

Disc Jockey News

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FEBRUARY 2013 • Issue #99

The Monthly Disc Jockey Newspaper

\$16.50 for 12 issues

Q Corner: Where Quality Meets Quantity

By Mike Walter

By the time you read this I'll be inside of 2 months to go before my own wedding day. I proposed to my fiancé Kelly in October of 2011 so we gave ourselves almost a year and a half to plan (and pay for) our big day. It's been quite an experience, the planning part as well as the anticipation part, and I thought I'd share some of the things I've learned (or at least been reminded of) as I've sat on the other side of the table while planning.

First Names Are So Important. One of the things I decided early on was that I wanted to get married at a banquet hall I don't play at all the time. My first wedding was at a place I DJed regu-

larly and I just remember feeling like it wasn't all that special. What this meant, though, was that Kelly and I met with a lot of people who didn't know me. And I was keen to that. I was listening for my name and Kelly's name. And when I heard them (as I did in a lot of places) my first thought was "here's a person who cares who we are." A few times I heard things like "groom, what do you think?" Groom? I don't even like it when guests at a party call me "hey DJ." I certainly don't like it if you're trying to win my business and you call me "groom."

Follow-Up. After touring a few facilities we would receive emails recap-ping what we had discussed. I was so impressed with that I immediately institut-ed it here at Elite. When a client comes in to meet with us they get an email by the end of the day, thanking them for visiting and recapping everything that we discussed (packages, pricing, which DJs they looked at etc etc) I enjoyed get-ting follow-up emails or phone calls so much that the facilities that didn't follow up immediately took a step backwards in my mind. We wound up booking a facil-ity that we fell in love with. But besides

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Talkin' Bride: Tips From A Master

By Tamara Sims

This time of year we spend our days booking weddings, meeting with vendors and attending conferences.

Last month The Special Event Show (TSE) was held here in chilly Chicago and we spent the week attending numerous seminars and network-ing events. Some good, some not so good, but there was

one seminar and speaker who stood out above all the rest and that was Alan Berg's seminar titled: *Are you too Busy*

to be Successful? I have heard Alan speak on numerous occasions and this time he really hit it out of the park with content every wedding professional can use in their business.

I don't know about you, but I am tired of talking to wedding professionals who say, "I specialize in high-end clients." What does that even mean? Alan said it best. "A high end client is someone who values what you do 'highly.'" I loved this explanation, as Jay recently had a bride who was bragging about her \$5000 Christian Louboutin shoes while "nickel and diming" him about the pric-ing of a fabric backdrop. The reality is that every client has a different priority, so find the clients who are high end to you and are passionate about your ser-vices!

The Power of No. How many times do we say yes to things when we should

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In The Booth: How Much For Those?

By Brian S. Redd

While waiting to pick up my daugh-ter at the mall last week, I decided to kill some time and browse around a bit. I got bored pretty fast, which is something that wouldn't have hap-pened back in the days when the re-cord shops were still there.

Don't get me wrong, I love technology. I person-ally subscribe to four different DJ Only MP3 music services. Very few tracks sneak by me and those that do can be

researched on YouTube then purchased via MP3 download sites.

When I say record shops, I'm talk-ing about a place where you used to go to not only pick up that must-have track, but to discover new ones as well. The people who worked there often had a lot of attitude, but at least they could usually help you find what you were looking for.

The last real record store experience I had was probably 10 years ago at the Virgin Megastore downtown in Man-hattan NYC. I walked into the EDM/Import section and heard this fantastic club track. The guy behind the coun-ter gave me the typical attitude when I asked what it was, partly because there

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20/20 and Time

By Mitch Taylor

20/20 did the expose recently on the wedding industry and many have posted on Facebook about it suggesting we write in and try to change their minds. IMO that's unnecessary...especially seeing the grammar and punctuation used by some of those who have written or posted. If that is



seen by the public as a true representation of our industry it certainly wouldn't put us in a favorable light. Even some of our so-called industry leaders have made damaging remarks in response to 20/20 in my opinion. Sad really.

That being said the expose on the wedding industry does bring to light the dirty little secret of our industry. Time. Or in essence what you do with it. How long have we been selling time? 4 hours...5 hours...6 hours.

Here's the REAL truth. We're not selling time. Everything you have done in life has brought you to that moment. Prepared you (or not) to perform for that event...that couple. Did you do your homework? Or...did you decide to "wing" this wedding? Relying on your

natural talent (or lack thereof). I think we all have been guilty of this in the past...myself included.

A recent approach I've come to implement in my sales consultations with brides, grooms and parents is "How do you encapsulate 20+ years of upbringing into 4 minutes?" This is what you are doing for a Father/Daughter or Mother/Son dance. Or how about this... "How do you encapsulate generations into just one day?" There's the REAL question. One you should ask yourself and discuss with your clients. That is essentially what WE as wedding professionals are being asked to do with our involvement in someone's wedding day. It's NOT about the money... it's about the MEMORIES and how important a bride and groom or their families view your impact on the memories they choose to cherish most on their wedding day. The question is

whether or not your individual wedding service is their priority or not. It's your job as representative of your business to show your potential client that your service should be a priority and see if you are a right match or not for them.

I'd love to hear your thoughts on this and ways you can position yourself more effectively and communicate your value to your clients regarding the time you put in and the results you deliver.

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

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the location and the food, we just love our banquet manager Elizabeth. Her follow through was tremendous and every time we have stopped in she has greeted us with hugs and glasses of Prosecco.

Ask For the Business. As soon as Kelly and I got engaged we announced it on Facebook. I didn't have an opinion yet about who I wanted to hire to photograph our wedding. I know so many great photographers that it was going to be hard to choose. But one photographer, a great local guy named Ed, hit me up personally and said, "Mike I really want to shoot your wedding for you." I remember at first thinking like, "Whoa, back off Ed we haven't even booked a date yet." But then the more I thought about it I realized: there are so many wedding photographers that I'm connected with who must know that Kelly and I got engaged, and yet Ed was the only one specifically asking to shoot our wedding. He wasn't just asking he was eager to work with us. So Kelly and I met with him and she loved his work and so we booked him. He's the only photographer we even looked at and it's all because he asked and showed eagerness. By the way, this past spring Ed spent a day with us taking engagement pictures and we were so thrilled with the images he got plus how easy he was to work with that we feel even better about our decision.

All Couples Want to Be Unique. Kelly and I brain stormed about how to do things a little differently at our wedding. We came up with a few things, the major one having to do with our wedding invitation. But I realized as we talked about it, that this is probably every couple's ultimate goal: to have their wedding stand out. And every couple has a different definition of what that means (to stand out). Kelly and I have gotten a bunch of texts and emails basically saying "coolest wedding invitation ever!" and that means a lot to us. Point is, not

every couple needs a packed dance floor to be unique (sorry industry brethren but what we consider important isn't always universal). But no couple wants a "cookie cutter wedding." Keep that in mind when you talk to clients and avoid words and phrases that might infer that's what you do (like, "oh we always play..." or "well usually we...") While these things might imply that you do a lot of weddings and therefore are familiar with the traditions involved, they also might give off the impression that you are stuck in a rut and not looking to think or perform differently. For couples like Kelly and me, that would have cost you our business.

Make Suggestions. Kelly and I have a pretty unique theme for our wedding (going back to our invitation). We talked to three florists and mentioned the theme in passing. Two of the three had no reaction and let it go, staying focused on the centerpieces and bouquets. The other florist took a ton of interest in the theme, started brain-storming with us and then made a suggestion of how he could incorporate the theme into a floral arrangement in the lobby of our banquet facility (something we hadn't even thought of). Not only did this third florist win our business but he got even more than the centerpiece and bouquet order because we are taking his suggestion and doing the big floral arrangement in the lobby.

Show an Interest. I guess all of these suggestions I've listed could be boiled down to this last one. Whether you do ten weddings a year or ten weddings a month, you need to remember that this is a special and unique day for the couple you are talking to. Even in today's day and age where some couples get married more than once (this is a second wedding for each of us) it is no less an important day. Kelly and I wanted to work only with professionals who were willing to see the uniqueness in our day

Tamara Continued From Page 1

really be saying no? It is ok to say no to a potential client if it is beyond your expertise or if you know someone who could do the job better. Stop chasing a dream; higher dollar jobs do not mean higher profits. In fact, if you take time away from your core customers to take a job beyond your scope, it will hurt your business. Know who YOUR real target cus-



tomers is and cater to them. If you are not passionate about a job, say no. I suggest shortening your list to get more done. Focus on accomplishing 3 things at once and when those are completed make a new list with your top 3. Breaking a large laundry list into smaller parts is manageable. I know what you

are thinking...I just don't have the time to complete 3 things on my list. If that's the case, take a look at how much time you waste on Facebook, e-mail and constantly checking your phone! The world will not come to an end if you turn your phone off for a few hours to complete a project. I have said it before in this newspaper: we are not doctors! There is rarely a wedding emergency happening during the week, so power down and get working on that list! You do have the time! Identify your priorities and focus on the right things for you and your business.

If Alan Berg is ever doing a speaking engagement in your area, take yourself, take your team and take your biggest notebook...you will be happy you did. And by the way...he happens to be a really nice guy!

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.

and who showed interest in making that vision a reality. Like I said the wedding is still 2 months away so I have my fingers crossed that all the interest shown (and all the great follow-up and remembering our names and making suggestions) translates to great service on our wedding day, but I believe in my heart that we made all the right choices when it came to who we hired. I believe these professionals generally do care about our day and even if we are just one of a hundred couples they'll work with in 2013, I think on March 30th, their goal will be to

make our day special for us. Much more than price, this was the deciding factor for every professional that we hired.

If you can genuinely prove to the couples you meet with that you are interested in their day, I believe you'll close the deal most of the time as well.

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Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed to all zones on the 1st of every month.

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

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

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

The Way I See It: We Could Learn A Lot From This Industry...

By Michael J. Lenstra

In their highly successful book series *Freakonomics*, authors Steven D. Levitt and Stephen J. Dubner give us a peek at, as their books subtitle explains, the hidden side of everything, whether it is what caused the crime rate



to drop in the 1990s, why drug dealers live with their mamas, or things you always thought you didn't.

Each conclusion is supported with data. "We give people permission to challenge conventional wisdom and ask a different kind of question entirely," says Dubner.

In their second book, *Super Freakonomics*, Dubner and Levitt study the prostitution industry in Chicago and introduce us to Allie, a successful and highly paid 'escort' on that city's western suburbs. It was noted in their study that Allie charged a fee that climbed to exceed nearly ten times higher than that of the corner prostitute in the city's poorer neighborhoods.

But there is a reason why Allie was able to charge so much more.

The corner gals in the study were predominantly drug addicts who lived

in the lower social economic status. Because of that, they seemed content with almost any reasonable fee that they could negotiate. In contrast, Allie had gone to college and spent time in the military. In addition, she was an attractive and well-kept lady. The workplace for the street corner ladies of the night was usually a seedy motel or a mattress in the basement of an apartment complex. By comparison, Allie maintained a nice, orderly and finely decorated apartment where she entertained her clients. The men who visited the street corner prostitutes were mostly men of the same lower social economic status. The corner ladies were easy to spot because they usually wore track suits for ease of the job requirements. Allie's clients, however, were predominantly white collar professionals: bankers, lawyers, and real estate agents and she dressed nice for them.

Essentially, all these women were offering sex for money. Moral questions aside, why, then, would a guy go to Allie and spend so much more when the same service was available for much less?

"For an hour or two, she [Allie] represents the ideal wife," the authors write, "Beautiful, attentive, smart, laughing at your jokes and satisfying your lust. She is happy to see you every time you show up at her door. Your favorite music is already playing and your favorite beverage is on ice. She will never ask you to take out the trash.

"Allie is essentially a trophy wife who is rented by the hour," they sur-

mise. "She isn't really selling sex, or at least not sex alone. She sells men the opportunity to trade in their existing wives for a younger, more sexually adventurous version—without the long term expense."

