriend to be able to help you develop your own sound. They'll always tell you your voice sounds ok.

I've been broadcasting for over 30 years. I've read a lot of commercial copy, and have worked with some incredible coaches. They have been instrumental in my career. They have been guideposts in my development. You should have one too.

If you want, you can contact me at the email provided.

I'd love to hear you!

Dave Winsor can be reached at davewinsor@discjockeynews.com.

enough for me to feel comfortable. If that means 1 hour, 20 hours, or 100 or more then it's on me to do what I have to do to insure success."

Given an industry of people who dedicate themselves and even brag about achieving the bulk of their business through referrals, you would think that we would take ownership of our own performance. And yet here we are, time and time again, watching DJs rip our industry apart by piece mealizing themselves and their performances. They limit their own success through the short-sightedness of placing a price tag on their own preparation. I'm guessing that puts you right up there with Charlie Sheen and Allen Iverson because "We're talking about practice here. PRACTICE." Well, if you think you can handle a performance without practice, your ego is writing checks your talent can't cash.

Those that think they don't need practice are fooling themselves. Those that think placing the amount of practice they need in the hands of their clients are idiots. It's time for the DJ industry to pull it's head out of it's collective butt and really think about what they're doing and saying.

We are the creators of our own fate - well, we should be. Putting the success of an event in the hands of a client and what they're willing to pay is foolish at best. After all, who wants to hear at the end of the night "You know your wedding would have been better if you had just paid for more practice."

And THAT.... is the state of the DJ nation.

You can reach Avestan Kerenaoti at: avestan@discjockeynews.com

www.DJMikeWalter.com

RUNNING YOUR MULTI-OP

Advice on Recruiting, Training, Marketing & Sales and Managing for your Mobile DJ Company from the Most Recognized Authority in the Business

MICHAEL WALTER

"If there was a college course of study for running an ethical multi-op DJ company, this would be the text book." *Beau Kramer - Kramer Entertainment*

"All of the nuggets are delivered with enough real world experience and wit to keep the reader engaged." *Marcello Pedalino - MMP Entertainment*

"Mike's book is GREAT and packed full of tips, insights, tricks and information that will help you improve your business regardless if you are a single or multi system company." *Mitch Taylor - Taylored Weddings*

Get Your Copy Today!
Available in book or audio disc

OFFICIAL Numark N4 Launch! Get It Here First, Fast!

Numark has selected I DJ NOW as one of only two retailers in the country, to host the launch of the amazing

Numark® N4
4-Deck Digital DJ Controller & Mixer

List Price \$699
\$499
IN STOCK!
Usually Ships 3-5 Days

INCLUDES
serato dj intro

- Large touch sensitive control wheels
- 4 Deck Controller works with or without a computer
- Designed for DJs who want powerful capability in a lightweight, portable package

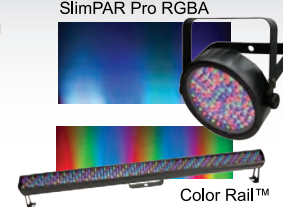
Powered
Speakers

Starting at
\$149



LED Wash
Lighting

Starting at
\$69



idjnow.com 1-800-355-7746

**Showrooms
Open 7 Days**

Long Island (631) 321-1700
1015 Sunrise Highway
West Babylon, NY 11704

Queens (718) 762-0100
181-24 Horace Harding Expy.
Fresh Meadows, NY 11365



Rentals Available. Call Store Locations For Details.

