

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

Before I launch into my review of this year's Mobile Beat conference in Las Vegas (February 5-7th) I want full disclosure. Last year I presented a seminar at this same show and received some very gratifying feedback. Every email I received (and there were about a dozen) I forwarded to the show's producer, Michael Buonacorso. And so when I approached him with a proposal to speak again this year I was quite surprised when he turned me down. I want this fact out there initially because if any of this article comes off too negative I may in fact be suffering from something similar to a jilted lovers remorse. If you've ever bumped into an ex and thought "wow, they look horrible" you'll know what I mean.



I've voiced my opinion before about the "soft opening" of this show so I won't spend too much time on it. There were seminars on Monday February 4th but since I did not attend them I can't comment first hand. My friend and fellow Disc Jockey News writer Ron Ruth (you can find his article buried somewhere deep in this issue) spoke on this day and I heard his seminar was solid. As for the others the best feedback I received was "you didn't miss much."

Which leads us to Day One, Tuesday February 5th. There were 3 seminars scheduled on this day. Curiously enough, none of the three were speakers pulled from within our industry (ok the third speaker of the day, Dayna Steele, is a retired radio DJ but even she felt forced when she was making Mobile DJ references). I applaud Mobile Beat for thinking outside the box like this. In years past they've often brought in keynote speakers who have little to no experience in our industry. Last year's keynote, Steve "Hit Man" Brazell was a home run. The previous year's Wrestler cum Motivational Speaker Ted DiBiase, maybe not so much. But hey, in the immortal words of Andrew Dice Clay, they can't all be golden.

Jon Acuff was 2013's keynote with a seminar called "Don't Be a Quitter." Mr.

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Talkin' Bride: Biting My Tongue

By Tamara Sims

I really struggled writing this month's article. For those of you who know me personally or who met me recently in Las Vegas at Mobile Beat, you know that I am always smiling, upbeat and positive. And for those who know me extremely well, you also know that I am not afraid to speak my mind. However, while attending one of Monday's seminars I found myself biting my tongue and in shock.

The presentation focused on potential wedding disasters in a way that sensa-

tionalized what could go wrong including staged istock photos which were over the top, (bridesmaids head in lap of groom, groom with hand on bridesmaids butt during ceremony, you get the idea); not even a novice in our industry would believe. Sadly, the one photo that was actually taken by the presenter was even worse. Our presenter explained how his bride and groom got into a cake fight and the bride was so upset she ran out of the room... she then tripped and fell on her face, and he thought it would be a good idea to take a picture of her. I cannot imagine one of my DJs taking an embarrassing picture of a bride or a guest who fell, and I can 100% say that all of my DJs would have left their booth to help the bride and make sure she wasn't hurt. That's how much my team cares about their clients. If I were the bride I would be mortified to know that my DJ was using this photo during a presentation.

He continued on with several "blanket
Tamara Sims Continued On Page 2

In The Booth: DJ Hoarder?

By Brian S. Redd

Have you seen the TV show Hoarders? It's fair to say someone has because it's currently in it's 6th season.

Seen any of the spin-off shows? Today, I saw one called Animal Hoarders where we can all get a closer look at that weird cat lady down the street.

This gave me an idea: What about a new spin-off show called DJ Hoarders? You know, those guys who still have

thousands of CDs and records in inventory? What about those DJs who have multiple speaker systems and enough lighting to run a completely different light show every weekend of the year? Seems I know someone like that. He's currently writing this article.

A couple months ago, after a giant shipment of Global Truss America showed up at our door, the missus sat me down and stated the obvious: We're out of room!

The first time my brother came to our house, he commented that just by looking around the place, there were no visual clues as to what I did for a living. I think he expected PA monitors in the living room and record art hanging on

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Acuff combined incredible wit with solid content and an unbelievably comfortable speaking style (he spoke for 90 minutes and never looked at a note or had a power point to keep him organized). My only complaint about Mr. Acuff's presentation was that for some reason he started 15 minutes early. I entered the room at 9:20 for a 9:30 start and missed the first 5 minutes of what would be my favorite seminar of the week.

He actually called his seminar a "conversation" at one point and he was right on. He was that comfortable and relaxed on the stage. He challenged us with questions like, "What do you do when all the excuses for not pursuing your dreams are gone?" He also made a poignant point about the different stages of our lives: Your 20s is the season of learning. Your 30s, the season of editing. Your 40s are for mastering while your 50s are for harvesting and your 60s for guiding. I have to say as someone more than halfway through my season of mastering, I found it quite an accurate assessment of my life and I look forward to harvesting.

Mr. Acuff's overall message was the encouragement to take the leap and quit your day job to pursue your passion full time. While this message isn't something I need to hear since I haven't really ever had a "day job" outside this industry, I know it's something many of my industry peers need. Unfortunately, as I looked around the unusually sparse crowd I wondered how many of the attendees really needed this either. I dare say most DJs who attend a 3 day, mid-week, conference are full-timers while the part-timers who need this message the most were probably home at their day jobs. Still, I thought Jon Acuff was a solid speaker to kick off the week. If only the rest of the day one speakers were as effective.

Jon Acuff was followed by Judson Laippley who you'd probably remember as the "Evolution of Dance Guy" (if you don't get that reference than you're not one of the 200 million people who have watched his video on YouTube). Laippley was incredibly funny, in fact I felt like I was at a stand-up comedy show, yet there really was no substance to his seminar. I'm sure I wasn't the only one in the room who kept thinking he'd eventually start talking about his YouTube fame and perhaps share some tips about how we too could create something that might go viral. But alas it wasn't till Q and A that he even spoke of the video and even then it was to answer a tedious question about the copyright ramifications of using all those songs. So while I enjoyed Mr. Laippley's seminar, other than a small motivational nugget, I just didn't feel like there was any there there.

The last seminar of the day was delivered by the aforementioned Dayna Steele and it was entitled "Find Your Inner Rock Star". Ms. Steele was a classic rock radio DJ for many years and she's got the stories and the photos to prove it. In fact, most of her seminar was a series of name drops and pictures of Ms. Steele with everyone from John Mellencamp to The Rolling Stones. I enjoyed the stories and especially her reminisces of her favorite rock star Sammy Hagar. But much like the previous

seminar I just didn't get any content. Her big message was that the secret to success is Passion combined with Knowledge and Networking with a healthy dose of Appreciation. Maybe I've just attended too many of these motivational seminars at this point but this seemed a little 101 to me.

I mentioned that the seminars on Day One were sparsely attended. That seemed to be one of the themes of the week. It was both my observation and some of the vendors I spoke to. I did, however, reach out to the show's producer Michael Buonaccorso to ask about attendance. His reply was: "This year's Mobile Beat Las Vegas show was around 1,500, with a sharp increase in local attendance in the exhibit hall."

The schedule of seminars on Day Two and Three were sprinkled with some gems. My favorites included Jason Weldon's "Ten Things You Can Do To Generate More Revenue." Mr. Weldon's seminar was motivational and informational and that's a combination that always hits home for me. Robbie Britton presented a seminar called "50 Games in 60 Minutes" that was pretty intense. Mr. Britton explained each game (instead of actually playing them like I've always seen in a games seminar). It was the only way to squeeze 50 games in an hour which was an impressive feat. Still, hearing someone explain a game as opposed to seeing it played was like having a chef explain what he could cook for dinner. I'd just as soon have him in the kitchen rattling the pots and pans.

If you've read my previous convention recaps in this fine publication you'll remember that seminars are just one way I like to rate my experience at a DJ Show. Another category for me is the evening entertainment and here, Mobile Beat always gets an "A for effort." With names like Rob Base, Crystal Waters and Lou Gramm performing, attendees certainly can't complain about lack of talent (not to mention experience.) Where DJ Times attempts to score the hottest, newest names, Mobile Beat has always been happy to give its attendees a steady dose of "oldies but goodies." But who amongst us doesn't regularly drop "It Takes Two" or "100% Pure Love" on their crowd? So honoring these artists by seeing them live is the least we can do. Another aspect of the evening entertainment that takes place at Mobile Beat's show is something dubbed the Las Vegas DJ Takeover. Each night DJs "takeover" the Queen Victoria's Pub at The Riviera and rotate a number of DJs to spin short, twenty to thirty minute sets. I checked this out one night and really enjoyed myself. The highlight of the night for me was Chicago DJ Shani Barnett's set.

The Expo floor is also a measure of a show's success. Just how many manufacturers and services that cater to our industry can each show attract (and how elaborate will their booths be.) Most of us are tech-heads on one level or another and we can never get enough of kicking the tires on the latest sound equipment or lighting. Mobile Beat's showroom floor is second only to DJ Times in terms of size and breadth and this year's floor was no exception. Attendees had plenty to ogle at, in fact Buonaccorso told me, "Vendor space was up slightly,

mainly due to an increase in popularity of the demo rooms, which were more accessible this year due to the reconfiguration of the main hall. Where exhibits moved into demo rooms, their former space was taken by new vendors." When I asked Buonaccorso to sum up the whole week for me he replied: "The show has remained a viable and optimistic look forward for the future of the industry. But it is often difficult when these honest numbers are compared with competitors who greatly embellish and exaggerate their figures at similar events. All I can say is after 22 years with Mobile Beat, I'd like to think we have always been veracious."

And finally, I always measure these trips by the networking opportunities they afford. After all, the Internet has made almost everything else redundant. But we will never find an alternative to good old face to face time (at least I hope not). This year I made it a point to meet and spend quality time with as many of my industry peers as possible. A wise person once said, "Never eat a meal alone at a DJ show" and I lived by that credo this year. It was great catching up with so many friends. Facebook fools us into thinking we stay in touch with people but nothing will ever replace simple acts of bonding like breaking bread, sharing a cocktail, running a few miles with someone or even trying to beat a blackjack dealer together. If you've attended a DJ Conference you know what I mean and if you haven't, I can't encourage you enough to put one on your calendar.