In essence, Allie is giving them the total experience of a fairytale relationship without the strings attached, which involves (but does not entirely involve) a sexual element. Because of this, the higher cost is totally acceptable to her customers.

By now you're probably asking, how does this relate to our industry? We certainly don't offer the same services, not to mention perform what could be viewed as morally questionable ones. So what lesson can we learn from Allie? Simply put, quality creates value, and value increases price. The concept is really not much different than selling a home or car. When selling a house, the first things sellers typically do is spruce it up, paying attention to the details. When selling a car, they shine it up and give it a tune-up, making it more attractive to potential buyers so they'll pay a higher price.

In Allie's business, her clientele were not just looking for sex. The woman on the street corner could provide that. They were looking for that, plus something more. And that "something more" justifies the higher price Allie charged. In our business, many of our customers are also focusing on quality and value. They don't just want some guy to play music. Anybody with an i-pod and a pair of speakers can do that. They too want the "total experience," the interaction with the crowd,

the knowledge of what gets people dancing, the extra attention. So time spent worrying about the craigslist DJ may be time wasted, when we instead could be focusing it on refining the quality of our service and increasing our value to attract the customer that values it.

"Allie had mastered her domain," conclude the authors. "She was a shrewd entrepreneur who kept her overhead low, maintained quality control, learned to price discriminate and understood well the market forces of supply and demand."

Am I suggesting that you search out a prostitute or take up the occupation in the name of job research? No, but in terms of careers, ours is a relative newbie and, the way I see it, we could still learn a few pointers from the world's oldest profession. The added value comes in the details and the "something more."

What can you do this year to be worth more to your clients through your customer service and your product?

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From The Other Side: Good Is The Enemy Of Great

By Jake Palmer

I recently did a large company holiday party. One of the things I always like about company parties is the part where the big boss addresses the staff. You can always tell a lot about a company by the way the big guy speaks, and how he carries himself or herself. It has always amazed me how many people

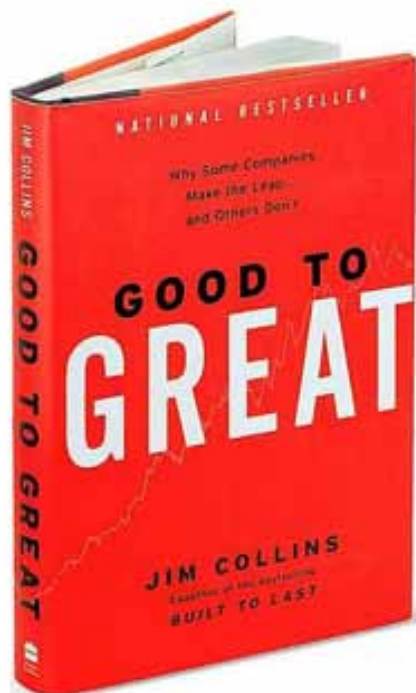


drop the ball when it comes to speaking to a group of people.

We have all seen the horrible or lack luster speeches and toasts at wedding, and how many times have you looked out at the blank stares and expressionless faces of people listening to the president or boss of a company speak. I mean why, would you not seize the moment, take full advantage of the opportunity. You have a captivated audience; you have people looking at you to engage them, or entertain them, or simply deliver a compelling message. Sound familiar?

I truly believe that most politicians are not elected because they have the

best ideas, they just speak better. They motivate and inspire, and they never pass up an opportunity to take advantage of a microphone.



So again, I ask why would you not put

some effort and preparation into making sure you deliver the best message in the best possible way? When you prepare, and make a genuine effort to be "great" when you speak, it not only shows you have respect for yourself, your craft, and what you are doing; it shows the audience you are talking to that you also respect them. You care enough about them to give a full effort that their time is important, and you don't want to waste it.

I digress, what I like is when a best man or company president nails it, really has a message that hits home, connects with the audience, makes them laugh, and makes them think. Well at this company party, the big guy hit a home run; he made me want to relocate and start working for him.

The one thing that stuck with me the most was when he talked about a book titled: "Good is the Enemy of Great," written by Jim Collins. Just hearing the title inspired me, good vs. great, am I good or am I great.

I instantly started thinking about how well this fit into my world, from my professional life to my home life. Am I a good dad or great dad? Am I a good husband or a great husband? Can I be bet-

ter? What's stopping me? What is in the way?

They say (who ever "they" are) that we are our own worst critique, but why do we go so soft on ourselves when it comes to improvement. Why do we say things to ourselves like, "I'm pretty good at this" or, "I did really good with that." What gets in our way? Is it the ego? Is it the people we surround ourselves with?

I think it's us... we get in our own way. In Jim Collins' book he writes, "the vast majority of companies never become great, precisely because the vast majority become quite good -- and that is their main problem."

That made me think, I know most DJs tend to think they are the best, there's even a great joke dedicated to it... (What's the difference between God and a DJ... God doesn't think HE's a DJ!) But, it is possible that some of us are pretty good, even very good, and it gets in the way of us getting better or becoming great!

I highly suggest you read the book, and then ask yourself, am I good or am I great?

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was a "Now Playing" display just below the register.

The track was the French House mix of Murk's *Time*, which was attached to a beautifully packaged 3 CD disc set from Armani Exchange. I've never heard it played anywhere else and to this day still manage to sneak it into a set here and there.

The real gem on this collection is Peter Rauhofer's Classic Club Mix of Madonna's *Nothing Fails*. The album version is almost hard to listen to, but this mix is absolutely beautiful. It's one of those tracks I'll throw on during chill sets where people come up to the booth and ask, "What is this? I love it!"

We do have it good today with our DJ only music subscription services. Compared to old record store prices, the cost savings alone is incredible. There's no more running all over town to collect

the must have tracks which is a huge time saver. We also usually get what's hot before the client can even request it.

S o m e - times I wonder if all this convenience makes us a bit lazy. Are we previewing our new tracks like we should? If not, you are not alone. I'm sometimes guilty of this as well.

The record shop culture is pretty much a thing of the past. I will be heading to Amoeba Records in Hollywood to crate dig later

this week. The truth is, that's going to be less of an authentic record store experience and more like a visit to an antique store.

We can still discover those more obscure tracks if we are resourceful enough. Places like satellite and internet radio, YouTube, or even overseas music charts are a great place to start.

Why bother you may ask? There's just something about hand picking physical copies of what will become part of

your library than can really separate you from the next DJ who subscribes to the same DJ Only music service you use.

Yeah, I know, people want to hear what's familiar, which is what our music services provide. Sometimes, however that obscure background track during cocktails or dinner can make all the difference to someone. Sometimes, that someone is a potential client who recognizes you as something other than the typical cookie cutter DJ and wants your business card.

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



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Like An Ant

By Dean C. Carlson

So I know we all get questions about what we do for a living. Whenever I answer a DJ, a lot of people ask what station, or what club. Naturally they don't think about making a livable wage while working just weddings. Quite honestly I



only work a b o u t n 8 5 % w e d - d i n g and the rest is what I like to call filler. Once I explain to them exactly what I do, then I usually get some telling me "oh that must be nice having the whole winter off." Ya right, the last 2 month have been busier for me then the actual wedding season. Updating marketing material, writing content, rebuilding websites, updating and learning new gear not to mention repairing the stuff, taking classes for bettering my performances and then we get into wedding shows and meeting people for sales presentation. It can be exhausting just reading about it. On top of that I am a youth pastor for my church, which keeps me very busy also. Recently I took up a recov-

ery meeting in one of Minnesota's finest jails (it's nice being able to leave after an hour and a half). Over this winter my mom and dad are both having their share of health problems so I am chipping in there too. A friend of mine one asked me how I do it all, and at one point I said I just do. That's works for a while but burn out is a very real potential problem. In a past article I wrote about one of the angles I take on this where you imagine all your energy is placed in a giant bucket and every task you do is a hole in that buck. As you can imagine it could drain pretty fast. Especially when some tasks can make bigger holes than others in your bucket. Well the idea is that you need to somehow fill that bucket of energy with certain things. For me vacations are a big fill as is reading and any hobbies or even games I have. Fills are very personal. But there can be more to it than that. We live in a society that requires everything done yesterday. Because of it, it can be quite easy to start trying to multi task things in life. Try to do all things at once and you will do none of them well. Believe it or not, the answer can be found from the ant. There is a verse in the Bible that says, "look to the ant you sluggard, consider its ways and be wise." Now I am not trying to convert anyone here, this isn't a religious discussion. But even if you don't believe most people can find wisdom about everyday things there. It's kind of an interesting observation.

I know of a man that read that and he bought an ant farm from Amazon hoping to gain some wisdom about all this. The cool things about ant farms are they are a clear plastic container; you place the sand in then add ants and see what happens. His farm arrived 3 days later. Well this guy started watching the farm after he followed all the instructions. It took a few days for the ants to start moving around. After a few days it didn't look like they really had accomplished much. Well this guy then went on a vacation for a week and when he came back it was like a whole new world in there. They had created an entire city of tunnels and hills. The thing is ants aren't very big and they may not have much of a brain, but they are wired for success. So this guy started to closely watch these ants and there was the answer. Each ant would go to where the group was working and grab just one itty bitty grain of sand and then they would move it to the top of the mound they were creating. Dr Carlson once wrote a book call, "Don't sweat the small stuff, it's all small stuff." So the first thing we can learn is to start breaking big jobs down to manageable little tasks. You see the ants didn't start by overwhelming themselves with the finished project but about all the small things that would make that project happen. I know sometime I look at working on my website and I feel overwhelmed, but when I break it down to one picture at a time or one set of content at a time, after a while I look at the whole project and am astounded at the progress I have made. Isak Dinesen once said, "When you

have a great and difficult task, something perhaps almost important, if you only work a little at a time, every day a little, suddenly the work will finish itself." I am currently working on a DJ book about practice and I have taken this same philosophy of attack because at the beginning I was like there is no way I could finish this. In life bad things happen; disasters, if you will. So the second thing we can learn from the ants is when disaster happens, quit thinking about everything that you have accomplished as lost and just start back up again. Ants face all kinds of disaster, the wind blows there mounds down, rain fills there holes, humans shake their ant farms well they just start building again. It does no good to fret over all the things that can happen in life, instead just jump back to it again. Overall if you just break things down to small parts and accomplish one thing at a time there is no way you can not accomplish big things. And when disaster strikes you need to put things behind you as fast as possible and find the first small task you need to do again. The magic of small stuff is when you accomplish a little task there is the trill of accomplishment. Something that might not have happened if you are just looking at the big goal. If you want more information on this pick up the book "9 Things You Simply Must Do To Succeed In Love And Life" by Dr Henry Cloud. Good Luck and Great Shows. Dean Carlson can be reached at deancarlson@discjockeynews.com.

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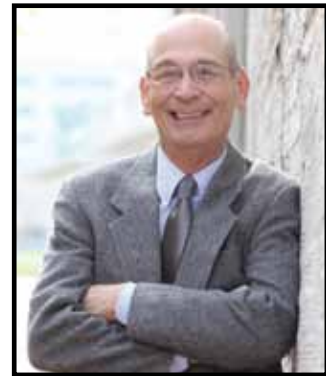
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 1:02 Trusst arch system at NAMM 2013	 1:13 Rock box rgbw+uv from Blizzard ...	 0:55 Weather System by Blizzard Lighti...	 0:47 Chauvet Intimidator Spot 150 Duo ...	 1:20 OmniSistem Booth At NAMM: By ...	 3:42 John Young with a overview of N...
 0:50 American Audio Ppa Go series pa ...	 0:34 iPad stands from Ultimate Suppor...	 0:46 Larger Than Life Hotties at NAMM ...	 1:20 EZ Clamp at NAMM 2013: By John ...	 1:50 Numark NS7 II at NAMM 2013: By J...	 0:58 Global truss DT 213 crank tower lif...
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 0:48 Big Dipper lasers at NAMM 2013	 0:27 NAMM DJ room 2013	 0:42 Behringer booth DJ controllers at ...	 0:20 Chauvet booth entertainment at n...	 0:59 Decksaver at NAMM 2013	 0:42 Chauvet Colorband Pix-M at NAM...

