

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

A few months ago I wrote an article for this very fine publication about a book I'd read by Danny Meyer called "Setting the Table - The Transforming Power of Hospitality in Business." In case you missed it, Mr. Meyer is a New York based restaurateur whose book was all about the high standard of hospitality that he insists on throughout his organization. I thought there were so many lessons for us in our industry, that I urged you, dear reader, to run out and grab a copy.

It turns out I've learned one more business lesson (and life lesson as well) from Mr. Meyer and his organization: "If you're going to talk the talk you bet-

ter walk the walk."

Here's what happened. After being so impressed with the book and the overall message I wondered if Mr. Meyer does any public speaking. Turns out he does. In fact his website gave me the name and email of a person in his organization to contact should I have an inquiry about Mr. Meyer's availability. So I did. I am helping to plan the education for a DJ conference later this year and I thought Mr. Meyer would make a great addition to our roster of speakers and presenters. I sent an email to his contact person briefly explaining about the conference I am planning and asked to get more information including pricing and availability. After two weeks of no reply I sent another email. Again, no reply. My third attempt was to go straight to the top. I sent (snail mail) Mr. Meyer a personalized note inquiring about his services. Also, in an attempt to butter the man up, I included the copy of The Disc Jockey News issue that featured my rather glowing write up of his book (on the front page, no less).

Again, nada. Nothing. No Response. Mind you, this is "no response" from
Mike Walter Continued On Page 2

Talkin' Bride: Words Of Wisdom

By Tamara Sims

I always enjoy hearing inspirational business stories that I can truly relate to. And with the start of 2013, it is always a great time to gain knowledge from other passionate business owners old and young. Last month, my husband Jay had the privilege of providing the DJ Entertainment and Master of Ceremonies duties for a company we all hold near and dear to our hearts here in Chicago and all over the world. Our brides

and grooms, parents and guests visit this store to register and purchase affordable wedding and bridal shower gifts. This very special company just celebrated their 50-year anniversary and we were so honored to be a part of this milestone event. Any guesses? The company is Crate & Barrel, and founders Gordon and Carol Siegel were two twenty-something newlyweds when they opened their first store in Chicago on December 7, 1962, with \$10,000 of their own money.

The store's concept came from their own experience while registering for wedding gifts at expensive department stores like Marshall Field's. Remember, there were no Targets or Wal-Marts back then. Most of their friends, like themselves, were recent college graduates without a lot of money, so Crate & Barrel was born as an affordable quality
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In The Booth: How Much For Those?

By Brian S. Redd

Did anyone else notice that headphones were the must-have gift this holiday season? They were turning up everywhere from Walgreens to clothing stores in the mall. When I went to Best Buy, there was a huge display for Beats By Dre and people were all over it. Being a guy who spends a lot of time wearing headphones, I had to see what all the hype was about. I gave each pair on display

a listen. Overall they were pretty much what you would expect from a decent set of consumer line headphones. They didn't feel cheap, were comfortable and sounded fine, but there wasn't that moment where I said "I need these!"

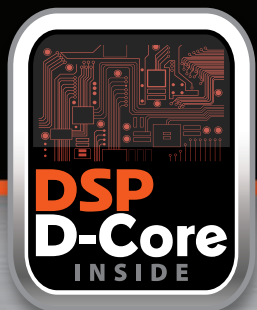
Then, I saw the price tags. Woah! There was a pair that was going for
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The Big F.U.

By Mitch Taylor

In this case it means Follow Up. How do you follow up with your potential clients?



With your current clients? With past clients? What... you don't? Why not? After all the sales process doesn't stop after you make a

sale. It's a continuous cycle that is ever evolving and changing yet the steps have remained the same since the beginning. The only thing that has truly changed is HOW we communicate to our clientele with our delivery methods.

I was recently introduced to a newcomer to our industry at DJ Times in Atlantic City and how refreshing it was for him to reach out to me (and I'm certain several other industry veterans) for some ideas on follow up. In this case

he was looking for information about bridal show follow up so let's tackle that first.

First, all bridal shows in my opinion are NOT created equal. It's up to you as the business owner/advertiser to decide if that show is worthy of your investment or not. How? Ask around to fellow vendors. What shows have been helpful to them? What kind of business do they run from a size and service standpoint? Find a like minded business in your market. Take the owner out to lunch and ask why they choose the vehicles they choose to advertise in. Their answers may surprise you. Oh...and bring a referral or an idea they can use to help their business with you. Givers gain.

Next, look at the size of the shows. How many potential brides attend? This number will be different from the total numbering attendees so be sure you understand the numbers before signing on the dotted line. If you are going for volume and a inexpensive service mentality than a show with a killer marketing piece and several hundred brides in a large space may be for you. If you are more higher end focused with want-

ing to build quality relationships then a smaller venue with more times with brides would be the best way to go. Another great question to ask is this: How many of each vendor are allowed in the show? This can also help you understand who the show caters to.

OK...now you've picked the show. Now how do you follow up? Clue: Ask them at the show. Have brides sign up by typing their info into a form right in DJ Event Planner in your booth or on your iPad. This eliminates misreading someones handwriting and ensures your message gets where it needs to go. Ask them when they got engaged and what they have for other vendors and take good notes. This can help you know where they are in the sales process and when would be good to follow up with them. Brides with dates two years out or more are separated differently for me than brides who are looking for things within a year.

Now based upon how the brides want you to follow up set a schedule that works for THEM not you. Once a bride is ready to hear from you, put her in your cycle with unique touches designed to help her in the wedding planning process with different touches from you via email, phone calls, snail mail and Facebook (if she friends you). Your communication to her must be respectful of her time and conversational. Write how you speak. Use a email subject line that will make her WANT to read more. Double check the times of day you are calling

and see if it's convenient for her or not. If you want a real life example of a follow up piece I send my clients send me an email to mitch@tayloredweddings.com with the subject line "dj news bridal show FU" and I'll get it out to you right away.

Lastly, be real. I often joke with brides that stop by my booth that half of the information in their bags will end up being thrown out just days later or forgotten in a corner somewhere. People relate to real. This is why if you are advertising in a high volume show with dozens of vendors and hundreds of brides you need a phenomenal marketing piece that really stands out from the crowd. By striking up a conversation and really seeking to help the you can cut through the hustle bustle and sales tension of a show and get. Down to what really matters...helping them get what they need. After all...that's all sales truly is. Find a need and fill it.

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Mike Walter Continued From Page 1

a man whose entire book was about hospitality, going above and beyond, communicating with people, etc, etc. Needless to say this was a huge eye-opener for me and it lead me to write this article and share what I've learned from this experience which is quite simply: Don't be a hypocrite.

Don't promote yourself as one thing and then do the opposite. Promote your strong points and don't ever try to prop up your weaknesses in business by overselling them. In the end, you'll be discovered and then, the public's opinion of you will be even worse than it had been if you'd never claimed anything.

If I was trying to reach out to someone who never promoted themselves as a hospitality expert, and received nothing in response, I'd just chalk it up to them being too busy -- and probably a little bit of me and my DJ Conference being too small a fish (when they have bigger ones to fry.) But since Mr. Meyer spent his whole book talking about the importance of customer service, I expected more. A lot more. I actually expected to get a quote so high I couldn't afford him. I was even ready with a comeback for that. The man owns a dozen restaurants in New York and this group of DJs goes out to eat when we get together. I was going to try negotiating a lower speaker rate for a guarantee of about 50 dinners in one his places. And who knows if any of that would have worked, but at least I'd have had a dialogue. Instead, I'm left

feeling like his whole book and message were a crock of you know what.

So lesson learned. And I pass it along to you, dear reader, to be cautious. Take a good look at yourself and your business practices and promote what's real.

I know DJs (for example) who tell their clients they can select 5-10 songs. Their point is, I'm the expert, I know what works at events so leave the rest up to me. And there's nothing wrong with that. But in the sales process, if that DJ promoted himself as, "I'll do anything for you and listen to your every request!" that would be wrong. The same would go for a DJ who doesn't get involved in lighting or any upgrades. Again, nothing wrong with that. Some people want to focus on what they do best and would just as soon refer clients to a lighting company for any upgrades. But if in the sales process that DJ claimed he had the best lighting and years of experience with it, then that would be wrong.

The point is, promote your strong points. And once you've promoted something, especially if you've written a book on the subject, you better follow through. You never know when you're going to disappoint someone who just happens to have a front page column in an industry publication...

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Tamara Continued From Page 1

store for wedding gifts and home décor.

Gordon and Carol's story touched me personally, as I meet with so many young brides and grooms whose friends may not be able to afford a \$100 place setting from Macy's or Bloomingdale's. The variety and unique registry items at Crate & Barrel make it the perfect place to buy an affordable AND meaningful wedding gift. I have fond memories of Jay and I registering at Crate & Barrel for our wedding. I stepped away for a few minutes to look at a vase and I heard a crash...yep, it was Jay. He innocently broke an entire display! Each time I set foot in a Crate & Barrel store today I remember that day...

Gordon and Carol were recently profiled in the Chicago Sun Times, and from reading the interview you really understand how passionate they are about the Crate & Barrel brand. They even had Jay wear a Marimekko shirt from their store for the Anniversary Party. I really connected with their story as it drew me back to the day when Jay came home from his chemical engineering job and told me he wanted to start a DJ Entertainment business that would provide a fun and unique experience for young brides and grooms. Something 2

Dance 2 just celebrated our 10-year anniversary and I can only hope that we are as happy with our brand 40 years from now as Gordon and Carol are with theirs.

Gordon and Carol offer this advice for today's fellow entrepreneurs:

1. Create a workplace where people love to be.
2. Give customers unique value that brightens their lives.
3. Manage expenses, money and accounts with integrity.
4. Form a company with a mission, and execute that mission by telling people what you as a leader want them to do.

What wonderful words of wisdom that we can take with us in 2013 and beyond!

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 Way I See It: It's All About Making A Difference

By Michael J. Lenstra

As DJs we like to feel that we are making a difference, whether it's by enhancing someone's special event by entertaining their guests and creating a memorable moment or by offering our talents and/or our equipment for



a special cause. As a community of difference makers, the tragedy in Newtown, Connecticut, is both incon-

ceivable and unimaginable to us. However, I think we can relate to the great people that rushed to the aid of the victims within moments after the first shots rang out. People like the first wave of law officers that arrived. "I have no doubt that because of law enforcement's quick response many lives were saved," said Connecticut State Trooper spokesman Lt. Paul Vance. "I wish we could have saved more." Or the more than six dozen doctors and nurses that assembled in a matter of 30 minutes at nearby Danbury Hospital in anticipation of treating the wounded only to be disheartened to realize that after the initial three victims no more would be coming.