*Photos From***NAMM Show 2012**

Images from the American DJ/American Audio Booths



DJ Intelligence Top 50 Most Requested Wedding Songs

By www.djintelligence.com

Top 50 First Dance Songs			Top 50 Mother/Son Songs			Top 50 Bouquet Toss Songs		
1	Paisley, Brad	Then	1	Rascal Flatts	My Wish	1	Beyonce	Single Ladies (Put A Ring On It)
2	Train	Marry Me	2	Armstrong, Louis	What A Wonderful World	2	Lauper, Cyndi	Girls Just Want To Have Fun
3	Mraz, Jason & Colbie Caillat	Lucky	3	Boyz II Men	A Song For Mama	3	Weather Girls	It's Raining Men
4	James, Etta	At Last	4	Beatles	In My Life	4	Benatar, Pat	Hit Me With Your Best Shot
5	Adele	Make You Feel My Love	5	Lynyrd Skynyrd	Simple Man	5	Kool & The Gang	Ladies Night
6	Buble, Michael	Everything	6	Womack, Lee Ann	I Hope You Dance	6	Rihanna	Only Girl (In The World)
7	Lamontagne, Ray	You Are The Best Thing	7	Dion, Celine	Because You Loved Me	7	Buble, Michael	Haven't Met You Yet
8	Rascal Flatts	Bless The Broken Road	8	Stewart, Rod	Have I Told You Lately	8	Twain, Shania	Man! I Feel Like A Woman!
9	Lonestar	Amazed	9	Groban, Josh	You Raise Me Up	9	Ludacris Feat. Mystikal	Move B***H
10	Black Eyed Peas	I Gotta Feeling	10	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow	10	Furtado, Nelly	Maneater
11	Johnson, Jack	Better Together	11	Cole, Natalie With Nat King Cole	Unforgettable	11	Aguilera, Lil' Kim, Mya & Pink, Christina	Lady Marmalade
12	Mcgraw, Tim	My Best Friend	12	Stewart, Rod	Forever Young	12	Kelis	Milkshake
13	Presley, Elvis	Can't Help Falling In Love	13	Brickman, Jim Feat. Lady Antebellum	Never Alone	13	Queen	Another One Bites The Dust
14	Mcgraw, Tim With Faith Hill	It's Your Love	14	Hicks, Taylor	Do I Make You Proud	14	Little Big Town	Little White Church
15	Strait, George	I Cross My Heart	15	Rogers, Kenny	Through The Years	15	Blondie	One Way Or Another
16	Shelton, Blake	God Gave Me You	16	Chesney, Kenny	Don't Blink	16	Motley Crue	Girls, Girls, Girls
17	Urban, Keith	Only You Can Love Me This Way	17	King, Ben E.	Stand By Me	17	Springfield, Dusty	Wishin' And Hopin'
18	Urban, Keith	Making Memories Of Us	18	Brooks, Garth	It's Your Song	18	Mcbride, Martina	This One's For The Girls
19	Chesney, Kenny	Me And You	19	Midler, Bette	Wind Beneath My Wings	19	Ross, Diana & The Supremes	You Can't Hurry Love
20	Green, Al	Let's Stay Together	20	Wonder, Stevie	You Are The Sunshine Of My Life	20	Beyonce	Run The World (Girls)
21	Sinatra, Frank	The Way You Look Tonight	21	Adkins, Trace	Then They Do	21	Jackson, Michael	P.Y.T. (Pretty Young Thing)
22	Aerosmith	I Don't Want To Miss A Thing	22	Hill, Faith	There You'll Be	22	No Doubt	Just A Girl
23	Black Eyed Peas	Let's Get It Started	23	Sinatra, Frank	The Way You Look Tonight	23	Beastie Boys	Girls
24	Matthews Band, Dave	You And Me	24	Taylor, James	How Sweet It Is (To Be Loved By You)	24	Survivor	Eye Of The Tiger
25	Sade	By Your Side	25	Taylor, James	You've Got A Friend	25	Fergie Feat. Ludacris	Glamorous
26	Twain, Shania	From This Moment On	26	Fleetwood Mac	Landslide	26	Spice Girls	Wannabe
27	King, Ben E.	Stand By Me	27	Harris, Mark	Find Your Wings	27	Benatar, Pat	Love Is A Battlefield
28	Michaelson, Ingrid	The Way I Am	28	John, Elton	Your Song	28	702	Where My Girls At?
29	Paisley, Brad	She's Everything	29	Mcentire, Reba	He Gets That From Me	29	Beastie Boys	Hey Ladies
30	Clapton, Eric	Wonderful Tonight	30	Presley, Elvis	The Wonder Of You	30	Perry, Katy	California Gurls
31	Jones, Norah	Come Away With Me	31	Morrison, Van	Into The Mystic	31	Dixie Cups	Chapel Of Love
32	Rascal Flatts	I Won't Let Go	32	Wonder, Stevie	Isn't She Lovely	32	Fergie	Clumsy
33	Adams, Bryan	(Everything I Do) I Do It For You	33	Clapton, Eric	Wonderful Tonight	33	Guetta, David Feat. Flo Rida & Nicki Minaj	Where Them Girls At
34	Mraz, Jason	I'm Yours	34	Joel, Billy	Just The Way You Are	34	Orbison, Roy	Oh, Pretty Woman
35	Krauss, Alison	When You Say Nothing At All	35	John, Elton	Blessed	35	Hilson, Keri	Pretty Girl Rock
36	Snow Patrol	Chasing Cars	36	Travis, Randy	Angels	36	West, Kanye Feat. Jamie Foxx	Gold Digger
37	Big & Rich	Lost In This Moment	37	Underwood, Carrie	Mama's Song	37	Commodores	Brick House
38	Gray, David	This Years Love	38	Beach Boys	God Only Knows	38	Right Said Fred	I'm Too Sexy
39	Mccain, Edwin	I Could Not Ask For More	39	Collins, Phil	You'll Be In My Heart	39	Madonna	Material Girl
40	Journey	Faithfully	40	Jackson 5	I'll Be There	40	Stefani, Gwen	Hollaback Girl
41	Uncle Kracker	Smile	41	Shelton, Blake	The Baby	41	Aguilera, Christina	Candyman
42	Thompson Square	Are You Gonna Kiss Me Or Not	42	Beatles	Let It Be	42	Def Leppard	Pour Some Sugar On Me
43	Buble, Michael	Crazy Love	43	Dean, Billy	If There Hadn't Been You	43	Guetta, David Feat. Akon	Sexy Chick
44	K-Ci & Jojo	All My Life	44	Simon, Paul	Loves Me Like A Rock	44	James, Rick	Super Freak (Part 1)
45	Righteous Brothers	Unchained Melody	45	Beatles	All You Need Is Love	45	Kravitz, Lenny	American Woman
46	Morrison, Van	Someone Like You	46	Anka, Paul	Times Of Your Life	46	ABBA	Dancing Queen
47	Mccain, Edwin	I'll Be	47	Brooks, Garth	The Dance	47	Black Eyed Peas	I Gotta Feeling
48	Sinatra, Frank	Fly Me To The Moon	48	Carpenters	(They Long To Be) Close To You	48	Gaye, Marvin	Let's Get It On
49	Young Band, Eli	Crazy Girl	49	Diamond, Neil	Sweet Caroline	49	Ginuwine	Pony
50	Armstrong, Louis	What A Wonderful World	50	Jennings & Nelson	Mammas Don't Let You Babies			
Top 50 Father/Daughter Songs			Top 50 Bridal Party Songs					
1	Heartland	I Loved Her First	1	Black Eyed Peas	I Gotta Feeling			
2	Mcgraw, Tim	My Little Girl	2	Cupid	Cupid Shuffle			
3	Carlisle, Bob	Butterfly Kisses	3	Black Eyed Peas	Let's Get It Started			
4	Temptations	My Girl	4	Cocker, Joe	With A Little Help From My Friends			
5	Armstrong, Louis	What A Wonderful World	5	Lmfao Feat. Lauren Bennett	Party Rock Anthem			
6	Rascal Flatts	My Wish	6	Lawrence, Tracy	Find Out Who Your Friends Are			
7	Chapman, Steven Curtis	Cinderella	7	Rascal Flatts	My Wish			
8	Sinatra, Frank	The Way You Look Tonight	8	Armstrong, Louis	What A Wonderful World			
9	Beatles	In My Life	9	Buble, Michael	Everything			
10	Dion, Celine	Because You Loved Me	10	Kool & The Gang	Celebration			
11	Simon, Paul	Father And Daughter	11	Aerosmith	I Don't Want To Miss A Thing			
12	Wonder, Stevie	Isn't She Lovely	12	Brown, Chris	Forever			
13	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow	13	Johnson, Jack	Better Together			
14	Cole, Natalie With Nat King Cole	Unforgettable	14	Brown, Chris	Yeah 3x			
15	Mccain, Edwin	Walk With You	15	Journey	Faithfully			
16	Morrison, Van	Brown Eyed Girl						
17	Rucker, Darius	It Won't Be Like This For Long						
18	Fleetwood Mac	Landslide						
19	Wainwright Iii, Loudon	Daughter						
20	Mayer, John	Daughters						
21	Wicks, Chuck	Stealing Cinderella						
22	Vandross, Luther	Dance With My Father						
23	Womack, Lee Ann	I Hope You Dance						
24	Joel, Billy	Lullabye (Goodnight, My Angel)						
25	Martino, Al	Daddy's Little Girl						
26	Mcbride, Martina	In My Daughter's Eyes						
27	Midler, Bette	Wind Beneath My Wings						
28	Stewart, Rod	Forever Young						
29	Cocker, Joe	You Are So Beautiful						
30	King, Ben E.	Stand By Me						
31	Taylor, James	How Sweet It Is (To Be Loved By You)						
32	Paisley, Brad	He Didn't Have To Be						
33	Stewart, Rod	Have I Told You Lately						

