

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

I'm writing this article after spending 4 days at NAMM (The National Association of Music Merchants) in Anaheim California. I went to work with John Young (this publication's dedicated editor and visionary) and his team to obtain some video interviews of various merchants and manu-

facturers who were in attendance at NAMM. If you're a faithful reader of The Disc Jockey News but haven't yet dialed into our YouTube channel, you really ought to. As we become more and more of a "video on demand" society, DJN is servicing that need with equipment news and "how-tos" that are attracting thousands of views a day.

This was my first trip to NAMM and after attending DJ conventions my whole life (both large and small) all I can say is, "Wow!" The booth spaces that these manufacturers set up to promote their products at NAMM is incredible compared to what I've seen at even the largest DJ show like DJ Expo in Atlantic City. Even the gear makers I was familiar with from DJ Expo, like Pioneer for example, had probably four times more the floor space than they take in AC. It was an attack of the senses, both visual and auditory, and while I was there to work (I was one of the on-camera, talking heads introducing the videos so look for my smiling face coming soon to The Disc Jockey News' YouTube channel) I often found myself wandering the aisles in awe, harkening back to how I felt at my first ever DJ Expo so many years ago.

But despite the enormity of so many of the booths, and what must be a sizable investment in space as well as manpower to setup and staff these exhibits for four days, there was a noticeable difference in the people skills of those working the floor. You would think, Mike Walter Continued On Page 2

Talkin' Bride: Don't Lose Your Balance

By Tamara Sims

Life is sometimes a balancing act, and when you own your own business, it is very easy to lose your balance, so as we continue our start of the new year, I want to remind you all about this.

Last month Jay and I were on a flight to Nashville on our way to The Special Event Conference. I find reading on a plane very relaxing, so I opened up my "Real Simple" magazine and came across an article on Balance.

I dove right into it and began to think about how I could benefit from the tips in both my role as a wife and a business owner. I don't know about you, but I am an avid list maker. My husband Jay often teases me when I cross an item off my list so hard that I often rip a hole in the paper. To me there is nothing more gratifying than completing a task and crossing a big black (or purple) line through it! The best tip I learned for list makers like myself: If something can be done in five minutes or less, do it now!

I am confident in saying that the majority of us in the wedding industry are givers. Let's face it; we give up time with our own friends and families to create the most special day for our brides and grooms and their friends and families. We often have a difficult time saying "no" to people. It IS ok to say no. If you do not have the time or the

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In The Booth: Welcome To 2014!

By Brian S. Redd

What better way to kick off the New Year than with Winter NAMM and all the great new DJ product offerings from all over the world. This month, I'll be talking about some of my favorite "Stand Outs" I saw at this year's show. To make it even better, every single one of these great new products will be on display and/or available at Mobile Beat Las Vegas.

ADJ's big stand outs for me this

year were their new moving heads that come in many shapes and sizes. I tend to gravitate towards any DJ lighting product that's unique, portable and easy to use. The ones I'll for sure be adding to my rig this year are the new ADJ Inno Pocket Spots. These are pint sized moving heads with a 10 watt LED source (which is much brighter than it sounds) that are DMX programmable, but have the added feature of being 100% IR remote controllable. You can change the color, gobo, show, speed, blackout and several other key features easily with a simple remote control. If you will be attending Mobile Beat Las Vegas and this sounds like it's something you may want to check out for yourself, they will

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What Are You REALLY Selling?

By Mitch Taylor

Do you ever get frustrated with how to convey your value? Thought you clicked with them but they just didn't



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you heard and find a BETTER way to convey your value. I think I may be able to help you out.

April 1st, 2014 right after Midwest DJs Live in Racine WI I'll be hosting a workshop for DJs and event professionals entitled "Sales Is Solutions." One of the very first things we cover is the title for this article: What are you REALLY selling? Some people think they're selling gear, others think they are selling time, still others think they are selling timeline, lighting, gear and time all rolled together. That's not it. How do you get to the CORE of what it is that you are really selling? Let's explore this deeper.

The answer to how to get to the CORE of what it is that you are really

selling is to ask your clients what it is that you ultimately delivered for them. What is it that they want you to deliver more than anything else? What's the biggest problem they are struggling with and HOW can you help them solve that problem? Once you discover what it is that your clients VALUE more than anything else... develop SOLUTIONS based upon your service offerings, areas of expertise and production capabilities that can SOLVE that problem that your clients have and ultimately give them what they want. That's all sales is.... find a need and fill it.

The answer to how to get to the CORE of what it is that you are REALLY selling also lies in your past clients. When was the last time that you interviewed a past bride and groom or client AFTER their event? If you haven't... shame on you. There's GOLD in information to be learned about WHY they chose you... what they got from working with you and WHY they would recommend you to future clients. All you have to do is ASK them. Many of us (present company included) get too bogged down in the day to day operations of working in our business instead of working ON our business that we forget to take these golden opportunities and use them to our fullest extent. Ultimately your future clients and family will be the benefactor of this new found information stream that can only

help you better your operations as a whole.

How can you hone your skills in this? What can you do to improve? The very first exercise in the workshop will help you realize that what you are selling ISN'T TANGIBLE. It can't be bought from a store or produced with your own two hands as a product. YOU are your product, service and full array of offerings. WHAT you use to deliver what a client desires more than anything else are just your tools of the trade that make your delivery of that outcome your client desires most EASIER. Your tools, gear, lighting, planning forms, office, phone, etc, etc are all just that... tools. There will be many of you in the workshop (or reading this right now) who think that you will know the answer once this discovery process is revealed in workshop but I can assure you... you'd be wrong. © Dig deeper. Uncover the REAL reason clients hire YOU over ANYONE ELSE. Do this in workshop and on your own road to mastery and discovery.

Now once you have discovered what you REALLY are selling., take the same approach and write out for the next half an hour how you can apply this one simple concept to your business. This applies to your sales process, your marketing, your production schedule, your training methods, your other services that you offer and lastly to bring it full circle, your performance as well.

I'm honored to be the Keynote Speaker for the Midwest DJs Live 6 event happening at Fountain Hall in Racine WI March 30th -31st, 2014. I'm also honored to be presenting the first ever-sales workshop for DJs from my brand new workshop titled Sales Is Solutions immediately following Midwest DJs Live at the Radisson Mayfair Milwaukee on April 1st from 9am to 5pm. Cost is only \$200 for an all day workshop on how to become better at sales, improve how you communicate your value and become better in business. I promise you it will be WELL worth your investment. Here's the link to get signed up. <http://www.eventbrite.com/myevent?eid=3830695714>

If you want to discover the secret to what you are REALLY selling... you, dear reader, are cordially invited to join me in Milwaukee on April 1st (no this is NOT an April Fool's Joke) to develop and hone your sales skills. Click or type the link into your browser and let's get started. Your wallet will thank you. ©

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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with so much at stake, so much time and money invested and so much profit to hopefully be gained, that every person at every booth would be in "selling mode." You would think, for example, that you'd never pass a booth and see the two people working it both staring at their cell phones. You would think that the moment you approached a booth that if someone working it were free (ie: not already engaged in a conversation) you'd be greeted with a warm smile and sincere Hello immediately. You would also think that everyone working a booth would be knowledgeable enough to answer the simplest of questions on any product that they had on display.

Well, maybe YOU wouldn't think those things but I did. And I was sadly mistaken. I was shocked in fact to find that these basics of selling weren't universally employed. Why any company would invest so much time and money into such a large conference and not fully prepare their front line sales people is mind boggling. While some companies went so far above the norm to attract people to their space and then "wow them" once they got there, there were others who's booths felt like the deserted house on the end of the street.

While some companies had the

friendliest staff imaginable, others seemed to employ people who had an invisible "don't bother me" sign around their necks. It shocked me. For every Monster Cable (which had a different guest artist playing in their booth every hour and as the crowd gathered to hear these artists, employees all clad in tee-shirts adorned with the company logo went around thanking people for coming and offering swag like key chains and hats) there was a company right next to it with two cross-armed dudes staring off into space. And for every Chauvet (whose corner booth was so impressive with all it's swirling lights and sturdy trussing and which featured the softest of carpets and plenty of seats [a veritable oasis after walking the miles of aisles at NAMM) there was a booth with a mish-mash of product and no clear place to even stand if you wanted to ask someone a question.

What did I take from all this? Well, the obvious lesson that I can relate to our industry is that, just because you've paid the price to be at that next bridal show doesn't mean your work is over and the bookings will start pouring in. In fact, I'd argue that if you are going to make the virtual non-effort that I saw from some of the manufacturers at

NAMM, you'd be better off not having a booth at that next bridal show. It's like the saying, "better to remain silent and be thought a fool than to speak and remove all doubt." I think you're better off missing from the next show and letting your market wonder if there is anything wrong with your company than attending it with a poor showing. And to me a poor showing is everything I've already pointed out: an uninviting booth, representatives who look bored or are staring at their cell phones, and an overall lack of enthusiasm and/or creativity. If you're going to pay the money and take the time to be there, you may as well make your best effort to maximize your investment. And the fact that some companies didn't grasp this at NAMM tells me this is not 101 level advice. If it's a mistake that a company with annual sales in the tens of millions can make, than it's certainly a mistake any of us could make as well.

But instead of focusing on the negative I'd rather end this article by focusing on the positive. I spoke to one manufacturer this week who shared with me that it cost their company over \$200,000 to attend NAMM. Between booth space, flying and housing staff members and per diems, that was their investment. And when I asked if it was worth it the reply

came without a pause "of course!" It's a show they cannot miss. They know that every purchaser (major and minor) will be there and that orders will be written and impressions will be made. Media will write articles and upload videos while competitors will also be taking notes. In other words there was never a question that they would make the investment, the only strategy was how to maximize it. We should all attack our marketing the same way. Whether it's a bridal show or a banquet book or an attendee pass to a future DJ show, we should all accept the fact that there is a cost of doing business. We shouldn't look for ways to avoid that cost but rather ways to maximize our investment.

One last note and observation from NAMM: after walking aisle after aisle and ogling at booth after booth I felt like something was missing. And then I put my finger on it: there wasn't one photo booth at NAMM. Not one. Think about that the next time you wander the aisles at a DJ show.

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From The Other Side: Thanks, But No Thanks

By Jake Palmer

"Hi XXXXXX,
I just wanted to give you a heads up, I have had some schedule changes in late July so I am will NOT be available on July 26th, 2014 for your wedding. I know you were talking with other DJs so I hope they will be able to help you guys out. If not, I would highly recom-



end: etc, etc, etc..." you get the idea.

Have you ever sent a letter like this? This simple letter can be a powerful tool for you, if you use it. Most of us have been there, standing at a wedding or event wondering how we ended up here; in a situation that we can't win, at an event where our hands are so tied that we can't use our creativity, or our knowledge to entertain the way the WE want to. Working with a client who will not listen to reason: a bridezilla!

There are two schools of thought with this situation. School one says: they are the client, make them happy. It's not about you and your individual ideas anymore than it is about the cli-

ents individual likes or dislikes. The idea of being a professional is being able to adapt and work with any crowd or client, and the customer is always right. If this is how they want it, then this is how they get it. You wouldn't start playing opera in a biker bar just because you thought it was a good idea. It's a biker bar; there is a certain expectation people have when they go there.

School two says: if you are no good at country shows, don't book a country shows. If you don't want to deal with Bridezilla, don't take her show. Be professional enough to evaluate the client, the show, the situation, and then make a decision about the show. How many times do we hear people talking about the first sales meeting being a two way interview, the bride and groom may love you, but if you can't stand them it could make for a really long day.

The obvious clarification here is that if you are a multi-op you can't be as choosy because you have multiple systems and entertainers to keep busy, and if you are a single-op you can be more selective if your dates are filling. I will say that is only half true. I believe multi-ops have a need to identify themselves as the type of company they are going

to be.

We all know multi-ops that are known for different things, "the cheap guys", the "game guys", the "cookie cutter", etc... same is true for the single operator. Everything is based on his personality and the way he does things: elegant, classy, country, blue collar. So what's the rule? Is school one or school two the right school? The answer, of course, is "it depends!"