Building Collaborative Relationships: An Introduction

By Ron Ruth

I had the pleasure of speaking to a group of 120 wedding professionals this week at a luncheon sponsored by the Kansas City Perfect Wedding Guide. I spoke at a similar luncheon a couple years ago where I touched upon the concept that the wedding industry could accomplish so much more for the couples we serve if we were to work together in a collaborative way. My personal belief is that wedding professionals, all wedding professionals, are extremely creative and talented individuals. All of us in the wedding industry, and yes this includes wedding DJs, are committed to bringing life to the simplest ideas; ideas that stir emotions and create lasting memories. As individuals, we focus our expertise on what we do best at weddings and because our creative eye doesn't allow us to skimp or take short-cuts, the end result is often one that exceeds the bride and groom's expectations on many levels.



that others on the team may face in performing their responsibilities efficiently and successfully. It would require strong, trusting relationships.

When I spoke at the PWG luncheon, I started with two exercises. The first was to ask all of those seated at the same table to make a list of the many elements needed to put together a successful wedding. They were only given one minute to complete the task. Because someone at each table had to take the time to write down the responses from their team, the lists weren't as long as I had envisioned. (Note to self: hash marks would have worked better). But, the length of each list wasn't the objective anyway. The purpose of the exercise was to validate that every wedding professional knows what is needed to achieve a successful wedding. Duh!

The second exercise was more of an experiment because I only had an idea of how it might go but wasn't absolutely certain. I asked each wedding professional to write down what they believe to be the number one priority of a wedding photographer before they take a photo, a cake maker before they bake a cake that serves 200 guests and a florist before they put together a floral design. I added a follow-up question that asked them to include what they believe to be the greatest challenge of those same wedding professionals. After a minute or two I asked for three volunteers, unrelated to the segments of the industry we were discussing, to come on stage and share their answers. Those answers were then compared to the responses given by the three or four photographers, florists and cake makers who were also in attendance. The objective of the exercise was to show that, although each wedding professional has a very clear understanding of their own priorities and challenges, we don't always ap-

preciate the priorities and challenges of others we may be working with. And, with the exception of two matching responses, that objective was met. So you may be asking, "Why should I care about the priorities and challenges of another wedding professional? I know my job!" Exactly my point! You know YOUR job and the priorities and challenges of completing it successfully. If you believe as I do, however, that teamwork among wedding professionals is an important element of a collaborative culture then you have to look beyond your own area of responsibility to discover ways where you can provide assistance to others and vice versa that will be of benefit to each other and ultimately to the client's event. To do that, you not only need to know what is important to those around you, you need to understand the impact your priorities may have on other members of the team. In the end, the potential of such an endeavor comes back to trust and relationships.

But imagine, if each talented and creative wedding professional involved in a wedding were to work together in a collaborative manner, everyone gathering well in advance of the event to share what they know about the couple and their vision and the priorities and the challenges each team member faces. Picture that conversation turning to how each wedding professional can benefit the other at the wedding while, at the same time, a discussion that includes a free flowing exchange of ideas uncovers a simple suggestion that transforms into an added enhancement for the celebration. What would that wedding look like? What unexpected "Wow!" moments would stand out above the others? How do you think the wedding professionals involved would be rewarded for their efforts?

Next month I'll be back to wrap up this article and to provide four easy steps to building relationships with the wedding professionals you work with that go above and beyond anything you can accomplish through traditional networking. We'll also look at how those relationships can contribute to a trust that will open the doors to a free flowing exchange of ideas, a collaboration that not only benefit you and others as wedding team members, but will benefit your clients and their events, as well.

In the meantime, I invite you to consider the following. We in the wedding industry find ourselves in a very unique situation. We are essentially a production team, randomly selected to stage an incredible, often times, full day, three act play. With that said, I ask you to respond to the following question. **What other industries rely on the talent and skill of a number of independent contractors to perform tasks that are vital to the completion of a much larger objective?** Email me at least one industry you believe falls into the category above and include one or two examples of how the contractors must work collaboratively to successfully complete the primary task. I'll include your thoughts in part two of my article. Everyone who sends me an answer will also be entered into a drawing for a \$25 iTunes gift card. But, you must all work as a team. A winner will only be selected if a minimum of ten responses are received. So, encourage your friends to participate! The winner will be announced right here on page 6 next month. My DJN email address is located at the bottom of this article. Good luck!

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



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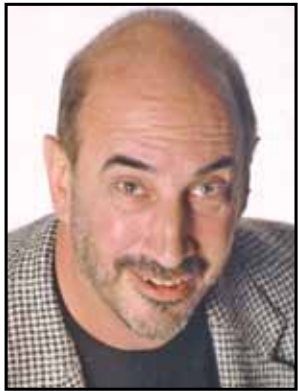
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Are You Making Sales Or Measuring Sales Activity?

By Jeffrey Gitomer

The amount of time management spends measuring sales activity and salespeople (or dumber, the ROI of some investment they made in CRM), is generally wasted effort.



“to produce” rather than what “to do.”

How do you measure sales success?
What's on your sales dashboard?
What's on your manager's sales dashboard?

Most dashboards (big picture numbers) are full of useless information that only lead to depression and posting your resume online under an assumed name. RESULT: You can get another sales job using some other useless dashboard. It's not only frustrating; it's also career stifling.

Maybe I'm old-fashioned, but I measure sales in 3.5 ways:

1. How many sales did you make?
2. What was the dollar amount?
3. What was the profit?
- 3.5 What was the source of the sale?

All other measurements pale by comparison.

There are many sales managers who measure “activity.” Complete waste of time. If you're comparing a salesperson who makes 100 cold calls a day but zero sales to a salesperson who makes one appointed sales call from a referral and makes one sale, what's the measurement?

Will the manager yell at the guy who made the sale? Will the manager congratulate the salesperson that made 100 cold calls but no sale? The 100 cold calls completed the activity requirement, but had a zero return, yet his dashboard will

show he made 100 cold calls.

The manager will say, “Great job Bob! Keep up the good work. It's all in the numbers, and eventually your numbers will catch up to your activity.” This is not just absurd, it's also pathetic.

And worse, the sales manager will criticize the guy who made the sale because he wasn't “active enough.” YIKES!

I may be old fashioned, but I'm pragmatic, especially about the sales process. Measure sales, not activity. Measure dollars, not activity. Measure profit, not activity. Document sources, not activity.

I don't care about activity, even though activity may eventually lead to results. The real question is: what kind of results? If you have to measure a salesperson's daily activity, you have hired the wrong salesperson or (worse) the wrong manager.

I don't want activity. I want proactivity.

I don't want activity. I want produc-

tivity. An unsolicited referral is productivity and profit.

A salesperson or a sales manager looking at activity without understanding what the activity actually is, or produces, is basically staring at a black hole – and worse, blaming some one or some thing, rather than taking responsibility to study “What am I doing with my time?” or better “How am I investing my time?”

Here are some measurements to uncover REALITY:

- Is this the highest, best use of my time?
- Will this produce the best results for my invested time?
- Is there a better way for me to achieve a higher result?
- Am I frustrated with this activity?
- Is this activity producing sales?
- Is this activity producing profit?
- Is this activity getting to my attitude?
- Am I being rejected so often that I'm becoming reluctant to pick up the

could be the best use-of-time tool ever created. If you know me, you know that other than cold calling, I consider an all-day course on time management to be the biggest waste of time on the planet.

“Highest and best use of time,” ties together perfectly, with “productivity,” and has nothing to do with “activity.”

Now that I've buried activity, time management, and cold calls, it's time to move on to pipeline.

When The Tubes recorded The Completion Backward Principle in the early '80s, their hit song, “Talk to You Later,” was a satirical comment on how backwards politics was. So, they started at the core and worked forward to society.

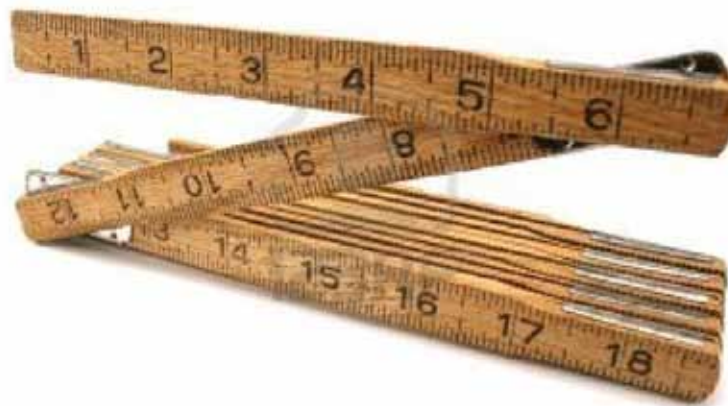
I created a similar backward principle on accident in the early '60s. I was running my dad's kitchen cabinet factory, and the output production goal was 200 cabinet doors per day. Somehow I knew if we didn't cut and prepare 200 doors a day we could never produce them. So I started with “cutting” rather than measuring activity.

Surprise, surprise, once I “measured” 200 doors cut, I ended the day with 200 doors produced. No rocket science there.

It's the same in sales. If your goal is two sales a week, and it takes four appointments to get one sale, then you need eight appointments. If it takes four calls to make one appointment, then the goal is NOT two sales, the mission is thirty two calls. Duh.

Got activity? Or got sales?
Get real.

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



tivity.

I don't want activity. I want profit.

When you understand the difference between activity, proactivity, productivity, and profit, then and only then will you understand the difference between a useless cold call and the power of an unsolicited referral. The cold call is an

phone?

- When I go home at night, what's my feeling about my job?
- When I go home at night, what's my feeling about my boss?
- When I go home at night, what's my feeling about my future?

The combination of these questions

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2013: The Year Of The Recovery Part 1: The 2012 'Minefield' In Review

By Mike Kazis

Hurricane devastation in the Northeast, federal tax increases, a slowly recovering economy, a continuously high rate of un-employment, and a television reporter out for mobile DJ blood, maybe one, or a few, of the challenges you may have faced in 2012. On top of that, you may even have faced a distinctive challenge of your own this past year.

Despite these aforementioned obstacles that could reap damage on a small business, just as we have been able to disprove a Mayan mystery about the end of the world, there appears to be a little more light at the end of the dark 2012 tunnel. This light I speak of is officially declared as 2013, the Year of the Recovery.

Recovery from a slowed economy, recovery from a long duration of high unemployment, recovery from natural disasters that have changed the face of our shorelines, recovery from changes to the federal tax code, and recovery from potentially bad publicity caused by news reports that continually misinform the public about foul play in the wedding industry.

This recovery I speak of cannot be fixed by our government, or by any

advocacy group. This recovery has to begin with you. Therefore, my objectives for the rest of this year is provide articles that contain helpful information to the individual DJs and small business owners, starting with some of the issues that have been brought about in 2012.

The Impact of 2012: Hurricane Sandy

For many of us here on the East coast, this was the most devastating storm we've ever seen. The damage to the coastline was surreal. Among those that lost just about everything, several of them were DJs just like you and me.

Former New Jersey Disc Jockey President, Steve Cie reported losing his entire backup trailer to flooding during the devastating hurricane. All of the contents of the trailer, which included about \$5,000 worth of backup DJ equipment. The loss of his equipment was minor when compared to the destruction of his entire home in Keansburg, NJ where the entire house was knocked off the foundation. For the first several months after the storm, Cie and his wife were provided shelter at a hotel thirty minutes away from where their home once stood.

Surprisingly enough, one of the largest reported DJ equipment losses was not located near the Jersey shore, but further North just outside of Rutherford, NJ where one particular DJ company suffered approximately \$250,000 in damages to equipment, supplies, and office space. That company was unfortunate to learn that their insurance policy did not include

flood insurance.

Although I wish I had the right answers for these particular companies or a magic wand to help them find a resolution to their tragic dilemmas, unfortunately I don't. The owners and these managers likely have the answers and solutions to help them get back on track and hopefully, they're getting some support from government groups, other fellow DJs and DJ associations alike.

of action you're going to take in that situation. I've said this in many, many different articles in regard to many, many different topics.