Here are some of the memorable quotes I heard in the seminars at Mobile Beat:

"Someday" is not on any calendar. We'll never be less busy." Jon Acuff

"In every marriage there's a How per-

Tamara Continued From Page 1

statements." First, he suggested that if we charge more, we would no longer have to deal with Bridezillas. This is ridiculous. In my experience, vendors who provide poor service from the beginning create Bridezillas. It is a disservice to new DJs entering the industry to lead them to believe that if they simply raise their rates, without doing anything to back it up, that they will no longer have unhappy brides. He went on to say that as a DJ it is important to coach your groom on how to be a gentleman on his wedding day. After all, the wedding is 80% about the bride and 20% about the groom. What type of clientele is this guy dealing with? I could not disagree more. The day is equally about the couple and my clients feel the same way. Some of my happiest sales meetings end with the groom giving me a big hug and saying "thank you for listening to me and making me feel so excited about our wedding."

I was not only embarrassed as a female in the audience (oh yeah did I mention he liked to use the word ti- to describe a bride's chest), but as a member of our industry. With so many talented leaders and mentors in the DJ world, who have helped us "train our next great DJ or be "1% better," or have "the best wedding reception ever," why are we subjected to a seminar focusing on negativity and ridiculous scenarios.

son and a Wow person." Jon Acuff

"Some people were born on third base and think they hit a triple"

Andy Ebon

"When things are going bad look in the mirror. When things are going great look out the window."

Jason Weldon

"Critics math : 1,000 compliments + 1 insult = 1 insult. We hear the bad stuff louder and clearer." Jon Acuff

Jason Weldon's company's catch phrase: "Getting Grooms on the dance floor since 1979."

"You will get all you want in life if you help other people get what they want" Zig Ziglar

"Encore careers. Largest growth of new entrepreneurs last year was age 55-64." John Acuff

"There's a reason the windshield is really big and the rear view mirror is really small"

Jason Weldon

"The best decision you can make is the right one. The second best is the wrong one. The worst decision to make is none at all." David Hanscomb

"Fear only gets loud when you do something important." Jon Acuff

"Life isn't always the party we hoped for but while we're here, we might as well dance"

Judson Laippley

"The Internet is not done swallowing whole industries." Jon Acuff

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

How are we portraying our wedding clients to up and coming DJs who may be attending this conference for the first time? After doing thousands of events over the years I would really need to look hard to find something bad that happened at one of our weddings, and if you are reading this article, I am confident that you would to.

I am not mentioning the presenters name on purpose, as I prefer not to give him any more attention than he was obviously seeking. But if you were at this seminar, you know. By the way, you may be thinking why I didn't walk out of the seminar... great content for this article of course!

Please tune in again next month as I will be writing about a great seminar I attended at Mobile Beat that has already helped me in my business!

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: We Need A Hero

By Michael J. Lenstra

For those of us who have been in the mobile entertainment business for a number of years, we can pretty easily match up the movement, book, or product line with the DJ that was responsible for it. Examples include: *The One Percent Solution*, *Get What You're Worth*, *The Best Wedding Reception Ever*, *Let's Get Interactive*.



A 11 of those were put together by great

DJs that led us, inspired us, and raised the professional standards in our industry. But truth be told, all of those were developed a number of years ago and maybe it's now time for some new inspiration and leadership.

A recent broadcast by the ABC News program 20/20 may have emphasized this. The episode, titled *Wedding Confidential: The Tricks of the Wedding Industry*, was very critical of many of the practices in the wedding trade, including DJs. This prompted many of us to refute those claims on our blogs, chatboards, or other social media. But while we did so individually there did not seem to be a voice, a governing body, or a leader among us that stood up to represent us all and say, "Whoa—wait a minute here." And it got me to question: Who are the leaders in our industry?

In an age of instant communication to thousands, many DJs appear to follow the common marketing strategy to position themselves as an expert in their field. However, while social media may have spawned plenty of 'experts,' there are but a few leaders.

"Sometimes it seems like our DJ blogs and articles are bursting with so many 'expert' DJs clamoring to impart wisdom to the huddled masses of less experienced DJs, one might wonder who exactly we're imparting all this wisdom to," wrote DJ University's Geoffrey Short back in July. "Teachers teaching teachers, all looking for students."

I'm sure many wedding professionals were looking for a voice as well, and whether they received it from organizations in their field I'm not sure. The Bridal Show Producers International was one governing body that did issue an official public response, and wedding marketing expert Alan Berg used his forum to come to the defense of the wedding industry with an open letter, much of which was addressed in support of disc jockeys.

Some took the opportunity to promote their own agendas, however. "The more logical decision [rather than taking to social media] is to allow the director of the ADJA, Hugo Drax, the ability to draft a letter of extreme disappointment for the unprofessional way that the mobile DJ industry was portrayed," wrote entertainer Keith KoKoruz on his blog. "Drax is the director of the ADJA and the most logical choice to be the face of the DJ industry as he represents the most DJs in the country." KoKoruz then went on to list reasons why joining the ADJA is beneficial.

But Drax's response? "The most im-

portant thing we can do is not come off as hot headed," he wrote in an official statement that was posted on the DJ Idea Sharing chatboard, directing it more to the DJs themselves rather than at ABC. "I have read some of the responses and frankly they are embarrassing. We all know the truth. I suggest that we stop talking about this as we are giving this more exposure than it likely got on the air." Drax later allegedly issued a private response from the ADJA directly to ABC, choosing to go this route rather than a public one. "The only way to keep a horse dead is not to revive it," he reasoned. The ADJA did eventually release a public response—one month after the show had been broadcast.

The National Association of Mobile Entertainers (NAME) was a bit more proactive. "We have been in contact with 20/20 and are trying to create a dialogue," said Steve Gomez, director of membership and marketing for NAME. However, since the response that episode received was not nearly as great as some of their other episodes had created, there was not much of a priority for the newsmagazine program to respond. But again, there was no public response in defense of its membership, most of which consists of mobile disc jockeys. "The industry has kind of responded on its own," he said.

Another pair of marketing experts took the opportunity to pitch their video. Peter Merry, founder of WED Guild, began a dialogue on Facebook, then invited other DJs to support him as he recruited the producers of the Katie Couric show to invite him on her show to explain our side of the story. Peter has always been a champion of the DJ cause, but I question whether he is the right voice for our

industry. His wit and ingenuity may only be matched by his sarcasm (who can forget his Rip It Up segments on DJ Radio a few years back). And for their part WED Guild themselves was also eerily silent.

And it's not just the 20/20 program. How many of the disc jockey or wedding-related conventions have featured the same keynote speakers from the DJ arena repeating nearly the same message for over 10 years? If there's been a new movement or message I missed it.

But maybe the problem lies with the term industry itself.

In his MBLV17 presentation, show producer and Mobile Beat magazine founder Mike Buonaccorso identified the factors that create and maintain an organized industry:

"A group working toward one or more shared goals, common development; ongoing and systematic leadership and structure. The opposite of this is unorganized chaos: problems of leadership, structure, status, communication, and self-serving behavior; and disagreement over questions of values, ideology and tactics." He challenged DJs to think through the facts with a critical mind, and if necessary be willing to admit the failure of the organizational attempts of the last 25 years and perhaps take a new approach.

"Most simply aren't interested," Buonaccorso says. "They simply live in the moment, and confuse opinions with facts."

Mike Lenstra is the owner of Alexxus Entertainment and a full time DJ/Entertainer in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

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From The Other Side: Image Is Everything...

By Jake Palmer

The other day I was at the mall and I stopped at this shoe store, it was a store that I was way too old to be in. I am sure I must have looked out of place since I'm not a skater, and I don't have any facial piercings, but there I was none the less.

I was looking for a very specific style of shoe, so I wasn't in the mood for a pestering sales person, but I did think it was odd that no one had even offered



help yet. I noticed a group of about 4 people talking to a person who was trying on shoes; it looked to me as if the young man trying on shoes was with his dad, with sister and brother also giving advice and comments. Turns out I was way wrong, turns out the "sister" was actually the store employee, OK not a big deal, but what caught me off guard, was the fact that she was so engrossed in helping these people, that she didn't see me come in, and second, she looked

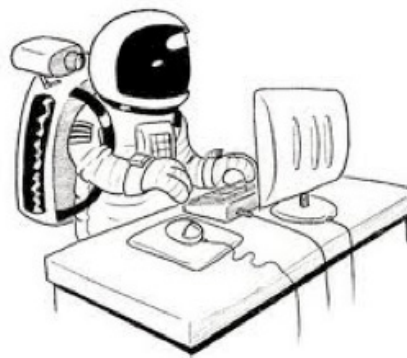
like everyone else. There was no way to identify her as an employee, she looked like any other kid I had seen running around the mall, she looked like someone who might shop there, but she didn't look like the "shoe authority" -the person I could put my trust in to help me make the best selection. She simply looked like any other kid.

This may be absolutely fine for this particular shoe store, I mean this store wasn't exactly the Dr. Scholl's of shoes store. It made me think though... First I realized I should never go to the mall alone, then I thought about how this related to me and more importantly to our industry, the industry of fun!

I have written in the past about the importance of our image as entertainers and professionals, I have also written about taking ourselves seriously enough and having enough respect for our industry and profession to make the right choices about how we conduct ourselves, but this really got me thinking about how what we look like projects who we are. I have seen both sides of this spectrum. From the wedding DJ in jeans and wrinkled shirt, all the way

to the DJ in a suit and tie or even a full blown tuxedo.

What projection are you sending? When you are at a wedding, do guests know you're the DJ, the entertainer, the MC? Do they think you're with catering, or work for the hotel? Do they think you are another guest? It's important to look the part. We have all heard the expres-



Dress for the job you want, not the job you have.

sion of "dress for the job you want" -the same is true in our industry. If you want to be the "entertainer" at your event, you need to look like the entertainer, but more importantly, you also need to act

like an entertainer! We need to project the image and style of fun.