Other heroes included the group of

volunteer firefighters who provided a safe haven for the children at the local fire station as they escaped from the school. Another notable figure was school neighbor and retired psychologist Gene Rosen, who discovered a half dozen small children at the end of his driveway just moments after the tragedy, although at the time he was not yet aware of the situation. "We can't go back to school," one of the children explained to him. "Our teacher is dead..." Rosen took them in, gave them juice and some stuffed animals, and made arrangements to reunite them with their parents.

In the days that followed that heinous act of violence, more random acts of kindness followed. Local resident Michael Craigin, a former special education teacher and volunteer firefighter, felt the need to do something to help so he gathered up his bulldog Truman, parked his SUV at a local donut shop, and erected a small sign that read "My bulldog gives hugs." More than 100 passersby stopped to take advantage of the offer. Truman was not the only canine offering support. A team of golden retrievers, the Comfort Dogs, as they are known, and their handlers were sent by the Lutheran Church Charities from as far away as Indiana and Illinois to be there to offer support and an ear to scratch.

Another need was filled when employees from nearby Panera Bread stores volunteered to work behind the counter and in the kitchen at Newtown so that their company colleagues could attend memorial services for the victims.

Help was not contained to the local area. Writer Tom Cavanaugh from Los Angeles called the local coffee shop and donated \$125 for 100 cups of coffee to be given away just to make a difference. The store's owner, Peter Leone, thought it was such a good idea that he offered free coffee to everyone for the day. And the Wahlert Foundation in Dubuque, Iowa, along with other volunteers, teamed up with the monks of Trappist Caskets to offer free caskets to the families of the young victims.

The entertainment world was also quick to react in their own way. Many celebrities tweeted out their messages of support. Radio stations, both in the area around Newtown and nationwide, pulled songs like Ke\$ha's "Die Young" and Foster The People's "Pumped Up Kicks" due to titles or lyrics that were deemed inappropriate, swapping them for classic inspirational songs like Bette Midler's "Wind Beneath My Wings," Eric Clapton's "Tears In Heaven," and even USA For Africa's "We Are The World." The studio behind the new Tom Cruise movie "Jack Reacher" delayed their premiere, as did the new Billy Crystal movie "Parental Guidance." TV shows like "Haven" and "Family Guy" pulled their new episodes, and the Discovery series "American Guns" was canceled outright, as the networks felt the content in these shows could be viewed as insensitive so close to the shooting.

And maybe that word -sensitivity, is the way we as DJs can make the biggest impact. Maybe a second look at some of the songs in our playlists or

requests we get might be in order over the next few weeks while the memories of that terrible day are still in people's minds. Even an upbeat song like David Sanborn's "Bang Bang," with no connection to the events, might nonetheless need to take a little vacation simply to avoid an awkward introduction. Alice Coopers "Schools Out" might be another song to avoid at those end-of-the-year school dances.

Another option is volunteering to lend our services to fundraisers that may be set up in your community to assist these people grieving in Connecticut. Even if it doesn't directly impact the citizens of Newtown, there are bound to be ample opportunities to provide help to a nonprofit organization in your area that may be struggling to assist those people with needs close to home.

The way I see it, for every one of these tragedies that occurs at the hands of a single person or two, thousands of other people show up almost instantaneously to offer help and support. Although they may not be the ones who the media focuses on, these people may be more representative of who we truly are as Americans rather than the perpetrators of these horrific crimes.

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From The Other Side: Post Holidays

By Jake Palmer

Well we made it through another holiday season! The world did not end, but I did have an experience that made me look at the world around me a little differently.

See, it all started one night when I was visited by a DJ, not just any DJ, but a ghost DJ... it was the ghost of



DJs Past. His name was Disco Stew, and he looked ridiculous, Giant afro hair, bad suit, and thought he was god's gift to

the dance floor.

However, I learned a lot from Stew. He took me back in time, to a time before cds, mp3s, or powered speakers. It was really scary, DJs had to lug around really heavy gear. Like huge Peavey amplifiers, giant speakers, and home-made coffins systems, with milk crates full of records. To make matters worse, all this gear was hauled around in a really crazy looking van, that usually smelled like pot and beer. It was a sad time for DJ. We struggled for respect,

always had to prove why we were better than a band. Not to mention the money was pretty bad, but it was a great way to get in front of people, and the chicks were great!

Well, needless to say I was pretty amazed; I had no idea that there was such a thing as a Ghost of DJs Past. I don't know why he visited me but I knew there had to be a lesson of some sort here, but what was the lesson? What was I supposed to learn? I decided I should talk to someone who would understand, so I skyped a DJ friend of mine, but the connection failed and my I-Pad was suddenly taken over by another ghost... the Ghost of DJs Present.

His name was Eddie the Entertainer, he took me on adventure, we went to a DJ conference to see DJs getting more education, and learning to be more professional. DJ gear was super light, it was cheap, and easy to get. Some DJs were always striving to get better, learn more, do more, and provide a better more entertaining experience for their clients.

What really scared me was there were two Ghosts of DJs Present, the second one was NOT at the conference, he didn't go to DJN Conclave, and instead

he was playing x-box with his buddies, and downloading music. He acted like he just won the lottery, bragging about how easy it is to be a DJ, thanks to I-Tunes, laptops, and powered speakers.

It was odd for me to see the difference between the two ghosts, one clearly thought he was on top of the world and improving himself more than the other Ghosts, while the other clearly just didn't care that much. He wanted to work, because he couldn't buy new x-box games with out the extra cash, so he would just charge less than anyone else. It was cool cuz all his buddies could tag along, and most of the drinks were free.

Wow, now I was really confused, I didn't know what to think, from Disco Stew to Eddie the Entertainer, to Slacker Ghost. What were these ghosts trying to tell me? Was this just a dream? What does it all mean? Is this the future of our industry?

At this point even as confused as I was, I think I had it figured out. I was pretty sure I would be visited by a third ghost, maybe the Ghost of DJs Future. I read this book (well I saw the movie with Bill Murray anyway) so there must be another ghost. Then a lesson to be

learned, and a moment when I wake up and yell, "you there, little DJ boy, what day is it?" Then I give him my credit card and tell him to go buy me the biggest disco ball in the town! I feel changed, like I learned something life changing, and my whole out look is different.

That part never, happened. No Ghost of DJs Future, no lesson learned, no giant disco ball, not even a Mayan end to the world. So is there a lesson? Is there a bigger message?

Nope, I don't think there is a lesson. We choose to make a living in an industry that is always changing and evolving. Just like any other business, there are always going to be quality people doing a great job at a fair marketable price, and there will always be the opposite of that on both ends. Which one do you want to be?

The Ghost of DJs Future is all of us, he is good, he is bad, he is hopefully better than the Ghost of DJs Present -both of them.

If there is a Ghost of DJs Future, I bet I will name him Techno Tommy.

Happy New Year!

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

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nearly \$400. These weren't back in the pro audio department, mind you. They were right next to the smart phones and MP3 players.

As we were in the check-out line, I couldn't help but wonder how many people (not DJs, civilians) were actually laying down that kind of cash for headphones? Being a professional DJ who's quite fussy about his gear, the most expensive set of phones own cost me \$200 and are for gigging only. They don't get used for my iPod or go on airplanes. No, I have budget phones for that because the last thing I want to do is loose them or get them all beat up or leave them laying around for someone to liberate.

Right in front of the registers, where retailers usually push things like candy bars and batteries, there was yet another Beats By Dre display. I kind of laughed to myself and thought, "Who would buy

something like this as an impulse item?" Right about then, I looked towards the registers and saw a couple of moms and dads handing Beats to the cashiers.

It seemed all of my suspicions were true: These aren't really for DJs or audiophiles, Beats are for kids. They are actually rockin' this stuff at school or wherever an iPod travels. Would I trade my \$200 headphones for Beats \$400 offering? No. In fact, I felt my budget iPod/airplane headphones were just as comfortable and sounded just as good as most of the Beats I sampled. In the unfortunate event that something happens to my headphones out there in the world, my replacement cost is a heck of a lot less as well.

Don't get me wrong. If you own a pair of Beats By Dre and you like them, there's not a thing wrong with that. For those of you who feel they are overrat-

ed, keep in mind there are a few DJs out there that defend Beats with the same conviction only seen with Bose L1 users.

So what's my point? Well, first of all, as the father of a teenager who likes her gadgets (and managed to destroy a smart phone and a laptop screen last month), I feel it's always best to do your research before laying down sizable amounts of cash for such things. In fact, two years ago we did the Christmas headphone thing. She still owns her snow white premium DJ grade headphones, has a lot of kids asking about them, and they only cost me around \$70. Having said that, I also understand that to a teenager, sometimes a pair of shoes that say Air Jordan on them is important too.

The real point is this: DJs tend to buy more electronics than the average consumer. Even in the DJ market, there

are loads of products out there that benefit more than they should from things like retail display placement, hyped up adds, "industry standard" claims and even celebrity endorsements. Every DJ will have their opinion on what's great and what's not. The trick is to go out there and find out what works best for you and your client. Ask around and see if there are alternatives to what "everyone" has that may be a better fit for you both quality and budget wise. Do your research and find the best speakers, mixing boards, computers, lighting and headphones for you... Even if they end up being Beats By Dre.

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

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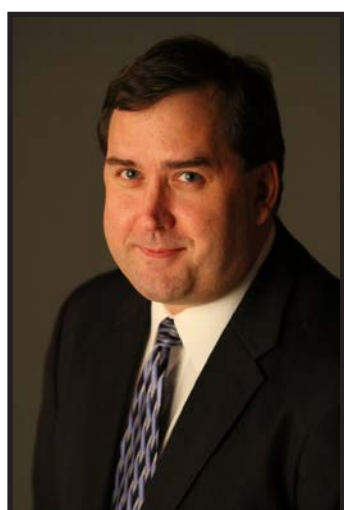
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Desire - Discipline = Squat

By Dean C. Carlson

Well 2012 is gone. The world did not end and that means we all must go on. The question is can you afford to go on as you have been for the last year or longer? Let's face it all of us want to be successful in the mobile DJ industry. Our



definition of what that success is might vary but the way to get there does not.

Every year around now just about everyone I know sets new year goals. Just

as predictable, many people stop chasing those goals, dare I say dreams, by January 28th. Yes you read that right, before January is even over. That tells me we all have great desire but few have the next component, discipline. There is a separate equation that can help you achieve better discipline.

For at least the past 8 years I had the desire to lose a significant amount of weight. And, like I mentioned before, every January first I was going to make that happen. I really, really wanted to lose that weight. See it was affecting how I viewed myself. My self esteem was getting lower not to mention my ability to do all the physical things we

do as a mobile DJ.