DJ Intelligence Top 50 Most Requested Wedding Songs

By www.djintelligence.com

50	Hot Chocolate	You Sexy Thing	33	Connick, Jr., Harry	Recipe For Love	16	Daft Punk	One More Time
			34	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow	17	Gaye, Marvin	Let's Get It On
	Top 50 Garter Toss Songs		35	Lamontagne, Ray	You Are The Best Thing	18	Train	Marry Me
1	Queen	Another One Bites The Dust	36	Michaelson, Ingrid	The Way I Am	19	Brooks, Garth	Friends In Low Places
2	Gaye, Marvin	Let's Get It On	37	Big & Rich	Lost In This Moment	20	Brown, Chris	Forever
3	ZZ Top	Legs	38	Mars, Bruno	Just The Way You Are	21	Lamontagne, Ray	You Are The Best Thing
4	Nelly	Hot In Herre	39	Marley, Bob & The Wailers	Is This Love?	22	Spaniels	Goodnight Sweetheart
5	Hendrix, Jimi	Foxy Lady	40	Shelton, Blake	Honey Bee	23	Onerepublic	Good Life
6	Loggins, Kenny	Danger Zone	41	Dixie Cups	Chapel Of Love	24	Bon Jovi	Livin' On A Prayer
7	Clayton, Adam & Larry Mullen	Theme From Mission: Impossible	42	Presley, Elvis	Can't Help Falling In Love	25	Sister Sledge	We Are Family
8	Timberlake, Justin	Sexyback	43	James, Etta	At Last	26	Black Eyed Peas	I Gotta Feeling
9	Def Leppard	Pour Some Sugar On Me	44	Clarkson, Kelly	A Moment Like This	27	Paisley, Brad	Then
10	AC/DC	You Shook Me All Night Long	45	Mclachlan, Sarah	Ice Cream	28	Jones, Norah	Come Away With Me
11	Warrant	Cherry Pie	46	U2	Beautiful Day	29	Matthews Band, Dave	You And Me
12	Yello	Oh Yeah	47	Connick, Jr., Harry	It Had To Be You	30	Sinatra, Frank	The Way You Look Tonight
13	ZZ Top	Sharp Dressed Man	48	Counting Crows	Accidentally In Love	31	Beatles	All You Need Is Love
14	Hammer, M.C.	U Can't Touch This	49	Foundations	Build Me Up Buttercup	32	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow
15	Van Halen	Hot For Teacher	50	Armstrong, Louis	What A Wonderful World	33	Kool & The Gang	Celebration
16	Right Said Fred	I'm Too Sexy				34	Sharpe, Edward & The Magnetic Zeros	Home
17	Tone Loc	Wild Thing		Top 50 Wedding Introduction Songs		35	Aerosmith	I Don't Want To Miss A Thing
18	Jay-Z Feat. UGK	Big Pimpin'	1	Black Eyed Peas	I Gotta Feeling	36	Mcgraw, Tim With Faith Hill	It's Your Love
19	Georgia Satellites	Keep Your Hands To Yourself	2	Brown, Chris	Forever	37	Mraz, Jason & Colbie Caillat	Lucky
20	Cocker, Joe	You Can Leave Your Hat On	3	Black Eyed Peas	Let's Get It Started	38	Take That	Never Forget
21	Rose, David And His Orchestra	The Stripper	4	Lmfao Feat. Lauren Bennett And Goon Rock	Party Rock Anthem	39	Derulo, Jason	Don't Wanna Go Home
22	Salt-N-Pepa	Whatta Man	5	U2	Beautiful Day	40	Journey	Faithfully
23	Survivor	Eye Of The Tiger	6	T.I. Feat. Jay-Z	Bring 'Em Out	41	McLean, Don	American Pie
24	Flight Of The Conchords	Business Time	7	Kool & The Gang	Celebration	42	Rascal Flatts	Bless The Broken Road
25	Presley, Elvis	A Little Less Conversation	8	Franti, Michael & Spearhead	Say Hey (I Love You)	43	AC/DC	You Shook Me All Night Long
26	Hot Chocolate	You Sexy Thing	9	Survivor	Eye Of The Tiger	44	Lonestar	Amazed
27	Inner Circle	Bad Boys (Theme From Cops)	10	Cruz, Taio	Dynamite	45	Presley, Elvis	Can't Help Falling In Love
28	Thorogood, George & The Destroyers	Bad To The Bone	11	AC/DC	Thunderstruck	46	Adele	Make You Feel My Love
29	Flo Rida Feat. Keisha	Right Round	12	Pitbull Feat. Ne-Yo, Afrojack & Nayer	Give Me Everything	47	Mars, Bruno	Just The Way You Are
30	Mancini, Henry	The Pink Panther Theme	13	Pink	Get The Party Started	48	Bill Medley & Jennifer Warnes	I've Had The Time Of My Life
31	Baha Men	Who Let The Dogs Out	14	Sister Sledge	We Are Family	49	Cascada	Evacuate The Dancefloor
32	Weather Girls	It's Raining Men	15	Queen	Another One Bites The Dust	50	Cole, Natalie	This Will Be (An Everlasting Love)
33	Beyonce	Single Ladies (Put A Ring On It)	16	Beyonce Feat. Jay-Z	Crazy In Love			
34	Kravitz, Lenny	American Woman	17	Beatles	All You Need Is Love		Top 50 Money Dance Songs	
35	Beastie Boys	Girls	18	Cole, Natalie	This Will Be (An Everlasting Love)	1	Armstrong, Louis	What A Wonderful World
36	Mcgraw, Tim	Real Good Man	19	Wonder, Stevie	Signed, Sealed, Delivered I'm Yours	2	Clapton, Eric	Wonderful Tonight
37	Black Eyed Peas	I Gotta Feeling	20	Black Eyed Peas	The Time (Dirty Bit)	3	Barenaked Ladies	If I Had \$1,000,000
38	Village People	Macho Man	21	Pink	Raise Your Glass	4	Sinatra, Frank	The Way You Look Tonight
39	Paisley, Brad	I'm Still A Guy	22	Daft Punk	One More Time	5	Womack, Lee Ann	I Hope You Dance
40	Stewart, Rod	Da Ya Think I'm Sexy?	23	Aerosmith	Walk This Way	6	Pink Floyd	Money
41	Conti, Bill	Gonna Fly Now (Theme From Rocky)	24	Heavy D. & The Boyz	Now That We Found Love	7	Buble, Michael	Save The Last Dance For Me
42	Jackson, Michael	The Way You Make Me Feel	25	Parsons Project, Alan	Sirius	8	Mccoys, Travie Feat. Bruno Mars	Billionaire
43	Lee, Peggy	Fever	26	Katrina And The Waves	Walking On Sunshine	9	Miller Band, Steve	Take The Money And Run
44	Motley Crue	Girls, Girls, Girls	27	Timberlake, Justin	Sexyback	10	Rascal Flatts	My Wish
45	Ginuwine	Pony	28	Europe	The Final Countdown	11	Cocker, Joe	With A Little Help From My Friends
46	Derulo, Jason	Ridin' Solo	29	Guns N' Roses	Welcome To The Jungle	12	Taylor, James	You've Got A Friend
47	Lmfao	Sexy And I Know It	30	Queen	You're My Best Friend	13	Buble, Michael	Everything
48	Benatar, Pat	Hit Me With Your Best Shot	31	Verve	Bitter Sweet Symphony	14	King, Ben E.	Stand By Me
49	Commodores	Brick House	32	Coldplay	Viva La Vida	15	Aerosmith	I Don't Want To Miss A Thing
50	Prince	Kiss	33	2 Unlimited	Get Ready For This	16	Big & Rich	Lost In This Moment
			34	Darkness	I Believe In A Thing Called Love	17	John, Elton	Can You Feel The Love Tonight
	Top 50 Cake Cutting Songs		35	Dropkick Murphys	I'm Shipping Up To Boston	18	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow
1	Archies	Sugar, Sugar	36	Jackson, Michael	The Way You Make Me Feel	19	Morrison, Van	Brown Eyed Girl
2	Taylor, James	How Sweet It Is (To Be Loved By You)	37	Metallica	Enter Sandman	20	O'Jays	For The Love Of Money
3	Def Leppard	Pour Some Sugar On Me	38	Right Said Fred	I'm Too Sexy	21	Turner, Josh	Why Don't We Just Dance
4	U2	Sweetest Thing	39	Sharpe, Edward & The Magnetic Zeros	Home	22	Mraz, Jason	I'm Yours
5	Four Tops	I Can't Help Myself (Sugar Pie, Honey Bunch)	40	Journey	Don't Stop Believin'	23	Mraz, Jason & Colbie Caillat	Lucky
6	Mraz, Jason & Colbie Caillat	Lucky	41	Brown, Chris	Yeah 3x	24	Paisley, Brad	She's Everything
7	Plain White T's	1,2,3,4 (I Love You)	42	Hall, Daryl & John Oates	You Make My Dreams Come True	25	Warwick, Dionne & Friends	That's What Friends Are For
8	Johnson, Jack	Better Together	43	Mars, Bruno	Marry You	26	Wonder, Stevie	Isn't She Lovely
9	Buble, Michael	How Sweet It Is	44	Cole, Nat King	L-O-V-E	27	ABBA	Money, Money, Money
10	Beatles	When I'm Sixty-Four	45	Mars, Bruno	Just The Way You Are	28	Brooks, Garth	Friends In Low Places
11	Cole, Nat King	L-O-V-E	46	Mraz, Jason	I'm Yours	29	Jackson 5	I'll Be There
12	Average White Band	Cut The Cake	47	Usher Feat. Ludacris & Lil' Jon	Yeah	30	James, Etta	At Last
13	Mraz, Jason	I'm Yours	48	James, Etta	At Last	31	John, Elton	Your Song
14	Uncle Kracker	Smile	49	Lmfao	Sexy And I Know It	32	Journey	Faithfully
15	Cake	Love You Madly	50	Idol, Billy	White Wedding	33	Lonestar	Amazed
16	Sinatra, Frank	Love And Marriage				34	Mars, Bruno	Just The Way You Are
17	Buble, Michael	Everything		Top 50 Last Dance Songs		35	Presley, Elvis	Can't Help Falling In Love
18	Thompson Square	Are You Gonna Kiss Me Or Not	1	Buble, Michael	Save The Last Dance For Me	36	Shelton, Blake	Honey Bee
19	Benatar, Pat	Hit Me With Your Best Shot	2	Medley, Bill & Jennifer Warnes	(I've Had) The Time Of My Life	37	Swift, Taylor	Love Story
20	Martin, Dean	That's Amore	3	Journey	Don't Stop Believin'	38	'N Sync (God Must Have Spent)	A Little More Time On You
21	Caillat, Colbie	I Do	4	Summer, Donna	Last Dance	39	Aerosmith	Angel
22	Queen	You're My Best Friend	5	Semisonic	Closing Time	40	Beatles	All You Need Is Love
23	Cole, Natalie	This Will Be (An Everlasting Love)	6	Black Eyed Peas	The Time (Dirty Bit)	41	Beatles	Can't Buy Me Love
24	Train	Marry Me	7	Clapton, Eric	Wonderful Tonight	42	Beatles	Money (That's What I Want)
25	Beatles	All You Need Is Love	8	Green Day	Time Of Your Life (Good Riddance)	43	Brad Paisley	Then
26	Sonny & Cher	I Got You Babe	9	James, Etta	At Last	44	Cole, Nat King	L-O-V-E
27	Swift, Taylor	Today Was A Fairytale	10	Swift, Taylor	Today Was A Fairytale	45	Jackson, Alan	Remember When
28	Matthews Band, Dave	You And Me	11	Joel, Billy	Piano Man	46	K-Ci & JoJo	All My Life
29	Mcgraw, Tim	My Best Friend	12	Sinatra, Frank	New York, New York	47	Lopez, Jennifer	Love Don't Cost A Thing
30	Sugarland	Stuck Like Glue	13	Armstrong, Louis	What A Wonderful World	48	Ludacris Feat. Pharrell	Money Maker
31	Turtles	Happy Together	14	Diamond, Neil	Sweet Caroline	49	Mcknight, Brian	Back At One
32	Aguilera, Christina	Candyman	15	Money, Eddie	Take Me Home Tonight	50	Rascal Flatts	Bless The Broken Road

Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM
1	Rihanna	We Found Love		201140	128
2	Flo Rida	Good Feelin		201137	128
3	Bruno Mars	It Will Rain		201140	75
4	David Guetta	Without You	Usher	201136	128
5	LMFAO	Sexy and I know it		201133	130
6	J Cole	Workout	Edit N**ga, S**t	201126	93
7	Lady Gaga	Marry the Night		201145	131
8	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101
9	Jason Derulo	It Girl		201133	92
10	Drake	Headlines		201132	76
11	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91
12	Maroon 5/Aguilera	Moves Like Jagger		201132	128
13	Pitbull/w Chris Brown	International Love		201140	120
14	Lil Wayne	How to Love		201123	77
15	Cobra Starship	You Make Me Feel		201120	132
16	Britney Spears	I Wanna Go		201124	131
17	Nicki Minaj-Rihanna	Fly		201132	120
18	Rihanna	You Da One		201147	127
19	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128
20	New Boyz	Better with the Lights on		201120	112
21	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131
22	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90
23	Alexandra Stan	Mr. Saxobeat		201119	127
24	David Guetta/Nicki Minaj	Turn Me on			
25	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71
26	Love you Like a Love Song		Selena Gomez	201131	119
27	Nicki Minaj	Super Bass		201115	127
28	Earworm	United States Of Pop 2011	Usually quick lived. Play it now.		
29	Self Back Home	Gym Class Heroes		201203	130
30	Tonight is the Night	Outasight		201142	120