It depends on you and your market, the type of entertainer or company you are, how many systems, how much do you want to work, how and where do you advertise; it really is a lot of factors. I can tell you that I wish it was easy to fall into one of those perfect scenarios, but you need to decide for yourself. All I can really tell you is what works for me. I am lucky enough to be a point in my career where I have decided I don't have to be everything to everyone. I have taken the bad shows, the bridezilla, the unbending client with impossible expectations. I have walked into a situation I knew wasn't in my comfort zone and I was most likely going to fail.

I always had a good reason for being there too! Things like: I need the money, sure she's a pain and I had to give

her a big discount -but I am going to book other shows off this one, or if I don't think about it too hard I can be the mindless jukebox they want for the evening.

Trust me when I tell you these situations always fail. You never do get any referrals from that show and if you do they are just like that show or they want the same discount, or have similar (pain in the neck) personality as the first client. If you do shows that fit into your comfort zone and work with clients you like and relate too, you will work better with the client, do a better show, have more fun, get more and better referrals. You will also be able to start demanding a better or higher rate and ultimately, hopefully work less.

If you can put the money part aside for a moment, think of it this way... would you rather be putting up with a pain for a client in a situation you can't possible win at or would you rather be at home with your family, or out with your friends, or enjoying a Saturday night out like the rest of the world. I know what my answer, what's yours?

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passion for something take a pass. When you say yes to everything you will end up feeling resentful, doing a poor job or cancelling at the last minute. Be up front at the beginning and don't beat yourself up for it. The tip I learned for those who just don't know HOW to say no: simply state, "That won't work out for me."

Prioritize. Are you guilty of keeping your cell phone next to your bed? If so, you are blurring the lines (pun intended), between your business and personal life and you will never find balance that way. Being connected 24/7 is not good for you, your family or your clients. Coincidentally, the keynote speaker at our conference also discussed

this topic. She told us a story about a client wanting a proposal the night before Thanksgiving. She chose not to do the proposal to spend time with her family.



You may or may not agree with her decision. Whenever you face a tough decision, answer by considering the consequences of each potential choice in the next 10 minutes, the next 10 months,

and the next 10 years. In the speaker's case, she felt that in the next 10 months she would have regretted not spending time with her family to work on a proposal that may or may not turn into actual business.

I would be remiss if I didn't touch on the importance of health and exercise when writing about balance. Working late nights, eating fat laden banquet hall food, and speeding through the drive-thru after a gig are bad habits that will eventually take a toll on your health. Jay and I consciously start every day with exercise. Whether it's spinning or kickboxing for me or a quick 15-mile run for Jay, we always feel energized, balanced

and prepared for the day by following this ritual. You will be amazed how much better you will look and feel by incorporating exercise into your daily routine.

Here's to your year of staying balanced!

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.



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The Top Five Business Owner's Books To Read In 2014

By Mike Kazis



Every year, I tend to compile a list of business books that I desire to get through within the course of the year.

Over the past few years, I've formed my list by the use of on-line recommendations from various blogs and email newsletters. For this year, I've decided to try something different. For the past several months, I have been spending one to two days a week at my local Barnes and Noble book store conducting research, meeting with clients, and seeking knowledge on a more personable level with the publications on their shelves. When it comes to books I am more comfortable as a tactile individual as I prefer to feel a book in my hands - to be able to skim the pages, make notes, and bookmark pages for which I wish to revisit.

I must admit that after spending so much time digging through the shelves, I've made a list of several books I aim to read this year. Of course we're told to never judge a book by its cover but on the contrary, that's exactly what I did to get myself started. Before picking the book out from the shelf, I explored some comparisons as it sat beside other books. First I glanced over its artwork in comparison to the surrounding books, its lettering of the title and author, and its size in comparison to the other books - some of these things which I wouldn't be able to do from reviewing it from a web site.

After judging the book by its cover (title and author included), I read the book's description provided on the back or inside cover to get an overview of

what to expect the skimmed a few pages of the book's chapters, table of contents, and index to make a better determination of whether this book was worth reading.

Since I can't say that I've read many of these, I can't give a true overview or opinion of the content. However, many of the books in this list have piqued my interest from the process I've described above but many of the business topics that interest me are covered in the contents of these books and I look forward to learning more.

7 Habits of Highly Effective People, The: 25th Anniversary Edition by Stephen R. Covey

This is really the only book I can say that I've read cover to cover but it was a long, long time ago and this version of the book is actually the 25th anniversary edition that commemorates the life of the late Stephen Covey, who passed away in July of 2012.

The works of Stephen Covey have been mentioned both inside and outside the DJ and wedding industries. The key characteristic that makes his philosophy and his books so well regarded is that the information he presents is timeless. From what we currently know, human evolution in both physiology and psychology has not changed for tens of thousands of years and it is here that Covey's fundamental concepts are based and can therefore be applied to almost anyone in any situation.

Basically, the book 7 Habits explains to readers that in order to truly master something, it must become instinctive. For something to become instinctive, it must be practiced over and over until it becomes a habit. This concept is also in agreement with most psychologists of today. The book then teaches readers some steps in learning how to make something become a habit.

The Complete Sun Tzu for Business Success by Gerald A. and Steven Michaelson

Having been a former soldier and

an enthusiast of famous historic battles, Sun Tzu's The Art of War is the Bible of warfare. In my studies of this book, I've often adapted its philosophies into commercial competition, helping me to become a better business manager, leader, and strategist. As a result, I was pleased to see this book on the shelf as I am interested to compare my knowledge of the Art of War to the philosophies of the authors.

Working with Bitches by Meredith Fuller

The book's title grabbed me immediately. This was any easy book to grab from the shelves but beware that the title has already offended some women. If you work for a larger company, I wouldn't recommend that you leave this on your desk for anyone to see. You may end up in the Human Resources office awaiting word of the next Diversity training session.

Reading the overview, one would assume that the audience of this book would be gender specific and that their references were also gender specific. However, after flipping through a few pages it was easy to relate to some situations in the book whether male or female. Ultimately, it's a good book to read to aid you in dealing with difficult people in the workplace - male or female.

Coaching Wisdom by Mike Harrity

I was interested in this title because I am always looking for books to help me improve teaching methods used when I conduct professional training sessions. Coaching methods are a great way to motivate, encourage, and inspire students to work harder and practice more often.

With the exception of Covey's "7 Habits" book, I investigated this book more thoroughly than the others for one good reason. It has terrific quotes from some of the top coaches in college and professional sport at the beginning of and all throughout each chapter. Not only that, the quotes are very memora-

ble, well said, and they pertain to a very important topics.

For instance, in the first chapter, the author talks about caring. Caring for what you're doing helps to make you an effective coach and one that sets him or herself apart from other coaches. To help reinforce that concept, the author states the following quote by former President Theodore Roosevelt, "People don't care how much you know until they know how much you care."

The second chapter is just as powerful as it deals with another very important topic in the business world - effective communication. At the beginning of this chapter you get a clear sense of what this chapter covers when you read the quote by Jon Powell, "Communication Works for Those That Work At It."

As a firm believer in team participation from all members of your organization, this is the chapter that sold me on this book. I look forward to reading more in the near future.

Suze Orman's Action Plan by Suze Orman

I am a big fan of Suze Orman and how she organizes the contents of her books, how she explains the topics in her books, and how she uses real past experiences to help reinforce the validity of the topics. From what I've reviewed of this book, Orman explains the changes we've experienced over the past few years and helps readers gain a new perspective on what to include in their new strategy for financial planning.

There you have it, the top five books that I will be exploring further in 2014. These books have a little bit of everything I will be looking to focus on to help me become a better leader and a better manager. Of course, you may have other preferences and I would be happy to hear them if you drop me a line.

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**It's like a group hug for the DJ industry!*

Top 6 Tips To Make You A Stellar Presenter

By Ron Ruth

Ah! It's that time of year again when DJs from around the world converge on Las Vegas to attend an annual learning conference. Over the past 3 years I've had the great honor of speaking at the Mobile Beat Conference. I call it an "honor" because in looking back at my time in the DJ profession, I never imagined a few years ago that anyone would ever want to sit and listen to anything I had to say let alone find value in the lessons of my message.



Speaking in front of a room full of your peers, however, is awe inspiring, a little intimidating and requires far more time to prepare for than most audience members realize. But, putting yourself out there for the world to see is also rewarding. It provides an opportunity to stretch your skills as a performer, writer and thought provoker. And yes, there is a tremendous amount of pride and satisfaction that comes from the accolades that follow a great presentation. We're in the entertainment industry, after all, and the amount of applause we receive is one way we measure whether we were successful in connecting with the audience.

If you've ever considered speaking at any of the national or regional DJ conferences or even to one of your local groups of event or wedding professionals, you may need a little help to get you started in the right direction. For that reason, I've reached out to four, very recognizable experts in the area of public speaking to get their input and advice on the steps you should take before standing in front of an audience.

Here are the Top 6 tips to make you a stellar presenter from noted authorities Alan Berg*, Peter Merry, Rick Brewer and Larry Williams*.

1. Have a compelling topic that is of interest to the listener. Perhaps the most recognizable presenter in the wedding industry is small business marketing expert and author, Alan Berg. Alan says his topic inspiration comes from listening to and for the common problems and pains that a large number of wedding professionals experience. That allows him to provide information that will be of interest to the majority of those who attend his presentations. Peter Merry, author of "The Best Wedding Reception...Ever!" and founder of the WED Guild®, agrees but adds that he will sometimes pick a topic that is of special interest to him but still has a direct correlation to the wedding industry.

Either way, the topic should be one that you're comfortable presenting, one that showcases your expertise in a particular field and one that provides value and benefits for the audience.

2. Respect the Rule of 3. Nationally known wedding marketing guru, Rick Brewer of Get More Brides and Larry Williams, author of "Customer Service A to Z," both subscribe to what they call the "Rule of 3." Simply stated, don't overwhelm the audience with information. Limit your speaking points to three, very succinct sub-topics. As an example, when I speak on the Disney customer service model, I focus on courtesy, efficiency and show.

3. Solutions should translate into actions. Peter Merry suggests that every solution to a problem should be presented as a call to action. It's not enough to simply imply that a solution can be found in improving on one's performance or skill. Offer detailed steps that the listener can take to make those improvements.

4. Organize your thoughts. One thing Alan, Peter, Larry and Rick prove is that there is no set formula to organizing your thoughts in preparation for a presentation. They each have their own method and style. Alan makes copious notes that he later places in an order to create a natural flow before he writes one word of his script.

Rick begins with a power point outline of his ideas. His power point presentation eventually doubles as his note cards. Larry and Peter list their ideas as bullet points and then prioritize those points based on what they believe the audience will find of greatest value and benefit. Personally, I begin by writing a rough draft of my script.

The common thread the experts share, however, is their keen sense of what material will work best and what won't.

Their advice can be the most challenging part of script writing. Be subjective. Whittle out material that may be of greater interest to you than the audience, even if you think it's the most awesome information in the world.

5. Wrap your message in a story. All four experts agree that the best way to emotionally engage an audience is to present your message in the form of a story or a series of short stories. As Alan Berg says, "Details will fade away but lasting connections are made through stories."

6. Rehearse! Rehearse! Rehearse! Quite honestly I can't imagine anyone stepping onto a stage to present without rehearsing. But, there's no doubt we've all sat through or walked out of seminars where the presenter either didn't know his or her own material or was so uncomfortable presenting that it was too painful to watch.

Peter, Rick, Larry and Alan make presenting look easy because of the time they spend in rehearsal. Depending on which of them you speak to, they invest

anywhere from 10 to 80 hours rehearsing their material. Rick Brewer puts on a suit, hooks his laptop to his projector and conducts a dress rehearsal in his living room. Larry Williams rehearsed his Wedding MBA presentation last year in front of his family pets and stuffed animals on his couch. Alan Berg rehearses while on the treadmill.

A valuable suggestion I got from Peter Merry a long time ago was to test my material on a much smaller group of individuals whose candid opinions I trust before stepping onto a much larger stage. It's a great way to find out what improvements need to be made to your content and your presentation style. As a novice public speaker, this extra step has become my most beneficial tool.