Oddly enough it wasn't until June of this past year that I finally found out what I needed to make it happen. Up until that point I had join several gyms. I would do a week or so and then I would taper off but stupidly enough I would



continue to pay the gym fees and not go. At \$45 a month or more that can add up.

Which leads me to the first thing you can do to help and that is to install Risk into the equation. I don't know about you but I have found that I get exactly how much I put into something. Ever go to a free class? Chances are you only listened half heartedly and probably didn't retain nearly enough. You may have also been critical of the instruction and the instructor. Now if you pay \$1000 for one class your whole attitude changes. You absolutely are looking to gain and install that knowledge into your life.

Risk here is a bit different. You don't necessarily need to invest the money up

front and you can also establish the Risk as something not correlated to what you are doing. A friend of mine hated anyone who ran for the GOP so she once chose the risk of donating \$500 to a campaign she was against if she didn't make the goal she set for herself. It worked. Risk here can be financial or emotional, better if it is both.

The next part of the equation that develops Discipline is proper accountability. Accountability has to be handled in a way that specifically meets your needs. On December 11th of this past year I have achieved 9 years of sobriety and abstinence from drugs of any form. Now anyone who knows me, and even if you don't know me very well will have heard me talk about my past addiction to Meth. 5-7% of people trying to quite that drug succeed without relapse. The reason I am so open with it, is if ever someone sees me and I mean anyone, I would have trouble looking them in the eye. It holds me accountable.

If you want to achieve stellar discipline, tell everyone you know what you are aiming for. Go as far as asking them to question your progress constantly. I did this same thing when I wanted become a national DJ speaker. Within 2 years of me setting that goal and telling people about it, I spoke in Las Vegas at Mobile Beat.

You really need the right accountability for the job. Even though I have an accountability group I work with for my business, it didn't work for me losing weight. But when my personal trainer took that role accompanied with the risk of me paying a full years membership all at once, I was on my way.

They say it take a minimum of 28 repetitions of an action to make a habit. But after you get to that habit part of the

equations things get a bit simpler. It requires less and less motivation in order for you to reach the desired discipline. With Risk and Accountability you can reach the habit stage much easier.

Finally I find that adding a reward appropriate to the results you want to achieve can be a beautiful way to wrap things up. For me when I hit my result weight of 200 lbs, which is 55 lbs lighter than when I started, I am going on a cruise, because the desired result is taking me over a year to achieve I wanted to make it big enough to power my way through those times that I really don't feel like doing my workouts or even when I don't eat the right foods.

I have a friend who was having trouble reading the Bible on a consistence basis so he simply set a small piece of candy on each chapter that he wanted to read, and when he was finished reading that part he ate the candy. Risk and Reward work very well together.

I think we are programmed at a young age to find the easiest way to get our results. The problem with that is when we hit the real world and life hits us with all it's got, we tend to just accept that it's too hard to achieve greatness. My suggestion is to start with small tasks and rewire yourself into a task finishing monster. Every victory you have changes the paradigm of how you will attack the results you want out of life.

So go get it done, starting today. By the way so far I have lost 35 lbs only 20 more to go.

Good Luck and Great Shows.

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

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Coming to MBLV17: Hey DJ! Get Off My Lawn

By Ron Ruth

By the time this great publication hits your mailbox, we'll be about a month away from the MBLV17 Conference. As it has been the past two years, I have the honor of being one of the warm up acts, speaking at noon on Monday, February 4th. Unlike past years, however, my presentation is not solely based on lessons learned from the Disney business model.

My presentation this year is titled "Hey DJ! Get Off My Lawn!: Unsolicited Wisdom From A Seasoned DJ." The topic is one that I've thought about since sitting on a panel at the 2012, MBLV



Conference with show producer, Mike Buonaccorso and Keith Alan of Keith Alan Productions in Connecticut. The title of that presentation was "DJing from 50 & Beyond." As "seasoned" professionals we were asked to share tips and advice with a growing number of DJs who are approaching their 50's on how to keep the momentum of their business going as they, themselves, grow older and may feel like slowing down.

I was fascinated by the large number of twenty to thirty-something DJs who also sat in on our panel discussion. Their attendance and participation was a clear indicator, at least to me, that there are a number of young folks who love what they do so much, that they're already looking ahead at business and performance options that will allow them to keep on DJ'ing until they retire.

I was also surprised to discover plans so that they can keep on keeping on as inspiring, not just to me but to those younger DJs I mentioned before. These "seniors" of the industry had much to contribute. Their knowledge, philosophy and life lessons that can only come with age are of greater value than the most expensive workshop, seminar or conference.

that I'm not anywhere near being the oldest DJ out there still doing what I enjoy. I'll be 60 years old this year but there were DJs in that room who were in their 70's and who still have a passion for entertaining. Listening to the stories told by many 50+ year old DJs that day of endurance and how they've adjusted their business

As I've said, I'm not the oldest in the industry; even though many of my friends choose to make me out as an aging fossil. I'm not even the most experienced compared to my older peers. I started DJ'ing in 1990. There are DJs out there who have been in the biz since the 1970's. But, the one thing I share in common with all of them and

tage of DJs of all ages, from young to...well you get the idea.

It will take one hundred photos to pull off this incredible video project I'd love to include yours. Here are the three things I need if you'd like to help me out:

1. A headshot or of you in action (Make sure your face is clearly vis-



perhaps with you is that I plan on staying in this wonderful profession for as long as I can and for as long as my clients continue to appreciate the service I provide. To overcome the inevitable challenges, though, that come with aging, one must be willing and able to improvise and adapt.

During my presentation, "Hey DJ! Get Off My Lawn!: Unsolicited Wisdom From A Seasoned DJ" at MBLV 17, I'll share valuable life and business lessons that most younger (and even a few older) DJs tend to ignore but have the potential for providing long-term success and a greater level of respect from other wedding and event professionals, plus increased referrals from the clients you serve.

Through stories, photos, video and a variety of resources, we'll explore the impact that passion, collaboration and exceeding expectations have on your attitude and on the success of your business in the years ahead. We'll look closely at missed opportunities to excel, discuss overlooked occasions to lead when no else will and explore how to reconcile the difference between what is in the best interest of your business and that of your client.

"Hey DJ! Get Off My Lawn!" is an honest and candid approach for helping DJs of every age from doing something regrettable and making potentially devastating and career ending mistakes presented by an "old guy" who has already made more than just a few of them.

Your Help Is Needed!

Whether you plan to attend MBLV17 or not, I could really use your help with an exciting video project that will open my presentation. The video will be a circle of DJ life celebration that features a photo mon-

ible). It needs to be high-res, so please DON'T send a Facebook photo. I may edit for size!

2. Please include your name, company name and age. This info will be displayed with your photo. (Note: The video is not a lampoon and no additional comments will be added to your photo!)

3. Email your photo to ron@ronruthweddings.com by Friday, January 15, 2013. Emailing your photo to me is also your permission for it to be included in the video.

Special Note: Our industry has, unfortunately, lost a number of very creative and talented DJs over the past year. These individuals are still with us in spirit and deserve recognition. I'd like to include as many of those wonderful people as I can in the video. If you have a photo of you with one of our deceased colleagues, please send it along with their name and date of passing.

That's it! The video is going to be awesome but only if I can include your photo!! Thanks so much for your assistance. A copy of the video will be posted for everyone to see, especially those who couldn't make it, after my MBLV17 presentation at noon on Monday, February 4th.

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



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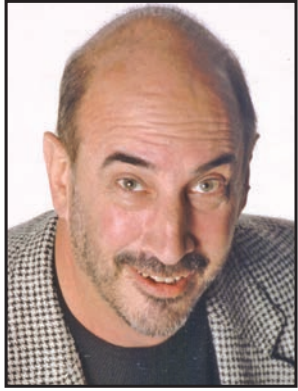
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What Are You Doing New Year's Eve?

By Jeffrey Gitomer

What are you doing New Year's Eve? That is one of the most asked questions on the planet the week before we ring in the New Year. And people (you included) will go on ad-nauseam about what their New Year's plans are.



Then on New Year's Day, you stumble around, watch some TV, have a party, or should I say after-party, and grudgingly prepare for the next day, the first work

day of the New Year.

During that day, everyone will talk about what they did on New Year's Eve and New Year's Day. The stories will range anywhere from ribald tales about Las Vegas, to the more mundane, "We just stayed at home."

No one ever asks, "What are you planning on achieving this year?" or "How much of that weight are you going to take off this year?" or "What will you do differently in the coming year that you didn't do in the past year?" There aren't many questions or responses about what positive things are about to happen next.

It seems as though people are willing to spend hours talking about the superficial, and not one minute talking about the reality of their lives.

NOT ME.

Yes, I am going to wish you a Happy New Year.

Yes, I hope it's a healthy one and a successful one.

But that is just a wish.

The reality is for you to have a healthy, successful New Year, you're going to have to work your ass off. You are going to have to do more in the coming year than you did last year. You are going to have to harness the power of your work effort and your intelligence, and do your best to turn it into money.

I know I will.

REALITY: I have written many things about the lunacy of making New Year's

resolutions. They are not a total joke, but they are close. For all of you watching or

also, "I'm proud that I did it." That celebration will lead you to the next.



reading, please send me one dollar for every resolution you made but never kept.

Heck, I'd have to send myself a few hundred.

Here are a couple things you should resolve to do in the coming year that will allow you (and me) toover succeed and over achieve:

1. Allocate your time in 30-minute segments. This gives you a full understanding of whether your time is being "spent" or "invested."

2. Take at least two of your allocated segments (one hour) and dedicate them to writing each day. Writing will clarify your thoughts, and help you find and solidify a clear (or clearer) direction.

3. Learn to use business social media by becoming actively involved. Build your reputation AND your personal brand.

4. Visit your top 10 customers before the month of January is over, and talk to them about why they do business with you, and what they're looking to achieve in the coming year. Ask for (earn) business in January.

5. Make a secret list of the big things you are looking to accomplish over the next few years, not necessarily just this year. Maybe it's to write a book, maybe travel to certain places, or maybe to get a bigger house. Whatever it is, write it down. Somehow written things become more solid in your mind than just thoughts.

5.5 Make plans to celebrate, not just achieve. I have found that celebrating an achievement confirms and affirms the reward in your mind. Not just "I did it," but

So here we are, the day after New Years, and you are thinking, "Why is Gitomer giving me a cold slap in the face my first day back on the job?"

ANSWER: Someone has to...otherwise you may wait until February or March. (Further (gentle) slaps in the face will be available weekly in this publication or my

weekly email magazine, Sales Caffeine.)

But between now, and then, and every day, I thank you for being my customer, and for your continued loyalty. Happy,

healthy, wealthy New Year!