Obviously we need to be professional in the way we look, act, sound, but professional does not have to mean stale, or stuffy, or boring. When you see the kid at the wedding in jeans and a wrinkled shirt you most likely assume he is not very professional, therefore is probably going to do a mediocre job, but, when you see a DJ in a suit and tie what do you think... is he conveying the image of fun? Professional, sure, but not necessarily fun. A banker looks very professional in a suit, but you wouldn't want him to DJ your wedding any more than you would want the kid in jeans.

I am not trying to be a pitch man for the tuxedo industry, I am simply asking you to take a look at yourself before you do your next show. What do you see? What are you projecting? Do you look, act, and sound like the guy in charge of fun, the guy who is about to create memories for a lifetime... or a guy who can help me with my 401k.

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the walls. What I do does become obvious when you venture down into that 12' X 24' room in the basement called The Dungeon. I don't have a garage, so this space not only stores my DJ equipment, but double as my home office and DJ/YouTube video studio.

Everything DJ in my life was supposed to neatly fit in this space, but over time the Dungeon was full and gear overflow was taking over the laundry room, workshop and that storage area where the Christmas stuff is supposed to go. How could this be? I'm a single op mo-

bile DJ. I'm not even using half of this stuff.

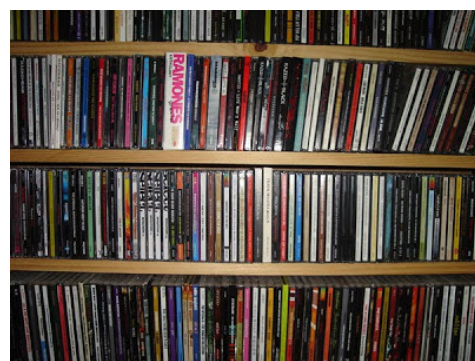
So the cleaning began.



I got started by going through all the old gear collecting dust in the household storage area. There was a reason I put it in there, I just needed to be reminded what that reason was. Some stuff was broken awaiting a repair that was never going to happen. However, most of it was just dated and had been replaced with something newer and better. There were halogen par cans and moonflowers, way too many 19" amp and mixer

racks, broken laptops, passive speakers, you name it. If it was old, it was there.

All of my gear was gone through one area of the basement at a time. I made a few piles: Current, Replaced, Repair



and Junk. OK fine, so there wasn't much of anything in the junk pile besides dead laptops. Regardless, after several days and a lot of reminiscing, I was able to make some space in the Dungeon and

find new homes for my old gear. Some went to a few select DJ pals I could call and the rest went to the local used gear shop.

With the basement clear of clutter, I had space for more practical storage and organization of the equipment I actually use. Now that everything is off the floor and neatly stored on shelves, there's even room to actually start shooting videos down here again.

Some old gear stayed of course, like my beloved ADJ Sunlight vintage 1993, a few giant Rubbermaid tubs of assorted cables and all six of my Technics 1200 and 1210 turntables... and I'm always on the lookout for more. Afterall, I'm a DJ Hoarder, remember?

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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Don't Be Fooled By Other Associations Slick Presentations



PB and SB

By Dean C. Carlson

Did you know that if you played High School football you have a .03% chance of making it to the NFL. Your chances of making the NFL skyrocket to .61% if you play College football. Those odds get even worse for a person to make it



to the Pro Bowl, and then to actually win a Super Bowl -well forget it.

As a Minnesota Viking fan I have cheered for my team 4 times in the Super Bowl only to be so frustrated at the end. The last time we went was 1977 I wasn't even in High School then. And yet each and every year we send people to the Pro Bowl.

Have you watched the Pro Bowl lately? Here are the NFL's best in action and yet the score this year was 62 to 35. What a joke. In fact it's so much a joke that last year the NFL actually considered cancelling the Pro Bowl. Here it is,

one of the highest honors you can get as a NFL player, from arguably the most popular sport in America and players just phone it in.

I have attended tons of DJ conventions and gone to numerous workshops. I have read every book I can get my hands on and watch every DVD I can find about DJing. I have graduated from DJ college if there ever was one. I have taught other DJs how to play, and even write for a DJ publication.

It can be so easy for me to get a swelled head as a DJ. It seems to me like all I ever hear from clients at the end of a show is how awesome I am. Each and every review I get back bolsters my ego even more. If the fans have voted I have made it to the Pro Bowl of DJing.

Each and every week as a DJ we are on the field. We are playing in the biggest game of some people's lives. The Super Bowl for some people could be their wedding but what about all those filler events like school dances or anniversary parties or corporate events? My question to use as DJs, are we just phoning it in?

You know the funny things about Pro Bowls and Super Bowls are when they are over, you see it all starts again the next season. I have known several DJs who think that once they have attained a certain status in the DJ world, that they can rest on their laurels. There are probably many players that were on the Ra-

vens team this past year who won't be their next year.

Randy Moss was one of Minnesota's most interesting players. In his prime he was unstoppable on the field. He made it to the Super Bowl this year and didn't win. The bad thing about Randy is his ego, this year he claimed to be the greatest Wide Receiver ever. Yet never won a Super Bowl.

Jerry Rice on the other hand was selected to the Pro Bowl 13 times and has been on 3 winning teams of the Super Bowl. He once said, "Today I will do what others won't so tomorrow I can accomplish what others can't."

So while we are getting closer to the end of this off season what have you done to ensure you win the big game this year? Believe me it is not enough to read every book, and attend DJ conventions. To attain the Holy Grail you must do what others won't do, like Jerry Rice said.

As I get older I have found that I need to train harder to stay in top form. First off I now work out 4 times a week so physically I can handle the rigors of working 6 days a week and getting very little sleep on a few of those nights. Just for fun a few weeks back I wore a calorie counter while DJing a Farther Daughter Dance and I burned 2700 calories for the 6 hours of work I put in from set up to tear down.

Second I practice DJing. I know this seems like a foreign concept to many of you, but there are so many things we can practice other than just mixing. From

writing copy to learning new music to set up and tear down to new and old interactions to microphone inflection and on and on I could go. Each day I set aside 1 hour so I can practice something.

Third I become an avid learner during the off season. I re-read old books, pick up new books, watch DVDs, attend conventions, and do workshops -most of which aren't "per say" DJ related. As a youth pastor I have learned more fun icebreaking games than I ever knew were possible. Just google Youth Ministry games once and you will find a trove of new learning opportunities. Think outside the box for creating a bigger box.

And finally on the lines of learning I study past event video. This is probably the thing I hate doing the most. This is because I rip myself apart harder than anyone else would. I squirm when I sit down and do this, and I always come away with a notebook of notes on where I can improve on next. This by far is the most beneficial thing I do for my future events.

Ask any NFL player, although they like to get nominated for the Pro Bowl they would rather be on the winning team in the Super Bowl. Here in the northland we have 2 months left until the start of the crazy season. It's not too late to start prepping now.

Good Luck and Great Shows.

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

Want Vs. Need

By Mitch Taylor

I was tuned in to the TV recently and I'm constantly amazed at the barrage of ads and messages sent to us regarding products and services. Target marketing has been around for years and of course my kids (and present com-

pany included of course) are prone to seeing a brand, ad or message and immediately saying "I WANT that" or "I NEED that!" The fact that I have to go through my kids' toys before Santa arrives and donate at least half of them to Goodwill proves that their spoiled and certainly have more than they need. I'm sure if you have children in your life or have experienced the same thought process before you can relate.

Have you thought about how that relates to your own business? WANT vs. NEED. I've seen the postings in social media stating that we as DJs are NOT a NEED or MUST HAVE for a client's event, yet are a want to. I'm not here to debate that issue in this space (although I have my thoughts) yet the key in selling and marketing is HOW to make your business go from "Well I want to hire a DJ" to "I NEED TO HIRE _____" with the blank of course being filled by YOU.

First... have someone contact your business and ask questions about it... someone who DOESN'T work in our field and has no prior knowledge of what you do. You and I both suffer from

what's called CURSE of KNOWLEDGE. We know our phone number yet never call ourselves and we may think something is obvious on our website or in conversing with a client... yet we truly DON'T know until frank conversations about the experience can be had.

In your conversation on the phone one of the best ways to go from WANT to NEED is asking the question, "What is the biggest struggle you are having planning your event?" Be candid with them so they in turn can be candid with you back. This goes back to building the relationship.

Ask yourself these questions and answer them HONESTLY. When was the last time a bride or client changed their date to have you? When was the last time someone contacted you FIRST before contacting any other wedding vendor? Have you ever received a phone call or email from the bride BEFORE she has actually been proposed to? If these are happening to you on a semi regular basis then CONGRATULATIONS! You're doing all the right things to continue doing your clientele and I'm sure your calendar is full or close to full. If these situations haven't happened to you in a while or have never happened then maybe it's time to re-evaluate your service offerings and what you are attempting to sell to your bride and groom.

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

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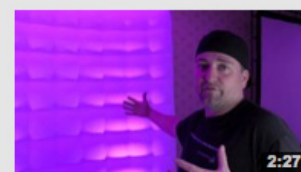
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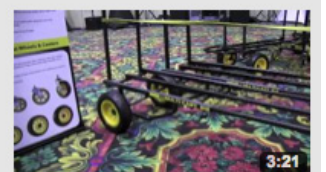
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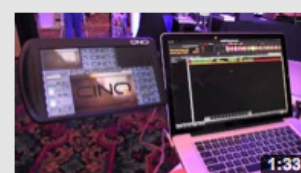
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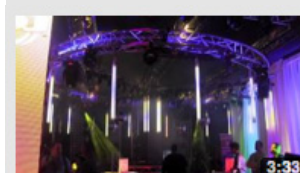
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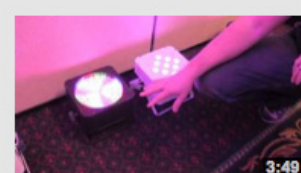
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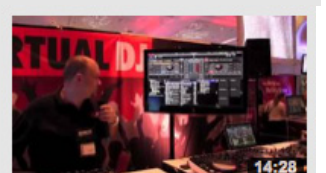
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Building Collaborative Relationships: Conclusion

By Ron Ruth

Last month I began the first part of this two part article by sharing a story about a presentation I gave at a Perfect Wedding Guide luncheon in Kansas City that revolved around the topic of collaboration. I offered this thought to that group of wedding professionals and to you as wedding DJs, "Imagine how much further all of us could stretch the endless boundaries of our creativity if we were to look at a wedding as a collaborative team effort as opposed to simply



fulfilling our individual tasks and responsibilities."