If writing it down in a plan does anything, it gives you proof that you've given some thought to a possible situation and help you prepare to overcome that situation. If you're not prepared, your business will not stand the test of time.

There are so many things for which



What to Do to Get One Step Closer to Recovery?

First Step, Have a Plan

You must have a plan, no matter what type of plan it is, whether it's a business plan, contingency plan, emergency plan, communication plan, etc. you must have something in writing telling you and your staff what course

to prepare but how do you prepare for everything? Quite simply, you can't. So you'll need to prioritize. You'll also need to know your surroundings as we've learned this year during Hurricane Sandy.

Second Step, Do Your Best to Be Ready for the Worst

Mike Kazis continued on page 9

Understanding The Family Values of The Wireless Freedom™ Series

Members of the same family typically share the same values. When it comes to lighting fixtures, the same analogy applies. For example, each fixture in the 100 percent wireless CHAUVET® DJ-Freedom™ series shares the same set of values. Read on for the top five values and how they apply to the wireless Freedom™ series.

1. Belonging

It is important that each family member feels a sense of belonging. Being a cohesive family means you spend time together. The Freedom™ series functions together in master/slave mode, uses battery power to operate for up to 20 hours at events like weddings, bar/bat mitzvahs and corporate events — coming together for special occasions and holidays where DJs or bands need lighting the most.

2. Flexibility

The more flexible your family is, the better. All of the fixtures in the Freedom™ series are flexible. You can charge them

in their respective Freedom™ Charge cases and use the same case to securely transport them from gig to gig. Easily select color options and automated programs using the built-in LCD screen, or use the included IRC remote for a second form of wireless non-DMX control. Place them inside a stick of TRUSST® as a truss warmer without the hassle of running any cables. The adjustable head tilts to position light where you want it and accommodates nearly any application. If you incorporate a member of the Obey™ family of DMX controllers, particularly the Obey™ 4 D-Fi 2.4 wireless DMX controller, you can run an entire

system around a ballroom and have wireless DMX control at your fingertips without ever having to run a single DMX cable.

3. Communication

Practice your ability to be

understanding, and respect when someone tells you something. By connecting multiple Freedom™ fixtures together, you can create unique effects without the

complications of individually addressing each fixture. Because these fixtures have the same values, they can speak, listen and work together. When operating in master/slave mode, the Freedom™ fixtures utilize their built-in transceiver. The main fixture (master) transmits the DMX signal to the other fixtures (slaves) to have a two-way dialogue.

4. Reliability

Be reliable. The Freedom™ series provides power, light and control without ever having to run a single cable, which saves a ton of time during setup. If you forget to charge your fixtures, you also have the option to plug them in. These compact, lightweight fixtures can be placed almost anywhere to light any section of the venue. Let's face it, time is money in the mobile performer's world — who wouldn't want more of it?

5. Traditions

Traditions make a family unique. The Freedom™ series has always offered battery power and wireless control, and they always will. They work together to

simplify the life of mobile entertainers while simultaneously setting the mood and enhancing any event. Best of all,



the series is continuously evolving and adding new members, so there is always something new and exciting to look forward to.

Waiting On Technology

By Rick Brewer, GetMoreBrides.com

Ever talk to someone who doesn't like email? How about someone who doesn't have a Facebook account? Or here is one of my favorites, the person who hasn't updated their website in 10 years and it looks like it. On the other side of things, I get invitations each and every day to try the latest and greatest new social media tool. There



are some people who are truly spreading themselves too thin with what they are using and how they are using technology. So the million dollar question is: how much is

enough?

Fact is we can run our businesses without social media and without the technology that is out there. It happens every day. That said, we can walk to work or ride horses across the country like our pioneer foreparents did. It doesn't make sense to go without, yet wedding professionals are doing it on a consistent basis in the wedding industry.

Back in the early 80's, I joined the computer club (I wasn't a geek, I was a stoner and it allowed me to goof off and get extra credit at the same time). I remember that they cleared out a closet in the back of the science room where they set up two Tandy computers with basic programming language on it. We used our primitive knowledge to make the screen do a constant repeat of dirty words and we also made some precu-

ror games to frogger, except we were the cars the frogs were our less appreciated teachers. Now mind you, back then we had classrooms filled with typewriters. Now when I go to my kids schools, guess what they have filled in their classrooms? You got it, computers. The teachers use presentation tools hooked up to the internet where our kids are getting a great education.

I often speak about not living in our world, but living in the brides world. In the brides world, they use their smart phones, tablets and are instant in their communication. I refer to this as the microwave generation. If we are part of the crock pot generation, can you see how we would be missing the boat. Last week I was able to attend the Consumer Electronics Show in Las Vegas. There, the emphasis was on Apple products, primarily iPhones. Keep in mind that the first iPhone was released a little over 5 1/2 years back. To date there have been 350 million Apple portable products (primarily iPhone and iPad) sold and there are over 700,000 apps (applications or programs) available for purchase to use with these products. Can you see where the trend is going?

We either need to get on board that we are part of a quickly evolving society or relegate ourselves to living in a second place position with business (which by the way, doesn't make any money).

On the far side of technology, we can be over reliant on applications, social media and tools to do the job for us. The old fashion technology of relationships is a crucial part of success with today's bride. Simply said, they need to see that you are a real, caring person and

not some vending machine of wedding products and services. People buy more from people they like and trust, this is key to the partnership of technology.

Going forward, you will see that those businesses who couple the proper use of technology to lead them to a relationship and trust building experience

Mike Kazis continued from page 8

Easier said than done, you say? I've heard it. However, I say not true. It doesn't have to be so difficult. When preparing for the hurricane, I was aware of the risk to my office, which happens to be in Staten Island, NY, borders a known flood zone. The day before the storm, I prepared by getting every piece of equipment I owned and moved it to another location. I location that I knew wouldn't flood. Anything that couldn't be moved, I raised at least one to two feet off the ground. At the time, even I thought I was overdoing it but I wasn't about to accept the risk of losing everything. One day after the storm I went to investigate and found that everything was safe from flooding. I also found that the storm surge made it halfway up the block of the predetermined flood zone, half a block away from my office. I was luckier than most on Staten Island.

Finally, Learn from the Mistakes and Make it Better

New York's Governor, Andrew Cuomo has gone into the New Year stating that for the 2013 budget, he would rather invest more money now to help New York residents in coastline areas, rebuild their homes better than invest less, only to have to in-

vest more money if the same type of disaster occurred a year or two from now. The same concept applies to your business or business location. Even if you are only renting space for a short period of time, spend a little extra time sooner than later to find out the risks to your particular location. For instance, as we have seen during Sandy, is your office located in a flood zone, in an area prone to brush fires, or at some other type of risk? Do you have the proper insurance coverage to protect you against disaster? If not, and you choose not to purchase insurance, what risks are you taking to lose everything in that location?

In Review

So this month, we've looked at one of the greatest challenges of 2012 – the aftermath of Hurricane Sandy on the East coast. Hopefully, we've all learn a few very important lessons from dealing with this storm and how to prepare your business so that it doesn't get washed away with the tide. Next month, we'll look at some of the other obstacles of 2012 and come up with some solutions to help make 2013 the Year of the Recovery.

Mike can be reached at mikekazis@discjockeynews.com.



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Confidence: A Key To Success

By Jason Jones

Be confident in what you do! Confident in what you present in both your performance and your sales meetings. It's great when you have confidence and elusive when you don't.



Over the years confidence has been something that happens to me rather than something that I generate. I only felt confident after I've done something

enough times to know the result I can produce. Only after candid outside critique did I discover whether or not I was confident in a mediocre performance or continually stretching myself and improving. I was pretty much confident in a mediocre performance.

So how do I be confident without becoming complacent? I discovered that I can do it with preparation, practice and the willingness to perform outside what is comfortable to stretch and expand my confidence.

There was a repeat interview of Tina Fey recently on Public Radio's Fresh Air with Terry Gross. Terry asked her about something she said when she won the emmy for *30 Rock*. Tina thanked her parents for raising a girl who had more confidence than her looks or her brains reflected. Tina attributes a lot of her success to this strength and point of view.

In Tina's career she has stretched herself into places outside of her comfort zone which had her grow and develop. She grew and developed her voice and



the scope of her talents.

As a DJ, if you're willing to stretch yourself outside of what has become comfortable and rote and do things that expand you as a performer you will be surprised at what you can do. After listening to her I think that Tina is surprised by her success all the time.

So do something that scares you.

Take an acting class, try stand-up comedy at an open mic, take a dance class or complete an improv course. Putting yourself out there consistently will have you show up at your meetings and your events much more confident. It will be there like it just happened without you having to think about anything.

I felt really inspired by Tina's acknowledgement of her parents in part because I have a son and want him to

have that kind of confidence. And in part because I know that I can have more confidence than the results I think I can deliver. That way I will keep getting surprised by what I am capable of.

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

You can reach Jason at: jasonjones@discjockeynews.com.

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The Only Way To Win Is Not To Play The Same Game

By Jason Spencer

Chances are that by the time you read this, you will have seen ABC's 20/20 segment Wedding Confidential. Before it even aired on the west coast (where I live), social media chatter was rampant. Much of this conversation came from influencers within our own industry, most notable in my opinion was an open letter written by consultant and



speaker Alan Berg.

One specific eyebrow raising moment was when two different staffers called 13 different DJ companies. One received a quote for a wedding, the other for a birthday party. The results were actually what I expected, as nearly all the companies charged more for wedding related services than a birthday party. Perhaps that's a topic for another day.

Where I saw an issue, and it likely was edited out for time, was the DJ that responded to the higher price by saying that they're giving brides a Wedding Director. Once the reporter said that the only thing their bride asked for was music, the conversation should have stopped. If after a brief phone conversation it was obvious that that was all she wanted – music – then he should have referred her to another company.

What most people fail to realize is

the power of the word "NO" when it comes to their business. When I spoke about this at The Las Vegas DJ Show in September, I applied it to the adage, "the customer is always right." The truth is, there are people out there that do not need, seek, want, or otherwise desire



enhanced services that many wedding companies are passionate about offering. If you force these services, they do not become the right customer, just the wrong customer who will be difficult to work with.

Certainly the industry problem is the breadth of service levels provided under the term "DJ" or "Disc Jockey." This typically is a result of trending items, and most people want in on it. The problem is that you are now trying to dominate as a competitor in a game that's already

being played, when in reality you need to be playing an entirely different game. Take uplighting for example. As the investment cost drops, everyone is starting to offer it. I constantly see DJs, venues, coordinators, even florists that are now offering it as an add-on. Let's not forget, there are also lighting design companies that have been offering it for many years.

Rather than getting involved in a game that's already being well played by others, you need to create your own game, one where you are the only player. Innovation is what will lead to domination.

Remember the Sony Walkman? The first one was launched in Japan in 1979. They continued to make them for 30 years, and ceased production on the 9th anniversary of the Apple iPod. Of course, it was not the iPod that actually killed the cassette Walkman, but rather the Sony Discman portable CD player. Three generations of portable music playback, successful because the companies started playing a new game. And while Apple didn't invent the portable MP3 player, they innovated with small size as well as its patented easy-to-use navigation and click wheel.

If you can't necessarily change the service, try changing the label first. Pricing

is a game of comparison, and DJs are often compared apples to apples. If you answer the phone as a DJ, you are still a DJ. But let's take the folks in the W.E.D. Guild® for example. The term Wedding Entertainment Director™ is something that can't easily be quantified, causing their clients to stop and ask what it means. Now they have a pathway to discussing how they are different from the competition.

Sure, the guy in the 20/20 episode said that he selling a Wedding Director. The problem was that he still answered the phone as a jack-of-all-trades. He still sells the basic DJ for other functions, so instead of differentiating his company from other competitors, he was forced to explain the difference of his own offerings.

Hence, there is now a trend of individuals and companies that are specializing in one talent area. If all you do are weddings, then you are already different from most of your competition, and you can quickly point out that difference.