Recurrents- (Still popular)

Karmin	Crash Your Party		201144	96
Sean Paul	Got 2 Luv		201129	92
David Guetta	Where them Girls at	FloRida-Nicki Minaj	201119	130
T-Pain	Best Love Song	Chris Brown	201108	81
Lady Gaga	The Edge of Glory		201120	128
Chris Brown	She Ain't You		201114	91
Bruno Mars	Lazy Song		201108	87
Beyonce	Best Thing I Never Had		201124	100
Lupe Fiasco	The Show Goes on		201045	72
Black Eyed Peas	Just Can't Get Enough		201106	94
Jennifer Lopez	I'm Into You	Lil Wayne	201115	84
Wiz Khalifa	Roll Up		201106	94
Adele	Rolling in the Deep		201048	105
Britney Spears	Til The World Ends		201111	133
Katy Perry	ET			105
Tinie Tempah	Written in the Stars	Eric Turner	201104	93
Hold it against Me	Britney Spears		201103	134
Lady Gaga	Born This Way		201102	120
Usher	More		201047	125

Enrique Iglesias	Tonight	Ludacris	201047	126
Ke\$ha	Blow		201102	120
Pitbull	Rain on Me	Marc Anthony	201125	128
Far East Movement	Rocketeer	Ryan Tedder	201047	96
Chris Brown	Yeah 3X		201044	129
Katy Perry	Firework		201041	124
Keri Hilson	Pretty Girl Rock		201042	80
Mike Posner	Bow Chicka Wow Wow		201107	74
Taio Cruise-Travie MacCoy		Higher	201102	128
Nelly	Gone	Kelly Rowland	201101	73
Bruno Mars	Grenade		201044	111
Chris Brown	Deuces		201031	74
Rihanna	What's My Name		201043	100
Edward Maya-Mia Martina		Stereo Love	201013	127
Pink	Raise Your Glass		201041	122
Flo Rida	Who Dat Girl		201046	125
Nelly	Just a Dream		201032	90
Enrique Iglesias	I Like It	Pitbull	201019	129
Rihanna	Only Girl (In the world)		201037	126
Pitbull	Hey Baby		201037	128
Black Eyed Peas	The Time (Dirty Bit)		201045	128
Mann	Buzzin		201050	104
Will.I.am	Check it Out	Nicki Minaj	201037	130
Katy Perry	Teenage Dream		201031	120
KE\$HA	We R Who We R		201043	120
Mike Posner	Please Don't Go		201034	121

Do Not Play

Tyga	Rack City	Always interesting to see how the Rap thugs in the industry can warp their lyrics to be even more depraved than the last guy's disgusting lyrics. So this song references sex with your grandma and lowers the bar once again and that's just a small part of why you should steer clear of this
Big Sean	Dance (A**)	I tried counting the number of times Big Sean sang the word A** and M**her F**ker in this song, but lost count after 30 and 15 respectively. I can't help but think it is point of pride for him to brag to his rap buddies..." Do you know how many times I sang blah blah." I can't otherwise grasp the point of doing it. Sad thing this is the #3 song in the nation on Rhythmic Top 40 stations
Dev	In the Dark	The blatant and repeated " I gotta sex drive to push the start" Will drive the Principal mad. Better pass
Will. I. am	T.H.E- (The hardest ever)	What's the first thing that comes to your mind when you see this song? Yup. That's what it is all about. Nothing much hidden here
Ass Back Home	Gym Class Heros	There is a version of this song with the A** clipped out...but what's the sense of it...the song's title includes ASS. Whether you play it or not, the kids will request and sing it....the A word is prominent
The Motto	Drake	The F bomb jumps out in the first three words of the song, the E word in the second sentence, more F words throughout than I cared to count, a couple of N words and this is Drake rubbish
Beyonce	Party	The cleaned up version eliminates the f bomb and other objectionable words....but the innuendo leaves almost nothing to the imagination. This song is pretty nasty
Taio Cruz w/ Flo Rida	Hangover	As the title suggests. A drinking song. Clearly promotes getting trashed
Wiz Khalifa-Snoop Dog	Young, Wild and Free	The chorus and first two lines: So what we get drunk , So what we smoke weed
Britney Spears	Criminal	Glorifying guns and killing
B.O.B w/ Lil Wayne	Strange Clouds	Strange Clouds has nothing to do with the forecast. The strange clouds in this song are the ones formed by smoking pot...this is an anthem to getting wasted

88

The one and only
DJ Cruise

MARCH 5-10, 2012

New Orleans –
Yucatan – Cozumel

JOIN DJs AND OTHER WEDDING PROFESSIONALS ON THIS SEMINAR AT SEA!

EVERYBODY IS WELCOME...EVEN YOUR FAMILY, FRIENDS AND CLIENTS.

Call (805) 382-4386 for current pricing!

Speakers: Andy Ebon - Ryan Burger - David Wyatt - Vickie Musni...and more!

Come party in New Orleans before the cruise!