So there you have the Top 6 tips to make you a stellar presenter. But don't rely solely on these tips alone. Alan Berg has put together an incredibly informative presentation titled "Speak Like A Pro" which is available as a DVD or MP3 download on the products page of his website, AlanBerg.com. Both are reasonably priced and will provide you with insider's secrets for giving a great presentation.

I look forward to seeing you on stage giving a stellar presentation at the next big conference!

***Alan Berg and Larry Williams are members of the National Speakers Association.**

Ron Ruth is a 20 year veteran of the wedding and DJ industry and the owner of Ron Ruth Wedding Entertainment in Kansas City. He's also a WED® Guild Member, a self-described "Disney Geek" and a nationally recognized speaker who presents seminars at conferences for DJs and wedding professionals on the topic of delivering quality service. Ron can be reached at 816-224-4487 or ronruth@discjockeynews.com

Brian S Redd continued from page 1

be on display and available for the first time at the show.

One thing I'm rethinking is branding at events. Back in the 80s and early 90s, every DJ company I worked for put great big signs with the company name, logo and phone number right in front of the DJ booth. When I went solo in 94, I decided to go with a more subtle look and skipped signage all together. I wouldn't exactly call my early set ups elegant, but at least my clients didn't have to look at something that resembled a billboard along the highway advertising a truck stop or discount firework stand.

Today, my set ups are very clean and blend very well with most any room decor. However, for the last 20 years, no matter how great my performances are, the guests at my events have no idea who I am. I know this because people walk up to me all the time and ask "who are you anyway?". Sure, I could announce my name every 20 minutes and personally put a business card in everyone's hand, but most would agree that would be bad form.

Then at NAMM, I saw something that made me think perhaps we can actually achieve elegant booth branding. Scrim King makes those Lycra/Spandex speaker stand covers I'm sure you've all seen before. One of my favorite products they offer is the 4, 6, and 8 foot table scrim which is essentially a stretchable table cloth. They now offer custom

vinyl printing on any of their products and WOW does it look sharp! I will be getting my new logo printed on a set of both black and white table scrims. Nothing huge, mind you. The logo will be smaller and more subtle than those 80s



DJ billboards. I do feel, if done right, it may be one of those important branding elements I've been missing. What if I'm at a gig where displaying my logo for one reason or another would be in poor taste? Easy, there is a front & back to the table cloth, so just turn it around. Scrim King will be at Mobile Beat as well so

go check out this and all of his their new offerings in the NLFXPro area.

Sometimes, mounting speakers on stands can be back breaking. Mike Ryan has made this chore very simple with his Frankenstand powered speaker stands.

bit shorter. This was above and beyond the call of duty and really helped me get back on the road independently again. Now, Mike has taken this concept to the next level with the Frankenstand Mini Me. These are scaled down powered

speaker stands that will be great tools for several applications, like people with special needs or even for those seeking a shorter adjustable tripod for photo booth applications. Yes, Mike will be at Mobile Beat so do go check out these smart new speaker stands.

For those of you who are attending Mobile Beat this year, I'm sure you will have fun creating your very own "Stand Out" and "Must Have" lists for 2014. If you can't attend, all is not lost. You can always go to that YouTube channel where some Midwestern guy posts all of those DJ product demo videos and see if something happens to catch your eye.

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They have a shock inside that thru smart design and using neutral buoyancy allow you to get your speakers way up in the air and also back down again safely and effortlessly. After I had my stroke, Mike took on the challenge to modify his existing Frankenstands to accommodate my special needs by making them a

Purpose

By Dean C. Carlson

By the time that you read this article I will already have spoken at the Mobile Beat Las Vegas Show. I feel honored just to have been chosen again for such a great show. Those of you that know me well understand that I absolutely



“The Anatomy of Interaction.”

In physics interaction is defined as any of four fundamental ways in which elementary particles and bodies can influence each other. They are classified as ‘strong’, ‘weak’, ‘electromagnetic’, and ‘gravitational.’ The DJ world isn’t much different; interaction is the act of DJs influencing guests to achieve a specific result. As with any science we can break this down to specific details which can be replicated or enhanced, and always equaling a desired result. Ex: $x + Y / C - d = X$. Have I lost you yet?

Let me tell you a little bit about how I discovered that interaction can actually be broken down right to the root. As little as 10 years ago my approach to interaction was very different. I now call it the “hit and stick method.” I did all sorts of things during dinner, including grand marches, introducing the cake cutting and toasts, but almost in rote form. Then the dance would start. At the time this was the area where I felt that I was supposed to entertain, thus the need for interaction. No less than 10 minutes in and I would do my first interaction.

I broke them down into major and minor interactions. The first one was

always major (maybe scavenger hunt or musical chairs) - something that would stop the music and draw all of the attention to the dance floor. 15-30 minutes later I would do a minor one, something that didn’t necessarily stop the flow of music. Favorites were throwing out hula hoops, starting a limbo or leading a dance. And that’s what I did EVERY 15-30 minutes, right up to the end of the night. It was not uncommon for me to do 4 major interactions and 5-6 minor ones at each event.

Because I was ‘good’ at interactions I never looked back. I always received great reviews, which led me to thinking that what I was doing was exactly right. I also did this for every client, not caring if it was right for them or not. I had been a DJ for 13 years before I started attending conferences and doing workshops. It was at a Marbecca workshop that the light bulb finally went on for me: It’s not what you do, it’s how you do it.

So, what exactly are the parts of the overall equation? I have broken them down to 8 specific variables that relate to the human anatomy. The Brain; it not only puts everything together, it pays attention to every detail. The Eyes; they see the entire space that you’re working in, then relay that info for the Brain to judge its’ usefulness. The Lips; they activate interaction, and inspire those that you need to make a bit work. The Lungs; they remind you to breathe and set a rhythm to it, while adding stamina. The Hands are best suited for prop work, while The Legs are the actual act of the interaction, put into motion. The Heart is the multiplier of interaction. If anything, it can help you soar to new heights by the Heart you put into your interaction.

Finally there is The Soul of interaction, also known as the purpose. This idea is profoundly simple, and just might be single handily the most important part – yet it is so often overlooked. Without purpose there should be no interaction. If you look at what I was doing before in my shows - the hit and stick method - I had no purpose. (Beyond doing things that I thought were fun!) The truth is if you have purpose it changes everything

about the interaction.

I learned this first when revamping minor interactions that I thought were simple, like the cake cutting ceremony. For me this was just one of those things you did. I would turn on the mic, ask for people to watch, play an appropriate song and that would be it. Although this was efficient, there was nothing memorable about it. The couple would spend hours tasting cake, choosing a design, and write a big check to the bakery for a moment that often very few of their guests paid any attention to at all. Then I took a workshop that asked me to look up the meaning and history of the cake cutting ceremony and it clicked; I needed a purpose.

‘Purpose’ can have two meanings. There is the reason (often tradition) that it was done in the first place: or there is a desired outcome. Cake cutting, toasts, garter and bouquet toss, grand marches - these all have traditional purposes, yet they might need a desired outcome as well. Games such as rapid fire, musical chairs, scavenger hunt and the mini list all have a desired outcome.

You have all heard the saying that if something is worth doing in the first place, it is worth doing well. Having a purpose enhances every aspect of an interaction, and the rewards become much richer. Let’s apply this to the rapid fire game, for an example. The game requires two teams of people, competing to give fast answers pertaining to a subject you provide them. This used to be a major piece of interaction. I would do this maybe 30 minutes after the dance started. The only purpose it had was to be an entertainment piece for me.

Now what happens when you shift

the thinking and ask what could the purpose be? It can change how you play, and even when you play. In the process of deciding what I could accomplish by playing this game, I came up with changing the time and placing it just before the toasts. I also decided to make my contestants be the groomsman and bridesmaids, playing against each other, in order to achieve the purpose of focusing more attention on the toasts. The result was a smoother transition into the toasts, with none of the bridal party wandering off and immediate attention to the first speaker. Even better, because they had already had fun while speaking on the mic just moments before,

those presenting were much more relaxed, giving better speeches. All of this happened simply because the purpose changed the game.

As you see, purpose can fulfill both of its’ meanings and there can be more than one desired outcome per inter-

action. Once you get the purpose down, then you can start to design interactions that are new and exciting. You can design them to be custom fit for any occasion, which makes your clients feel special and your performance skyrockets.

I went from doing 8-10 interactions during the dance portion of the night to roughly 4 that have been redesigned with purpose in mind. I get better results for my clients, and my reviews have been better, all without overloading your guests.

Over the next couple of months I will write about the other parts of the Interaction Anatomy.

Good Luck and Great Shows.

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Lighting: With A Purpose

By Jason Jones

I really like the results you get with effect lighting for weddings. As I watch Facebook and see all of my DJ friends from around the world post pictures of their set ups and lighting, it is really changing from disco lighting to mood and accent lighting.



We are starting to participate in enhancing the decor of the room rather than just transforming it from a reception of night club. Not that I'm knocking a good night club setup, if a client is really into that, it's the perfect solution. This is more than a trend as I see uplighting set ups that can transform the look at feel of an entire room and include a level of personalization.

There was a great uplighting seminar that Ben Stowe at NLFXPro and Mike Farrino put on at the Electro-Voice Headquarters last year. They taught the psychology of colors and how different lighting affects peoples moods among many other things. This gets me excited because this moves us from acting as equipment rental services to designers and artists who create temporary exhibitions.

Robert Huggins, a wedding entertainer in Melbourne Australia, and I were talking over breakfast about how

we know something is really art when it moves us and evokes something within us like a feeling, a thought or even action. The pictures I see of rooms being accentuated for receptions are really moving. It gives us another way to personalize the experience for the client and the guests when it's used with purpose rather than shining a light up a wall

because it's the color of the brides maid dresses. Instead using it to create a mood, direct the attention of the guests, show them what the couple would like them to notice and hide what is either unimportant or could use hiding in the room. Or even create some character in the room in a plain facility.

If lighting is being used to direct peoples focus you are staging the room which makes complete sense because a reception is theatrical by nature. If you think about any stage show you have seen lighting was used to direct your focus, set the scene, affect your mood etc. It's the same at concerts and night clubs. It all goes back to the identifying

the purpose for the lighting.

I recently experienced an impressive display of staging with lighting at a venue called Show Time in Melbourne Australia. I was able to see them in action when I rode along with wedding entertainer Robert Huggins. The lighting was all built into the ceiling which gave them much more flexibility than mobiles have when we place our fixtures in a fixed room. The tables had beautiful big centerpieces that were individually lit and soft enough not to shine in peoples



faces as they sat at the table. The reflection from the big white flowers warmly lit everyone at the table and their food. The cake was placed on the edge of the dance floor near the head table and was lit at an angle which created shadows giving it contrast and depth. It heightened the beauty of the cake rather than being lighting for its own sake or a conflicting expression. If they lit the white cake in a deep purple light which would change completely what the cake artist and the

couple intended. The cake itself was plain and unremarkable and yet under that lighting it looked impressive.

After everyone was seated Robert broke the ice and began his introductions by directing the entire bridal party to the back of the dance floor. As everyone took their place the venue brought up a nice soft spot light to direct focus on the bridal party as they were introduced.

When the first dance began the lights shifted the focus from the tables to dance floor area. This is where the venue lost me a bit as they had the lights swirl around the floor as the couple danced which made it a bit distracting to watch. The couple danced in a 6 foot radius, it would have been equally as simple to use the lights as a follow spot and continue directing focus.

The only time lighting doesn't work is when it doesn't have a purpose attached to it or the purpose attached are not in line with clients goals.

It's pretty easy, if we ask ourselves, "will this light enhance their experience of the guests and clients. What does it enhance and how?"

When asking these questions it's with the audience in mind like any good writer, producer and performer. I cannot wait to see what's next!!

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. He also does a weekly podcast at: <http://billandjason-show.com>

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Keep Your Friends Close, Keep Your Competition Even Closer!

By Joe Bunn

• Benefits of DJ Relationships (locally and nationally): learning, networking, gear help, lighting help, compare prices and good old fashion shop talk!