GitBit: Want a few more ideas on how to achieve what you're setting out to do this year? They're yours by going to www.gitomer.com and entering the words GOAL POST IT in the GitBit box.

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

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Strategy Calendar

By Rick Brewer, GetMoreBrides.com

There is a concept in business I use with my clients called the strategy calendar. This concept, when used well will, helps to add a few more brides to your calendar each year. Problem is, most people have not a clue what this concept is. I will explain the concept and the implementation of the concept. Please



note that this concept is for many in the wedding industry, but not all. If you sell a product and are not limited by the amount you can sell, this concept may not work as well for you

(though there are slices you can use to better plan your year).

The strategy calendar is simply looking forward with your best guesses (based on experience) and color coding a calendar so you have a best possible vision towards your year. The purpose in having this is to know going into a potential meeting with a bride the value of the day that she is looking to book. For example a Saturday on a prime date which you know is going to book, you will be less apt to haggle with the bride to book. With that said, if it is two months out and you understand that most brides book 6-8 months out and the date is not filled, you will know ahead to act accordingly.

Here is your homework: grab a 2013 calendar (you can find one online to print out -one page preferred). Once you have

the calendar, grab three color highlighter markers (doesn't matter which color, but



for arguments sake, we will use green, yellow and blue). I now want you to mark up the prime Saturdays that you would bet will be booked. For example if June is a prime month for you, mark (use yellow) those Saturdays which you would bet will book. It is best that you plot out the holidays and seasonal events (keep in mind what is happening in the local area, whether it be festivals or college sports, what have you). Use blue to mark those dates.

Next I want you to plot out secondary dates that you feel would be good to book. (Mark these dates green -like money). These would include off season Saturdays and prime season Fridays and Sundays. The cool part about this part of the calendar is that being armed with this information of the prime and sub-prime dates when you go into an appointment, you will be a bit more prepared which always helps and never hurts.

Having this calendar in a place where you see it everyday further causes a little fire to light under your fanny. You will

see this every day and become much more aware of the times of year that your marketing should be booking for you without trying hard. Further, it might give you a little leverage to get out there faster, stronger, better, further. You can also plan ahead for the major conferences and industry events which are important for your business that you be in attendance.

For those of you who have employees or subcontractors, it is almost crucial that you share this calendar with them. The

reason why you should share is simple: you need them there in the prime time of year. If they know in advance that taking a vacation or asking for time away for work needs to take place when there is less business happening, not more.

The strategy calendar will take about 2 hours out of a day to set up, but will help add and protect your business for the coming year.

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

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The Kids Are All Right: School Security: Part 1

By Rob Peters

Well, this month's article is difficult to write...

As the columnist that deals with kid's entertainment, it was very difficult to come up with a topic for this month's article, especially with the memories of what happened at Sandy Hook Elementary School on December 14th, 2012 still fresh on my mind. The pictures, the stories... the whole day have impacted everyone.



The week following the tragedy at Sandy Hook Elementary School, one of the newsworthy topics was about increased school security and safety... something that I think we need to take notice of and be prepared for when pursuing or performing for schools as entertainers for children. Although the policies and procedures that most schools use will never be fully made available to us, I think we, as an industry, NEED to be ready for whatever security measures will be imposed by each school and client. For the basis of keeping things simple, I am going to refer to SCHOOLS, but I would expect these changes being applicable at day care centers, camps, youth centers or even your local YMCA. Most of what I will discuss this month is just good common sense, but it is worth repeating as part of a discussion about school safety and security.

The week following the tragedy at Sandy Hook Elementary School, one of the newsworthy topics was about increased school security and safety... something that I think we need to take notice of and be prepared for when pursuing or performing for schools as entertainers for children. Although the policies and procedures that most schools use will never be fully made available to us, I think we, as an industry, NEED to be ready for whatever security measures will be imposed by each school and client. For the basis of keeping things simple, I am going to refer to SCHOOLS, but I would expect these changes being applicable at day care centers, camps, youth centers or even your local YMCA. Most of what I will discuss this month is just good common sense, but it is worth repeating as part of a discussion about school safety and security.

BEFORE THE EVENT

I would expect that when schools begin to book you to perform for their students, you will begin to see them requiring a background check on each performer and staff member who will be performing for their events. Many states already have these regulations in place. For example, in Massachusetts, it's required that a background check be performed on anyone who works at, volunteers at, or is contracted to work at any school. I think you may begin to see these regulations be strengthened and enforced to include fingerprinting, which is what the state of Florida has in place as a result of the Jessica Lunsford Act.

It is important to note that schools run their background checks through the same criminal system used by law enforcement. In most cases, getting such background checks done does take some time. Most states have one form that is used for having these background checks requested. You may want to find a blank form online, fill it out and have it on file to send over to each school to help expedite the process for them... plus it will save you from having to fill out the same form every time you book your services at different schools.

Instead of waiting until the day of the event, you may want to discuss the increased security measures at each school at the time of booking, and ask questions during the booking process about what you, as a contractor at their school, need to provide for the school for personnel information. You may also want to ask the school administrator about what you or your entertainers should expect when

you arrive to perform on the day you are booked to perform. This will allow you to be better prepared when you arrive for your show.

ALSO, one important question you may want to ask, especially if you are performing outside during the school day (such as an end of the year "field day"), is where power will be located and how you will be able to access the power source. You may want to be ready to have extra extension cords available for your shows because the doors will not be allowed to be left open just so you can have access to a power source.

THE DAY OF YOUR EVENT

On the day of your scheduled performances, I would be ready for more strict security and guidelines about what you CAN and CAN NOT DO. You will probably find that most schools will require you to be buzzed in and need to register at a reception area or office when you arrive. Make sure to carry your driver's license or photo ID because you will probably be asked for it. You probably will need to wear a badge or some kind of identification issued by the school (In some cases, as referenced previously, you may be issued such identification by state or county government). Also, you probably will be asked for information about the vehicle you are driving and given a specific spot to park at for the load in.

Do not be surprised if you are unable to keep any door or gate open during the load in. You will probably be asked to load everything in through one door, then requested to close it immediately. You may even be chaperoned around the school during set up and throughout

your performance, especially if you are performing during the school day, or as part of an after school program.

Prior to your performance, you may want to get to know the teachers and chaperones who will be present during your event. They can become your best ally during your performance if necessary. I would expect that chaperones and staff will be a little more attentive at school events, and even a little less tolerant of certain behaviors that were considered acceptable by students in the past. Sometimes as DJs, we sometimes can observe what chaperones or staff cannot. Pointing something that you consider to be suspicious to staff or chaperones as part of your performance can help create a safer environment for your guests.

DURING THE SHOW

Obviously, during the show, your focus should be on doing what you do... entertaining the kids. However, in the world we now live in, there will probably be some changes. In my market, certain towns now require me to announce the locations of all of the emergency exits in the building when I start a performance; regardless as to the audience I am performing for. These regulations were developed after The Station Night Club fire in 2003. However, schools are now in the habit of performing lockdown drills for the protection of their students, so don't be surprised if these regulations are enforced more.

You may also want to come up with a method of getting everyone's attention as part of your performance. As the DJ, and the one with the microphone

Rob Peters Continued On Page 11



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Follow Your Passion and "Quit Your Day Job" with Jon Acuff

Jon Acuff, author of *Quitter*, will show you how to "blow up your dream without blowing up your life." He doesn't just write about it... he segued from day job to dream job when he joined Dave Ramsey's team to become a full-time author and national speaker. If you are thinking about going "all in" on this DJ thing, don't miss this seminar!



Relight Your Fire and Refocus Your Energy with Judson Laipply

Offering much more than just a funny dance, Judson Laipply is a sought-after motivational speaker who will inspire with a funny, high-energy session that is sure to be a show highlight! His presentation will, of course, include a live performance of his YouTube sensation, "The Evolution of Dance."



Rock Your World, One Day at a Time with Dayna Steele

For almost 20 years as the First Lady of Houston Rock Radio, Dayna Steele rubbed shoulders with and interviewed the icons of rock. Now, as a success consultant, FastCompany blogger and author of 101 Ways to Rock Your World she will help you apply the success secrets of the biggest stars to your own entertainment career.

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Pay Yourself First, Deal With Expenses Later

By Jason Spencer

If you are like me, there was a point when you paid yourself what was left over at the end of the day. Of course, that was well after you established your desire "to make X number of dollars per year."



The problem comes when you are still practicing this method of accounting. The bigger problem comes when you want to grow your

business.

I fell into this trap early after leaving a well established multi-op DJ company to create my own venture in 2009 that specializes solely in wedding entertainment. In my region of the United States, our "wedding season" runs from mid-April through October, which meant I struggled financially three to four months out of the year.

If you are following the Generally Accepted Accounting Principles (GAAP) like most companies, your take-home pay is probably coming from your net income. That means that everything else comes out first, including general expenses, equipment costs, other employee paychecks, and so forth. That little chunk of change left over is what you consider your company profit, and the part your get paid from, right? If you're like I was, usually it ALL went into your pocket, leaving little or no

profit to the company.

I'm going to share a little secret with you that not only will increase your own take at the end of the day, but also strengthen the health of your business, increase profits, and drive more logical decisions throughout the year. It's something my business coach and author of *The Toilet Paper Entrepreneur*, Mike Michalowicz, taught me. It's called Profit First Accounting (PFA).

The goal under PFA is to deduct your profit first. To do this, take your revenue and place it as the first line of your income statement. Now take a deduction for profit, followed by your salary, the cost of any goods, and then all other expenses below. The first few times you do this, your numbers will probably look similar to the old way, just in a reversed order. As Michalowicz puts it, "this route comes with benefits you didn't have before like tracking growth, being in control of all your costs, and likely making you become more frugal."

From the moment I implemented PFA, I quickly realized what my business was spending. More importantly, I was able to establish a consistency for two big numbers: Profit and Salary.

Profit is a number, typically between 5 and 15 percent, taken from your event total. That money should go directly into an interest-bearing account each time you make a deposit.

After my company has made money, I need to make money. So then I pay myself salary. Being the only one in my company, I take around 40 percent of the gross event revenue. Multi-op companies should take between 10 to 20 percent.

Now I'm left with around 50% that can go towards expenses. Some expenses I tie directly to each event, such as a book giveaway or purchased cup of coffee during a meeting. Others are simply cost of doing business, such as phone and Internet fees or association dues. Anything leftover sits in an operating reserves fund for projects like marketing brochures or continuing education workshops and conferences. This is also where a multi-op should pay their staff.

When I first applied PFA to my business, I learned that I was not being nearly efficient enough, and I wasn't charging enough to survive in the long run. This one little change allowed me to determine my own salary while ensuring that my business continues to operate. It also forced me to take a closer look at my expenses, eliminating ones that

didn't make sense.