Jason Spencer has spent 18 years as a wedding master of ceremonies and DJ that helps brides and grooms plan their entertainment around have the most fun and best wedding reception ever. He serves as Marketing and Media/PR Chair for the NorCal Chapter of Wish Upon A Wedding, and is a board member of the Bay Area Chapter of the American Disc Jockey Association. Jason is the owner of Spencer Wedding Entertainment in the Silicon Valley region of Northern California. He can be reached at 408-426-8117 or via email at jasonspencer@discjockeynews.com.

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Protect Your Website!!

By Jeremy Brech

In the January issue I had discussed the way you reflect yourself or how you may be giving off the wrong vibe. I had mentioned some of the things you can revamp to make yourself look more professional. Simple things like attire, body language, washing your vehicle and of course your website.

The world wide web is a massive configuration of information and if



you don't have a website yet, you are 12 years behind. How do you make sure your website is depicting you as a

professional or present your caliber of service? Some of my recommendations would be to have others view your website if you build it, because you are building your site in the eyes of a DJ and not a bride. Does it speak their language? So how do you come up with great and original content? Do your research!

I had mentioned last issue to view leading businesses websites and also other DJ's websites to see how their page is laid out. Find the things that work well and also notice some of the things that you don't like. By searching other website you will understand the elements to create a professional look. Please do not copy content or pictures! It is sad to say but this happens all the time.

After I had written the last article I decide to take my own advice and

search random production and dj company's websites. I Google searched a couple keywords in other states and was clicking through their weddings page. This company had a great looking website. Nice structure, easy navigation and great content. As I was watching the pictures shuffle through I noticed a picture of a wedding production that I did 3 years ago. On one sense it is flattering, but for a company to present your hard work as their own is very disappointing.

So what happens when a couple starts asking about the picture that you posted on your website that isn't yours? How awkward does that situation become? How do you find out if someone is using your images or content from your website? I will tell you how to monitor your website at no cost. Just a little bit of time.

A couple months ago a DJ in a different market contacted me about one of his competitors in his area that was using one of my photos. Sure enough our hard work was being advertised as his work. I asked the person who contacted me how if figured that out. There is a website called www.CopyScape.com that actually searches your website for similar content. It will look at sentences or paragraphs that are a little too similar in content and give you the direct links to those sites with



the text highlighted. So how do you find your images that are being misrepresented on someone else's website? A little tool called GOOGLE!

Here is what you do.

1. Right click your image.
2. Left click on Image File Location
3. Open up Google.com
4. Paste the link in the search box and hit search

5. Click on images

6. Under the Images tab you will see text and a link that says, For matching images, try "Search by image"

These steps will give you your links with the images on it along with every other website that contains that same image. It is important to make sure your website is original; otherwise search engines will detect duplications on the web and lower your ranking. So if your images aren't original or content isn't original then how are you making your services original? Make sure to work with professional photographers at events. Are you helping them create moments that are going to make them look like rock stars? If you work together to create moments that

can be captured by the photographer, they are probably more likely to send you wanted photos. Cross marketing can be a very powerful tool.

If you don't feel that you are the best person to create your website then hire a professional. As "professional" entertainers we always cringe when someone doesn't hire us to do their event or they decide to use an iPod. So why wouldn't you hire a professional to do your website. They are the professionals!

Jeremy Brech is Owner/Entertainer/Lighting Designer of DJ Jer Events and Lighting Design, and WED TM Member. Jeremy can be reached at: jeremybrech@discjockeynews.com.

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The Referral Coach

By Matt Anderson

What Lessons Did You Learn From 2012?

I always find it helpful to reflect on what did and didn't work the year before and to change my habits accordingly. I used to think good habits stayed the same. Now I realise that habits should only be kept if they get us results we are happy with. Otherwise habits simply keep us achieving at



our current levels.

The four biggest lessons I learned last year:

1. Spend Time on Introspection

This was brought most to my attention by a friend of mine called Joe when I was speaking in Iowa recently. He gave me a book called The Adversity Paradox which tells the tale of

how many people from very difficult and humble origins succeed.

One way they do this is to look within. They analyse their results, motives, and commitment levels. They ask better questions about how they could do better next time. What struck me was that I have not done this often enough in the past.

One solution is to pick something that is frustrating you and think through what is working about that area and what's not. Then to list out what you'd do differently knowing what you know now, and lastly, to turn that into an action plan.

2. Get More Feedback

I'm embarrassed to admit this. While in the past I might occasionally solicit feedback, I have to concede that I have done a poor job of deeply eliciting thoughts on how I can improve my work and my business.



Please don't make this mistake too. It does take some courage and vulner-

ability to ask sincerely, but as you get increased insight, you can make real improvements to your services. The insights of others can help you follow up better, communicate differently, give you unexpected new business ideas, and show you care more than most other service providers who never bother to find out. Lastly, being clear where you stand with someone makes getting referrals easier.

3. Track More Numbers and Increase Your Accountability

I learned a great deal about accountability last year. One of my past biggest frustrations was how many people who hired me did not really want to be held accountable. This never made any sense. What I did not understand was that being accountable to goals and action plans is hard if your confidence is low. It is easier to avoid them because then no one can say you failed.

One of the most important things about building your confidence is to be accountable to yourself and measure all the things that matter so you know you are on a better path! So develop a much better tracking tool for yourself for the things that matter in your life!

4. Schedule Much More Strategic Planning Time

Everybody's so busy but for many that's all it is. Permanent busyness is over-rated and ineffective. It's gone beyond socially acceptable to socially admired. This is scary and foolish.

I learned that I've developed many habits in business over 10 years but that many needed to be questioned and some needed to be delegated. I was rarely thinking ahead and rarely strategizing

growth. I was so busy that I wasn't stopping to think at all.



We all know that doing the same thing over and over gets the same results. The best way you can make changes is to get clarity about how you spend your time – including what you do habitually, know what you do best and love to do, get other busy work off your plate and force yourself to carve out more time to think and plan strategically.

At the end of the day, all you have is your time and only reflective thinking, different habits, new insights and greater accountability to meeting these higher standards will get you the different results you want.

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

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Connections: During The Off Season

By Steve Moody



I hope that everyone is still going full-speed with their plans and dreams for 2013. Come on DJs... scream it out one time for ourselves instead of the folks on the dance floor. As loud as you can "Don't Stop Believin'!". LOL

For many of us that primarily perform at wedding receptions, the beginning of the year is sometimes seen as down time or off season. That being said, this month I would like to share how I use some of the extra time on my hands to make some great connections both with other vendors and within your own company. This time of year can prove to be extremely productive and lucrative.

Keeping in touch is PARAMOUNT

In our market (Maryland's Eastern Shore) the cold weather and snow means very few receptions in the months of January, February and the beginning of March. Therefore, we are not seeing our favorite venue managers, photographers, and videographers as frequently as we were just a few short months ago. Rather than sit back and hope that we are in their thoughts, I've chosen to take a more active approach.

Let me just say that a little time on Facebook goes a long, long way. A quick e-mail, or a short comment on someone's recent post puts us right back in the forefront of their thoughts. (Not just clicking the LIKE button) These "slower months" are the absolute perfect time to do this sort of networking.

You may have noticed that your own bookings have picked up over the past few weeks (with all of those couples who recently got engaged over the Holidays). The reality is that most all of the vendors we work with are seeing the same spike. Now is the time to be fresh in their minds so that they will send you those most valuable referrals. Many of our colleagues spend week after week setting up and tearing down at bridal shows. How nice of them to share leads and send referrals to us from shows that we may not have been able to attend due to other commitments.

And Speaking of Bridal Shows...

Pack it up and get rolling! We all hear the same excuses time and again... "oh those bridal shows don't work for me". Here's the deal..., if our company is not having success at a particular bridal show I totally realize that it is not the show's fault. The fault may be in the way that we participated, set up our booth, used our marketing materials, spoke with guests or failed to follow up correctly after the show.

Think about it... if bridal shows didn't work, the producers would be out of business as no vendors would get involved. They work! Believe me, they work. Do they work for everyone? No – because some companies have not found their footing at shows. Now is the time to figure out what you may be doing wrong.

Every year at this time, we sit down to design a new look for our display booth, put together new marketing materials and train the djs on how to speak with the prospective clients. In all honesty, knowing what to say, when say it and when to listen is the key. Keeping in mind that disc jockey and wedding industries are constantly changing, we have to make changes in the way we market ourselves every season. What looked good and sounded great last season may not do the trick this time around.

We have also come to realize that what works well for us at one particular location may not work well at another. Every venue that hosts bridal shows is different. Every producer hosts different styles of bridal shows. Doing the same exact thing at each one may not work well. A little research on wedding industry trends from all the key websites is a huge help here. It seems like if we don't roll with the punches each season, we are setting ourselves up to fail. It's

we didn't have time to do a few months back. What an awesome opportunity to sit down with a notepad or get all the team together and re-watch a Randy Bartlett 1 % Solution DVD. It's also a great time to re-read books on marketing, sales and performance. Now's the time to work on everyone's improv skills. Now's the time to re-evaluate myself and the rest of the team to see how far we have come performance wise over the past season. What do we need to work on? It's time to re-group and load for bear because 2013 is going to be awesome. I know for a fact...because we are going to MAKE it happen.

Get Out The Touch-Up Paint

I know that no one else has ever ac-



cidentally bumped a speaker getting it into a van or trailer. No one else has ever had someone spill something on their equipment. No one else has ever accidentally damaged their gear...Right? LOL It's time for all of those little repairs that we have been putting off folks! It's so difficult to get those things done when we are in the heat of battle...so now's the time. We must fall back and take care of the wounded! Though I know that it should

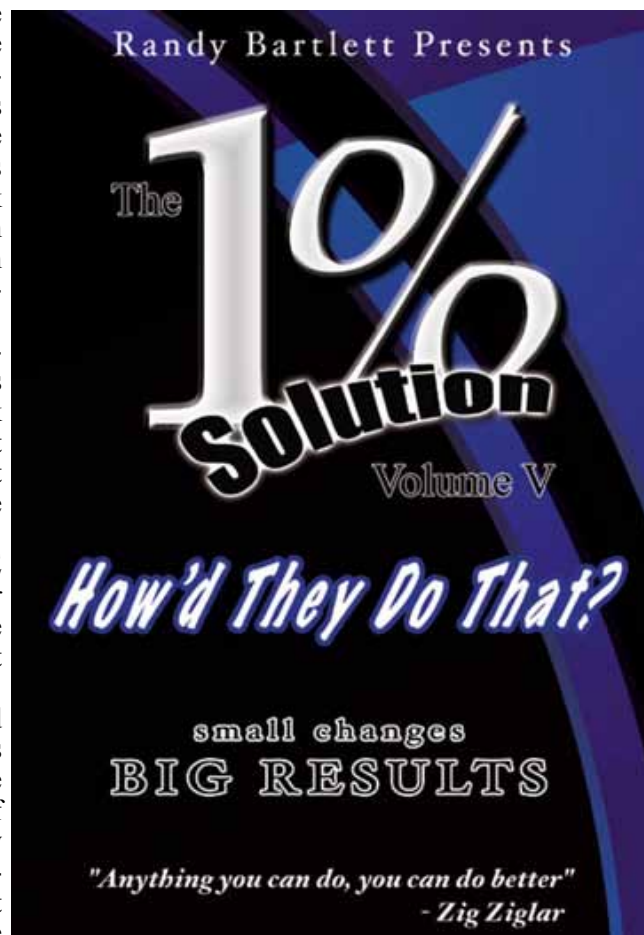
be done more frequently in a perfect world, for me... these winter months always mean taking care of the equipment that helps bring in the money.

Rally The Troops!

The final thought that I would like to share involves staying in touch with your other team members. Just as we may loose touch with other vendors, during these off months we may not stay as close with the rest of our team mates. I was guilty of this more than I care to admit last season. Honestly, weeks had gone by in between my connections with some of the guys (and gals). Again, just as with vendors, I have been using Facebook to keep closer tabs on everyone and let them know that they are in my thoughts. In addition to making short comments on their posts, I have sent out a few emails to some team members keeping them excited about what the next season has in store. I don't want anyone losing momentum or interest in what we do.