I also ended part one of that article with this question, "What other industries rely on the talent

and skill of a number of independent contractors to perform tasks that are vital to the completion of a much larger objective?" My DJ friend from Australia, Glenn Mackay, sent me his thoughts which reads, "The industry that comes to mind for me is the construction industry. For example, when building a house, you need carpenters, brick layers, plumbers, electricians, tilers, carpet layers, plasterers and many others which must coordinate themselves to get the job done efficiently and effectively. There is no point having the carpet layer show up if the roofing guys haven't done their job. Nor should the painters start work until the walls are in place."

Glenn's response is just one example of only a handful of industries that are reliant on the talents and skills of independent contractors. Another great ex-

ample would be the movie industry. A director can't begin to film until the script has been written, the set has been built, the props have been placed, the lighting has been adjusted, the cinematographer has worked out the best camera angles, the costumes have been designed and sewn together and so on. Each element is the work of independent contractors and must be completed in a specific order with everyone in sync and focused on the end product. It does no good to build a beautiful, elaborate set as an example, if the lighting produces heavy shadows or the design restricts camera angles. Collaboration, which includes an environment where exchanging ideas is encouraged between all crafts and between individuals who may or may not have worked together in the past, can mean the difference between a box office bomb and an Academy Award winning masterpiece. Everyone involved in the production is a participant in the telling of a story that transports the viewer to another place and time.

As it is in the motion picture industry, we as wedding professionals are a production team randomly selected to add our singular expertise to an incredible celebration. Every weekend we perform our individual passion before guests gathered on a stage filled with lights, sound, props in the form of flowers, food, décor and costumes in the way of wedding gowns tuxedos and more. When those elements come together, the venue magically transforms into a setting that transports the bride and groom's family and friends to another place and time. The end result is a fantastic story. If we tell the story properly, it will be retold by everyone in attendance for years to come.

Now imagine how that wedding would look if it were produced in a collaborative manner, pooling the creativity

of every wedding professional involved. The bride and groom's expectations would be exceeded on a level never experienced before and if there were an Academy Award for Best Wedding Reception, everyone would receive a statuette.

For many of you the idea of collaboration may be too farfetched. It means you may have to set aside additional time for meetings or that you have to quell your ego while opening your mind to the possibility that great ideas are not exclusive to one individual. As creative individuals, though, you understand that experience never trumps innovative thought and that innovation often leads to greater opportunities. I believe Walt Disney said it best, "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths."

Moving forward, however, doesn't necessarily mean in leaps and bounds. Sometimes baby steps are more appropriate. With that in mind, I challenge you, as I have other wedding professionals, to be curious and take the first step down a new path that could open a number of new doors when producing wedding celebrations. Sample the rewards that a collaborative approach can bring to you, to others you work with and to the couples you serve by

With that said, here's three easy ways to get started. They'll cost you nothing to implement into your business and help you build relationships that are significant in creating a collaborative environment.

First, take two wedding professionals who represent a segment of the industry you come in contact with the most to coffee. Step out of your comfort zone and instead of inviting someone you know well, invite someone who is more of an acquaintance. Don't just get to know

each other personally.

Take the opportunity to go behind the scenes of the each other's professions, share your priorities, the challenges you face and how you might help each other at future events.

Second, shadow at least one wedding professional on the job; like a photographer, videographer, venue manager or caterer. Walk in their shoes. Don't just show up at the event. Begin your time with them when their day starts. With the knowledge you gain from that experience you'll have a greater appreciation for what they do and know how you can be of greater assistance to those professionals, or others like them, in the future. And, you may even discover ways you can contribute to making everyone's job and the event more efficient.

Finally, try at least twice to collaborate as a team with the other wedding professionals you'll be working with at a wedding reception. Pick up the phone and invite everyone to gather over a cup of coffee for an hour or so. Share what you all know about the couple. Discuss the challenges you may all face. Look for ways you can be of help. Even if you find nothing more you can do as a team to make the event more exceptional or efficient, you'll strengthen relationships that can be of tremendous value down the road.

"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths." Be the DJ to lead the way. The door is open. All you have to do is walk through it.

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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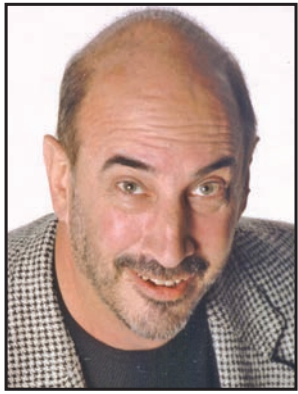
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"Nothing happens until a sale is made." ~ Red Motley, 1946

Are You Passive, Aggressive, or Assertive? Only One Way Wins

By Jeffrey Gitomer

The answer is “assertive.” It’s the best strategy for engaging, establishing control, proving value, creating a buying atmosphere, and forging a relationship.



I define assertiveness as a state of mind and a state of preparation PRIOR to implementation in a sales call.

C A U - TION: This writing assumes (a bad thought process in sales) you have both read and mastered last week’s part one. If you haven’t, you can find it here <http://www.gitomer.com/articles/View.html?id=16277> or by entering the words **ASSERTIVE SELLING** in the GitBit box at www.gitomer.com. You must read, understand, and put those concepts into practice BEFORE part two can take shape.

The two remaining parts of assertiveness are:

1. The sales presentation itself.
2. The follow-up to the sales call.

Interesting that the sales call, the actual presentation, does not require the same amount of assertiveness as the sales follow-up. It’s way more difficult to re-engage a prospect and chase down a decision.

However, if you’re a great salesperson, an assertive salesperson, follow-up may not be necessary because you have asserted your way to the sale during the presentation.

THE PRESENTATION: When you get in front of a prospective customer, it is imperative that you look impressive and sound impressive. You know the old saying, “You never have a second chance to make a first impression.” You must start in a positive position in order to create a positive outcome.

Assertiveness begins with your eye contact, smile, and handshake. These actions establish you in the mind of the

prospect as a person who is both self-assured and happy.

You take a relaxed seat. You accept anything that is offered to you in the way of water or coffee. You put yourself in the lean-forward position. Any tools or equipment you need to make your presentation are in front of you and ready to go. And you immediately begin by discussing anything other than your business and their business.

You begin the business of making friends. You begin the business of creating mutual smiles. You begin talking about them in a way that lets them know you’ve done your preparation and your homework. At any moment you can begin to discuss their needs, however you prefer to discuss their family or their personal interests first.

The segue from rapport building to business discussion requires an assertive

combination of your knowledge as it relates to their needs as well as a durability to connect both verbally and nonverbally with the person or the group you’re addressing.

You’ll know your assertive strategy is working when the customer or the prospective customer begins asking questions to get a deeper understanding about your product or service. This changes monologue to dialogue but also creates the power of engagement, or should I say assertive engagement.

At some point you have to complete the transaction. This means either asking for the sale (an okay part of the assertive process), or using some secondary means to confirm the sale (like scheduling delivery or installation).

Commitment to the order is where the rubber meets the road. If you get the order, it means you’ve done an as-

sertive great job. If you don’t get it, it means you have to lapse into assertive follow-up mode. Here’s how...

The dialogue might go something like this, “Mr. Jones, I visit 30 or 40 businesses a month. During those visits I don’t just sell, I observe. Each month I list two or three ‘best practices.’ In my follow-up with you, I’ll need five minutes to share those practices each month. Is that fair enough?”

Heck yes! That’s fair enough. Your offer to help the customer with his or her business, and his or her job function, will not just endear you, it will also create the basis of a solid relationship. A value-based relationship. One where assertiveness is actually acceptable.

The ultimate goal beyond a sale is a trusted relationship with your customer. The path to secure that relationship be-

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thought process. There’s no formula, but there is a feeling. The salesperson’s responsibility is to feel when it’s right to move forward, and then have the assertive courage to do it.

Assertive presentations start with questions, offer unchallengeable proof in the middle, and end with a customer commitment that you have earned.

BEWARE and BE AWARE: Whoever you’re calling on wants to know what’s new and what the trends are in THEIR business. If you are able to deliver those during your presentation, I guarantee you’ll develop a value-based relationship, and have the full attention of the buyer.

Harnessing the power of “assertive” in a sales presentation:

The assertive presentation challenges you, the salesperson, to bring forth a

sertively great job. If you don’t get it, it means you have to lapse into assertive follow-up mode. Here’s how...

THE FOLLOW UP: Assertive follow-up will become permissible if asked for, and agreed upon, in advance.

Here’s how: “Mr. Jones, what’s the best way for me to stay in touch with you?” “What’s your preferred method of communication?” “Is there anyone else I should ‘cc’ in our communications?” “May I send you an occasional text?”

These are permission-based questions that tell you where you are in the relationship. If you get a cell phone number and you’re permitted to send an occasional text, it means your relationship has reached a solid position.

WHERE’S THE VALUE? If I ask for a “follow-up” appointment, I’ll no doubt get some vague runaround. BUT if I of-

gins with mastering the principles of assertiveness and then putting them into practice.

The by-product is more sales.

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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2013: The Year Of The Recovery: Part 2

By Mike Kazis

In the last article, I touched upon a list of obstacles that we've coped with during 2012. Some of those on the list



mobile DJ blood. We've even continued to avert further misconception of the end of the world regardless of two rare century-spanning events that occurred last month: Pope Benedict announcing his resignation and an asteroid coming uncomfortably close to Earth. Even with these two events off the list, how do we continue to recover in 2013 from the aforementioned challenges of 2012 and make this the Year of the Recovery.