www.DJCruise.com ☼ DJDebbie@DJCruise.com



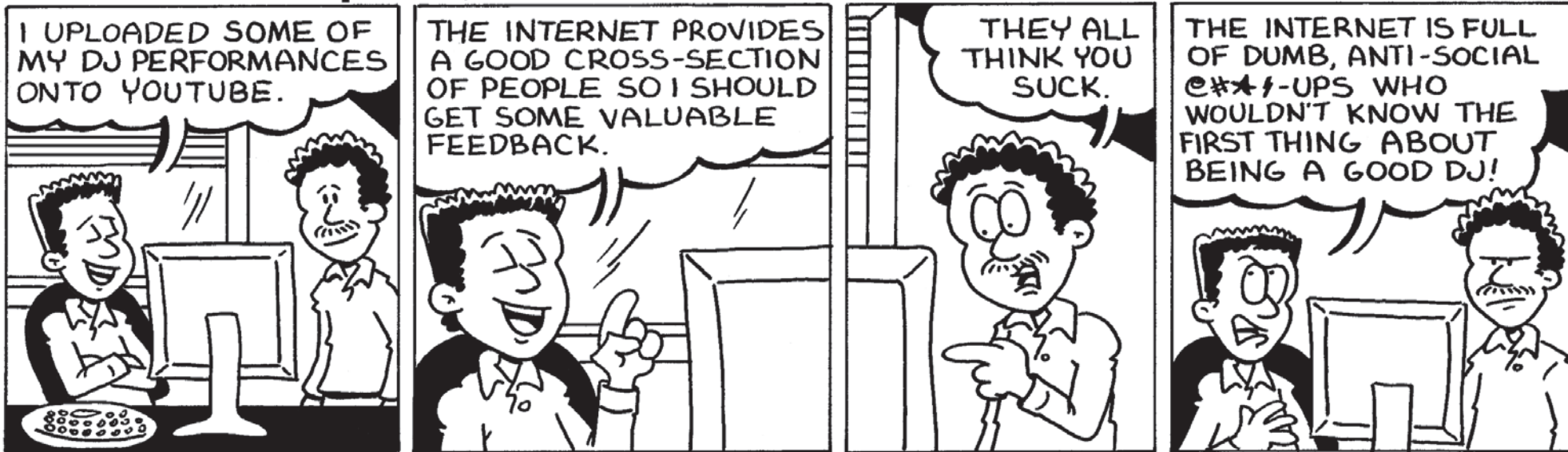
Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Rihanna	We Found Love	1	Eric Church	Drink In My Hand	1	Adele	Someone Like You
2	Bruno Mars	It Will Rain	2	Luke Bryan	I Don't Want This Night To End	2	Lady Antebellum	Just A Kiss
3	Katy Perry	The One That Got Away	3	Chris Young	You	3	Onerepublic	Good Life
4	Flo Rida	Good Feeling	4	David Nail	Let It Rain	4	Band Perry	If I Die Young
5	LMFAO	Sexy And I Know It	5	Zac Brown Band	Keep Me In Mind	5	Adele	Rolling In The Deep
6	Selena Gomez	Love You Like A Love Song	6	Band Perry	All Your Life	6	Kelly Clarkson	Mr. Know It All
7	Adele	Set Fire To The Rain	7	Kenny Chesney	Reality	7	Colbie Caillat	Brighter Than The Sun
8	Gym Class Heroes	Stereo Hearts	8	Keith Urban	You Gonna Fly	8	Lady Gaga	The Edge Of Glory
9	Jessie J	Domino	9	Martina McBride	I'm Gonna Love You Through It	9	Maroon 5 & C.Aguilera	Moves Like Jagger
10	Maroon 5 & C.Aguilera	Moves Like Jagger	10	Dierks Bentley	Home	10	Jason Aldean	Don't You Wanna Stay
11	Gavin DeGraw	Not Over You	11	Toby Keith	Red Solo Cup	11	Gavin DeGraw	Not Over You
12	J. Cole	Workout	12	Hunter Hayes	Storm Warning	12	Adele	Set Fire To The Rain
13	Cobra Starship	You Make Me Feel	13	George Strait	Love's Gonna Make It Alright	13	Katy Perry	The One That Got Away
14	T-Pain	5 O'Clock	14	Brad Paisley	Camouflage	14	Script	Nothing
15	Drake	Headlines	15	Jake Owen	Alone With You	15	Lady Gaga	You And I
16	Jay-Z & Kanye West	N***** In Paris	16	Justin Moore	Bait A Hook	16	Daughtry	Crawling Back To You
17	Lady Gaga	Marry The Night	17	Taylor Swift	Ours	17	Bruno Mars	It Will Rain
18	Rihanna	You Da One	18	Edens Edge	Amen	18	Seal	Let's Stay Together
19	Hot Chelle Rae	I Like It Like That	19	Montgomery Gentry	Where I Come From	19	Hot Chelle Rae	Tonight Tonight
20	Breathe California	Blackout	20	Sara Evans	My Heart Can't Tell You No	20	Fray	Heartbeat
21	Gym Class Heroes	Self Back Home	21	Scotty McCreery	The Trouble With Girls	21	Doobie Brothers	Brighter Day
22	Pitbull	International Love	22	Billy Currington	Like My Dog	22	Daryl Hall	Talking To You
23	Kelly Clarkson	Mr. Know It All	23	Lady Antebellum	Dancin' Away With My Heart	23	Margo Rey	Let The Rain
24	Outasight	Tonight Is The Night	24	Blake Shelton	Drink On It	24	Foster The People	Pumped Up Kicks
25	Fray	Heartbeat	25	Lee Brice	A Woman Like You	25	Christina Perri	A Thousand Years
26	Wiz Khalifa	Young, Wild & Free	26	Tim McGraw	Better Than I Used To Be	26	Gym Class Heroes	Stereo Hearts
27	Big Time Rush	Music Sounds Better With U	27	Faith Hill	Come Home	27	Nickelback	When We Stand Together
28	Kelly Clarkson	Stronger (What Doesn't Kill You)	28	Craig Morgan	This Ole Boy	28	Rihanna	We Found Love
29	Will.i.am	T.H.E.	29	Chris Cagle	Got My Country On	29	Cobra Starship	You Make Me Feel
30	Big Sean	Dance (A\$\$)	30	Kip Moore	Somethin' 'OBout A Truck	30	Kelly Clarkson	Stronger (What Doesn't Kill You)
Urban			Rock			Alternative		
1	Wale	Lotus Flower Bomb	1	Nickleback	Bottoms Up	1	Black Keys	Lonely Boy
2	Drake	Make Me Proud	2	Bush	The Sound Of Winter	2	Foo Fighters	These Days
3	Big Sean	Dance (A\$\$)	3	Foo Fighters	Walk	3	Young The Giant	Cough Syrup
4	Rick Ross	You The Boss	4	Staind	Not Again	4	Red Hot Chili Peppers	Monarchy Of Roses
5	Beyonce	Party	5	Van Halen	Tattoo	5	Cage The Elephant	Aberdeen
6	Jay-Z & Kanye West	N***** In Paris	6	Chevelle	Face To The Floor	6	Bush	The Sound Of Winter
7	J. Cole	Can't Get Enough	7	Pop Evil	Monster You Made	7	Switchfoot	Dark Horses
8	Young Jeezy	I Do	8	Seether	Tonight	8	Blink-182	After Midnight
9	T-Pain	5 O'Clock	9	Sixx A.M.	Lies Of The Beautiful People	9	Chevelle	Face To The Floor
10	Lil Wayne	She Will	10	Shinedown	Bully	10	Foster The People	Don't Stop (Color On The Walls)
11	Beyonce	Countdown	11	Red Hot Chili Peppers	Adventures Of Rain Dance	11	Awolnation	Not Your Fault
12	Wale	That Way	12	Adelitas Way	The Collapse	12	Florence + The Machine	Shake It Out
13	Jay-Z & Kanye West	Gotta Have It	13	Foo Fighters	These Days	13	Seether	Tonight
14	Chris Brown	Strip	14	Avenged Sevenfold	Buried Alive	14	Rise Against	Satellite
15	Waka Flocka Flame	Round Of Applause	15	Sixx A.M.	This Is Gonna Hurt	15	Gotye	Somebody That I Used To Know
16	Mary J. Blige	Mr. Wrong	16	Black Keys	Lonely Boy	16	Fun.	We Are Young
17	Melanie Fiona	4am	17	Five Finger Death Punch	Remember Everything	17	Naked And Famous	Punching In A Dream
18	Tyga	Rack City	18	Red Hot Chili Peppers	Monarchy Of Roses	18	Grouplove	Tongue Tied
19	Drake	The Motto	19	Kenny Wayne Shepherd	Come On Over	19	Shinedown	Bully
20	Diggy	Do It Like You	20	Volbeat	A Warrior's Call	20	Korn	Narcissistic Cannibal
21	Monica	Until It's Gone	21	Korn	Narcissistic Cannibal	21	Cake	Mustache Man
22	Kirko Bangz	Drank In My Cup	22	Disturbed	Hell	22	Neon Trees	Everybody Talks
23	Robin Thicke	Pretty Lil' Heart	23	Art Of Dying	Get Thru This	23	Airborne Toxic Event	All I Ever Wanted
24	B.o.B.	Strange Clouds	24	Black Stone Cherry	In My Blood	24	Jane's Addiction	Underground
25	Miguel	Girls Like You	25	Jane's Addiction	Underground	25	Everlast	I Get By
26	Elle Varner	Only Wanna Give It To You	26	Papa Roach	No Matter What	26	Joy Formidable	A Heavy Abacus
27	Future	Go Harder	27	New Medicine	Race You To The Bottom	27	Of Monsters And Men	Little Talks
28	Mindless Behavior	Girls Talkin' 'OBout	28	Theory Of A Deadman	Bitch Came Back	28	Avenged Sevenfold	Buried Alive
29	Meek Mill	House Party	29	Megadeth	Public Enemy No. 1	29	Adele	Set Fire To The Rain
30	CJ Hilton	Cold Summer	30	Queensryche	Get Started	30	Shins	Simple Song