Let's face it, as DJs, we are all pretty much egomaniacs. I mean, it's simply NOT normal to want to stand up in front of people, play music, and talk on a microphone. Isn't public speaking the number one fear that humans have? We aren't normal people! We are DJs! If you peruse the forums and facebook groups,



you'll see that egos often get in the way, however, I am a huge proponent of networking with and even becoming friends with (gasp) other DJs in your area and

around the country.

I know we all have trade secrets and things that we keep close to the chest or even things that we may take to our graves that have helped us grow our DJ businesses. Heck, I even have a few tricks up my sleeve that I haven't shared and I'm a DJ article writer, DJ conference speaker and DJ consultant! There are just some things that are ours, they are proprietary, but I am willing to share the vast majority of the things that have and have not worked for me with other DJs, yes even my competition. Why? Because even I still learn stuff from other pro DJs.

Quick story. Many years ago when I first started getting popular in my market, I decided to start a DJ organization. Most of the other DJs didn't know me and I only knew about them through seeing their ad in the yellow pages (remember those?) or seeing their booth at a bridal show. I put together a list and started calling them all to try and get a group together. At first, I got a lot of, "Well I'm not going if so-and-so is going." But after some prodding, I got about 12 of the area's best together to form the TDJA (Triangle DJ Association). The Triangle is what North Carolinians call Raleigh, Durham, and Chapel Hill. Honestly, this was one of my proudest moments as a DJ. This group taught me so much over the years.

When talking to other DJs, whether in NC or another non-competing area, there are so many things that I ask and you should do the same. Here are some great examples to get the ball rolling:

1. How's your year going? Now, sometimes you'll get a big fat lie here about how they are on a record pace or they took 20 checks at the last bridal show, blah, blah, but if they are honest, it can help you gauge how your year is shaping up.

2. What kind of gear are you using? Most of us are gear junkies. We either have it or want it. This conversation is always great to learn about new things or why a DJ chooses something over another piece of gear. It may end up saving you money on some new gadget you had your eye on.

3. Can you program DMX? or something like this question. You would be surprised at how many tidbits of info

I have picked up on from my fellow TDJA members.

4. What are you guys charging these days? Of course you don't want to get caught up in a price fixing scandal, but it's good to ask this question of others in your area. It can be a touch subject, so approach it with kid gloves. This isn't something you ask a roomful of professional DJs an hour after being introduced to the group! This is something you ask a few DJs that you feel most comfortable around AFTER getting to know them for a while.

If you start to network with other DJs, especially in a face to face setting (per-

haps at the PhDJ Workshop?), you'll see that you can easily break through the egos and truly learn something that will help your growing business!

DJ News writers Joe Bunn & Mike Walter are holding The PhDJ Workshop (www.phdjworkshop.com) in Raleigh, NC March 10th & 11th

Joe Bunn is the owner of Joe Bunn DJ Company in Raleigh, NC. He is also a DJ business consultant. Learn more at <http://bunndjcompany.com/services/nextlevel/>

Joe Bunn can be reached at joe-bunn@discjockeynews.com.

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What Are Your Goals For 2014

By Jeremy Brech

When you set a budget for your upcoming year or season, are you looking at the full picture or are you just looking at dollar signs? Your budget just gives you a goal regarding spending and benchmarks for your income. So what are you doing within your business to reach those goals? To gain revenue? To make valuable purchase? If so, how to get a return on investment?



First, ask yourself how much you want to make for the upcoming year. Think realistically but also push yourself a little further so you don't catch yourself in coasting mode. Always drive yourself to improve and take steps forward.

Second, figure out how many bookings or jobs it is going to take to reach that goal. You may need to use averages to compile that estimate.

Next, figure out where it is you want to grow that is going to give you more value so you can charge more than that average. Maybe it is performance trainings, or lighting workshops. I can tell you that education is one of the best investments you can make. Maybe you want to expand your company with employees. Again, you have to figure out the investment you have to make and then the return on investment you will gain from the training. Wanting to expand your production value through video or lighting? Figure out what the demands are and see if that is a good investment for you and your company. As a lighting designer, I know what expansions I want to make for my company to help us move forward in 2014.

How are you setting your goal and who is helping you achieve your goal? I saw a facebook post from fel-

low Disc Jockey News writer, Michael Walter about a vision board that his wife made him create. It was a demonstration she was working on for a yoga class and he created this montage of



his vision. Brilliant! Why are we not doing that as DJs? Create a picture board of your goals for 2014! If you want to get in shape, then create that. If you want to raise your rates then imagine yourself doing it! Create the steps you have to take to reach those goals and take baby steps to achieve that. By taking baby steps it keeps you moving forward and those baby steps accumulate into large strides.

As a member of the WED Guild® I have had the great opportunity to visit with so many great entertainers as they work on their applications to become a registered Wedding Entertainment Director®. The WED Guild® has created goals internally that is going to inspire the DJ industry and we want entertainers throughout the world to put the WED Guild® on their vision board. Without the vision there is nothing to keep you on track.

If your goal is to become one of the best lighting designers in your market then create that vision and go after it! I am fortunate to work with Chauvet DJ on so many great projects and they understand the demands of lighting education for our industry. One of my goals last fall was to create educational opportunities for lighting design which is how I came up with Shop Time. I know how much the lighting industry has affected my business and now Chauvet DJ and I want to help

others create amazing opportunities for business and their clients. If you want to create amazing lighting design and ideas then create that on your vision board.

The only way to reach your goal is to create that vision. Have others hold

you accountable and assist you in that journey. Make your goals a reality!

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.

Stop Working With A Vendor?

By Ed Spencer

We struggle and work so hard on working with other vendors, but there comes a point that you just have to stop working with some people. And I don't mean not referring them, but taking a 'it's



them or me' attitude. Over the years I've only had one company I took this mindset with - until recently. So let's take a few minutes and talk about when you stop working

with another vendor.

The first experience I had in refusing to work with a vendor was at a wedding years ago when the caterer was also hired as their full service wedding planner. I was hired 18 months in advance, and I tried calling the planner repeatedly in the beginning because I was excited to work with them. As the wedding planning progressed, I worked with the bride who wanted a six hour timeline. We planned things out carefully, developing a plan for an incredible night for her and her guests.

I tried contacting the planner more than a half dozen times more leading up to the day of the wedding and again, they didn't take my calls and didn't return the calls. It wasn't until I was at the rehearsal that I had a chance to talk with the planner. She blew me off again, and it wasn't until the day of that she actually took a copy of the timeline. She immediately started marking through things and said, This wedding will be over in 4 hours. The bride's mother was ill after the ceremony and went up to their room. The mother was ill enough that the bride's father and maternal grandfather (father of the bride's mother) went up as well. We were progressing through dinner, and the planner comes over and tells me to do the first dance. I explain that after the first dance is the father-daughter and grandfather-granddaughter dances and none of them were in the room. I simply won't do it without the parents being notified and them saying it's ok to proceed. I also explained that I had already sent someone up to check and report back. The father and grandfather came down a short time later, and we moved through the formal dances. Immediately after the dances, the grandfather took the bride's mother to the hospital.

We progressed through the night, and just 3 songs into open dancing with a full dance floor the planner says we're cutting the cake after this song. While I'm sure many are saying that simply wouldn't happen at my weddings, the bride was clear with me that the planner was in charge. And even after getting the dance floor up and going again, just 3 1/2 hours in, they start breaking down tables. Tables they aren't even removing from the venue until the following day.

Since then, when I hear they're catering a wedding I'm doing I ask if they're also handling the wedding planning or coordination. If they are, I simply turn

down the work saying that of all the people in this area, they are the only one I can't work with.

Until recently. And here's where things get strange. A local vendor recently made personal attacks on another vendor. They not only questioned this person's abilities but generally made a full on attack. But what was underlying was the fact that the vendor that was attacked is homosexual. He's also quite popular and does lots of fashion and other work - and to be honest, is likely the king of self promotion. The methods in which this personal attack was made it was clear that the bias wasn't simply a case of 'I don't like them' but it was so much more focused on the underlying fact that the other vendor is homosexual.

And here's where things get tough. You see, as has been pointed out so many times, you are often judged by your friends and those you associate with. So, when do you draw the line? Can you separate someone's personal views from their profession? I'm going to suggest that answer is sometimes no. Keep in mind, I'm NOT suggesting it's a case of picking one vendor over another - it's a case of simply standing up for your own beliefs and working with those who either avoid the limelight of controversy or feel similarly in delivering the best work possible for a client and working together to make that happen.

So, if a local group of vendors is neck deep in drama - do you jump right in? or stand back? or make a stand? Based on what I see on the DJ boards, I think I already know the answer to that.

In short, the only vendor I had marked off - and then only partially - was one that simply didn't operate with the bride's best intentions and did everything they could to enforce their desires on our mutual client. But here of late, as I've become vocal about my own involvement in performing for interracial weddings, same-sex weddings and in pushing for marriage equality, I'm finding, sadly enough, that there are those who simply choose to push the limits of what should be deemed acceptable in a modern society and showing extreme prejudice and even outright hatred towards others. As a result, I've realized I've started to distance myself from these vendors, and with one, have put them on my list of people I simply will refuse to work with.

So, while I generally focus on training, this is something that many might think doesn't go along those lines but I'm going to suggest otherwise. You see, there comes a time when we, as responsible members of our communities need to do what we feel is 'right'. We need to stand up for ourselves and our beliefs. There is enough business that you don't have to work with people who are controversial or simply wish to try and imagine that they're living in reality TV. So the lesson is.... be careful who your friends are. They are often the factor by which you yourself are judged.

Please share if there are vendors you simply refuse to work with and why? I'd love to hear your thoughts on the subject.

Ed Spencer can be reached at "ed-spencer@discjockeynews.com".

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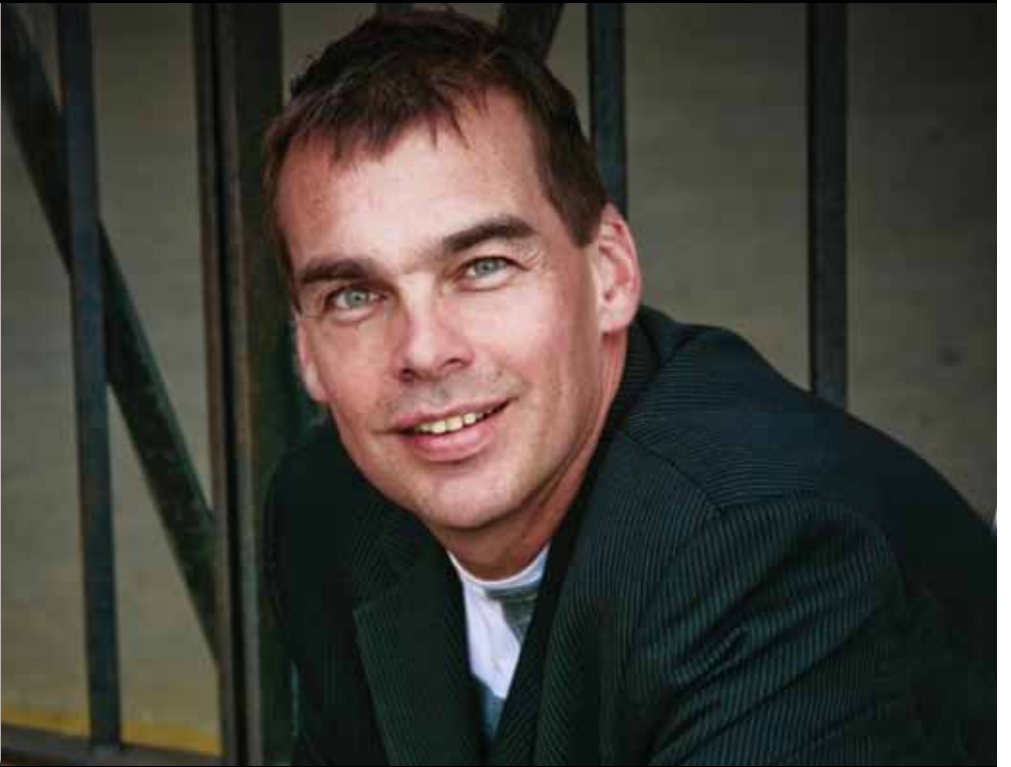
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The Way I See It: Shall We Dance

By Michael J. Lenstra

We wrapped up the holiday season at the beginning of January with one of the best office parties we had all season. It had everything a successful party needed—engaged guests, high energy level, and people who stayed until the very



end. Several people throughout the night commented on what a great job I had done.