Okay, so some people call it the "off season"... but over here I am still going full speed. Though these were just a few of my thoughts, there are so many other great ways to make good use of your time this winter. Get 'er Done!

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@disc-jockeynews.com



<http://www.dj1percentsolution.com/>

a great time to order some bridal magazines, visit the Knot and WeddingWire and find out what's going on within the industry.

Here's the point. If you have not done well at bridal shows in the past, you may want to go back and figure out why. As I said in a recent article, over these past few years I have come to realize that my only real competition is myself. If I don't do well at something, I don't place the blame on anyone or anything else but myself. I try to figure out how to make the change and then work my hardest to make it happen.

Circle The Wagons!

As the past few months have been so insanely busy, this time of year really gives us a chance to re-group. Now's the time to do all of those little things that

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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	Mraz, Jason	I Won't Give Up	1	Rascal Flatts	My Wish	1	Beyonce	Single Ladies (Put A Ring On It)
2	James, Etta	At Last	2	Armstrong, Louis	What A Wonderful World	2	Lauper, Cyndi	Girls Just Want To Have Fun
3	Paisley, Brad	Then	3	Boyz II Men	A Song For Mama	3	Benatar, Pat	Hit Me With Your Best Shot
4	Shelton, Blake	God Gave Me You	4	Beatles	In My Life	4	Ludacris Feat. Mystikal	Move B***H
5	Train	Marry Me	5	Lynyrd Skynyrd	Simple Man	5	Rihanna	Only Girl (In The World)
6	Rascal Flatts	Bless The Broken Road	6	Womack, Lee Ann	I Hope You Dance	6	Guetta, David Feat. Flo Rida	Where Them Girls At
7	Lamontagne, Ray	You Are The Best Thing	7	Dion, Celine	Because You Loved Me	7	Weather Girls	It's Raining Men
8	Adele	Make You Feel My Love	8	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow	8	Twain, Shania	Man! I Feel Like A Woman!
9	Perri, Christina	A Thousand Years	9	Groban, Josh	You Raise Me Up	9	Little Big Town	Little White Church
10	Lonestar	Amazed	10	Stewart, Rod	Forever Young	10	Spice Girls	Wannabe
11	Mraz, Jason & Colbie Caillat	Lucky	11	Stewart, Rod	Have I Told You Lately	11	Beyonce	Run The World (Girls)
12	Mcgraw, Tim	My Best Friend	12	Chesney, Kenny	Don't Blink	12	Queen	Another One Bites The Dust
13	Buble, Michael	Everything	13	King, Ben E.	Stand By Me	13	Mcbride, Martina	This One's For The Girls
14	Presley, Elvis	Can't Help Falling In Love	14	Brooks, Garth	It's Your Song	14	Kool & The Gang	Ladies Night
15	Black Eyed Peas	I Gotta Feeling	15	Cole, Natalie With Nat King Cole	Unforgettable	15	Blondie	One Way Or Another
16	Johnson, Jack	Better Together	16	Matthews, Jason	That's What Mamas Do	16	Furtado, Nelly	Maneater
17	Hayes, Hunter	Wanted	17	Collins, Phil	You'll Be In My Heart	17	Beastie Boys	Girls
18	Strait, George	I Cross My Heart	18	Midler, Bette	Wind Beneath My Wings	18	Aguilera, Lil' Kim, Mya & Pink, Christina	Lady Marmalade
19	Aerosmith	I Don't Want To Miss A Thing	19	Taylor, James	How Sweet It Is (To Be Loved By You)	19	Kelis	Milkshake
20	Matthews Band, Dave	You And Me	20	Wonder, Stevie	You Are The Sunshine Of My Life	20	Orbison, Roy	Oh, Pretty Woman
21	Clapton, Eric	Wonderful Tonight	21	Rogers, Kenny	Through The Years	21	Buble, Michael	Haven't Met You Yet
22	Green, Al	Let's Stay Together	22	Adkins, Trace	Then They Do	22	Jepsen, Carly Rae	Call Me Maybe
23	Chesney, Kenny	Me And You	23	John, Elton	Your Song	23	Beastie Boys	Hey Ladies
24	Sinatra, Frank	The Way You Look Tonight	24	Mcentire, Reba	He Gets That From Me	24	Motley Crue	Girls, Girls, Girls
25	Young Band, Eli	Crazy Girl	25	Fleetwood Mac	Landslide	25	Springfield, Dusty	Wishin' And Hopin'
26	Mcgraw, Tim With Faith Hill	It's Your Love	26	Beach Boys	God Only Knows	26	No Doubt	Just A Girl
27	Snow Patrol	Chasing Cars	27	Harris, Mark	Find Your Wings	27	Jackson, Michael	P.Y.T. (Pretty Young Thing)
28	King, Ben E.	Stand By Me	28	Underwood, Carrie	Mama's Song	28	Dixie Cups	Chapel Of Love
29	Urban, Keith	Making Memories Of Us	29	Brickman, Jim Feat. Lady Antebellum	Never Alone	29	Madonna	Material Girl
30	Paisley, Brad	She's Everything	30	Hill, Faith	There You'll Be	30	Survivor	Eye Of The Tiger
31	Adams, Bryan	(Everything I Do) I Do It For You	31	Morrison, Van	Days Like This	31	West, Kanye Feat. Jamie Foxx	Gold Digger
32	Mccain, Edwin	I'll Be	32	Sinatra, Frank	The Way You Look Tonight	32	Benatar, Pat	Love Is A Battlefield
33	Urban, Keith	Only You Can Love Me This Way	33	Beatles	Let It Be	33	Fergie Feat. Ludacris	Glamorous
34	Journey	Faithfully	34	Hicks, Taylor	Do I Make You Proud	34	Guetta, David Feat. Akon	Sexy Chick
35	Mccain, Edwin	I Could Not Ask For More	35	Joel, Billy	Just The Way You Are	35	Ross, Diana & The Supremes	You Can't Hurry Love
36	Bright Eyes	First Day Of My Life	36	Presley, Elvis	Memories	36	Hilson, Keri	Pretty Girl Rock
37	Buble, Michael	Hold On	37	Dixie Chicks	Godspeed (Sweet Dreams)	37	Perry, Katy	California Gurls
38	Morrison, Van	Crazy Love	38	Simon, Paul	Loves Me Like A Rock	38	Mars, Bruno	Marry You
39	Righteous Brothers	Unchained Melody	39	Travis, Randy	Angels	39	Destiny's Child	Independent Women Part I
40	John, Elton	Your Song	40	Brooks, Garth	The Dance	40	Fergie	Clumsy
41	Jones, Norah	Come Away With Me	41	Taylor, James	You've Got A Friend	41	Kravitz, Lenny	American Woman
42	Krauss, Alison	When You Say Nothing At All	42	Wonder, Stevie	I Just Called To Say I Love You	42	Def Leppard	Pour Some Sugar On Me
43	Armstrong, Louis	What A Wonderful World	43	Carey, Mariah	Hero	43	Hendrix, Jimi	Foxy Lady
44	Uncle Kracker	Smile	44	Clapton, Eric	Wonderful Tonight	44	Commodores	Brick House
45	Big & Rich	Lost In This Moment	45	Cocker, Joe	You Are So Beautiful	45	Pointer Sisters	Jump (For My Love)
46	K-Ci & Jojo	All My Life	46	John, Elton	Blessed	46	Queen	Somebody To Love
47	Lady Antebellum	Just A Kiss	47	Mcentire, Reba	I'll Be	47	Valentine, Brooke Feat. Big Boi & Lil' Jon	Girlfight
48	Morrison, Van	Into The Mystic	48	Beatles	All You Need Is Love	48	Hot Chocolate	You Sexy Thing
49	Sade	By Your Side	49	Chicago	Colour My World	49	Jones, Tom	She's A Lady
50	Gray, David	This Years Love	50	Denver, John	Sunshine On My Shoulders	50	Pussycat Dolls	Don't Cha
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	Lmfao Feat. Lauren Bennett	Party Rock Anthem			
3	Temptations	My Girl	3	Kool & The Gang	Celebration			
4	Carlisle, Bob	Butterfly Kisses	4	Cupid	Cupid Shuffle			
5	Armstrong, Louis	What A Wonderful World	5	V.I.C.	Wobble			
6	Rascal Flatts	My Wish	6	Big & Rich	Lost In This Moment			
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	Simon, Paul	Father And Daughter	9	Brooks, Garth	Friends In Low Places			
10	Beatles	In My Life	10	Brown, Chris	Forever			
11	Kamakawiwo'ole, Israel 'Iz'	Over The Rainbow	11	Mcgraw, Tim	My Best Friend			
12	Mccain, Edwin	Walk With You	12	Lmfao	Sexy And I Know It			
13	Dion, Celine	Because You Loved Me	13	Shelton, Blake	God Gave Me You			
14	Wonder, Stevie	Isn't She Lovely	14	Aerosmith	I Don't Want To Miss A Thing			
15	Adkins, Trace	Just Fishin'	15	Beatles	With A Little Help From My Friends			
16	Cole, Natalie With Nat King Cole	Unforgettable	16	Cocker, Joe	With A Little Help From My Friends			
17	Fleetwood Mac	Landslide						
18	Vandross, Luther	Dance With My Father						
19	Womack, Lee Ann	I Hope You Dance						
20	Morrison, Van	Brown Eyed Girl						
21	Wicks, Chuck	Stealing Cinderella						
22	Stewart, Rod	Forever Young						
23	King, Ben E.	Stand By Me						
24	Mayer, John	Daughters						
25	Joel, Billy	Lullabye (Goodnight, My Angel)						
26	Rucker, Darius	It Won't Be Like This For Long						
27	Wainwright Iii, Loudon	Daughter						
28	Martino, Al	Daddy's Little Girl						
29	Stewart, Rod	Have I Told You Lately						
30	Hill, Faith	There You'll Be						
31	Taylor, James	How Sweet It Is (To Be Loved By You)						
32	Joel, Billy	Just The Way You Are						
33	Mcbride, Martina	In My Daughter's Eyes						