You Still Need a Plan

Yes, I've said it again. How annoying! But like I've said last month, you must have a plan, no matter what! Writing your plan down gives you proof that you've given some thought to a potentially disastrous situation. It lets you think about how you could deal with any negative or disastrous situation and prepares you to effectively communicate your plan to your partners, employees, and investors alike. The Recovery Plan

I mentioned in the last article covered scenarios that many of us here on the East coast faced with Hurricane Sandy, where we looked at some basic strategies of preparation for any type of disaster that may be a threat to your geographic region.

Now let's talk about what we can do about recovery when it comes in the form a weak national economy, financial changes, or negative publicity.

The US Department of Labor continues to report that almost one tenth of the job market (or more in some areas) are still looking for work. However, truth be told that the economy is moving in the right direction in 2013. For instance, the Dow Jones Industrial Average in February, climbed above the fourteen thousand mark for the first time in five years. This is a great start, according to economists because this forecasts an increase in consumer spending by employees of these larger corporations, which will likely spark more life into small business revenue.

However, this is not the sole indicator of an economic recovery. We in the small business realm need to do our part in strengthening the economy even further. Within the past five years, many small businesses have been in survival mode. Now in 2013, small businesses like yours need to grow. That will require on your part, creative new strategies to adapt to the behaviors of the consumer. Learn what it is that consumers have learned over the past five years about spending or saving money and try to come up with high value products or services that will pique their interest.

Despite my advice to create new

strategies, please remember not to forget old strategies of the past five years. You still need to prepare for future unexpected downfalls should they occur. A good exercise is to look at your current sales or the number of booked events you currently have. Now imagine what would happen if one out of every ten bookings cancelled this year. Would you still be able to survive? What if you lost two out of every ten bookings this year? My point is that you've made it this far. Remember what you did to keep your head above the waters of the weak economy.

One such surge of we all were concerned with in 2012 was the expiration of former President Bush's personal and small business tax cuts. Even though these taxes were set to increase in 2013, many business owners were worried about higher costs that could ruin their businesses. Let's face it, are you pre-



pared to deal with the increase in taxes after years of weaker than desired sales numbers? If you had plans to hire more workers, which would obviously help lower unemployment, or to make other investments in equipment or services, how will those plans be affected?

One particular provision known as

Section 179 expensing, allows for small businesses to fully expense their investments in one year, rather than a period of five years or more. Without this provision, you'd be considering fewer tax deductions for 2013. Eligible deductions prior to 2012 were \$500,000. Without legislation it would have been only \$25,000 but thankfully, Section 179 has been extended for 2013. This is good news for companies that need to invest in expensive equipment such as vehicles, software, speakers, or high end lighting. This is a blessing for those that are still replacing expensive equipment destroyed by Hurricane Sandy and a much needed step to work toward a recovery in 2013. For more information on how to qualify for the Section 179 deduction, visit www.section179.org.

In recent months, a new type of threat has emerged. Negative publicity is upon us thanks to ABC Network's 20/20 news reporter Elizabeth Vargas and her recent story entitled Wedding Confidential.

It would appear that news reporters might be feeling the brunt of bad publicity because it looks like a few are trying to steer some of the negativity away from themselves and into our realm. I'm referring to the potentially bad publicity that the popular ABC news show, 20/20 attempted to bring forth on wedding vendors and particularly targeted a few wedding DJs.

If you're not entirely familiar with this controversy, look for an article in last month's issue of Disc Jockey News by Jason Spencer entitled, "The Only Way to Win is Not to Play the Game."

Mike Kazis continued on page 9

ORGANIZED?

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Web Based Event Management Software

The image shows a man in a white shirt and tie, surrounded by numerous yellow sticky notes with various event planning tasks. The notes include:

- Send Faxes
- New Equipment List
- Pick Up Dry Cleaning
- Update To Do List
- Buy More Post Its
- Receipts
- Clean Car
- Call Mom
- Organize!
- New Customer Quotes
- Call New Venue
- Return Phone Call
- Event at 9:30pm
- Call New
- Update Client Contacts
- Get Venue Info
- Answer Emails
- Follow Up
- Finish Contracts
- Event at 8:00pm
- Call Plumber

How The Price Of Gas Affects The Wedding Industry

By Rick Brewer, GetMoreBrides.com

Recently the price of gas has shot through the roof rising over 10% in less than 10 days. This kind of sharp rise occurred back in 2008 when gas went from the average of 2.75 a gallon up to over \$4.00 a gallon in 45 days. These sharp rises on a resource which all of us have become dependent upon can tend



to create a little stress. Fact is, there are distinct advantages to this for our business if we recognize them.

When prices rise up sharply like this, the natural reaction is to cut back on driving. That is a natural reaction. Back in 2008 when this occurred, that was my first, knee-jerk reaction. In fact, I immediately saw a sharp hit to my business. When I sucked it up and started driving out as I would have normally (had the price of gas not gone up) I found something interesting; I closed more sales. I attributed this to two things: 1. My competition was not going out, so my customers were not getting hit on to buy something every five minutes and had less "static noise" so the decision to buy from a source that made sense, well, made sense.

Let's look at the math. If gas goes up by \$1.00 a gallon (which is predicted by May, sorry, not my idea, that is just what energy experts are suggesting) and you spend the average amount of money

that most people spend which is approximately \$50 a week in gas, then you will add around \$12-\$15 to that \$50 each week. This total could add an additional \$60 per month in spending. My question to you; how many weddings extra would you need to sell to pay for the increase in gas for the next year (by the way, back in 2008 the price of gas went back down below \$2 a gallon and actually stayed low enough for long enough to make up for the sharp rise over the year).

If your competition is not going to meet with brides and you are, they are going to add a fuel surcharge and you don't, if they will choose to not attend the next networking meeting (meetings back then were cut in half because of this ridiculous thinking), again, will you be able to capitalize on that extra edge?

Every business has variables and also has to take a hit from time to time. I will challenge you to look at events like the rising price of gas as an opportunity rather than a hindrance. Fact is, the price of gas is going to continue to rise. It has since I have been alive and my bet is that it will continue long after I am gone. Once you wrap your head around this fact, you can begin to solve the problem, which again isn't a problem in my view.

In running your business, you need to focus on what you can control, accept and deal with what you cannot control and move ahead based upon those two ideas. You have an infinite amount of resources available to you and your business. Look at it this way; if you had to find ways to get more business which had to be done under limited resources (pretend for a minute that your kids lives depended upon it) you would amaze

yourself at what you could do. The philosopher Homer once said (one of my favorite quotes), "Adversity has a way of eliciting talents which in more prosperous circumstances would have lain dormant."

For the record, a much better economic indicator that is opposite of what is happening with gas, the housing market is showing a robust economy and shows to have somewhat of a comeback starting this year. Know that things

aren't as bad as the nightly news would try to convince you.

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

Mike Kazis continued from page 8

In his article, Spencer summarizes the happenings of the televised story and even gives credit to marketing expert and speaker Alan Berg for his open letter written to ABC's Vargas, who's seen on TV comparing price quotes between a wedding reception and a birthday party. One scene in particular has stirred the most controversy where she's seen speaking with a DJ over the phone about the differences in the two prices, to which the DJ replies that he's giving the bride and groom a wedding director. Vargas continues to question the DJ and proposes that she just wants music and not a Wedding Director.

Unfortunately, we don't get to see much more of the conversation and it has been causing quite a stir of questions about Vargas' conversation with that DJ. In his article, Spencer makes a valid point that the DJ should have stopped there. In other words, that bride and groom do not qualify within that DJ's standard of the right type of customer for his business.

In addition, what I also attempt to avoid when speaking with a bride and

groom is time that's wasted when dealing with a pretend bride and groom. Experiences DJ consultants know that they're out there. I've personally screened many, many calls myself that have come from younger, less experienced DJ companies posing as brides and grooms trying to obtain my prices so that they can set theirs lower and outbid me. I'm not mentioning to attack companies that exercise this tactic, but there are other ways of getting price information from me. In any case, the experience has taught me that qualifying your customers is an important tactic before you begin to quote price. Any sales book from the late Zig Ziglar will tell you that you must take the time to get to know your customer before you provide them with price. Perhaps if the DJ on the phone with Vargas and her bride and groom actors got to know them a little bit better, he might have detected something suspicious.

Mike can be reached at mikekazis@discjockeynews.com.



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Where Do Good Ideas Come From?

By Jason Jones

One of the things I love about producing and performing wedding receptions is that there is so much room for creativity. Recently, I heard Steve Johnson, best selling author, on the Ted radio



hour talking about his presentation on where good ideas come from. As I listened to it I suddenly realized why I love attending the Las Vegas DJ Show,

Mobile Beat and Disc Jockey News conventions.

Steve told a story about how coffee triggered the Enlightenment in 17 century Europe. The healthy beverage of choice was beer and wine because the water wasn't very safe. So everyone had a beer for breakfast, again at lunch, wine in the afternoon and were pretty much drunk most of the time. When coffee and tea were introduced coffee houses started popping up. And people were getting together, drinking stimulants

and sharing ideas. What followed were new ideas and fresh points of view that gave birth to the Enlightenment.

According to Steve an idea is more like a liquid network rather than a singular light bulb moment. We most commonly come up with our good ideas when we interact with others. Many times sharing mistakes and challenges results in the biggest break throughs.

Every year when I come home from a DJ conference, I always have new ideas to launch or develop. And not just moments where I like something that someone else is doing. Some times I have a half of idea and someone I meet has the other half and together we create something great we can run with.

Sometimes we want to just replicate an good idea we hear about and that's fine, but we then cheat ourselves out of the pleasure of turning that idea into an exciting new one.

The seminars have the same effect for me. I have no distractions and am in an environment where all I have to do is be inspired and innovative. The best part is that the line up of speakers don't even have to be addressing my current concerns, I get the same effect.

The more we share the more we get. I love to constantly create new ways to enhance my clients entertainment experience.

So let's meet for an Espresso at the ADJA Las Vegas Show and let the ge-

MN with his wife Kelly, son Max and a couple of cats and dogs.



nus flow.