But I felt like I did very little.

The event was for a company that I have been associated with for several years, and over that time their holiday party has gotten a little stale: always held at the same place, on the same date, and, even though I tried to spice it up with some new interactions and made other suggestions, pretty much the same routine every year. This year, however, the managers who had planned the party year after year, perhaps sensing what I was sensing, stepped aside and let a committee of employees take over the planning. And they created something completely different.

The banquet facility where they held the event had several different rooms, and the committee had set up a different activity in each one. Upon arrival, each employee was given a program outlining the activities available and a schedule for the evening. After an initial hour of cocktails and snacks, they kicked things off by having me host a round of trivia in the main hall. Guests were then invited to partake in either bingo in one room or a card tournament in another. An hour or so later, they had all the employees and guests meet in the

main hall for a scavenger hunt, which was followed by another round of trivia, a blackjack tournament, and a second go at bingo. With about 45 minutes left, everyone was gathered back in the main room once again for prize drawings. In a twist, each employee was given one raffle ticket for every year of his or her employment. Thus, a person with 15 years of service was three times more likely to go home with a prize than a person who had been with the company for only five years. Employees' guests and spouses also had a special drawing just for them. As the event wound down, one of the managers commented to me what a great job the committee had done. As someone who had been with the company for 25 years, ever since its inception, that carried some weight. Several of the employees also expressed that it was the best party they ever had.

But no one danced. My role in the festivities was primarily directing traffic, hosting trivia, and making announcements throughout the night. But they were happy. And this was not the first time I'd been hired to entertain at an office party and heard at the end it was a great success, even though the dance floor was almost an afterthought.

Which leads me to this question: Are we still dancing like its 1999? Is packing the dance floor still our most important responsibility, the ultimate benchmark of our success as disc jockeys? Game Master Scott Faver, a nationally known DJ, asked that same question recently in his monthly newsletter: "As a DJ (Disc Jockey) I have serious concerns that people are not dancing as much as they used to," he said. "Fewer dance clubs, school dances that are more social events than dances, and weddings that are less about dancing than ever before."

As a 20-plus-year veteran of the DJ industry, I see it, too. High schools that used to hold several dances every year now only seem to be able to generate enthusiasm for a homecoming dance or the annual prom. Other dances are sparsely

attended or dropped altogether. The office party that once featured cocktails, dinner, door prizes, and dancing until midnight no longer seems to appeal to most employees. Weddings that feature games or other activities are now part of the culture.

It may even be reflected in the national DJ-related expos and conventions. While we see seminars dedicated to sales, marketing, interactions, and new technology, how many can you recall devoted to art of music, sets and mixes that inspire people to dance?

Has dancing gone the way of the drive-in movie or roller skating? Have we reached a point where karaoke, games, or mere socializing has become a bigger part of the celebration than doing the Cupid Shuffle or the YMCA? A party like my last holiday event of the season, which was deemed a huge success with minimal music, would make you think so, but then I look back at some of the comments generated from other recent events:

"Mike was absolutely amazing! He kept our reception activities organized and on time. Perfect timing for the various music genres. He did a great job of keeping the dance floor FULL!" said one recent couple.

"Mike was great! He got people on the dance floor right away & kept them there all night," said another.

And more: "Mike was wonderful to work with. He played beautiful music for the ceremony and kept everyone on the dance floor all evening during our reception!"

"The dance floor was packed the entire night."

"Thanks to Mike for an amazing party! Guests wanted to keep dancing the whole night."

And finally: "At one point in the night I believe there could not have been more than five out of 125 attending that were not on the dance floor. His music selection was great!"

These comments suggest there is still

a desire . . . and a strong one at that . . . for a DJ who can pack a dance floor with the perfect mix of old and new, rock, pop, country, hip-hop. While I don't consider myself the authority on music mixing, feedback like this lets me know I am meeting my clients' expectations. And maybe that's what the job of DJ is evolving into—instead of just the guy who spins the music, he's the one who coordinates the entertainment, no matter what form that entertainment takes.

So I go back to my question: Is dancing dying? Are the people who used to go out in droves to get their groove on now tired of "Old Time Rock & Roll" and "I Gotta Feeling"? Are they feeling that dances are "a little stale," the same way the manager of the company party felt? Are they turning to something else, something new, something different? If so, is it a passing fad like lip syncing or air guitar, or is it a more dramatic shift, like when live bands at wedding receptions faded away and were replaced by DJs and their turntables? Are DJs who simply "play the hits" in danger of seeing more empty dance floors as their clients look for "something new"?

The way I see it, the roles and expectations of the mobile DJ are always changing. While there's still a strong value in knowing the hits and having the latest equipment and technology, it's also important to be diverse in your skills and what services you offer. The point may be coming where the DJ is essential for a party, but the music is optional. But that's just my view. I'd welcome the chance to hear your thoughts as well.

Until next month—Mike

Michael J. Lenstra is a 20-plus-year veteran of the Mobile Disc Jockey Industry, a full-time entertainer, and owner of Alexxus Entertainment in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

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The Only Place To Attend
"Breakfast With The Game Master"
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The Referral Coach

By Matt Anderson

THE BEST WAY TO SPEND ONE HOUR/WEEK

"What we're expected to do has increased between 100-200% over the past



ten years," said a client of mine yesterday – a manager in financial services. "The struggle is FOCUS." I could virtually hear his head spinning. The end of year activity for his team had them staggering into the new year...

to exceed what they did last year.

How many of you think that the pace of your life this year will be slower? It's a ridiculous question, isn't it? Except that being even busier is unlikely to make you more effective and productive. The multi-tasker is dying. Only you can monitor your self-discipline and leverage your willpower to FOCUS on the key people in your network each week rather than chasing more rabbits that you will rarely catch.

Here's my suggestion: develop this as a referral habit. Spend an hour each week on your top 6-16 referral sources, your top 5 prospects, and your top 5 clients and think strategically about how to go deeper with some of them. For one hour, stop playing the numbers game. Even the fastest sport on the planet – Grand Prix motor racing – requires a pit stop in order to win.

Does it work? One of the first clients of mine who did this last year came back

to me after three months and said: "I've brought in more business in the past three weeks than I have in some years!"

Logistics: she finds a coffee shop or environment outside her office, shuts off her internet connection and phone. Another client of mine tells me he does his best thinking over an early evening beer. For others it is simply closing their office door.

Three Sections:

1. TOP REFERRAL SOURCES

a) Focus first and mostly on your top 6 referral sources

In his 2013 book *Business Brilliant*, researcher Lewis Schiff found that one difference between business owners who made over \$1m/year and middle class business owners was they focused their core networking on just 5.7 people.

Your goal is to find a half a dozen people who send you 3-5 high quality referrals/year, can open doors to big, new networks, that you see 4-6 times/year and who play a role that travels between mentor, sounding board and friend.

b) Target 10 more people who really like you

Stop chasing people who look good on paper and that you have a mediocre personal connection with. They are not going to refer you! Trust your gut and focus on people who are enthusiastic about you and your work because these are the people who will go out of their way to help you. If you don't believe me, try it.

Your goal is to find out which of these people belong on your top 6 by testing the waters with them and asking them for what you want.

By all means use this list however it serves you and put 1-2 people on there

who may be longer-term projects.

c) Add a wish list

This consists of professionals missing from your network or leaders in organizations that you want to meet.

d) Keep a list of 10-20 other past referral sources handy

Clearly these are people who have thought highly of you enough in the past to recommend you but you suspect can't open bigger doors for you consistently or are simply waning or harder-to-sustain relationships. Don't obsess about these people (remember: 5.7 – you only have so many hours in the day!)

e) Take time to think through how you can add value to your top 16 – professionally or personally

This step is tempting to skip because there's no quick win, so don't forget that true givers make 50% more than matchers and takers in life (Adam Grant, *Give and Take*, 2013)

The question to ask is: how can I most add value to this person? What is important to this person and what is s/he hoping to achieve?

f) Identify what a great ask is for each of your top 16 and make note when you will ask

What would you love to ask this person? (Is it time to think bigger?)

The correct answer is one where they don't have to think about anything other than when they are going to follow through for you. It's your job to make the rest of the referral asking easy by being clear about who you want to meet and determining with the referral source how that can best happen.

2. TOP 5 PROSPECTS

a) List out your top 5 prospects

b) How you can add more value to them?

This question should be treated the same way you would 1e. How can you show you are interested in this person even beyond targeting them for business?

Forgive me for giving an example about myself, but there's something so top of mind because it just happened this morning. I spoke with a prospect about a referral seminar event for his company. I asked myself the 'value' question: what is near and dear to this person outside of his firm? Through some conversation (not a direct question about it), it turns out he is very passionate about a board he serves on. So I brainstormed with him to see what I could potentially do to help him make his board more productive. As we discussed that, it opened up another business opportunity for me – and that was not my goal. You too can ask yourself a better question.

c) What and when is your next ask?

Presumably this is still your ask for their business.

3. TOP 5 CLIENTS

a) List out your top 5 clients

b) How you I can add more value to this person?

You get the idea now!

c) What and when is your next ask?

What would you love to ask this person? The same as 1f.

New results come from new thinking and new habits. Use this great referral habit and let me know how well it works for you!

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

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Connections: Your Own Customer Service

By Steve Moody



Well, we just got back from a week of “Disney Mania”... and all I can say is WOW! Many of you have read Ron Ruth’s columns over the years and realize what incredible service the Disney Team offers. I can now tell you that experiencing it first hand is totally and beyond amazing.

Before anything else, I just want to make it perfectly clear that our entire trip was outstanding from start to finish. From the way our family was greeted at the airport, to our arrival at the “Art Of Animation” resort, to our day in the Magic Kingdom along with every second of our Disney Cruise; the customer service was top shelf all the way. This being said, even Disney is always looking for new ways to make their customer service better. There are always surveys to fill out, Disney Cast members asking what they can do to make your stay better and on and on. Here’s my point, if this giant in the world of customer service is always looking for new ways to improve, shouldn’t we as well?

I guess the only way to test our level of customer service is to do a complete checklist of our contact with our clients from the initial consultation all the way through the end of the final event (and

even the event follow up). Now is the time to send out those surveys, and by all means just come out and ask what we can do to improve. We’ll never know if we don’t ask.

No company is perfect. Not even Disney (God and Ron Ruth forgive me). Disney is incredibly close, but not perfect. I am going to throw this out there just as an example. While vacationing on Disney property it made sense to take part in “Disney’s Dining Plan”. For the most part everything seemed to explain itself. Which is great when you are on vacation, as no one really wants to have to use their brain. :)

As with anything there were several options available. This being said, according to the plan we chose, each day the members of our family would receive one “Quick Service” meal. This quick service meal was super easy to understand. Basically, you stood in line and ordered your own food (For example: “I’ll have meal #3 with a Coke”). With the dining plan we also received one sit down meal per day, meaning a more formal meal where you were actually waited on by a server. No problems here!

Here’s the rub (and again this is something truly miniscule but still confusing) our plan also included one snack each day. Now, I don’t know about you, but my idea of a snack might be a salted soft pretzel and a can of soda. Just like if you were going to a ball game or something. For those looking for something more healthy, maybe a bottle of water and some fruit. That’s a snack right? I was sure of it!

Well.....I was wrong.

However, it made me feel better that I was not the only one that had the concept totally messed up. In all honesty, I can’t tell you how many times people in the checkout line in front or behind me were going through the same issues.

Here’s the million dollar question: What constitutes a snack in Disney? Nobody seemed to know! It was not in any of the paperwork they gave us. It was not on the website. It wasn’t sent up in a smoke signal from the Indians in Never Never Land, it was nowhere to be found!