If you are skeptical, I encourage you to try them side-by-side for a few months. I guarantee that the PFA method will open you up to financial freedoms you didn't know existed.

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

Rob Peters Continued From Page 9

and he powerful sound system, YOU are most likely going to be the one who can get your audience to pay attention and quiet down when necessary. Knowing the method that most teachers will use when they need attention can be helpful AND effective, especially in the event of an emergency. Some schools use a rhythmic clap routine, or ask children to clap once, then twice, then three times to get their attention and to have everyone quiet down. Practice this with the students and use it to introduce yourself and get the party going. Do not making a big deal about why you are doing it.... just use it to get everyone's attention, and know you have it in case you need to use it during your performance.

Remember one thing... you are there to perform your services for the students. So go ahead and do it... make it the best performance you have ever done. And keep the administration happy.

Next month's article will feature an interview with a school administrator who will share their perspective on how we can help create a safe school environment as mobile DJs.

The events of December 14th, 2012 will remain fresh in our mind for a long time. It is my hope that we will never see anything like this again...ever!

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

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New Year, New Gear!

By Jeremy Brech

Our industry as you know is always changing. We are also fortunate to have a business that can't be over taken by complete amateurs. I know there are a bunch of people reading this thinking "I-POD" wedding, but truthfully, is that the business you want? A couple who is only willing to spend \$300 on their entertainment? My recommendation if you are only charging \$300



would be to make yourself a legit business and charge the amount you should be as a professional.

Look at the photography industry. I work with many photographers who complain about people buying a new SLR camera and shooting weddings. That is the meaning of "taken over by complete amateurs." People can't go to the local electronic store and put together a DJ system and music library for under a couple grand. You need professional grade equipment and talent to be recognized. If you are running Optima speakers, it is probably time to upgrade!

So the reason I bring all of this up is, besides workshops, conferences, and certifications such as the WED Guild TM, how do you keep your business ahead of the market? With the expansion of the lighting industry and professional gear, bottom feeders aren't going to be able to make the well worth investments needed to improve what they do for their clients. If you have the proper training on using the equipment correctly then that is what will give you the upper hand.

If you can prove yourself to a potential client that you are a profes-

sional they are more likely to book you even if your price is more than their budget. So what is the gear t think about for your upcoming year? Wireless, wireless, and wireless! Blizzard Lighting, Eternal Lighting, Chauvet, and American DJ have created some very impressive options for lighting upgrades and the nice thing is they are becoming more affordable for our industry.

So what does the first wireless stand for? No cords or rechargeable lights are very effective. They are worth the upgrade not just for you but for your clients. It won't create any restriction on lighting placement and the cleanliness will allow you to charge your client more for the "upgrade." Our clients will gladly pay 25% to 50% more to have something that looks clean.

The second point on wireless is DMX. Most DJs look at DMX and don't even want to bother with it. Once you get the hand of it, it can be very powerful in many ways. Being able to setup a room in 10 minutes is amazing! Then the sequences you prebuilt in your software can create some really amazing productions and put your level of service in a completely different category.

So how do you start to even understand DMX? We use Chauvet Show Xpress, and I am not selling the product because there are many other options out there, but this is the software that we use. Once you have your fixtures setup it is really easy to understand how to use the program. DMX boards are a good alternative if you are just working with simple up-lighting, but if you are working with multiple fixtures in an environment, go with the software!!!! If you are working with Show Xpress and have questions, please feel free to contact me.

Wireless devices bring in our last wireless option which most of you probably have already. Cell phones and tablets can be used as controllers

for lighting software. This is a difficult task, but can be done. You have to setup a network or wireless router so your computer and device can communicate with each other. I know your thinking why would I even want to do that. Just wanted to throw all of the opportunities out there of where the technology is going for lighting. If you aren't doing it, someone else in your market is. Don't get left behind.

Many of the lighting manufactures have units with wireless options and if you are going to do any upgrades, do them right. Your return on investment will come faster if you do it right the first time instead of trying to take the cheaper way out. So if you are looking for new gear for the New Year, upgrade to be a professional. So the Mayans were wrong about December 2012 and we all survived. Make sure your business survives and make the proper investments in yourself and in your lighting packages.

Are you being depicted as a professional?

I know whenever I get ready before an event I always look myself over in the mirror to make sure the tie is straight and there isn't anything on my suit. My position at a wedding is to be a spokesperson for my couple and I want to represent them in the best possible manner. But are you representing yourself in the best professional manner? Look at your company in a couple different angles. First let's start with the part that everyone is thinking about. Yourself. How are you dressed, how do you move around a room, what is your body language, what are your habits? Ask these questions to yourself and if you aren't sure, video record yourself and watch yourself and how others see you at an event.

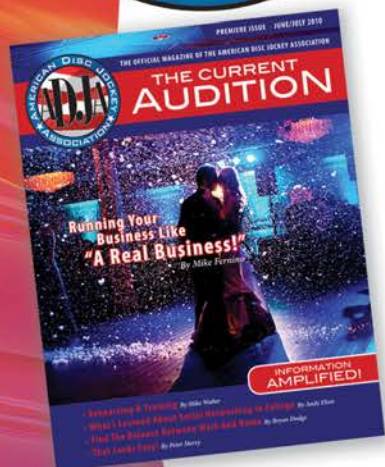
Granted I'm still young, sorry Ron, but I don't have a chair back behind my booth. I don't sit during someone's event and I am always trying to be attentive. This might not work for every-

one, but it is something to think about. What about attire? Are you dressed for the event like you care to be at that event or are you in ripped jeans and a T-shirt? What about habits? Are you chewing gum like a cow chewing on his cud while introducing the best man up for his toast? How does that look to the guests? What about smoke breaks? I know smoking is a touchy subject to bring up, but is there a way to stay out of site to your guests or maybe an alternative? The smell of smoke can really be a turn off to guests and you are supposed to be representing the couple. Again, these are things to think about and how these things can be improved on. Try changing up some of these things for the New Year and see how it makes you feel in front of the guests.

So what is next? How about Your booth or gear? Are your cords wrapped around your tripods? Does your equipment look clean and free of dust and scratches? If not try some dust covers when your equipment is in storage or transit. What does your façade look like? Are you advertising at someone's wedding with a big banner or are you allowing your entertainment to do your advertising for you? Does your booth look presentable and is your gear hidden? What about totes and bags. I have noticed on many facebook posts that the number one pet peeve is when photographers or other vendors drop their stuff around their booth. My recommendation would be to pick up the 1% solution by Randy Bartlett to help create a clean approach to your booth. The better it looks, the better you look!

What about things that not all guests see but will affect your bookings. Let's start with your office? Is your office clean or does it always seem to be cluttered? Are guests comfortable sitting in your office and do you have the proper equipment to be able to effectively present to your clients? Some

Jeremy Brech Continued On Page 15



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The Referral Coach

By Matt Anderson

Refining Your List of Referral Sources

Do you have plenty of quality business contacts that DON'T send you any referrals? Knowing where to focus your limited time is a priceless skill to master in 2013. Start here:

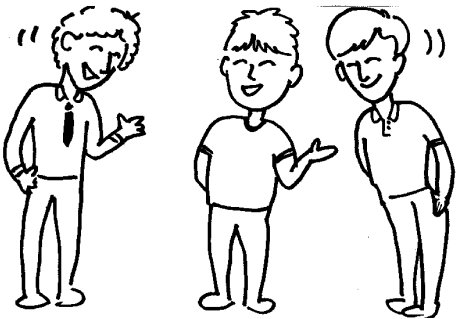


1. Put together a 10-10-5 list.

First write down your top 10 current referral sources – people who are already sending you business. It's okay to include clients/friends etc if they're great sources.

The goal with this list is to keep these relationships strong and keep your name top of mind with them.

Second, write down 10 people you



have good relationships with who have NOT yet opened a door for you.

The goal here is to spot the gap.

a) Do they have people in their network who make good prospects for you?

b) Have you earned the right to ask this person yet? If not, the question for you is: 'how I can bring more value to this relationship so that they know, like and trust me enough to refer me?'

c) Does this person know exactly who to refer to you? Are you sure?!

d) Does this person know how to refer you? Most people do not know how to refer you and are unlikely to admit this. They need your help.

Third, have 5 people on your wish list. They might be specific names of people you don't know but wish you did. They might be job titles of professionals you wish you had as resources in your network, e.g. a lawyer at ABC Company or in xyz location. You might add 'somebody in the leadership of DEF organisation/association'.

This should be a somewhat fluid list as names get 'promoted' to the top tier and crossed off as you realise they will not come through.

Note 1: Its goal is not to limit you but to help you focus on fewer quality people. I'm not saying you should never play the numbers game; I'm saying always start with a 10-10-5 list, then have your pipeline of many other contacts to consider as you have time and need. Almost nobody has the time to effectively multi-task developing 75 fabulous relationships.

Note 2: Keep one person on the second tier of 10 as a long-term prospect. Despite our impatience, some relationships just plain take a long time. I've heard far too many success stories over the last 10 years about people who were patient and persistent to convert certain people into terrific referral sources. Put

the other long-term prospects on your pipeline list.

2. Identify the last possible gap

Besides 1a, b, c, and d, almost all that's left as a potential gap is that your prospective referral source refers business to a competitor. Find out early on as you get to know someone: 'Who else do you really trust in my business?'

3. Test the waters earlier on

Everyone talks a good game during a business coffee or lunch meeting. As you try to determine who this person knows and how motivated they are in business, it can be hard to gauge whether they will ever refer you.

While it's rare you can ask for a great referral to one of their treasured clients at the beginning of a relationship, it is wise to test the waters in softer ways.

If someone is interested in having you in their professional network, the vast majority of them will show their true colours pretty quickly. So ask them for something 'light' and non-threatening – such as the title/author of a book they mentioned, link to a website they raved about, or upcoming event they spoke highly about.

Most of the time, those who are serious about building a relationship with you will respond very promptly. Those who take their merry time and finally get

back to you three weeks later are sending an early red flag.

4. Trust your gut

As you look at the second tier of the 10-10-5 list, ask yourself: 'what does my intuition tell me about whether this person will come through?' You're probably right.

5. Apply the friends test



Almost all the clients I've worked with describe their strong referral sources as "having become pretty good friends." As you look at your list, ask yourself the same question: 'Is this someone I think I could be quite good friends with and enjoy having a drink with?'

Your time is all you have. Becoming more focused and effective with key business relationships is a skill to work at consistently.