Jason Jones is a producer, speaker, author and DJ who lives in Saint Paul,

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

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It's So Much More Than Google's Version of Facebook

By Jason Spencer

Google Buzz. Google Notebook. Google Wave. These are just some of the failures that Google has swept under the carpet in recent years. However, there is one product launched in Summer 2011 that is quietly taking over the social media ecosystem. Many influential experts will tell you that Google's answer to social media has been a disaster since day one. I'm here to tell you that if you are not on Google+ by the end of 2013, you'll be missing a world of opportunity.



Google+ slingshot past Twitter and YouTube to become the second largest social media network by active daily users.

Now what if I told you Google+ was the key to climbing the ranks in Google Search? Have I got your attention yet? Good, let's continue.

Have you noticed faces appearing next to your search results? That's called Google Authorship, and you can get it too. It starts with a Google+ profile photo.

to with a recognizable headshot. Next you'll need a byline on the page with your content (example, "By Jason Spencer"), making sure that this name matches that of your Google+ profile. Lastly, you'll need to verify your email address on the same domain as your content. We've been telling you for years to ditch that generic @hotmail.com email address, and this is just another valid reason.

The Breakaway Bouquet - Spencer Wedding Entertainment - San ...
spencerweddings.com > Reception Ideas



by Jason Spencer - in 121 Google+ circles - More by Jason Spencer
The Breakaway Bouquet. Tuesday, August 3rd, 2010 at 2:42 PM by Jason Spencer. Jason Spencer Weddings - Breakaway Bouquet. Kaemmerling Photography ...

You may have also noticed that Google is connecting many of its services into the Google+ atmosphere, essentially making it the mother ship for nearly everything. Google Maps and Google Local are often overlooked by small businesses, but it's the best way to stand out. Thanks to a recent overhaul, the only way you'll get listed is through Google+ Local

Business Pages. But wait, there's some serious value added to this change: Reviews, business info, videos, and local search – all on the same page.

Looking for a cheap and free alternative to holding a face-to-face meeting online? Enter Google+ Hangout. I was skeptical at first, but the more I tried it I realized how it's a great little tool. Not only do you get up to 10 people via webcam in the same room, but you also get

screen or application sharing. The later means they don't need to see your messy desktop, but you can still showcase your client portal for them and watch their reaction in another browser window. It's



a two-way street too, so they can share content with you as well.

I've saved perhaps the best feature

for last. That's instant indexing. No longer will you need to wait days for your new posts to appear in search results. The next time you create a blog post, share the link on your Google+ feed and search will pick it up right within hours. As your followers on Google+ give you +1's (the equivalent of a 'like' on Facebook) or share your link, the rankings will be influenced. Your content may be considered trending, popular, or hot by Google suggesting that it should be ranked higher. Google Search recently started personalizing results, meaning that if you have a client that gives a +1 to your business or a link you shared, their friends will see it in the results when searching for that topic. Talk about referrals made easy!

It's only a matter of time before you'll need a Google+ Profile to try out the next awesome thing. So get on the current awesome thing that is Google+ and drop me into one of your Circles.

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

He can be reached at 408-426-8117 or via email at jasonspencer@discjockeynews.com.

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Creating Wonderland

By Jeremy Brech

Creating a theme!

The thing you have to keep in mind is every single client that you meet with has a theme for their wedding. When you are in the initial consultation and you ask the couple what their theme is most of the time they will say, "We don't really have a theme."

So then you start to ask about their flowers, décor, lighting colors and that



is when you start putting together their theme.

Obviously to understand someone's theme

you need to have some knowledge on the subject. Do some reading or research. If you ever watch the David Tu-

or shabby chic.

So why does this matter to entertainers or lighting designers. As lighting designers it comes down to color temperatures and color tones. Make sure you understand what colors go with each theme. Patterns and textures also have to make sense with the theme that your event is trying to create. You have to keep in mind that corporate events also have themes. By working with clients and helping them understand their theme and help them create it, it will open up many doors of opportunity.

As entertainers we always have to be fitting in with our surroundings. So how do we work with our client that fit with themes? What are you currently doing with and for your clients to make their experience? One of my biggest recommendations would be to take the Entertainment Experience with Bill Hermann and Jason Jones. They will give you the keys to answer all of these questions. You will explore the elements of an event and how you can enhance them for

We have been fortunate to work with want more than just a dance or a couple of up-lights. The more experience and the more outside of the box your portfolio gets, the higher demand you will have.



Back in September we were fortunate to work on an amazing wedding that really wanted to think outside of the box. We got to create an Alice in Wonderland wedding. We posted some teaser photos on our facebook page but this insider is an exclusive for in the Disc Jockey News. We are

repeat corporate clients and wedding clients that need something different. We get to work with wedding couples that

writing this three part article about "Creating Wonderland" because we have had

Jeremy Brech Continued on page 15



terra shows you will notice that every wedding he creates he puts a theme or a label on. It might be simple like rustic

the client and for the theme. So what is it like to create a theme for an event? How will it open up opportunities?

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The Referral Coach

By Matt Anderson

10 Reasons Why Alan Sugar's Autobiography Is So Inspiring.

One of the most enjoyable and motivating books I've read in some time



is Alan Sugar's *What You See Is What You Get*. Sugar is very well known in the UK as a rags-to-riches entrepreneur billionaire in the consumer electronics industry who has been knighted and made his name

on BBC TV's *The Apprentice*.

It is full of wisdom and humour on what it takes to get to the top in any business.

Here is what inspired me:

1. He started from very humble origins and made a fortune

Despite leaving school at 16 and growing up on a council estate (public housing), he used initiative endlessly to seek ways to make money. In addition, he was a fast learner.

2. He is very driven

"Back at home, lack of money was always the main item on the agenda. My parents did their best, but not being able to have what I wanted made me determined to do something for myself - to be self-sufficient."

Do your goals have you working hard on the days you don't feel like it?

3. He is always thinking about new and creative ways to innovate new products.

His desire either to be first to market or to provide consumers with the most affordable option makes you want to do the same: "We would never have succeeded in the computer business the way we did because time to market was the essence of our success."

What could be faster in your business?

4. He is opportunistic

"It was bad news to hear that Fircastle was going bust, but it occurred to me there was a deal to be done. Perhaps it was time for me to move into the cabinet-making business."

What questions and needs do your clients have that you're not meeting? What product or service could you add to help your clients more?

5. He frequently references trusting his intuition

It's surprising how often he writes comments such as: "there was no time for this nonsense (market research) and I had to trust my gut instinct when it came to gauging what consumers would go for. This ability took in things like spotting trends, observing what competitors were doing, trying to condense a product and bring it down to a price affordable by my target consumer."

6. He fails arguably much more than most people

I admire his ability to look in the mirror and accept fault when his company went into decline: "I make no excuse for the fact that I was too focused on launching new products at the time. I didn't give enough care or attention, or allocate enough funds...I wrongly thought...This was a big error."

How many people do you know have

the confidence to talk like this and know they will fight back?

7. He takes full responsibility

"You have to generate a demand for a product which drives consumers to the retailers. You must create a situation where the retailers need you and you don't need them."

8. He is full of wisdom on how to succeed

a) Have a low lead-in price:

"Consumers are quite funny people. They are attracted by a lead-in price, such as £39.99, but when they arrive at the point of sale and see the up-market model for £49.99, human nature makes them enquire about the better model. The salesman in the store then explains that this is the deluxe version, and, nine times out of ten, the customer buys it. This technique would prove successful in the years to come."

b) Have a strategy and work up the food chain:

"My philosophy in Britain was to stick to large organisations who would buy in bulk and I largely ignored the individual and smaller dealers."

Are you chasing too many small opportunities?

c) Stay ahead of the competition:

"I don't have exclusivity on entrepreneurial ideas, even if they are mine. The competition always catches up, and after they hit the market there's a window of opportunity to exploit them. The secret is to move on."

d) The buying public want things that are easy to understand:

"It was clear in my mind that the solution to be sold to the public had to be one of simplicity."

How well do you avoid jargon?

e) When negotiating, let the other person win something:

"It's no good boxing people into a corner, if you really want to succeed, you need to let them win a little and leave them with a nice way out."

f) Stay on top of trends:

"The likes of Leak and Armstrong were slow to react to the change in fashion. We really were ahead of the game."

9. He is an expert in his field

When considering whether to buy a Danish company in 1993, he comments: "Having spent so long in the industry, I could sniff out a good factory and a good engineering department by walking around, seeing how things were made and talking to the engineering people. What I saw in this organisation was a little pot of gold."

10. He makes a billion and maintains his sense of humour

"I think it was Karl Marx who said: 'Catch a man a fish and you can sell it to him. Teach a man to fish and you ruin a wonderful business opportunity.'"

"The (computer) industry was full of snobs trying to imply that the electronics involved in computers was something way above that used in the general consumer electronics industry. Fortunately, I recognised at a very early stage that this was a load of bollocks."

Sprinkle some Sugar on your thinking and strategy!

And please forward this onto others in your network who love business.

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

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Connections: At Bridal Shows

By Steve Moody



So... after last month's article I received a few e-mails regarding my dj service's presentation at bridal shows. In gathering a few thoughts to share with you, I found that it was way too much information for one month so I plan to split it up a bit.

As stated last month, if you have not had success at a bridal event... DO NOT GIVE UP. You are doing something wrong. It's so easy for folks to say things like, "I tried dieting, it doesn't work for me." "I've tried exercise, it doesn't work for me." Or, "I've tried bridal shows, they don't work for me." All of these WORK... if done correctly. If any have not worked for you in the past, it could be that you might have been missing part of the equation.

There are two very different types of bridal events that we participate in each year. We do several bridal shows that are open to any wedding vendor that will pay to participate. You know, those huge events where the cattle are quickly herded through. Then on the flip side, we're also involved with several events that are only for invited vendors. As one might imagine, we are most successful with the events that we are personally invited to attend.

As these two types of bridal events are set up so differently, our approach to each is completely unique. That being the case, this month I would like to spend some time sharing a few ways that we approach the private bridal shows that we are invited to. From the booth and our conversations with the brides to the handouts and our methods of follow up... private bridal shows are treated completely different than the other events that we get involved with.