A Different Spin by Jason Nocera

www.nichecartoons.com



The Path

By Bill Hermann

DJs often contact me and say that they want to move themselves and their performances to the next level.

The next level. It's a strange way to start a conversation with anyone. To say that you must think that there are only certain levels and we are all...at one point or another... standing on one. Waiting to rise to the next. Like there is a formula or a key or that magic bullet or that mystical elixir that will finally put us up at the final rung of the ladder to finally say, "WE DID IT!" We're HERE!"

But the secret is that if you really want what you perceive others have... be it admiration for your talent, fame, money or ease of lifestyle... you have to finally come to the realization that there is no finish line... there is no diploma or award or finish line tape... there is only work... constant work that is designed to move you forward. Work that is always challenging you. Challenging you intellectually, artistically and creatively. Work that will challenge your idea of what is real, what is normal, and finally what works and doesn't work.

You have seen those people that SEEM to be successful at everything they try and it just comes easy for them. Those people that promote they have the skills to do whatever they do with ease so they

don't need to work on their craft. Practice is a negative word in their world and they spend most of their time putting themselves in situations that they will mostly fail because they are not prepared.

People who physically work-out understand this all too well. To have your muscles grow you must push them to the edge of or beyond failure regularly with time to rest. This strengthens muscles and makes it easy to call on them for easier tasks than what is called for in the gym.

It is the same for wedding performers who want to become better at their performance. A great music mix DJ could study with another mix master and probably pick up a trick or two that he might copy but the if the same DJ chooses to study music from a pianist or a percussionist... that DJ will (without knowing it) begins to look at what he does from angles that no other DJ does, like using measured beats and harmonics to match his mixes and mix his tempos creating art that no one has ever heard, from art that already exists. A current trend that shows this is that of the mashup and its explosion of evolution. My favorite mashup artist being "Girl Talk."



An MC can watch other MCs all day. He can study routines and read joke books

and mimic what he sees around him and have a certain level of success, but to be truly innovative you must study the craft as a whole. From the structures of how great performances are presented to how to use your body and your voice. What you can make your body and voice do and how to reproduce it when you call upon it.

Voice actors know their instrument so



well that they can get it to do whatever they wish in a instant m a k - ing what t o o k years of s t u d y a n d practice look like child's play and solidifying him

or her as a true professional. You don't think Robin Williams was born with that remarkable gift do you? His child's play was honed at Julliard and now with ease he can move you to tears with a Shakespeare Sonnet or have you on the floor gasping for air while he channels Elmer Fudd.

Ok, you might say "but it all sounds so overwhelming.... Where do I start?" Trust me, the where to start is not as important as just starting. If you want to be a better business man then find a master businessman... someone you admire and take the course he suggests, especially if it frightens you. You want to be better in front of a room full of people... then find a performance course. Which one? ANY ONE! Performance courses are about polishing

your performance skill. Acting classes, dance classes, music classes, movement classes, voice instruction, writing courses... I can go on and on. Anything you take will help you move forward; but no one thing alone will be the one that pushes you across the finish line.

You won't take an acting class and say "... ok I got this." It doesn't work like that... there is no finish line... ask Robert Deniro or Robin Williams... ask Michael Jordan or Tiger Woods... ask BB King or Eric Clapton... Ask Mark Ferrell... ask me. I'll tell you. There is a path... it's just a long path and the rockier the path you choose to go down... the more difficult and filled with obstacles, the faster you will grow. The path doesn't end... it is only the person on the path that can choose to make it easier or more challenging... Don't think he has made it to the finish line, because there is no finish line. There is no prize... no gold ring... no diploma... you see, the wise man just stays on the path and continues moving forward... because most people (your competition) thinks there is a finish line and they will stop. While you continue to reinvent yourself and your performance with every twist and turn on your glorious path.

Bill Hermann is the owner and operator of "Bill Hermann Entertainment" in Minneapolis/St Paul, MN. Bill is a nationally known Wedding Entertainer and Speaker and is hosting a rare opportunity for a limited amount of people to attend an all day hands on workshop on Monday, June 13th and Tuesday June 14th 2011 in Chicago, Illinois.

Spots are very limited for "The Entertainment Experience Seminar and Workshop" on Monday, June 13th and Tuesday June 14th 2011.

To reserve your slot or for more information, go to BillCreates.com today

ArmDJs 5.0

A two day DJ Conference that will change your DJ Business forever.



Gary Vaynerchuk

Business Keynote

June 19th/20th 2012

Greeneville, TN

Get Your Pass Today!

ArmDJs.com



Performance Keynote

Product Review: DigiGames TM-140 Keypad System

DJs performing games at mobile events isn't anything new. DJs have been playing games at dances since the first time the music stopped and everyone sat down. In the last 15 years the game-show-at-an-event offerings have really matured with a variety of large gameshow podiums and scoring devices which brought the game show experience to mobile events. But, the biggest downfalls were the additional setup needed for a fun game show and the limited number of participants that could play in an evening.