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

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URBAN AC
YEAR-END CHART

RANK	ARTIST	TITLE
1	BEYONCE	Love On Top
2	ESTELLE	Thank You
3	TYRESE	Stay
4	JOHN LEGEND	Tonight (Best You Ever Had)
5	ROBIN THICKE	Love After War
6	ANTHONY HAMILTON	Pray For Me
7	CEE LO GREEN f/MELANIE FIONA	Fool For You
8	KEM	You're On My Mind
9	R. KELLY	Share My Love
10	USHER	Climax
11	ANTHONY HAMILTON	Woo
12	KEM	If It's Love
13	ERIC BENET	Real Love
14	TAMIA	Beautiful Surprise
15	LEDISI f/JAHEIM	Stay Together
16	R. KELLY	Feelin' Single
17	JILL SCOTT	Blessed
18	CHARLIE WILSON	Life Of The Party
19	ROBIN THICKE	All Tied Up
20	JILL SCOTT f/ANTHONY HAMILTON	So In Love
21	TANK	Next Breath
22	MARY J. BLIGE	Mr. Wrong
23	ANITA BAKER	Lately
24	MARY MARY	Go Get It
25	JILL SCOTT	So Gone (What My Mind Says)
26	MIGUEL	Adorn
27	MARY J. BLIGE	Don't Mind
28	MELANIE FIONA	4 AM
29	MARY J. BLIGE	25/8
30	DWELE	What Profit
31	URBAN MYSTIC	Name On It
32	MONICA	Until It's Gone
33	SWV	Co-Sign
34	LEDISI	Bravo
35	KEITH SWEAT	Make You Say Ooh

HOT AC
YEAR-END CHART

RANK	ARTIST	TITLE
1	KELLY CLARKSON	Stronger (What Doesn't Kill You)
2	GOTYE	Somebody That I Used To Know
3	TRAIN	Drive By
4	ADELE	Set Fire To The Rain
5	GAVIN DEGRAW	Not Over You
6	FUN. f/JANELLE MONAE	We Are Young
7	MAROON 5 f/WIZ KHALIFA	Payphone
8	BRUNO MARS	It Will Rain
9	NEON TREES	Everybody Talks
10	JASON MRAZ	I Won't Give Up
11	MAROON 5 f/CHRISTINA AGUILERA	Moves Like Jagger
12	KATY PERRY	The One That Got Away
13	CARLY RAE JEPSEN	Call Me Maybe
14	THE WANTED	Glad You Came
15	KELLY CLARKSON	Mr. Know It All
16	ADELE	Rumour Has It
17	ELLIE GOULDING	Lights
18	COLDPLAY	Paradise
19	KATY PERRY	Wide Awake
20	RIHANNA f/CALVIN HARRIS	We Found Love
21	COLBIE CAILLAT	Brighter Than The Sun
22	ADELE	Someone Like You
23	JESSIE J	Domino
24	ONE DIRECTION	What Makes You Beautiful
25	PINK	Blow Me (One Last Kiss)
26	GYM CLASS HEROES f/ADAM LEVINE	Stereo Hearts
27	KATY PERRY	Part Of Me
28	CHRISTINA PERRI	A Thousand Years
29	FUN.	Some Nights
30	LADY ANTEBELLUM	Just A Kiss
31	TRAIN	50 Ways To Say Goodbye
32	HOT CHELLE RAE	Tonight Tonight
33	DAVID GUETTA f/USHER	Without You
34	DAUGHTRY	Crawling Back To You
35	DEMI LOVATO	Give Your Heart A Break

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TOP 40 YEAR-END CHART		
RANK	ARTIST	TITLE
1	RIHANNA f/CALVIN HARRIS	<i>We Found Love</i>
2	FLO RIDA	<i>Good Feeling</i>
3	THE WANTED	<i>Glad You Came</i>
4	ELLIE GOULDING	<i>Lights</i>
5	GOTYE	<i>Somebody That I Used To Know</i>
6	CARLY RAE JEPSEN	<i>Call Me Maybe</i>
7	FUN. f/JANELLE MONAE	<i>We Are Young</i>
8	MAROON 5 f/WIZ KHALIFA	<i>Payphone</i>
9	KELLY CLARKSON	<i>Stronger (What Doesn't Kill You)</i>
10	NICKI MINAJ	<i>Starships</i>
11	FLO RIDA f/SIA	<i>Wild Ones</i>
12	ADELE	<i>Set Fire To The Rain</i>
13	BRUNO MARS	<i>It Will Rain</i>
14	ONE DIRECTION	<i>What Makes You Beautiful</i>
15	LMFAO	<i>Sexy And I Know It</i>
16	KATY PERRY	<i>Wide Awake</i>
17	JESSIE J	<i>Domino</i>
18	DAVID GUETTA f/NICKI MINAJ	<i>Turn Me On</i>
19	RIHANNA	<i>Where Have You Been</i>
20	KATY PERRY	<i>The One That Got Away</i>
21	DEMI LOVATO	<i>Give Your Heart A Break</i>
22	DAVID GUETTA f/USHER	<i>Without You</i>
23	GYM CLASS HEROES f/NEON HITCH	<i>Ass Back Home</i>
24	DAVID GUETTA f/SIA	<i>Titanium</i>
25	KATY PERRY	<i>Part Of Me</i>
26	MAROON 5	<i>One More Night</i>
27	PINK	<i>Blow Me (One Last Kiss)</i>
28	GYM CLASS HEROES f/ADAM LEVINE	<i>Stereo Hearts</i>
29	USHER	<i>Scream</i>
30	JUSTIN BIEBER	<i>As Long As You Love Me</i>
31	PITBULL f/CHRIS BROWN	<i>International Love</i>
32	SELENA GOMEZ & THE SCENE	<i>Love You Like A Love Song</i>
33	NEON TREES	<i>Everybody Talks</i>
34	OWL CITY & CARLY RAE JEPSEN	<i>Good Time</i>
35	MAROON 5 f/CHRISTINA AGUILERA	<i>Moves Like Jagger</i>
36	FLO RIDA	<i>Whistle</i>
37	FUN.	<i>Some Nights</i>
38	GAVIN DEGRAW	<i>Not Over You</i>
39	COBRA STARSHIP f/SABI	<i>You Make Me Feel</i>
40	CALVIN HARRIS	<i>Feel So Close</i>
41	TAYLOR SWIFT	<i>We Are Never Ever Getting Back Together</i>
42	DRAKE f/RIHANNA	<i>Take Care</i>
43	KARMIN	<i>Broken Hearted</i>
44	CALVIN HARRIS f/NE-YO	<i>Let's Go</i>
45	ALEX CLARE	<i>Too Close</i>
46	TRAIN	<i>Drive By</i>
47	JUSTIN BIEBER	<i>Boyfriend</i>
48	WIZ KHALIFA & SNOOP DOGG f/BRUNO MARS	<i>Young, Wild & Free</i>
49	CHRIS BROWN	<i>Don't Wake Me Up</i>
50	ADELE	<i>Rumour Has It</i>

Jeremy Brech Continued From Page 12

clients are more comfortable meeting in a neutral location such as a coffee shop. If that is the case can you present effectively and look like a professional? What about the vehicle you drove up in to that meeting or event? Does it look presentable or is there rust all over it? One of the hardest things for me is making sure the vehicle is washed. Our shop is on a gravel road out of town and can get pretty muddy and dusty. Try to keep your vehicle clean especially if your company logos are pasted on the outside of the windows.

Last but not least the representation of your business through media is going to depict your company. So what are you saying on social media that might affect your business? I couldn't believe how much tension was building on DJ groups when the political race was underway. If you are only looking for republican clients, then bash democrats and if you only want

democratic clients, then bash republicans. Just remember that social media reflects your business just as much as what you say in front of a group of guests at a wedding. You might not even get the opportunity for the job if you turn off your client even before you get a chance to meet them because of your opinion.

How does your website look? Your website is a digital brochure that is competing against your competition and many large website such as weddingwire.com, theknot.com, etc. Is your website worth looking at? Are the pictures professional and are they yours or did are you using low res images or even stock images? What about content? Is your website original and meaningful or is it a sales pitch? Are potential clients going to want to dig deeper into your site to see what you can do for them and does it give them a sense of curiosity? I am not saying that our website is the best and you

Urban YEAR-END CHART		
RANK	ARTIST	TITLE
1	WALE f/MIGUEL	<i>Lotus Flower Bomb</i>
2	DRAKE f/LIL WAYNE	<i>The Motto</i>
3	J. COLE	<i>Nobody's Perfect</i>
4	USHER	<i>Climax</i>
5	CHRIS BROWN f/KEVIN MCCALL	<i>Strip</i>
6	CASH OUT	<i>Cashin' Out</i>
7	KANYE WEST	<i>Mercy</i>
8	2 CHAINZ f/DRAKE	<i>No Lie</i>
9	KIRKO BANGZ	<i>Drank In My Cup</i>
10	USHER f/RICK ROSS	<i>Lemme See</i>
11	DRAKE f/NICKI MINAJ	<i>Make Me Proud</i>
12	TREY SONGZ	<i>Heart Attack</i>
13	JAY Z & KANYE WEST	<i>N**** In Paris</i>
14	RIHANNA	<i>Birthday Cake</i>
15	WALE f/RICK ROSS	<i>Bag Of Money</i>
16	BEYONCE f/KANYE WEST & ANDRE 3000	<i>Party</i>
17	BEYONCE	<i>Love On Top</i>
18	BIG SEAN	<i>Dance (A\$\$)</i>
19	LOVERANCE f/50 CENT	<i>Up!</i>
20	YOUNG JEEZY f/JAY-Z & ANDRE 3000	<i>I Do</i>
21	MIGUEL	<i>Adorn</i>
22	TYGA	<i>Rack City</i>
23	FAT JOE f/CHRIS BROWN	<i>Another Round</i>
24	DJ KHALED	<i>Take It To The Head</i>
25	YOUNG JEEZY f/NE-YO	<i>Leave You Alone</i>
26	J. COLE f/TREY SONGZ	<i>Can't Get Enough</i>
27	BRANDY f/CHRIS BROWN	<i>Put It Down</i>
28	FRENCH MONTANA f/RICK ROSS	<i>Pop That</i>
29	RICK ROSS f/NICKI MINAJ	<i>You The Boss</i>
30	FUTURE	<i>Turn On The Lights</i>
31	TRAVIS PORTER f/TYGA	<i>Ayy Ladies</i>
32	MELANIE FIONA	<i>4 AM</i>
33	BEYONCE	<i>Dance For You</i>
34	TREY SONGZ	<i>Sex Ain't Better Than Love</i>
35	MEEK MILL f/DRAKE & JEREMIH	<i>Amen</i>
36	FRANK OCEAN	<i>Thinkin Bout You</i>
37	MARY J. BLIGE	<i>Mr. Wrong</i>
38	ELLE VARNER	<i>Refill</i>
39	WALE f/JEREMIH & RICK ROSS	<i>That Way</i>
40	DIGGY f/JEREMIH	<i>Do It Like You</i>
41	TREY SONGZ	<i>Dive In</i>
42	NICKI MINAJ f/2 CHAINZ	<i>Beez In The Trap</i>
43	WIZ KHALIFA	<i>Work Hard, Play Hard</i>
44	LIL WAYNE f/DRAKE	<i>She Will</i>
45	KEYSHIA COLE	<i>Enough Of No Love</i>
46	FUTURE f/T.I.	<i>Magic</i>
47	DRAKE f/THE WEEKND	<i>Crew Love</i>
48	WAKA FLOCKA FLAME f/DRAKE	<i>Round Of Applaus</i>
49	BEYONCE	<i>Countdown</i>
50	JAY Z & KANYE WEST	<i>Gotta Have It</i>

should base your marketing changes on how our site looks, but I would recommend visiting other sites in the industry across the nation. Start looking at random websites and see which ones stand out to you and why?