For the past few years we have participated in a huge private bridal show here on Maryland's Eastern Shore. The venue is actually one of the highest grossing wedding venues on the East Coast, with clients paying more money for specialized treatment than anywhere else in the region. Needless to say, I was over the moon when we were finally invited to participate a few years ago.

This waterfront venue offers five different locations on the property to have wedding receptions. In all honesty, most weekends all five are booked with weddings in the evening and afternoon. Therefore, they are generally hosting 8-10 weddings on any given Saturday during wedding season. Each ballroom is totally unique with it's own theme and ambience.... so the venue attracts all different types of couples.

As this location has five ballrooms, their preferred vendors list consists of five preferred vendors in each category. Now, I know that you might think that this sounds like too much competition but wait until you read a bit further. During the actual show, brides are guided through each of the ballrooms in order to see the décor, taste appetizers, sample wine and champagne etc.... It is organized so that there is one DJ service in

each room, one florist, one baker, one photographer and one wedding designer to decorate the room etc.... This means that there is no direct competition for our service in our specified ballroom. I LOVE it. Unlike other events, there are no stage performances at this show so we must rely solely on the connections we make at the booth.

Okay, now that you know how the bridal show is set up.... here's the approach to our booth. The biggest thing to keep in mind is that the majority of brides have expressed an interest in having their celebration at this particular venue (or are in the market to have their reception at another waterfront venue somewhere in the vicinity). Unlike other bridal shows, these couples HAVE money and are HOT leads. In this particular instance the price of our service is not an issue at all. The primary concern is showing the brides that we are the best choice for them to spend their money on. We just need to prove to them that we are the best choice for quality entertainment if they are interested in a MC/DJ based wedding reception. (If they are looking for a night club environment where the focus is on mixing or scratch DJ style entertainment there are other choices for them in different rooms and we point them in the right direction.)

At most of these private shows booth space is tight. In fact, we are only provided with a 6 ft banquet table and about 8 ft by 5 ft to work in. It's up to us to make the best out of the space provided. At this particular location vendors are not even permitted to change the color of the skirting on the tables as they want each table uniformed throughout the room. (their bridal event, their rules) It makes things kind of tricky!

With each table dressed exactly the same, it may be difficult to create a booth that stands out from the rest. Keeping this in mind, our booth set up for this event is totally different than that of the larger shows. This entire experience (for the brides) is much more intimate and personal than other shows, which has to be reflected in our presentation from top to bottom.

You always hear marketing and sales people say things like show them how your company is unique, or what is your unique selling proposition? For this particular show, we take a slightly different approach than others, mainly due to the clientele. As our disc jockey service is the most awarded in our local market, we try our best to use this to our advantage. Our booth screams, "We are the most awarded wedding disc jockey service in the market!" To this specific type of bride, this is huge. Remember every client is different and that the ones that are having their celebrations at this type of venue are their own unique breed. Though other brides could care less.... quality and reputation are very important to this specific group.

A while back I spent some time telling you about all of the different types of personalities that we sell to. These specific brides are the Donald Trump (Director) personality type. They only want the best. Again, price is not an issue they just want what they perceive to be the best choice for their vision.

As the show is more personal, we do not set up all of our larger banners. We only use one banner showing a bride and groom in the center of the dance floor surrounded by all of their friends... with

the words The Area's Most Awarded Wedding Disc Jockey Service written across the top. Remember, to other types of brides, our awards would make little difference but to this group it is a key selling point.

In order to reinforce this selling point, we have a looped video playing in the center of the table which features video testimonials from our previous clients. I have taken a ton of time with this video selecting only our most comprehensive testimonials and have also added a caption box at the bottom of the screen. Even if the brides can't hear exactly what is being said, they can easily read along.

As the majority of attendees will be having their reception at this specific venue, we also have another video playing showcasing the enhancements that we offer such as lighting and photobooth set up in THESE specific ballrooms. It is always a great conversation piece to have footage of events and lighting in that particular room.

How else can we show them that we are truly the area's most awarded wedding disc jockey service? We raid my office walls during bridal show season. The rest of our display table is filled from top to bottom with all of our awards. Yes, you may have thought that I was crazy for ordering the plaques from WeddingWire's Brides Choice awards ha ha ha. But now those plaques from the past 5 years combined with our Knott Awards, my personal DJ of the Year award, a special citation from the county commissioners, awards from local magazines, and chamber of commerce show that the proof is in the pudding. In my direct

market, there is no other company that stacks up in comparison. Brides always stop and look as there is no other booth that looks like this. The conversation usually begins with, "what are all of those awards for?" Not a bad start.

Okay.... that's pretty much it on the booth set up. Next month I will share more on what we give away, the direction of our conversations with the brides, how we gather their information and the most important post-show follow up.

Oh yeah...and a personal plug....if you are at your desk between noon and 1pm (eastern) on weekdays be sure to visit www.WCEIrado.com and click the listen live button in the top right hand corner of their website. After a 7 year hiatus, I have made a small return to radio as host of "The Classic Lunch" If you like the classics from the 70's and 80s, I would love to spend the lunch hour with you.

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

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Burning Bridges

By Dr. John C. Maxwell



The Golden Gate Bridge, one of America's most iconic engineering feats, turned 75 years old in June. The bridge originally took more than four years to build, and at the time of its construction, it was the longest suspension bridge in the world. More than two billion vehicles have driven across the Golden Gate Bridge since it opened in 1937.

The main purpose of any bridge, of course, is to span a gap in order to connect two places. Bridges provide passage between locations which otherwise would not be joined together. They make one area accessible to another.

Our Bridges to the Past

As leaders, we all have bridges to our pasts. We have connections that reach across time, linking us to our previous experiences. These bridges can benefit us by providing access to a storehouse of pleasant memories and helpful lessons. However, these bridges can also harm us by keeping us in contact with traumatic events in our personal history. "The hardest thing to learn in life," writes David Sanders, "is to know which bridge to cross and which bridge to burn." In this

lesson, I suggest four bridges to the past that a leader would be wise to set ablaze.

Bridges to Burn

Bridge #1: Wrongs Done to Us

Bridges to the past hold us captive when they induce us to remember and relive the pain others have caused us. Elbert Hubbard wrote: "A retentive memory may be a good thing, but the ability to forget is the true token of greatness. Successful people forget. They know the past is irrevocable. They're running a race. They can't afford to look behind. Their eye is on the finish line. Magnanimous people forget. They're too big to let little things disturb them. They forget easily. If anyone does them wrong, they consider the source and keep cool. It's only the small people who cherish revenge. Be a good forgetter. Business dictates it, and success demands it." Forgiveness allows you to be free from the nightmares of the past and to reclaim your dreams for the future.

We burn bridges to past injuries by taking the high road. Revenge may feel like the preferable path, but ultimately it keeps us bound to our hurt. If there are people who have wronged you, do yourself a favor and give them something they don't deserve but desperately need: the gift of forgiveness. It's a gift that, once given, offers something in return. Your spirit gets rest.

Bridge #2: The Unfairness of Life

Life's circumstances aren't equal for everyone. At times, we encounter bad luck; our lives are beset by hardships

that our friends have the good fortune to avoid. In these moments, we can be tempted to act as victims, maintaining a bridge to the past by insisting on the unfairness of our plight.

Having a mature perspective allows us to burn bridges to the seeming injustice of past circumstances. Rather than permitting misfortunes to drag us down, we ought to develop an attitude which takes them in stride as an inevitable part of life. In this way, we empower ourselves to rise above life's difficulties instead of being passive victims of them.

Bridge #3: Growth Inhibitors

Bad habits serve as bridges to the past. We persist in them because they're familiar and because it's painful to part with them. However, they prevent us from growing to our potential.

Breaking unhealthy patterns of behavior requires making hard decisions. We have to be willing to exchange short-term comfort for long-term gain. In addition, we may need to cut ties to an organization when its culture has a negative influence on us. Growth thrives in conducive surroundings, and sometimes burning a bridge to a toxic environment is the only way to improve our lives.

Bridge #4: Our Own Stupidity

I've done a lot of stupid things in my life. Early in my marriage I would win arguments with my wife, Margaret, but at the cost of badly injuring her feelings. I have made business moves resulting in financial losses. I've also made leadership decisions that have led to failures for my organizations. I've even gotten myself arrested for absentmindedly at-

tempting to board a plane with a gun in my carry-on! (I'd received the gun as a gift and had completely forgotten to remove it from my bag when getting ready for the flight). Needless to say, the experience of being handcuffed, detained, and fingerprinted was more than just a little embarrassing!

Some people cannot seem to let go of failure. Instead of learning from setbacks, they allow mistakes to define them. By forgiving ourselves, we burning the bridge to our past failures and free ourselves to move forward.

CONCLUSION

We usually are warned not to burn bridges in life. This certainly is good advice when applied to our relationships. However, burning bridges to aspects of our past can be a tremendously healthy exercise. I close by posing four questions. I hope answering them will aid you in severing ties with the negative elements of your past experiences.

- Who do you need to forgive in order to burn bridges of bitterness?

- What past circumstances do you need to accept in order to burn the bridge of victimization?

- In what ways do you need to burn bridges with former habits in order to lead a healthy lifestyle?

- For what failures do you need to forgive yourself in order to burn the bridge of regret?

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Developing The Leader Within You" and "The 21 Irrefutable Laws of Leadership."

Your Integrity Sucks!

By Bill Hermann



You heard me! I said it! And I'll say it again... "Your integrity SUCKS!" I know for a fact it does. Because... So does mine! And it's not what you are thinking. I'm talking about the Integrity of *Your Word*. The promise of saying what you will do and then doing it.

Keeping those verbal promises to those people you give your word to. You suck at it! I suck at it. It is the biggest thing that stops us moving forward in our business and our life. Now I know what your saying. You're saying "Bill! My word is my bond! I have never let down a client, a friend, a stranger. When I say I will do something for someone I do it. In fact I always rise above their expectations."

Well, you may do just that but, there is one person who you lack integrity for everyday. One person who you fail to keep your word with more often than any client would ever allow. That person is you.