Enter the talented people at DigiGames and their amazing products designed for mobile DJs.

I personally do many events each year with a variety of games. Some are quick, no-props games; and some are the full blown staged gameshow set ups. I love doing the gameshow events, but I HATE the extra setup and tear down associated with those events.

So, when DigiGames came out with the TM-140 Keypad System, I was VERY interested!

I do video screens at most of my shows. I was looking for something that I could easily add to my video show, that didn't take a ton of extra set up time, and would be fun for the guests to play.

I also wanted something that would have more than four players participating at a time.

The TM-140 is a wireless, computer controlled system that works with the DigiGames Trivia Party Pack. You can buy systems for 5 players/teams at a time all the way up to 50 players/teams.

Each team has an audience response pad (about the size of a small block of wood) which has a buzz button along with A, B, C, and D option buttons for multiple choice questions. You can spread the wireless remotes around the room to the players at their tables and all of a sudden, you have 50-100 people playing a game as 10 teams (using 10 remotes).

You can customize the games to fit your corporate clients with their questions for an amazing night of trivia and

fun! You can make up your own questions or you can use some of the onboard sample questions. You can play a game where every team can answer and win points with each question, or have a game where the first to buzz in can answer the question!

My personal favorite has been to set up a custom game board I have created with a mix of photos and multiple choice trivia questions for a total of 30 questions on the board with one final round question. You can set up number of questions/columns/rows in the software. The games I set up are organized into six categories with five questions in each category. You can set the points per question as all being a same (example, you get 50 points for a correct answer regardless of which row or column the question you answer correctly came from), or you can set the board to each row goes up in amount.

Once you have the board up, you can click to uncover questions just like the actual TV game show. It is pretty neat for your players to take "80s trivia for 100" and the game show host clicks on the board to reveal the question for all players to see.

I like to run the game with all teams being able to answer the question and correct answers adds to their score. You can set it where incorrect answers subtract from the score, but I do not like

negative numbers on the board.

All teams are in for the whole game and all can answer the questions. You move from your audience being passive observers of a handful of people playing the game to having the entire room playing!

A round of about 30 questions takes about 30 minutes to play through. Some questions can be easy and the teams register their answers quickly. Some questions take a bit more time (and some on the teams use their smart phones to look up answers!) Once the last team answers (you can see which have logged

feel is just like being in a trivia bar!

The system I used lists on the DigiGame's website for \$1299 (a ten player system). I can see though that my next investment will be to buy the next ten response keypads to make it a 20 person/team game.

Set up: It does take a bit of time to customize a game. There is a game show editor which allows you to set up the questions, the answers, insert video audio or photos, and set the fonts/color/background to fit your look. It took a while to get the hang of the whole customizing process, but after the first game, each game took about one hour to program.

Set up at the event: If you have video capabilities already, it is just a matter of connecting the USB receiver to your computer, fire up the software, put batteries in the remotes, and off you go! There isn't a ton of setup for extra gear beyond batteries and handing out the remotes!

I REALLY like games that are quick to get started at the event (start the program, hand out remotes) and are fun for the whole crowd.

Some notes from the DigiGames website:

The TM-140 Audience Response Keypad System:

- Easy to hold with rubber-grip sides.
- Tool-less battery access (9V Batteries included).
- Audience voting pads have a 500' effective range.
- Works with DigiGames software Party Pack, Trivia Ladder, and Audience Poll Pro.
- Expandable to 600 simultaneous pads.
- All DigiGames products include a 1 year full warranty.

If you perform for corporate events, bars, or even have a wedding needing a neat dinner activity; take some time to check out the TM-140 system from DigiGames.

For more information, visit: <http://www.digigames.com>.



their answers on your computer screen as well as the main gameshow screen), the game then shows the correct answer, shows which teams had the correct answer, and it gives you the running total for all teams.

The response has been HUGE for this addition to my corporate game show offering. More people can participate, the games can be easily changed and updated for events, and the trivia game show



WE PROVIDE MORE PROFESSIONAL ENTERTAINERS ACCESS TO...

**The Best Insurance Benefits
(Discount Liability, Equipment & Medical)**

Comprehensive Business Benefits

Member Marketing Campaigns

National and Local Networking

**Referrals, Seminars, Conferences
& Education**

A FULLTIME STAFF DEDICATED TO YOUR BUSINESS NEEDS

VISIT WWW.NAMEENTERTAINERS.COM CALL 800 434-8274

Don't Be Fooled By Other Associations Slick Presentations



pure LIGHTING EXCITEMENT



Quality, Affordable & Reliable Products
From A Company You Can Trust!

Trusted lighting products designed to help you entertain
the crowd & help you build your business.



NEW!

**MEGA TRIPAR
PROFILE** LED Par with
5x TRI LEDs

\$149.99*



NEW!

**FUN FACTOR
LED**

**2-FX-IN-1: DMX LED
Moonflower + Strobe
Lighting effect**

\$199.99*



NEW!

**MICRO
HYPNOTIC**

**Mini Red + Green Laser
with unique "web type"
patterns**

\$119.99*



**FUSION FX
BAR 5**

**3-FX-IN-1: LED
Moonflower, LED Strobe +
Mini "Galaxian Style" Laser**

\$399.99*



Follow Us On:



facebook.com/americandj
twitter.com/americandj
youtube.com/adjlighting

MICRO WASH RGBW
High output mini DMX Wash
Fixture with RGBW LEDs

\$99.99*



Enroll in ADJ University today!
After your finish this free educational video course
we'll send you an alumni t-shirt & certificate!
Go to www.adjuniversity.com



www.americandj.com

Check out video footage of the effects in action, Get Product Details & User Manuals,
Join the ADJ Forums & ADJ Advantage Program & Stay up-to-date with ADJ by signing
up for the monthly E-News!

Contact us today for an authorized American DJ Dealer in your area or a free
catalog: 800.322.6337 / info@americandj.com

©2012 American DJ® • Los Angeles, CA 90040 USA www.americandj.com • Kerkraide, Netherlands www.americandj.eu
*Price & Specifications subject to change without notice. Dealer price may vary. Pricing in U.S. Dollars.
Distributed in Canada by Sounds Distribution - Toll Free: 800-26-SOUND • Local: 905-428-9062 • www.soundsdist.com

Lighting the Future™

American DJ

No More Waiting...



Promo Only OnLine

Premium digital delivery service.

MP3. M4A. MPEG4.

Top 40. Urban. Rock. Country. Dance. Club. Latin. Intro Edits. More.

407-331-3600

www.promoonly.com/pool



**PROMO
ONLY®**