Well, later in the evening, after reading blogs and chat-boards, I finally came across a particular blog that broke it down for folks. The blog explained that if you take a look at the menu board at each Disney location... the specific items that meet the snack criteria are marked with a small symbol next to them. How easy is that!

All I am saying is that it would have been nice to know this without having to hunt down the info on the internet. I have to wonder how many of our clients feel the same way in regard to different aspects of our DJs businesses. How many of us have policies that we think are just common knowledge, but yet have no idea that our clients may be confused? Who knew that a snack could have been anything from a bottle of soda, to an English Muffin or even just an apple? Not this guy. LOL

Are we totally clear enough with our clients? Are our policies spelled out neatly/ cohesively on our websites, contracts and other marketing materials. Do we stay in touch with them regularly during the planning process

in order to help them along?

I know it may not seem like much... but over the past 7 months any Disney materials that were mailed to our home or came via email were very exciting. We couldn’t wait to open them and see what they had sent us in order to make our vacation easier and more exciting. Do our clients get the same sense of excitement when they hear from us? Are we sending them helpful hints along the way? Are we letting them know that we are here and that we care?

Here it is in a nutshell. After this trip to Disney, I realize that our company needs to get crackin! Look, I’m not goofy, I realize we’ll never be as big as the Mouse House, but there’s no reason that we shouldn’t strive to give amazing customer service every step of the way. I want our clients to remember us as fondly as our family will remember our time with the crew at Disney.

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

Top 200 Most Requested Songs of 2013

By www.DJEventPlanner.com

1 Don't Stop Believin'	Journey	68 September	Earth, Wind and Fire	135 Scream & Shout	Britney Spears & will.i.am
2 I Gotta Feeling	Black Eyed Peas	69 What A Wonderful World	Louis Armstrong	136 Feel This Moment	Pitbul & Christina Aguilera
3 Party Rock Anthem	LMFAO	70 I'm Yours	Jason Mraz	137 Lucky	Jason Mraz
4 Livin' On A Prayer	Bon Jovi	71 Push It	Salt 'N Pepa	138 Right Round	Flo Rida
5 Cupid Shuffle	Cupid	72 Wobble	V.I.C.	139 All My Life	K-Ci & JoJo
6 Sweet Caroline	Neil Diamond	73 Teach Me How To Dougie	Cali Swag District	140 Like A G6	Far East Movement
7 Brown Eyed Girl	Van Morrison	74 Chicken Fried	Zac Brown Band	141 Titanium	David Guetta
8 Moves Like Jagger	Maroon 5	75 Sweet Child O' Mine	Guns N' Roses	142 Unforgettable	Nat King Cole
9 Blurred Lines	Robin Thicke	76 Party In The U.S.A.	Miley Cyrus	143 Don't You Worry Child	Swedish House Mafia
10 Single Ladies (Put A Ring On It)	Beyonce	77 Can't Hold Us	Macklemore & Ryan	144 Feel So Close	Calvin Harris
11 Cha Cha Slide	DJ Casper	78 Ho Hey	Lumineers	145 Boom Boom Pow	Black Eyed Peas
12 Sexy And I Know It	LMFAO	79 Only Girl (In The World)	Rihanna	146 Don't Stop Me Now	Queen
13 Love Shack	B-52's	80 Stayin' Alive	Bee Gees	147 Your Song	Elton John
14 You Shook Me All Night Long	AC/DC	81 Everything	Michael Buble	148 I Will Survive	Gloria Gaynor
15 I Wanna Dance With Somebody	Whitney Houston	82 Jessie's Girl	Rick Springfield	149 I'm Gonna Be (500 Miles)	Proclaimers
16 Give Me Everything	Pitbull	83 Don't Stop The Music	Rihanna	150 You And Me	Lifeline
17 Billie Jean	Michael Jackson	84 Club Can't Handle Me	Flo Rida	151 Sweet Nothing	Calvin Harris
18 Twist And Shout	Beatles	85 Play That Funky Music	Wild Cherry	152 Hips Don't Lie	Shakira
19 Yeah!	Usher	86 Unchained Melody	Righteous Brothers	153 Wonderwall	Oasis
20 Sexyback	Justin Timberlake	87 The Twist	Chubby Checker	154 Poison	Bell Biv DeVoe
21 Footloose	Kenny Loggins	88 U Can't Touch This	M.C. Hammer	155 Runaround Sue	Dion
22 Hey Ya!	OutKast	89 Stand By Me	Ben E. King	156 Faithfully	Journey
23 We Found Love	Rihanna	90 OMG	Usher	157 Sexy Chick	David Guetta
24 Raise Your Glass	Pink	91 I Don't Want To Miss A Thing	Aerosmith	158 Starships	Nicki Minaj
25 Gangnam Style	Psy	92 Electric Boogie (Electric Slide)	Marcia Griffiths	159 Ring Of Fire	Johnny Cash
26 Shout	Animal House	93 Save A Horse (Ride A Cowboy)	Big & Rich	160 Rock Your Body	Justin Timberlake
27 Marry You	Bruno Mars	94 Locked Out Of Heaven	Bruno Mars	161 Kiss	Prince
28 Just The Way You Are	Billy Joel	95 Poker Face	Lady GaGa	162 Yeah 3x	Chris Brown
29 Summer Of '69	Bryan Adams	96 The Time Of My Life	Bill Medley & Jennifer Warnes	163 I Will Wait	Mumford & Sons
30 Dynamite	Taio Cruz	97 Crazy Little Thing Called Love	Queen	164 We Are Young	Fun
31 Dancing Queen	ABBA	98 Cruise	Florida Georgia Line	165 In Da Club	50 Cent
32 Pour Some Sugar On Me	Def Leppard	99 Danza Kuduro	Don Omar	166 Rolling In The Deep	Adele
33 The Way You Look Tonight	Frank Sinatra	100 The Time (Dirty Bit)	Black Eyed Peas	167 Let's Get It On	Marvin Gaye
34 Baby Got Back	Sir Mix-A-Lot	101 I Love It	Icona Pop	168 Come Away With Me	Norah Jones
35 Just Dance	Lady GaGa	102 Take Me Home Tonight	Eddie Money	169 New York, New York	Frank Sinatra
36 Crazy In Love	Beyonce	103 Fly Me To The Moon	Frank Sinatra	170 Wake Me Up!	Avicii
37 Sweet Home Alabama	Lynyrd Skynyrd	104 How Sweet It Is (To Be Loved By You)	James Taylor	171 Good Feeling	Flo Rida
38 You Make Me Feel	Cobra Starship	105 Macarena	Los Del Mar	172 I Like It	Enrique Iglesias
39 Get Lucky	Daft Punk	106 Bohemian Rhapsody	Queen	173 One More Time	Daft Punk
40 Wonderful Tonight	Eric Clapton	107 This Is How We Do It	Montell Jordan	174 Bless The Broken Road	Rascal Flatts
41 We Are Family	Sister Sledge	108 Super Bass	Nicki Minaj	175 We No Speak Americano	Yolanda Be Cool
42 Build Me Up Buttercup	Foundations	109 Save The Last Dance For Me	Michael Buble	176 Country Girl (Shake It For Me)	Luke Bryan
43 Thrift Shop	Macklemore & Ryan	110 Better Together	Jack Johnson	177 Bad Romance	Lady GaGa
44 Can't Help Falling In Love	Elvis Presley	111 Wagon Wheel	Old Crow Medicine Show	178 A Thousand Years	Christina Perri
45 Friends In Low Places	Garth Brooks	112 Let's Stay Together	Al Green	179 Die Young	Ke\$ha
46 Firework	Katy Perry	113 Suit & Tie	Justin Timberlake	180 I Need Your Love	Boston
47 At Last	Etta James	114 Brick House	Commodores	181 Get The Party Started	Pink
48 Dj Got Us Fallin' In Love	Usher	115 Bust A Move	Young M.C.	182 Mirrors	Justin Timberlake
49 Thriller	Michael Jackson	116 Get Low	Lil Jon & The East Side Boyz	183 Get Down Tonight	K.C and the Sunshine Band
50 Low	Flo Rida	117 Piano Man	Billy Joel	184 White Wedding	Billy Idol
51 Celebration	Kool & The Gang	118 Grease Megamix	John Travolta & Olivia Newton-John	185 Evacuate The Dancefloor	Cascada
52 Girls Just Want To Have Fun	Cyndi Lauper	119 Don't Stop The Party	Black Eyed Peas	186 It's Raining Men	Weather Girls
53 Shots	LMFAO	120 Treasure	Bruno Mars	187 When You Say Nothing At All	Alison Krauss
54 Ice Ice Baby	Vanilla Ice	121 Let's Get It Started	Black Eyed Peas	188 Mony Mony	Tommy James and the Shondells
55 Marry Me	Train	122 Amazed	Lonestar	189 Tonight (I'm Lovin' You)	Enrique Iglesias
56 Forever	Chris Brown	123 Tik Tok	Ke\$ha	190 God Gave Me You	Blake Shelton
57 Y.M.C.A.	Village People	124 Respect	Aretha Franklin	191 Hey, Soul Sister	Train
58 Come On Eileen	Dexys Midnight Runners	125 Beat It	Michael Jackson	192 Levels	Avicii
59 Don't Stop Til You Get Enough	Michael Jackson	126 Empire State Of Mind	Jay-Z	193 Proud Mary	Ike & Tina Turner
60 Sex On Fire	Kings Of Leon	127 Like A Prayer	Madonna	194 Margaritaville	Jimmy Buffett
61 Call Me Maybe	Carly Rae Jepsen	128 Forget You	Cee Lo Green	195 All Summer Long	Kid Rock
62 My Girl	Temptations	129 Hot In Herre	Nelly	196 Crazy Love	Van Morrison
63 On The Floor	Jennifer Lopez	130 Home	Blake Shelton	197 It Had To Be You	Harry Connick Jr.
64 Mr. Brightside	Killers	131 What Makes You Beautiful	One Direction	198 Smooth Criminal	Michael Jackson
65 Cotton Eye Joe	Rednex	132 Gold Digger	Kanye West	199 I Won't Give Up	Jason Mraz
66 Jump Around	House Of Pain	133 ABC	Jackson 5	200 What Is Love	Haddaway
67 Old Time Rock N Roll	Bob Seger	134 Take On Me	A-Ha		