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Taylor Swift	I Knew You Were Trouble	1	Gary Allen	Every Storm	1	Phillip Phillips	Home
2	Bruno Mars	Locked Out Of Heaven	2	Jason Aldean	The Only Way I Know	2	Gotye	Somebody That I Used To Know
3	Lumineers	Ho Hey	3	Band Perry	Better Dig Two	3	Katy Perry	Wide Awake
4	Justin Bieber	Beauty And A Beat	4	Randy Houser	How Country Feels	4	Jason Mraz	I Won't Give Up
5	Swedish House Mafia	Don't You Worry Child	5	Brad Paisley	Southern Comfort Zone	5	Kelly Clarkson	Stronger (What Doesn't Kill You)
6	Pink	Try	6	Tim McGraw	One Of Those Nights	6	Maroon 5	One More Night
7	will.i.am F/ Britney	Scream And Shout	7	Taylor Swift	Begin Again	7	Carly Rae Jepsen	Call Me Maybe
8	Flo Rida	I Cry	8	Little Big Town	Tornado	8	Maroon 5	Payphone
9	Ed Sheeran	The A Team	9	Dierks Bentley	Tip It On Back	9	Fun.	Some Nights
10	Alicia Keys	Girl On Fire	10	Zac Brown Band	Goodbye In Her Eyes	10	Pink	Blow Me (One Last Kiss)
11	Rihanna	Diamonds	11	Carrie Underwood	Two Black Cadillacs	11	Owl City & Carly Rae Jepsen	Good Time
12	Maroon 5	Daylight	12	Hunter Hayes	Somebody's Heartbreak	12	Kelly Clarkson	Catch My Breath
13	Macklemore & Ryan Lewis	Thrift Shop	13	Kacey Musgraves	Merry Go 'Round	13	Pink	Try
14	Pitbull	Don't Stop The Party	14	Blake Shelton	Sure Be Cool If You Did	14	Ed Sheeran	The A Team
15	Calvin Harris	Sweet Nothing	15	Casey James	Crying On A Suitcase	15	Lumineers	Ho Hey
16	Justin Timberlake	Suit & Tie	16	Lee Brice	I Drive Your Truck	16	Bon Jovi	Because We Can
17	Ke\$ha	C'Mon	17	Chris Cagle	Let There Be Cowgirls	17	Jim Brickman	Good Morning Beautiful
18	Ke\$ha	Die Young	18	Thompson Square	If I Didn't Have You	18	Josh Groban	Brave
19	Kelly Clarkson	Catch My Breath	19	Chris Young	I Can Take It From There	19	Tristan Prettyman	My Oh My
20	Imagine Dragons	It's Time	20	Thomas Rhett	Beer With Jesus	20	Bruno Mars	Locked Out Of Heaven
21	One Direction	Little Things	21	George Strait	Give It All We Got Tonight	21	Adele	Skyfall
22	Script	Hall Of Fame	22	Toby Keith	Hope On The Rocks	22	Emeli Sande	Next To Me
23	Hunter Hayes	Wanted	23	Dustin Lynch	She Cranks My Tractor	23	Taylor Swift	I Knew You Were Trouble
24	Olly Murs	Troublemaker	24	Miranda Lambert	Mama's Broken Heart	24	OneRepublic	Feel Again
25	Ludacris	Rest Of My Life	25	Eli Young Band	Say Goodnight	25	Alex Clare	Too Close
26	Of Monsters And Men	Little Talks	26	Brantley Gilbert	More Than Miles	26	Hunter Hayes	Wanted
27	Chris Wallace	Remember When (Push Rewind)	27	Faith Hill	American Heart	27	Imagine Dragons	It's Time
28	Ready Set	Give Me Your Hand	28	Florida Georgia Line	Get Your Shine On	28	Of Monsters And Men	Little Talks
29	Bruno Mars	When I Was Your Man	29	Henningsens	American Beautiful	29	Maroon 5	Daylight
30	Mumford & Sons	I Will Wait	30	Rascal Flatts	Changed	30	Jon Secada	I'm Never Too Far Away
Urban			Rock			Alternative		
1	A\$AP Rocky	F**kin Problems	1	Volbeat	Heaven Nor Hell	1	Muse	Madness
2	Trinidad James	All Gold Everything	2	Avenged Sevenfold	Carry On	2	Imagine Dragons	Radioactive
3	T.I.	Ball	3	Stone Sour	Absolute Zero	3	Black Keys	Little Black Submarines
4	Future	Neva End	4	All That Remains	Stand Up	4	Atlas Genius	Trojans
5	2 Chainz	I'm Different	5	Deftones	Tempest	5	Mumford & Sons	I Will Wait
6	Weeknd	Wicked Games	6	Chevelle	Same Old Trip	6	Lumineers	Ho Hey
7	Chris Brown	Don't Judge Me	7	Soundgarden	Been Away Too Long	7	Of Monsters And Men	Mountain Sound
8	Kendrick Lamar	Swimming Pools	8	Alice In Chains	Hollow	8	Silversun Pickups	The Pit
9	Miguel	Adorn	9	Young Guns	Bones	9	Fun.	Carry On
10	Wiz Khalifa	Remember You	10	Shinedown	Enemies	10	Passion Pit	Take A Walk
11	Rihanna	Pour It Up	11	3 Doors Down	One Light	11	Lumineers	Stubborn Love
12	Lil Wayne	No Worries	12	Five Finger Death Punch	The Pride	12	Metric	Breathing Underwater
13	Kendrick Lamar	Poetic Justice	13	Adelitas Way	Alive	13	Walk The Moon	Tightrope
14	Keyshia Cole	Trust And Believe	14	Papa Roach	Where Did The Angels Go	14	Macklemore & Ryan Leslie	Thrift Shop
15	Rhianna	Diamonds	15	Halestorm	Freak Like Me	15	Mumford & Sons	Lover Of The Light
16	Miguel	Do You	16	P.O.D.	Higher	16	Capital Cities	Safe And Sound
17	Big Sean, Kanye, Jay-Z	Clique	17	Three Days Grace	The High Road	17	Neighbourhood	Sweater Weather
18	Big Sean	Guap	18	Otherwise	I Don't Apologize	18	Churchill	Change
19	Game	Celebration	19	Trapt	Bring It	19	Soundgarden	Been Away Too Long
20	Lil Wayne	Love Me	20	Aranda	One More Lie	20	Deftones	Tempest
21	Alicia Keys	Brand New Me	21	10 Years	Dancing With The Dead	21	Family Of The Year	Hero
22	Tamar Braxton	Love And War	22	Kid Rock	Let's Ride	22	Joy Formidable	The Ladder Is Ours
23	Chief Keef	Love Sosa	23	Hollywood Undead	We Are	23	Muse	Panic Station
24	Yo Gotti	Check	24	Hinder	Save Me	24	Killers	Miss Atomic Bomb
25	Omarion	M.I.A.	25	Green Day	Let Yourself Go	25	Green Day	Let Yourself Go
26	Justin Timberlake	Suit & Tie	26	Danko Jones	Just A Beautiful Day	26	Passion Pit	Carried Away
27	B.o.B	We Still In This B*tch	27	Muse	Madness	27	Airborne Toxic Event	Timeless
28	Sevyn Streeter	I Like It	28	Sevendust	Decay	28	Mowgli's	San Francisco
29	John Hart	Who Booty	29	Big Wreck	Albatross	29	twenty one pilots	Holding On To You
30	Joe Budden	She Don't Put It Down Like You	30	Buckcherry	Gluttony	30	Matt And Kim	Let's Go

A Different Spin by Jason Nocera



www.nichecartoons.com

Identify And Develop Your Greatest Strengths

By Harvey Mackay

I have had the privilege of mentoring hundreds of people over the years. I always ask them two questions: What do you like to do? What are your strengths? Most have a good idea of what they like to do, but you wouldn't believe how many people don't understand their own strengths.



One of the secrets of success is making the most of your strengths. First, though, you have to determine what your strengths are -- and that may not be obvious, especially if you're just starting out or looking to make a career change.

Your strengths develop from a variety of sources: natural ability and aptitude, formal education, job experience, internships, research, hobbies, volunteer involvement, and so on. You may not realize the depth of your knowledge or expertise, and that can seriously limit your job search or career path.

If you are in college, by all means take advantage of some of the aptitude

and career placement tests to determine your strengths, weaknesses and hidden talents. If you are not in school, you can find tests online or at your local library. Industrial psychologists are also most helpful in identifying areas that you should consider pursuing -- or avoiding.

A recent article in Classroom to Cubicle, an online magazine for college students and recent graduates, cites a list of the 10 most sought-after skills assembled by Quintessential Careers:

- Communication Skills (listening, verbal, and written)
- Analytical Skills/Research Skills
- Computer/Technical Literacy
- Flexibility/Adaptability/Managing Multiple Priorities
- Interpersonal Abilities
- Leadership/Management Skills
- Teamwork
- Planning/Organizing
- Problem Solving
- Multicultural Awareness

And you thought that all that mattered was your college major or your last job!

While it's tough to possess all those skills, especially for someone just entering the job market or switching careers, chances are past experiences will lend themselves to developing specific areas of strength. Zero in on the skills that make you special by looking for these

clues:

- What tasks attract you? Think of the types of jobs that you look forward to, that you'd find some way to do even if you weren't paid. Research companies that employ people in those jobs and start your search there. If you are passionate about a specific cause, that's a good springboard as well.

- What tasks do you lose yourself in? When you're involved on certain tasks, do you forget what time it is and how long you've been working? These will usually be the jobs that use your skills best. As crazy as it sounds, I recently spoke with a new grad that got his job in part because he was able to reach a specific level in a video game. The employer interpreted that as a sign of creative problem solving. By the way, he also had demonstrated communication skills.

- What do you learn quickly? You probably struggle with mastering some skills, but others you pick up effortlessly. That's because you have some natural talent and a deep desire to learn more. My readers have heard it a million times: You don't stop learning when you finish school. Be a lifelong learner.

- What do other people ask for help with? Pay attention to the jobs you're assigned and the favors people ask you for. They wouldn't come to you if you weren't good in those areas. An insur-

ance company customer service rep recently shared with me that she has been promoted to a key IT position, working as a customer liaison to help the computer jockeys develop consumer-friendly programs (which often generated a lot of customer service calls.)

- Where do you succeed? This may seem obvious, but some people miss the forest for the trees. Take a look at the tasks you've done best; they'll use your most important skills. Don't confuse activity with accomplishment. What you are best at is not necessarily what you spend the most time doing.

- What brings you satisfaction? No matter how tired you are, some tasks make you feel good at the end of the day. You'll do better in life and on the job by concentrating on work that you find fulfilling.

Mackay's Moral: It bears repeating: Do what you love, love what you do and you'll never work a day in your life!

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."

The State Of The DJ Nation:

By DJ Avestan Kerenaoti

There has been a huge uproar in the DJ industry and by other wedding vendors following the January 18th, 20/20 'Wedding Confidential' program. And at first glance, it might seem they're justified in being upset. But if you stop for a moment and think about it, ABC isn't the one entirely at fault.

Sure, they were responsible for the sensationalism and editing to create the drama, and even for leaving out a response by 85% of the DJs, but if you look closer, to their underlying goal, they were acting as an advocate for brides. WHAT? Stop and think about who that program was aimed at - BRIDES. It wasn't aimed at vendors and they don't care about vendors because to put it simply - that wasn't the demographic for that show.

So, let's look at the show and if ABC succeeded in achieving their goal of being an advocate by helping brides. In the past, when acting as a consumer advocate, they'd point out unscrupulous companies and their practices, and then they'd teach people how to avoid being taken advantage of. However, in this case, they tried to show unethical markups just because someone said wedding or showed up in a nicer car, but then failed miserably to explain how to avoid being gouged other than riding the bus to their appointments. This real shame too considering the couple they were talking with have a book that does a better job in advocating for brides than ABC ever dreamed of in this latest farce they call reporting.

But the real outrage from all of this shouldn't be about the program. It should be about the industry. If there are people behaving in this manner then they should be held accountable. They should be held up as unscrupulous business people who deserve every bit of being called out on national TV.

However, let's stop and dig even deeper...

First of all, as much as people might wish otherwise, the DJ industry isn't an industry. For the most part it's a bunch of people with marginal talent pretending to be in business. If it WAS an industry it would be in the entertainment industry. But the entertainment industry is talent based. Actors know that their talents, appearance, networking, and *it* factor are what will get them work. They work to build up their skills with acting classes, voice training, and smaller acting jobs until they can get enough paid work to make it their profession.

The DJ world isn't an industry, and they aren't very professional in most cases. In their outrage, DJs started clamoring for people to respond, calling for posts to be placed on ABC's website/blog, or even going after the reporter, Elizabeth Vargas. Many of these DJs were posting knee jerk reactions in a grossly unprofessional manner which does nothing but lend credence to ABC's argument.

You see, at the core of all this is ABC didn't fake those responses. They didn't lie about what the one DJ said when he all but blatantly ripped off the term Wedding Director from Wedding Entertainment Director (tm). 11 out of 13 DJs are using crappy justifications for charging more for a wedding than they do for a birthday party. It's just as much time. It's the same equipment. It's the same date on the calendar. Oh, but there's more 'planning' needed for a wedding. BS FLAG ON THE PLAY!

Most DJs claim there's more planning, but in reality they tell the couple to fill out the forms online using their favorite planning system and then send out one of the DJs on staff at the last minute hoping they do a good enough job so the customer doesn't ask for money back.

They sell using the 'once in a lifetime' lines they're taught or stole from people who attended seminars or sales training. But if it was really the once in a lifetime moment and they really believed that, they would actually care more about the quality of the job they do than they actually do. The comments flung about on the DJ boards in light of this most recent debacle are downright laughable. They reveal that the wizard behind the curtain is a homeless guy who smells like urine and beer, has a laptop with some stolen music and a cheap pa system, and the comments are a disgusting sign of the sad state of our inability to behave as an industry should.