The reason I wrote on this topic was because I was having a discussion on facebook with a DJ regarding the Chauvet Nimbus. I love dry ice and the Nimbus and I was explaining the difficulties on dry ice if they are not pellets so he started to bash my opinion about dry ice. So I thought I would go check out his website to see the caliber of entertainer that I was debating with. After visiting the website, viewing some images, looking at the price scale for his services and finding out that a cloud dance cost almost as much as having him there for a 6 hour event, I felt pretty confident in my debate.

When visiting others sites please DO NOT copy content! Just evaluate your site compared to the rest of the

world and if your site is just average or below average you might want to make some tweaks. Remember, that is how your potential clients are going to perceive you and they aren't comparing your website to your competitions website, they are comparing you to the rest of the internet.

A couple tips, work with photographers in your area that you have worked with and find out if they have images that would work well for your site. Most photographers are thrilled to be asked and it will help create cross marketing.

So where can you improve and what is your New Year's Resolution for February?

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.

COUNTRY

YEAR-END CHART

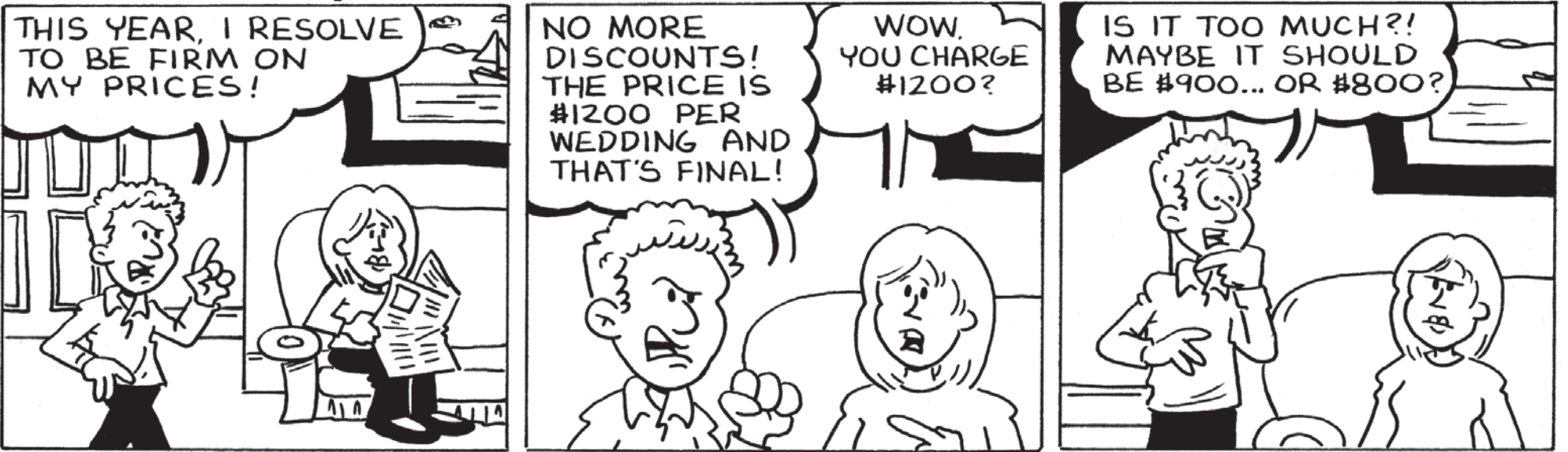
RANK	ARTIST	TITLE
1	ERIC CHURCH	Springsteen
2	BRANTLEY GILBERT	You Don't Know Her Like I Do
3	JOSH TURNER	Time Is Love
4	KIP MOORE	Somethin' 'Bout A Truck
5	ELI YOUNG BAND	Even If It Breaks Your Heart
6	LUKE BRYAN	Drunk On You
7	GLORIANA	(Kissed You) Good Night
8	JANA KRAMER	Why Ya Wanna
9	LEE BRICE	A Woman Like You
10	RASCAL FLATTS	Banjo
11	BLAKE SHELTON	Drink On It
12	JASON ALDEAN	Fly Over States
13	LOVE AND THEFT	Angel Eyes
14	DUSTIN LYNCH	Cowboys And Angels
15	JAKE OWEN	Alone With You
16	TIM MCGRAW	Better Than I Used To Be
17	MIRANDA LAMBERT	Over You
18	ZAC BROWN BAND	No Hurry
19	CARRIE UNDERWOOD	Good Girl
20	LADY ANTEBELLUM	Dancin' Away With My Heart
21	KEITH URBAN	You Gonna Fly
22	KENNY CHESNEY	Come Over
23	CHRIS YOUNG	You
24	LUKE BRYAN	I Don't Want This Night To End
25	HUNTER HAYES	Wanted
26	EASTON CORBIN	Lovin' You Is Fun
27	DIERKS BENTLEY	5-1-5-0
28	TAYLOR SWIFT	Ours
29	DIERKS BENTLEY	Home
30	BLAKE SHELTON	Over
31	ERIC CHURCH	Drink In My Hand
32	THE BAND PERRY	Postcard From Paris
33	KENNY CHESNEY	Reality
34	GEORGE STRAIT	Love's Gonna Make It Alright
35	KEITH URBAN	For You
36	MONTGOMERY GENTRY	Where I Come From
37	LITTLE BIG TOWN	Pontoon
38	THE BAND PERRY	All Your Life
39	ZAC BROWN BAND	Keep Me In Mind
40	LEE BRICE	Hard To Love
41	TOBY KEITH	Beers Ago
42	JASON ALDEAN	Take A Little Ride
43	CARRIE UNDERWOOD	Blown Away
44	MIRANDA LAMBERT	Fastest Girl In Town
45	JASON ALDEAN	Tattoos On This Town
46	RASCAL FLATTS	Come Wake Me Up
47	JAKE OWEN	The One That Got Away
48	CHRIS CAGLE	Got My Country On
49	CRAIG MORGAN	This Ole Boy
50	TIM MCGRAW	Truck Yeah

MAINSTREAM ROCK

YEAR-END CHART

RANK	ARTIST	TITLE
1	FOO FIGHTERS	These Days
2	SHINEDOWN	Bully
3	BUSH	The Sound Of Winter
4	SEETHER	Tonight
5	FOO FIGHTERS	Walk
6	SOUNDGARDEN	Live To Rise
7	NICKELBACK	Bottoms Up
8	SHINEDOWN	Unity
9	CHEVELLE	Face To The Floor
10	SIXX A.M.	Lies Of The Beautiful People
11	STAIN'D	Not Again
12	SLASH	You're A Lie
13	POP EVIL	Monster You Made
14	SEETHER	Country Song
15	AEROSMITH	Legendary Child
16	LINKIN PARK	Burn It Down
17	GODSMACK	Rocky Mountain Way
18	POP EVIL	Boss's Daughter
19	FIVE FINGER DEATH PUNCH	Remember Everything
20	GREEN DAY	Oh Love
21	THREE DAYS GRACE	Chalk Outline
22	BLACK KEYS	Gold On The Ceiling
23	CHEVELLE	Hats Off To The Bull
24	RED HOT CHILI PEPPERS	Adventures Of Rain Dance Maggie
25	NICKELBACK	This Means War
26	RUSH	Headlong Flight
27	VAN HALEN	She's The Woman
29	ZZ TOP	I Gotsta Get Paid
28	BLACK KEYS	Lonely Boy
30	BLACK STONE CHERRY	In My Blood
31	SLASH	Standing In The Sun
32	OFFSPRING	Days Go By
33	AEROSMITH	Lover Alot
34	SEETHER	No Resolution
35	CHICKENFOOT	Big Foot
36	SIXX A.M.	This Is Gonna Hurt
37	RUSH	The Wreckers
38	VOLBEAT	A Warrior's Call
39	SOUNDGARDEN	Been Away Too Long
40	HALESTORM	Love Bites (So Do I)
41	ADELITAS WAY	Collapse
42	VAN HALEN	Tattoo
43	HALESTORM	I Miss The Misery
44	CHICKENFOOT	Different Devil
45	KISS	Hell Or Hallelujah
46	STAIN'D	Now
47	AVENGED SEVENFOLD	Buried Alive
48	ADELITAS WAY	Criticize
49	SIXX A.M.	Are You With Me Now
50	FIVE FINGER DEATH PUNCH	Coming Down

A Different Spin by Jason Nocera



CHRISTIAN

YEAR-END CHART

RANK	ARTIST	TITLE
1	BUILDING 429	<i>Where I Belong</i>
2	JEREMY CAMP	<i>Overcome</i>
3	NEWSBOYS	<i>God's Not Dead (Like A Lion)</i>
4	AARON SHUST	<i>My Hope Is In You</i>
5	MATT REDMAN	<i>10,000 Reasons (Bless The Lord)</i>
6	SIDEWALK PROPHETS	<i>Live Like That</i>
7	MERCYME	<i>The Hurt & The Healer</i>
8	NEWWORLDSO	<i>Learning To Be The Light</i>
9	PHILLIPS, CRAIG & DEAN	<i>When The Stars Burn Down (Blessing And H</i>
10	JAMIE GRACE	<i>You Lead</i>
11	BRITT NICOLE	<i>All This Time</i>
12	TOBYMAC	<i>Me Without You</i>
13	CASTING CROWNS	<i>Jesus Friend Of Sinners</i>
14	AFTERS	<i>Lift Me Up</i>
15	TENTH AVENUE NORTH	<i>Losing</i>
16	MATTHEW WEST	<i>Strong Enough</i>
17	TENTH AVENUE NORTH	<i>Strong Enough To Save</i>
18	LAURA STORY	<i>What A Savior</i>
19	CHRIS TOMLIN	<i>I Lift My Hands</i>
20	CASTING CROWNS	<i>Courageous</i>
21	MATTHEW WEST	<i>Forgiveness</i>
22	BIG DADDY WEAVE	<i>Redeemed</i>
23	GROUP 1 CREW f/CHRIS AUGUST	<i>He Said</i>
24	FOR KING & COUNTRY	<i>Busted Heart (Hold On To Me)</i>
25	JASON GRAY	<i>Remind Me Who I Am</i>
26	MANDISA	<i>Waiting For Tomorrow</i>
27	FOR KING & COUNTRY	<i>Proof Of Your Love</i>
28	SELAH	<i>I Turn To You</i>
29	KUTLESS	<i>Carry Me To The Cross</i>
30	PASSION	<i>White Flag</i>
31	STEVEN CURTIS CHAPMAN	<i>Do Everything</i>
32	MERCYME	<i>Move</i>
33	CHRIS AUGUST	<i>Center Of It</i>
34	JOSH WILSON	<i>Fall Apart</i>
35	BIG DADDY WEAVE	<i>Love Come To Life</i>