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Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Pitbull	Timber	1	Zac Brown Band	Sweet Annie	1	Katy Perry	Roar
2	OneRepublic	Counting Stars	2	Band Perry	Don't Let Me Be Lonely	2	Maroon 5	Love Somebody
3	Eminem	The Monster	3	Luke Bryan	Drink A Beer	3	Sara Bareilles	Brave
4	Ellie Goulding	Burn	4	Cole Swindell	Chillin' It	4	Lorde	Royals
5	Katy Perry	Dark Horse	5	Florida-Georgia Line	Stay	5	Justin Timberlake	Mirrors
6	Zedd	Stay The Night	6	Eric Paslay	Friday Night	6	Phillip Phillips	Gone, Gone, Gone
7	Lady Gaga	Do Want U Want	7	David Nail	Whatever She's Got	7	Avicii	Wake Me Up
8	One Direction	Story Of My Life	8	Jason Aldean	When She Says Baby	8	OneRepublic	Counting Stars
9	Imagine Dragons	Demons	9	Darius Rucker	Radio	9	Anna Kendrick	Cups
10	Passenger	Let Her Go	10	Cassadee Pope	Wasting All These Tears	10	Capital Cities	Safe And Sound
11	Lorde	Team	11	Lady Antebellum	Compass	11	Passenger	Let Her Go
12	A Great Big World	Say Something	12	Jon Pardi	Up All Night	12	Taylor Swift	Everything Has Changed
13	Macklemore & Ryan Lewis	White Walls	13	Thompson Square	Everything I Shouldn't Be	13	Pink	True Love
14	Bastille	Pompeii	14	Frankie Ballard	Helluva Life	14	Imagine Dragons	Demons
15	John Newman	Love Me Again	15	Danielle Bradbery	The Heart Of Dixie	15	Michael Buble	Close Your Eyes
16	Beyonce	XO	16	Dierks Bentley	I Hold On	16	Miley Cyrus	Wrecking Ball
17	Bruno Mars	Young Girls	17	Randy Houser	Goodnight Kiss	17	Katy Perry	Unconditionally
18	Miley Cyrus	Wrecking Ball	18	Scotty McCreery	See You Tonight	18	A Great Big World	Say Something
19	Miley Cyrus	Adore You	19	Jerrod Niemann	Drink To That All Night	19	American Authors	Best Day Of My Life
20	Zendaya	Replay	20	Blake Shelton	Doin' What She Likes	20	Colbie Caillat	Hold On
21	Sara Bareilles	Brave	21	Dan + Shay	19 You + Me	21	One Direction	Story Of My Life
22	Demi Lovato	Neon Lights	22	Brett Eldredge	Beat Of The Music	22	Fray	Love Don't Die
23	Calvin Harris	Thinking About You	23	Dustin Lynch	Wild In Your Smile	23	Paul McCartney	New
24	Cash Cash	Take Me Home	24	Justin Moore	Lettin' The Night Roll	24	Daughtry	Waiting For Superman
25	Jason Derulo	Talk Dirty	25	Brad Paisley	The Mona Lisa	25	Paramore	Still Into You
26	Flo Rida	How I Feel	26	Kip Moore	Young Love	26	Goo Goo Dolls	Come To Me
27	1975	Chocolate	27	Eric Church	Give Me Back My Hometown	27	John Mayer F/ K.Perry	Who You Love
28	Avicii	Hey Brother	28	Craig Morgan	Wake Up Lovin' You	28	John Legend	All Of Me
29	Fall Out Boy	Alone Together	29	Thomas Rhett	Get Me Some Of That	29	James Blunt	Bonfire Heart
30	American Authors	Best Day Of My Life	30	Josh Thompson	Cold Beer With Your	30	Lady Gaga	Applause
Urban			Rock			Alternative		
1	Lorde	Royals	1	Avenged Sevenfold	Shepherd Of Fire	1	Arctic Monkeys	Do I Wanna Know?
2	YG	My Hitta	2	Stone Sour	Tired	2	Cage The Elephant	Come A Little Closer
3	Drake	All Me	3	Five Finger Death Punch	Battle Born	3	Lorde	Team
4	Beyonce F/ Jay-Z	Drunk In Love	4	Shinedown	Adrenaline	4	Bastille	Pompeii
5	Sevyn Streeter	It Won't Stop	5	All That Remains	What If I Was Nothing	5	Neighbourhood	Afraid
6	Rico Love	They Don't Know	6	A Perfect Circle	By And Down	6	Pearl Jam	Sirens
7	Chris Brown	Love More	7	Pop Evil	Deal With The Devil	7	Young The Giant	It's About Time
8	August Alsina	I Luv This Sh*t	8	Pearl Jam	Sirens	8	Vampire Weekend	Unbelievers
9	Kid Ink	Show Me	9	Alter Bridge	Addicted To Pain	9	Imagine Dragons	Demons
10	Drake	Hold On We're Going Home	10	Volbeat	Lola Montez	10	Twenty One Pilots	House Of Gold
11	Drake	The Language	11	Deftones	Romantic Dreams	11	Chvrches	The Mother We Share
12	Mike Will Made It	23	12	Pretty Reckless	Heaven Knows	12	J. Roddy Walston	Heavy Balls
13	Mack Wilds	Own It	13	Sick Puppies	Gunfight	13	Queens Of The Stone Age	I Sat By The Ocean
14	T-Pain	Up Down	14	In This Moment	Whore	14	Foster The People	Coming Of Age
15	Ty Dolla Sign	Paranoid	15	Seether	Weak	15	Switchfoot	Who We Are
16	Eminem F/ Rihanna	The Monster	16	Halestorm	Mz. Hyde	16	Broken Bells	Holding On For Life
17	Yo Gotti	Cold Blood	17	Skillet	Not Gonna Die	17	Phantogram	Fall In Love
18	J. Cole	She Knows	18	Killswitch Engage	Always	18	Fitz & The Tantrums	The Walker
19	Sebastian Mikael	Last Night	19	Korn	Spike In My Veins	19	Kings Of Leon	Temple
20	Wale	Clappers	20	Stone Temple Pilots	Black Heart	20	Airborne Toxic Event	Hell And Back
21	Jay-Z	F*ckwithmeyouknowgotit	21	Imagine Dragons	Demons	21	Imagine Dragons	On Top Of The World
22	Janelle Monae	Primetime	22	Escape The Fate	One For The Money	22	Silversun Pickups	Cannibal
23	B.o.B	Ready	23	Eve To Adam	Immortal	23	New Politics	Tonight You're Perfect
24	John Legend	All Of Me	24	We As Human	Strike Back	24	Of Monsters And Men	Dirty Paws
25	Sage The Gemini	Gas Pedal	25	Gemini Syndrome	Stardust	25	Linkin Park x Steve Aoki	A Light That Never Comes
26	August Alsina	Ghetto	26	Young The Giant	It's About Time	26	Arcade Fire	Afterlife
27	R. Kelly	Cookie	27	Smile Empty Soul	False Alarm	27	Portugal. The Man	Modern Jesus
28	K Camp	Money Baby	28	Beware Of Darkness	All Who Remain	28	American Authors	Best Day Of My Life
29	Future	Shhh	29	Trivium	Strife	29	Hellogoodbye	(Everything Is) Debatable
30	Que	OG Bobby Johnson	30	Starset	My Demons	30	Bastille	Bad Blood

A Different Spin by Jason Nocera



www.nichecartoons.com

Behind The Mic: Las Vegas Style

By Dave Winsor

Welcome to Las Vegas. What an amazing city totally centered around separating you from your money. Damn good at it too. While you're in Vegas, you'll most likely take in a few seminars. I love a good seminar. I'm thankful to learn something new. I really pay attention to the speaker and how they use emotion and feeling to get a point across. How about you? Are you as



polished at speaking?

Speaking: highly significant or expressive: ELOQUENT

It has to be one of the most overlooked aspects of being a mobile DJ. If I'm wrong,

please email me and let me know. How much training and guidance have you had? If you have had some, is it ongoing? Why or why not? It's not as sexy as the lights you'll see, or the great new speaker technology, but it will have more impact than those things.

Ad lib: without restraint or limit

Have you ever played "60 seconds of Hell"? I created this game when I was an Adjunct Professor of Broadcast Journalism so that I could teach my students how to ad lib. Here's how you play: Gather a bunch of DJs in a room. Select one to leave the room for a moment. While that person is out of the room, agree on a topic. Invite the person back into the room and someone get ready to time it. Tell them they have sixty seconds to speak about "TOPIC" and GO! Watch what happens. It may seem like you would find it easy, but a couple of things take place. You exhaust the topic in the first :30 because you are reciting facts, or you can't string together enough thought to make it past :20 seconds. The group will let you know as soon as you've exhausted your knowledge of the topic and call TIME. It's great to do. Try it. My class thought they'd ask me to do it. I said "sure" and left the room. I heard a lot of yelling and laughing. They invited me back in and gave me my topic....

Tampons!

Really! I launched right into what I

knew about them, and I also created a couple of funny asides and was still cruising right along when they called "SIXTY SECONDS!" but I kept going and had them all laughing. Wanna know what I did differently? I told a story instead of reciting facts. It was a riot. We still play that game.

So, did you learn anything? Can you pull this off? Have someone pick a topic for you. Try it at the bar. THAT will be funny.

So, telling a story. How good are you at doing it? I recommend that you take the opportunity to read to third or fourth graders at a local school. This will be a tough group to read to. They know their stories and they expect them to be read well. I do it every chance I get. Better yet, go to the local Children's Hospital and volunteer to read to the kids there. It will be different trust me. Reading to kids at school will fill you with pride

Talent: Your ability for a near perfect performance X the audiences expectation.

Reading to a child with a life threatening illness is full of emotions. The kids really benefit from something different while they are on the ward. The parents will love the focus to be off their child's medical situation and on something fun. When you look into the eyes of that child, you will be changed forever. I guarantee it. You may feel great at the end of the reading, and ask if you can return to read again. They will say yes, but there is the chance the child won't be there the next time you return. It's the chance we take to grow. We open our hearts. We allow that emotion to settle in and sometimes it can be very unsettling. No matter what happens, I really enjoy the hug around the neck I get from the parents and the kids. Something else happens when you volunteer. You get noticed. You get asked back. You are seen as someone who is not afraid to walk into difficult situations and shine.

Reading: a particular performance of something

Have you learned anything today from this column? Do you have room to grow and learn or are you stuck in an old pattern of living. Push your limits. Get uncomfortable. Challenge yourself. Enjoy Vegas. Meet some new friends. Don't sit on 16!!

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2014: Bring It On

By Glenn Mackay

2014 is going to be a big year of change and development for DJs in Australia. We've just had The Entertainment Experience with Bill Herman and Jason Jones in Melbourne and in October this year we have Marbecca workshops being held in Brisbane.

My wife and I have both completed the 3-day Entertainment Experience workshop



and it certainly was an experience. We were part of a group of 12 who flew in from all parts of Australia (and 1 from New Zealand) and I'm sure I'm not alone saying that it

was time and money well spent.

Throughout the 3 days, every single attendee was taken through a range of emotions, plus we were given the tools to help take our performances to the next level. Even watching how Bill and Jason interacted as facilitators throughout the workshop was impressive. Each of them shared a mountain of information and kept the workshop moving at a good pace to ensure everything was understood, without leaving anyone behind. They are very polished as team.

The hardest part for me has been when people ask me, "so what was the best bit of the workshop?" because there was so much covered, it is hard to pinpoint 1 specific thing. Each day of the workshop was unique and quite different. From the art of the audio edit, to performance skills and to looking at what we do from a different perspective, each session had its own challenges and imparted wisdom.

I'm sure each of us took skills gained in the workshop and put them in to play at our very next event. I would recommend the Entertainment Experience to anyone who provides entertainment services for a wedding or any other event. As much as all attendees got delivered the same content, I think that we all took different things from our time in the workshop.

Another highlight for me was the perfor-

mance coaching. Each workshop attendee was coached at whatever level they were at, but at the same time encouraged/pushed to deliver more, usually more than they thought they could and certainly more than they expected. We were also each given specific ideas and tools as to how we could continue our performance training.

One of the biggest issues many Aussie DJs have raised about workshops held by those from the USA is that they will somehow "Americanize" us. As you can see by the picture here, I think the roles may have been reversed lol.

Maybe the highlight for me was how free-



ly giving both Bill & Jason were of their time, sharing meals and spending so much time with us, answering any and all questions that were thrown at them, even if some needed a little translation.

So as I sit and reflect on this crazy start to 2014, I start to count down the time until Mark and Rebecca Ferrell bring the Marbecca Workshops to Australia for the first time. It will be in about 9 months from now and I can't help but think about the positive impact that they will have on our industry here. For those interested, there are only a few seats left in the Bronze Love Story workshop in late October so secure your seat ASAP.

Oh and if you see Jason Jones or Bill Herman be sure to say G'day and let them thrill you with tales of how they survived the vast array of deadly animals our lovely country has to offer, including Drop Bears.

Glenn Mackay is a mobile DJ from Brisbane, Queensland, Australia and owner of G and M Solutions Mobile DJs. Glenn can be reached at glennmackay@discjockeynews.com

DJ Skribble: The Backstory

By Ana Carson

DJ Skribble is an industry leading DJ, but how did it all begin? DJ News Reporter, Ana Carson, recently had the pleasure of speaking with him and learning the backstory of his success.



Music Was In The Air

The year was 1980 and as a young 11 year old, Scott Lalacchi was walking home through the park when something

captured his attention. It was music. As he went to investigate the source, he found a group of kids gathered together dancing and having fun. Scott had stumbled upon a park jam and behind the turntable was DJ Squiggy. The boy was so enamored that he approached the DJ and began speaking with him. The two became friends and from that

moment forward, music was his life.