If you want to do something about this expose - find out who these DJs are and hold them accountable. Start doing something to communicate, believe, realize, and be what you are worth. How about actually doing something to fight the status quo talked about in Michael B's book 'A Different Spin'? Speaking of which, have you read it? Maybe, just maybe you should. Especially that last chapter. How about 'The Wedding Vendor Handbook'?

But the DJ being unwilling or unable to support their industry isn't new. We have organizations that are designed to be our advocate, and despite doing some major things to advance our industry, many people still refuse to join them. Until we are a united force, things will remain how they are - a farce. A blight on the entertainment industry filled with wannabe's and hobbyists

So this means that the ADJA or NAME can't fight this reporting because it's the TRUTH. Our industry has roughly an 85% sleazeball rate (11 out of 13) which puts us right up there with used car salesmen. The main difference being used car salespeople know they earned that reputation and are fighting against it

every day. DJs aren't even lucky enough to realize they've earned this reputation. Or, worse yet, the worst of the lot are assuming that is it all of the OTHER DJs that are hurting the industry!

Rather than being upset at 20/20, I suggest we be upset instead with the unscrupulous vendors who do these things. Our industry is full of them. The next time you're at a DJ convention or even in a room of DJs, look to your left and look to your right - chances are they're both sleazeballs.

Oh, and if you're one of those people who thinks they aren't one of the sleazeballs, stop and ask yourself this one question: Do you charge more for a wedding than a 40th birthday party? Then you ARE ONE OF THE SLEAZEBALLS YOU'RE IN AN UPROAR OVER!

What? You're trying to justify because of the planning and time you put in? Why don't you care just as much about a 40th birthday party as you do about that wedding? Aren't they taking the same date off your calendar? Isn't that 40th birthday party a once in a lifetime event? Isn't it worth your time to make it as incredible as possible? If it's the same equipment and same talent, why don't they get the same price?

Suck it up people. Until we start acting like a real profession, we ARE what ABC and their program 20/20 showed and we DESERVED that reporting.

Seriously, join a professional trade organization so they can act as our advocate en masse, start looking for real training, stop the lunacy of petty bickering and start charging a real livable wage!

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

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

Top 30 Clean High School Songs

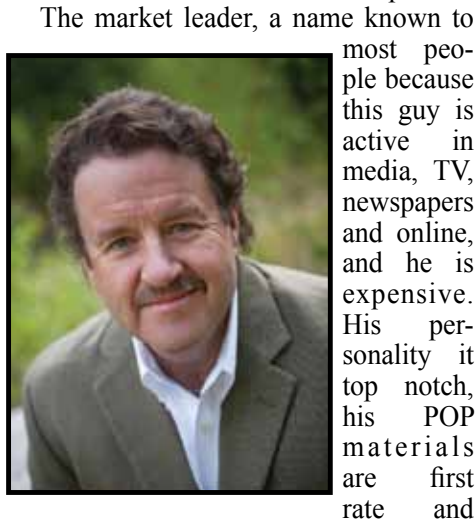
SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM					
2	1	Rihanna	Diamonds		201241	92		Rihanna	We Found Love	201140	128
5	2	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127		The Wanted	Glad You Came	201134	128
1	3	Flo Rida	I Cry		201238	126		One Direction	What Makes You Beautiful	201213	129
9	4	Ed Sheeran	The A Team		201205	86		Drake /Rihanna	Take Care	201150	122
3	5	Maroon 5	One More Night		201229	93		Calvin Harris	Feel So Close	201131	64
10	6	Pitbull	Don't Stop The Party		201238	127		Rihanna	You Da One	201147	127
11	7	Will.I.AM-Britney Spears	Scream and Shout		201248	129		Young Jeezy	Leave you alone	201208	95
13	8	Taylor Swift	I Knew you Were Trouble		201248	77		B.O.B	So Good	201209	86
5	9	Psy	Gangnam Style		201237	132		J. Jessie	Domino	201135	127
6	10	Ne-Yo	Let me Love You		201229	124		Karmin	Broken Hearted	201207	120
15	11	Kelly Clarkson	Catch My Breath		201243	124		Pitbull/w Chris Brown	International Love	201140	120
4	12	Taylor Swift	We are never getting back together		201234	86		Jennifer Lopez	Dance Again	201215	128
7	13	Ke\$ha	Die Young		201240	129					
16	14	Swedish House Mafia	Don't You Worry Child		201234	129					
8	15	Pink	Try		201243	105					
19	16	Alecia Keys	Girl Unfire		201237	93					
12	17	Justin Bieber	As Long As You Love Me		201227	71					
22	18	Calvin Harris	Sweet Nothing	Florence Welch	201238	128					
14	19	Alex Clair	Too Close		201115	63					
25	20	One Direction	Simple Things		201248	110					
17	21	Pink	Blow Me One Last Kiss		201228	114					
*	22	Justin Timberlake	Suit annd Tie		201303	103					
18	23	Chris Brown	Don't Wake Me Up		201221	128					
21	24	Nicki Minaj	Va Voom		201243	127					
24	25	Owl City-Carly Rae Jepsen	Good Time		201227	126					
*	26	Macklemore-Ryan Lewis	Thrift Shop		201246	95					
*	27	Ke\$ha	C'mon		201252	126					
27	28	Maroon 5	Payphone		201217	111					
*	29	Ludacris-Usher-Guetta	Rest of My Life		201246	128					
29	30	Carly Jepsen	Call Me Maybe		201210	120					
Recurrents- (Still popular)											
23		David Guetta/ Chris Brown	I Can Only Imagine		201230	127					
26		Rihanna	Where have you been		201216	128					
28		Trey Songz	Heart Attack		201214	75					
30		Usher	Numb		201233	125					
		Future	Turn on the Lights		201226	66					
		Ellie Goulding	Lights		201109	120					
		Nicki Minaj	Pound the Alarm		201227	126					
		One Direction	Live While we're young		201240	126					
		David Guetta	Titanium		201230	125					
		Calvin Harris	Lets Go		201212	128					
		Katy Perry	Wide Awake		201223	80					
		Kelly Clarkson	Stronger		201201	116					
		David Guetta/Nicki Minaj	Turn Me on		201231	128					
		Justin Bieber	Boyfriend		201214	97					
		Taylor Swft-B.O.B	Both Of Us		201220	63					
		50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98					
		Katy Perry	Part of Me		201210	130					
		Flo Rida	Good Feelin		201137	128					
		Pitbull	Back In Time		201214	127					
		Gym Class Heroes	Self Back Home		201203	130					
		Nicki Minaj	Starships		201209	125					
		Chris Brown	Turn Up The Music		201206	130					
		Goyte	Somebody that I used to Know		201205	129					
DO NOT PLAYLIST											
		Artist	Title								
Add		Kendrick Lamar/Drake	Poetic Justice								
Add		James Trinidad	All Gold Everything								
Add		ASAP Rocky	F**kin Problems	When it's in the title, you know it's a problem.							
		Bruno Mars	Locked out of Heaven								
		Game	Celebration								
		The Weekend	Wicked Games								
		Lil Wayne	No Worries								
		Meek Mill	Young and Gettin it								
		T.I. / Lil Wayne	Ball								
		2 Chains	I'm Different								
		Wiz Khalifa	Remember								
		Big Sean	Guap								
		Ludacris-Usher	Rest of my life								
		Usher	Lemme See								
		Juicy J	Bandz a make her dance								
		Kendrick Lamar	Swimming Pools- Drank								
		Kanye West	Clique								
		WALE ft. Rick Ross	Bag of Money								
		Montana French/FT. Rick Ross		Pop That							
		Driicky Graham	Snapbacks and Tattoos								
		J. Cole	Nobody's Perfect								
		Meek Mill	Amen								
		Trey Songz/TI	2 Reasons								
		Usher/Rick Ross	Lemme See								
		Flo Rida	Whistle								
		2 Chainz/Drake	No Lie								
		Kanye West	Mercy								
		Ca\$h Out	Cashin' Out								
		Wiz Khalifa	Work Hard, Play Hard								
		Usher	Scream								
		Kirko Bangz	Drank In MY Cup								
		Travis Porter/Tyga	Ayy Ladies								
		TYGA/Lil Wayne	Faded								
		Drake	Hell Ya, F**kin Right								
		Rihanna	Birthday Cake								
		Fun	We are young								
		Cobra Starship	Middle Finger								
		Trey Songz	Sex Ain't Better than Love								
		Flo Rida	Wild Ones								
		Chris Brown	Strip								

Behind The Mic: I'm Buying A Roof!

By Dave Winsor

I'm in the process of making a major purchase and it's the first time I've ever researched something like this and I'll tell you, it's not easy. As a matter of fact it's really confusing. I've solicited 4 proposals and the results are all over the place.



The market leader, a name known to most people because this guy is active in media, TV, newspapers and online, and he is expensive. His personality it top notch, his POP materials are first rate and he's not a high pressure closer. His quote was \$13,000 which he knocked down to \$11,900 without me haggling. It took me a moment to get over the amount that I'd be required to spend. I thought it would be much less.

The second person I called was a referral from a family member. This particular provider has roofed three houses in the family and my relative was very complimentary. The roofer came to my house

and walked around the property and measured a few things, then jumped into his pickup truck and wrote some numbers down onto a pre-printed, one sheet offer and contract. His price? \$5,900 for the whole thing. WOW...what a difference in price!

The third contractor came by and did the walk around and filled out some paperwork and left without giving me an estimate. He said he'd be back to me in a couple of days with some numbers. It was about 4 days later and his number was.... (drum roll)...\$11,900!

The fourth contractor and his brother came by to take a peek. These two were referred to me by a neighbor who supplies them with product. They were nice and efficient, expressed an interest in working with me on this project and I supplied them with my email address. That was over a week ago and I still haven't heard back from them.

Wait! I actually had a FIFTH estimate from another established business that only does roofing. He stopped by when I wasn't home and did send me an estimate. His number was \$8,250.

I've run the gamut of emotions, along with my wife, over this journey. Really great presentations, some not so good, some natural, others forced. People giving me the information I need, right up front so I can make an informed decision.

They all were offered face to face visits and only one couldn't do that so....

What have I learned? Prices are all over the place. The market leader explained to me that his prices will be higher than others in the market because he spends money on things like insurance, workers comp insurance, marketing, etc. He was not ashamed of his price, quality or workmanship and made no excuses.

The second, lower priced man was a company that consists of he and his brother. He's a lean company and the market leader actually knows him and says his work is good, but that he knows that he doesn't pay workers comp insurance and may not actually have any insurance in force at all. I'm not kidding.

The others made no emotional impact on me at all. They just seemed to be going through the motions. They all seemed to know that my roof will fail at some time in the future so I'll HAVE to choose someone. They didn't follow up with me AT ALL. Not one call of inquiry. "How's it going?"

"Have you made a choice yet? Can I answer any questions?"

Does any of this sound familiar to you? Not that I'm buying a roof, but that I'm in a marketplace that I've never been in before and I don't have enough information to make a truly informed decision. Each has strengths and weaknesses.

I actually called the market leader and told him about the \$5900 quote and could he do any better for me? He dropped \$1,000 off the price. He also told me again why he's the market leader. I like him. He stood up for himself.

So, who gets the job? I managed to barter with the market leader and trade 1/2 of the cash for "in kind" media appearances, video for his website, posts for his FB page and some other stuff. I guess since I'm a morning radio guy in my market for the past 13 years I can leverage that type of thing. It worked out well. But, that's not the moral of this story.

The moral is the bride contacting you has no idea what to expect. She has a price in mind (btw, my price was \$5000) and most likely it was a shot in the dark because she heard that number somewhere. She'll contact a bunch of DJs looking for the lowest price. Your job is to help her understand exactly what the landscape looks like and if you're really good at what you do, you'll help "shape" her decision about her wedding entertainment.

I've just experienced what a bride goes through when looking for wedding vendors. All I've got to say is "God bless her"!

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

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