SPANISH AC

YEAR-END CHART

RANK	ARTIST	TITLE
1	MANA	<i>El Verdadero Amor Perdona</i>
2	MICHEL TELO & PITBULL	<i>Ai Se Eu Te Pego/If I Catch You!</i>
3	JUAN MAGAN f/PITBULL	<i>Bailando Por Ahí</i>
4	DADDY YANKEE	<i>Lovumba</i>
5	PRINCE ROYCE	<i>Las Cosas Pequeñas</i>
6	DON OMAR	<i>Dutty Love</i>
7	JESSE & JOY	<i>Corre</i>
8	ROMEO SANTOS f/USHER	<i>Promise</i>
9	SHAKIRA	<i>Addicted To You</i>
10	DON OMAR	<i>Taboo</i>
11	RIHANNA f/CALVIN HARRIS	<i>We Found Love</i>
12	3BALLMTY	<i>Intentalo (Me Prende)</i>
13	DON OMAR	<i>Hasta Que Salga El Sol</i>
14	RICARDO ARJONA f/GABY MORENO	<i>Fuiste Tu</i>
15	SHAKIRA f/PITBULL	<i>Rabiosa</i>
16	PRINCE ROYCE	<i>Incondicional</i>
17	ROMEO SANTOS	<i>Mi Santa</i>
18	WISIN & YANDEL f/J. LO	<i>Follow The Leader</i>
19	PITBULL f/NE-YO	<i>Give Me Everything</i>
20	ALEJANDRA GUZMAN	<i>Día De Suerte</i>
21	PITBULL	<i>Rain Over Me</i>
22	CHINO & NACHO	<i>El Poeta</i>
23	PITBULL F/CHRIS BROWN	<i>International Love</i>
24	GOCHO	<i>Si Te Digo La Verdad</i>
25	JENNIFER LOPEZ f/PITBULL	<i>Dance Again</i>
26	ENRIQUE IGLESIAS	<i>Ayer</i>
27	PAULINA RUBIO	<i>Me Gustas Tanto</i>
28	PEPE AGUILAR	<i>Prometiste</i>
29	PLAN B	<i>Si No Le Contesto</i>
30	LMFAO	<i>Sexy And I Know It</i>
31	LMFAO	<i>Party Rock Anthem</i>
32	JESSE & JOY	<i>La De La Mala Suerte</i>
33	REIK	<i>Creo En Ti</i>
34	ROMEO SANTOS	<i>La Diabla</i>
35	CHINO & NACHO f/JAY SEAN	<i>Bebe Bonita</i>

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AC YEAR-END CHART		
RANK	ARTIST	TITLE
1	ADELE	Set Fire To The Rain
2	KELLY CLARKSON	Stronger (What Doesn't Kill You)
3	LADY ANTEBELLUM	Just A Kiss
4	ONEREPUBLIC	Good Life
5	COLBIE CAILLAT	Brighter Than The Sun
6	ADELE	Someone Like You
7	TRAIN	Drive By
8	KELLY CLARKSON	Mr. Know It All
9	GOTYE	Somebody That I Used To Know
10	MAROON 5 f/CHRISTINA AGUILERA	Moves Like Jagger
11	KATY PERRY	The One That Got Away
12	ADELE	Rumour Has It
13	GAVIN DEGRAW	Not Over You
14	ADELE	Rolling In The Deep
15	THE BAND PERRY	If I Die Young
16	LADY GAGA	The Edge Of Glory
17	MAROON 5 f/WIZ KHALIFA	Payphone
18	CARLY RAE JEPSEN	Call Me Maybe
19	THE SCRIPT	For The First Time
20	JASON ALDEAN & KELLY CLARKSON	Don't You Wanna Stay
21	KATY PERRY	Wide Awake
22	BRUNO MARS	It Will Rain
23	ONE DIRECTION	What Makes You Beautiful
24	ANDY GRAMMER	Keep Your Head Up
25	JASON MRAZ	I Won't Give Up
26	CHRISTINA PERRI	A Thousand Years
27	RIHANNA f/CALVIN HARRIS	We Found Love
28	FUN. f/JANELLE MONAE	We Are Young
29	JESSIE J	Domino
30	DAUGHTRY	Crawling Back To You
31	DAVID GUETTA f/USHER	Without You
32	HOT CHELLE RAE	Tonight Tonight
33	TAYLOR SWIFT	We Are Never Ever Getting Back Together
34	LIONEL RICHIE f/SHANIA TWAIN	Endless Love
35	THE SCRIPT	Nothing
36	PINK	Blow Me (One Last Kiss)
37	NORAH JONES	Happy Pills
38	NEON TREES	Everybody Talks
39	SEAL	Let's Stay Together
40	LADY GAGA	You And I
41	KATY PERRY	Part Of Me
42	PHILLIP PHILLIPS	Home
43	THE WANTED	Glad You Came
44	KATY PERRY	Last Friday Night (T.G.I.F.)
45	ELLIE GOULDING	Lights
46	ADELE	Skyfall
47	MATCHBOX TWENTY	She's So Mean
48	TRAIN	Save Me, San Francisco
49	MAROON 5	One More Night
50	TRAIN	50 Ways To Say Goodbye

ALTERNATIVE YEAR-END CHART		
RANK	ARTIST	TITLE
1	GOTYE	Somebody That I Used To Know
2	GROUPLOVE	Tongue Tied
3	FUN. f/JANELLE MONAE	We Are Young
4	OF MONSTERS AND MEN	Little Talks
5	BLACK KEYS	Lonely Boy
6	BLACK KEYS	Gold On The Ceiling
7	IMAGINE DRAGONS	It's Time
8	M83	Midnight City
9	FOO FIGHTERS	These Days
10	YOUNG THE GIANT	Cough Syrup
11	LINKIN PARK	Burn It Down
12	COLDPLAY	Paradise
13	NEON TREES	Everybody Talks
14	FUN.	Some Nights
15	ALEX CLARE	Too Close
16	AWOLNATION	Not Your Fault
17	LUMINEERS	Ho Hey
18	FOSTER THE PEOPLE	Don't Stop (Color On The Walls)
19	AWOLNATION	Sail
20	RISE AGAINST	Satellite
21	FOO FIGHTERS	Walk
22	BUSH	The Sound Of Winter
23	MUMFORD & SONS	I Will Wait
24	CHEVELLE	Face To The Floor
25	MUSE	Madness
26	PASSION PIT	Take A Walk
27	BLACK KEYS	Little Black Submarines
28	SILVERSON PICKUPS	Bloody Mary (Nerve Endings)
29	AWOLNATION	Kill Your Heroes
30	WALK THE MOON	Anna Sun
31	OFFSPRING	Days Go By
32	FLORENCE + THE MACHINE	Shake It Out
33	SWITCHFOOT	Dark Horses
34	RED HOT CHILI PEPPERS	Adventures Of Rain Dance Maggie
35	CAGE THE ELEPHANT	Aberdeen
36	GASLIGHT ANTHEM	45
37	KILLERS	Runaways
38	GREEN DAY	Oh Love
39	FOSTER THE PEOPLE	Helena Beat
40	RED HOT CHILI PEPPERS	Look Around
41	BLINK 182	After Midnight
42	SHINS	Simple Song
43	SEETHER	Tonight
44	ATLAS GENIUS	Trojans
45	DIRTY HEADS	Spread Too Thin
46	RED HOT CHILI PEPPERS	Monarchy Of Roses
47	SHINEDOWN	Bully
48	MORNING PARADE	Headlights
49	WOMBATS	Jump Into The Fog
50	CHEVELLE	Hats Off To The Bull

The Daily Journey To Suck Less!

By Ed Spencer

As I write this month's article I realize that we are quickly coming upon the new year. New Year. Wow... To think of all that has happened in the last year gives me cause to stop and reflect about those things. Additionally, what I may have coming up in the future and to remember about those things most important to us.

From my first article in the Disc Jockey News to Mobile Beat, ARMDJS, LV DJ Show, DJ News Conclave and all the events and other things and I can't help but think



back to an experience I had at ARMDJS and how technology has impacted us as a society.

Earlier this year at ARMDJS I was watching DJ P completely tear up a set of turntables with real vinyl. No, not control vinyl and a computer, REAL vinyl. This is the most recent winner of Master of The Mix sharing his talents, knowledge, and just being genuinely a nice guy! Instead of seeing a sea of very attentive DJs trying to comprehend what he was doing, mouth agape in awe at the skills he was displaying - we had a sea of cameras.

No one was REALLY paying attention, they were watching the moment through a 4" piece of glass.

I think back to the weddings in the last year and again, we have a sea of guests trying to capture the moment on their camera phones - ignoring the moment and more importantly, being IN the moment

to share with others the incredible commitment two people are making to one another.

I'm reminded of driving to Alaska in 2003 in a Miata, pulling a trailer, with my then fiancé (now lovely wife), and our cat.

When driving through Montana the term 'Big Sky Country' doesn't even begin to express the sensation you have in rural Montana despite our trying to capture it with a camera. Once in Alaska as winter approached the Aurora Borealis, Northern Lights, would dance across the sky in the



most amazing of colors. Again, despite trying and trying, capturing the beauty and majesty fails time and time again.

Yet here we are, obsessed with watching the world through a 4" screen...

Film allows us to recall memories that are better than what we see on the screen. It's why neighbors hate your vacation photos. You are reliving the memories, they are just being forced to watch pictures of other people having fun.

My recommendation for everyone in the coming year is to just take a moment, unplug, put down the phone and just reconnect, see and watch life happen and be a part of it. Given the tragedies of recent years we all share in the sadness of these acts and how it's changed people's lives, but it should also remind us to stop, take time out and share life with those closest to us.

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

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