After finding out that Scott grew up in a house filled with doo wop music, I became curious and asked Scott if his family members were supportive of his new found passion. Scott replied, "Yes and no. They wanted me to get a real job and didn't understand. Everything was so brand new. Hip hop was a new movement and a brand new baby, they didn't understand the new culture. As a young kid growing up I was drawn to everything from elements of hip hop to graffiti and DJing. It was a whole new way of life for me, and it still is, its just in me."

"So tell me how you got your famous DJ name, Skribble" I asked.

"I was a graffiti artist and an art major." He said.

Now I became even more curious and asked, "Do you still draw and practice graffiti?"

Skribble says, "Sometimes, when I feel the urge. But, I usually draw for my kids."

Every DJ goes through obstacles in the industry. I asked him what some of his obstacles were and how he overcame them. His response was, "Business is a roller coaster ride and you're not hot forever. You have to continuously keep up with the market, re-

invent the wheel and try and stay relevant and compete in the market and industry run by technology. A lot of producers that are coming out are not DJs and they have taken the culture, ride and journey out of what we do because it's become so processed and it doesn't take people on a ride. The new generations of kids are lacking the knowledge, history, game and culture behind it and it's become a lost art. DJs make music, but producers are becoming DJs. They do it just because it's the cool thing to do and making a mockery out of it. Most everything is 10% talent and 90% social media, branding and marketing. That's sad because the kids that go to see it, listen to it, and learn it don't know what's good. Like going to listen to Carl Cox rock for 12 hours and be taken for a ride, now that's DJing!"

"How did you market yourself in the 1980's without the help of the internet and social media?" I asked. He quickly replied, "Talent! Back then you had to work the world in order to go global. You couldn't just email a track to someone. There was a lot of ground work to be done. I worked hard and had a great team around me to get me where I am."

There are many DJs that struggle in this market so I asked what advice he would give to a wedding or private event DJ. He says, "I started out with weddings, mitzvah's and sweet sixteens. I was a roadie with 14K

sounds making, like, \$75.00 a day. What's great about today is that weddings are more like a party than doing just the chicken dance and playing Donna Summers. It's a great place to read a room and to hone into your skills. If you can rock a wedding and you know how to read these people, who are so fickle and quick changing, and keep their attention, pace and energy, then it's not very different than rocking a club and properly keeping the pace and energy. If you lose that pace and energy and it's a boring dead party, it's the worst."

Along with being a successful DJ, Skribble is a loving husband and father. He is proof that dreams can come true if you set your mind to it. My last question to him to conclude our interview was, "Is there anyone in particular that you would like to thank for making your dream, as a successful DJ artist, come true?"

The industry leading DJ Skribble replied, "Dr Dre and Chuck D from Public Enemy when I was in Young Black Teenagers. If it wasn't for Dre I wouldn't have been on MTV and if it wasn't for Dre I would not have gotten to this level. I owe a lot to Dre. I have been very fortunate and blessed. I love and enjoy giving back."

Ana Carson can be reached at anacarson@discjockeynews.com

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM					
2	1	Ellie Goulding	Burn		201334	129					
3	2	One Direction	Story of my Liffe		201344	121					
1	3	Eminem/Rihanna	The Monster		201344	111					
6	4	Sara Banelles	Brave		201317	95					
9	5	Lorde	Team		201340	100					
4	6	Neighborhood	Sweater Weather		201250	124					
5	7	Imagine Dragons	Demons		201303	90					
12	8	Katy Perry/ Juicy J	Dark Horse		201339	67					
8	9	Zedd/Hayley Williams	Stay the night		201339	127					
7	10	Macklemore/Ryan Lewis	White Walls		201331	117					
16	11	Bastille	Pompeii		201328	127					
17	12	Beyonce	XO		201352	85					
11	13	Miley Cyrus	Wrecking Ball		201337	60					
18	14	John Newman	Love Me Again		201339	127					
10	15	Earworm	United State of Pop 2013		----						
21	16	Bruno Mars	Young Girls		201349	126					
14	17	Lorde	Royals		201325	85					
13	18	Justin Timberlake	TKO		201339	69					
15	19	AVICCI	Wake Me Up		201326	122					
24	20	Demi Lovato	Neon Light		201346	126					
19	21	Katy Perry	Roar		201333	90					
23	22	FloRida	How I feel		201344	131					
	23	Cash Cash	Take Me Home		201347	130					
25	24	Shakira/Rihanna	Can't Remember to Forget You		201403	69					
22	25	Ariana Grande / Big Sean	Right There		201340	78					
	26	Calvin Harris	Thinking About You		201340	127					
20	27	Fall Out Boy	Alone Together		201332	90					
26	28	Paramore	Still Into You		201315	136					
	29	AVICCI	Hey Brother		201346	124					
28	30	Jay Z-Timberlake	Holy Grail		201329	72					
Recurrants- (Still popular)											
27		Selena Gomez	Slow Down		201333	128					
29		Katy Perry	Unconditionally		201343	130					
30		Drake	Hold on We're going home		201332	100					
		J. Cole	Crooked Smile		201323	82					
		Lupe Fiasco/Ed Sheeran	Old School Love		201342	86					
		Rihanna	What Now		201336	128					
		Taylor Swift/Ed Sheeran	Everything has Changes		201327	79					
		Lady Gaga	Applause		201333	70					
		Capital Cities	Safe and Sound		201249	118					
		Pink	True Love		201327	97					
		Eminem	Berzerk		201335	96					
		Bruno Mars	Treasure		201320	116					
		Zedd / Ft Foxes	Clarity		201305	128					
		Robin Thicke	Blurred Lines		201322	120					
		Justin Timberlake	Take Back the Night		201329	109					
		Maroon 5	Love Somebody		201314	120					
		Imagine Dragons	Radioactive		201245	69					
		Calvin Harris	I Need Your Love	Ellie Goulding	201312	125					
		Ariana Grande / Mac Miller	The Way		201314	83					
		Daft Punk	Get Lucky		201317	116					
		Krewella	Live for the Night		201327	128					
		One Direction	Best Song Ever		201330	118					
		Anna Kendrick	Cups		201319	65					
		Rihanna/David Guetta	Right Now							201329	130
		Macklemore/Ryan Lewis	Can't Hold Us							201310	73
		Selena Gomez	Come & Get it							201315	80
		Justin Timberlake	Mirrors							201314	78
		Macklemore-Ryan Lewis	Thrift Shop							201246	95
		Pitbull-C Aguilera	Feel This Moment							201302	136
		Demi Lovato	Heart Attack							201309	88
		Krewella	Alive							201305	128
		Mariah Carey/ Miguel	#Beautiful							201319	107
		Chris Brown	Fine China							201314	104
		Justin Timberlake	Suit annd Tie							201303	103
		Justin Bieber /Wil I am	#that Power							201312	128
		Maroon 5	Daylight							201247	126
		Calvin Harris	Sweet Nothing	Florence Welch						201238	128
		Emeli Sande	Next to Me							201230	95
		Sean Kingston	Beat it	Chris Brown						201316	98
		Swedish House Mafia	Don't You Worry Child							201234	129
		Avril Lavigne	Here's to never growing up							201315	83
		Olly Murs/ w Flo Rida	Troublemaker							201250	106
		Imagine Dragons	It's Time							201208	105
		Will.I.AM-Britney Spears	Scream and Shout							201248	129
		Justin Bieber	Beauty and a Beat	Nicki Minaj						201244	127
		Flo Rida	I Cry							201238	126
		Justin Bieber	All Around the World							201307	128
		Taylor Swift	We are never getting back together							201234	86
		Psy	Gangnam Style							201237	132
		Chris Brown	Don't Wake Me Up							201221	128
		Pink	Blow Me One Last Kiss							201228	114
		Owl City-Carly Rae Jepsen	Good Time							201227	126
		Maroon 5	Payphone							201217	111
		Carly Jepsen	Call Me Maybe							201210	120
		David Guetta/ Chris Brown	I Can Only Imagine							201230	127
		Rihanna	Where have you been							201216	128
		Trey Songz	Heart Attack							201214	75
		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 Swift-B.O.B	Both Of Us							201220	63
		50 Cent/Dr. Dre/Alicia Keys	New Day							201232	98
		Katy Perry	Part of Me							201210	130
		Flo Rida	Good Feelin							201137	128
		Pitbull	Back In Time							201214	127
		Gym Class Heroes	Self Back Home							201203	130
		Nicki Minaj	Starships							201209	125
		Chris Brown	Turn Up The Music							201206	130
		Goyte	Somebody that I used to Know							201205	129
		Rihanna	We Found Love							201140	128
		The Wanted	Glad You Came							201134	128

Start Your Year With Creativity

By Harvey Mackay

Each January the world celebrates International Creativity Month— a month to remind individuals and organizations around the globe to capitalize on the power of creativity.

Unleashing creativity is vital for personal and business success in this age of accelerating change. Motivational speaker



Randall Munson founded International Creativity Month to refocus attention to creatively improve business and personal activities.

January, the first month of the year, provides an opportunity to take a fresh approach to problem-solving and renew confidence in our creative capabilities.

Fifty-two percent of Americans consider themselves creative, but only 39 percent of Americans feel they're living up to their creative potential. That's one finding from a survey of 5,000 adults in the United States, the U.K., France, Germany, and Japan (1,000 participants each), conducted by the research firm Strategy One. Other findings include:

- 85 percent of Americans feel that creativity is the key to driving economic growth.
- 82 percent feel that the United States isn't living up to its creative potential.
- 62 percent believe that our nation's creativity is being stifled by our education system.
- 88 percent agree that everyone has the potential to be creative.

Overall, Japan is seen as the most creative country (according to 36 percent of the survey's participants), with the U.S. in second place, named by 26 percent.

Time and money are the biggest obstacles, say Americans: 54 percent say lack of money prevents them from being creative, and 52 percent cite a lack of time.

We start out as pretty creative beings — children let their imaginations take them to places they've never seen and do things that seem impossible. We encourage it as fun and playtime, but we should celebrate it as the potential for great discovery and accomplishment.

As Pablo Picasso, arguably one of the most creative artists who ever lived, said, "Every child is an artist; the problem is staying an artist when you grow up."

Or maybe you can be inspired by another notable thinker, Dr. Seuss (aka Theodore Geisel): "Think left and think right and think low and think high. Oh, the thinks you can think up if only you try."

Why do we begin to take fewer chances as "real life" sets in? You don't have to give up on your creativity as you grow older. You just need to take better care of your brain. Here are some tips for staying mentally fit no matter what your age is:

- Limit exposure to stress. You may not be able to eliminate stress from your life entirely, but try to keep it in perspective. Stress can narrow your mental vision and decrease your ability to think differently. Learning how to relax and remain calm as you confront problems will help you find solutions more efficiently.
- Don't multitask. Distractions and lack of focus are the enemies of creative thought. Train yourself to work on one task or problem at a time so you can think deeply about what you're doing and use your whole brain.
- Rest your brain. Be careful not to focus your mind like a laser all the time. You need to give it some rest so it can refresh and recharge. Often, you'll find the solution to a puzzle when you step back and allow your mind to work on it without the pressure of conscious thought.
- Exchange problems. At your next staff meeting have people write down their toughest problem, and drop them all in a hat. Then have everyone pick a problem from the hat and try to solve it. This can encourage people from different areas to get together and learn something about

each other's problems and skills.

Surrounding yourself with creative, imaginative people is a good strategy for success whether you're an entrepreneur seeking innovation or an artist looking for inspiration. Watch for these vital traits:

- Curiosity. Question about how things work, and why they work that way. Creative people always want to know more.
- Open-mindedness. Spend time with people who don't reject new ideas just because they're unfamiliar. They should always be up for trying something different.
- Flexibility. A lot of "new" ideas are actually combinations of existing concepts. Partner with colleagues who show a talent for putting things together in unexpected and unique ways.
- Confidence. Connect with people who are sure enough of their abilities to risk failure or embarrassment, but they're ready to try again because they believe in themselves.

Mackay's Moral: Start every day/year with a healthy dose of vitamin C – Creativity.

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

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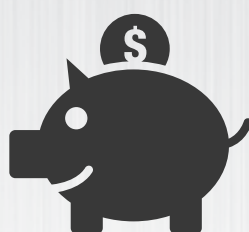
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