I know this because I struggle with it myself in every moment of everyday.

I'll clean my office up today. I'll return those calls now. I'll reach out to 5 vendors or clients a day to keep in touch. I'll spend only an hour each day answering e-mails, checking facebook or twitter. I will script write each day. I will

maintain my database. I will take time to schedule my day and keep a daily, weekly and monthly to do list so I get the most done with the most velocity. I will keep and maintain short term and long term goals for my business and my life. I will keep a personal and business journal. I will eat better. I will exercise every day. I will spend more quality time with my children, my wife, my friends.

I make these promises and more to myself everyday. I give my word.. to ME... and then I break my word. Because, for some reason, my word to myself never carries the same weight as my word to a complete stranger. A complete stranger that I will go to hell and back for to be sure my integrity is in tact while I lie to myself that the integrity of keeping my word is only for others and keeping it for myself matters not.

Don't beat yourself up too much though. It's just human nature for us to not want to look bad. So, we will do whatever it takes to make sure another person sees proof that we are a person who's word is our bond. But nobody is watching or listening when we make those promises to ourselves so it is just that much easier to break our word and not honor the one thing that we claim is most precious to us: Our Word.

Want a way out? What a way to reclaim your integrity? It really is easy. It's gonna hurt at first but, I promise this works. Start each day making a list of those promises you are making to yourself and then before you begin your day make these promises out loud to someone you know... someone who will then promise to hold you to your word.

Seems simple doesn't it? It is... and you know why? Because, YOU ARE a

person who keeps their word... especially for the men and women in your life that you give it to.

Reclaim your integrity. Reclaim Your Word. I'll do it if you do... I promise!

Bill Hermann is a veteran performer with over 30 years experience, a national wedding entertainer, speaker and the creator of "The Entertainment Ex-

Jeremy Brech continued from page 12

so many people ask us about it. We are going to walk you through the creation of how this event came together from start to finish.

It all started with a unique wedding show booth at a bridal show. Obviously they were looking for their entertainment and other vendors when they came upon our booth. If your wedding show booth doesn't stand out then you won't either ("Creating a Wedding Show Booth" article to come in future issue). So after visiting with them about what they wanted we found out they wanted to do a full out Alice in Wonderland wedding. From that point we did a site overview with them to figure out how we could create what they wanted. We staged out different parts of the 2010 smash hit by Tim Burton. We created about five different stages of the movie. The main stages were the queen's quarters when guests walked in, the rabbit's hole to go from cocktail to dinner with Absolem waiting at the bottom and an amazing cake table and wedding cake, the desolate forest where guests enjoyed their dinner, and the wonderland area where guests enjoyed the party and dance. Everything at this event and every event has to have a purpose. To walk you through Wonderland we will have to do it in a couple issues to spread it out so we can put it into detail and perspective.

When creating the ideas behind their

perience" Seminars and Workshops. For more information about attending a workshop in the US or Australia go to <http://www.billcreates.com>

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dream wedding we had to do our homework. We had to understand what it is they were trying to create. So I watched the movie Alice in Wonderland over 20 times in a 6 month time frame. The first thing I did was watch the movie as a regular viewer. Basically getting the gist of what people would see. The second time was to see what the main elements were of each scene. The third time I wanted to understand the colors used during each set or scene. After that it became about detail, characters, and textures. We had to understand the visual elements that drew our attention right away and then as we got further into detail we looked at the elements that the normal person wouldn't catch, but visually still needed to be involved. When we got closer to the event we then started to look at the mannerism of the characters and the way they walked, stood, and even talked.

As we get further into this masterpiece you will understand why all of these elements were important in making this production. In the next couple issues we will walk you through exactly how we created Wonderland and an event that guests will never forget. (CONT. Next Issue)

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Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Taylor Swift	I Knew You Were Trouble	1	Band Perry	Better Dig Two	1	Phillip Phillips	Home
2	Swedish House Mafia	Don't You Worry Child	2	Tim McGraw	One Of Those Nights	2	Katy Perry	Wide Awake
3	will.i.am F/ Britney	Scream And Shout	3	Taylor Swift	Begin Again	3	Gotye	Somebody That I Used To Know
4	Macklemore & Ryan Lewis	Thrift Shop	4	Little Big Town	Tornado	4	Jason Mraz	I Won't Give Up
5	Bruno Mars	Locked Out Of Heaven	5	Jason Aldean	The Only Way I Know	5	Maroon 5	One More Night
6	Maroon 5	Daylight	6	Dierks Bentley	Tip It On Back	6	Kelly Clarkson	Catch My Breath
7	Lumineers	Ho Hey	7	Carrie Underwood	Two Black Cadillacs	7	Carly Rae Jepsen	Call Me Maybe
8	Justin Bieber	Beauty And A Beat	8	Hunter Hayes	Somebody's Heartbreak	8	Pink	Try
9	Calvin Harris	Sweet Nothing	9	Blake Shelton	Sure Be Cool If You Did	9	Fun.	Some Nights
10	Pink	Try	10	Brad Paisley	Southern Comfort Zone	10	Bruno Mars	Locked Out Of Heaven
11	Ke\$ha	C'Mon	11	Lee Brice	I Drive Your Truck	11	Lumineers	Ho Hey
12	Justin Timberlake	Suit & Tie	12	Kacey Musgraves	Merry Go O'Round	12	Ed Sheeran	The A Team
13	Imagine Dragons	It's Time	13	Chris Young	I Can Take It From There	13	Owl City & Carly Rae Jepsen	Good Time
14	Kelly Clarkson	Catch My Breath	14	Thompson Square	If I Didn't Have You	14	Josh Groban	Brave
15	Alicia Keys	Girl On Fire	15	Lady Antebellum	Downtown	15	Bon Jovi	Because We Can
16	Bruno Mars	When I Was Your Man	16	Casey James	Crying On A Suitcase	16	Taylor Swift	I Knew You Were Trouble
17	Script	Hall Of Fame	17	George Strait	Give It All We Got Tonight	17	Emeli Sande	Next To Me
18	Olly Murs	Troublemaker	18	Kenny Chesney	Pirate Flag	18	Maroon 5	Daylight
19	Pitbull	Feel This Moment	19	Miranda Lambert	Mama's Broken Heart	19	Hunter Hayes	Wanted
20	One Direction	Kiss You	20	Chris Cagle	Let There Be Cowgirls	20	Of Monsters And Men	Little Talks
21	Of Monsters And Men	Little Talks	21	Toby Keith	Hope On The Rocks	21	Alicia Keys	Girl On Fire
22	Rihanna	Stay	22	Florida Georgia Line	Get Your Shine On	22	Mumford & Sons	I Will Wait
23	Mumford & Sons	I Will Wait	23	Dustin Lynch	She Cranks My Tractor	23	Jim Brickman	Good Morning Beautiful
24	Hunter Hayes	Wanted	24	Brantley Gilbert	More Than Miles	24	Adele	Skyfall
25	Chris Wallace	Remember When (Push Wind)	25	Eric Church	Like Jesus Does	25	Imagine Dragons	It's Time
26	Nelly	Hey Porsche	26	Henningsens	American Beautiful	26	Tristan Prettyman	My Oh My
27	Pitbull	Don't Stop The Party	27	Rascal Flatts	Changed	27	Train	Mermaid
28	Fun.	Carry On	28	Gloriana	Can't Shake You	28	Jewel	Two Hearts Breaking
29	Britt Nicole	Gold	29	Darius Rucker	Wagon Wheel	29	Alex Clare	Too Close
30	John Hart	Who Booty	30	Jana Kramer	Whiskey	30	OneRepublic	Feel Again
Urban			Rock			Alternative		
1	Rihanna	Pour It Up	1	All That Remains	Stand Up	1	Imagine Dragons	Radioactive
2	A\$AP Rocky	F**kin Problems	2	Alice In Chains	Hollow	2	Muse	Madness
3	Trinidad James	All Gold Everything	3	Deftones	Tempest	3	Of Monsters And Men	Mountain Sound
4	Kendrick Lamar	Poetic Justice	4	Volbeat	Heaven Nor Hell	4	Mumford & Sons	I Will Wait
5	Future	Neva End	5	Young Guns	Bones	5	Black Keys	Little Black Submarines
6	Weeknd	Wicked Games	6	Avenged Sevenfold	Carry On	6	Atlas Genius	Trojans
7	T.I.	Ball	7	Stone Sour	Absolute Zero	7	Lumineers	Ho Hey
8	Lil Wayne	Love Me	8	Adelitas Way	Alive	8	Silversun Pickups	The Pit
9	2 Chainz	I'm Different	9	Papa Roach	Where Did The Angels Go	9	Fun.	Carry On
10	Keyshia Cole	Trust And Believe	10	Halestorm	Freak Like Me	10	Lumineers	Stubborn Love
11	Wiz Khalifa	Remember You	11	Three Days Grace	The High Road	11	Mumford & Sons	Lover Of The Light
12	Rihanna	Loveeeeeee Song	12	3 Doors Down	One Light	12	Capital Cities	Safe And Sound
13	Justin Timberlake	Suit & Tie	13	P.O.D.	Higher	13	Metric	Breathing Underwater
14	Young Jeezy	R.I.P.	14	Otherwise	I Don't Apologize	14	Paramore	Now
15	Tamar Braxton	Love And War	15	Corey Taylor & Dave Grohl	From Can To Can't	15	Airborne Toxic Event	Timeless
16	Alicia Keys	Brand New Me	16	Trapt	Bring It	16	Neighbourhood	Sweater Weather
17	Trey Songz	Fumble	17	Soundgarden	By Crooked Steps	17	Macklemore & Ryan Leslie	Thrift Shop
18	B.o.B	We Still In This B*tch	18	Aranda	One More Lie	18	Muse	Panic Station
19	Drake	Started From The Bottom	19	Sevendust	Decay	19	Walk The Moon	Tightrope
20	Rhianna	Diamonds	20	Hollywood Undead	We Are	20	Fall Out Boy	My Songs Know What You
21	Omarion	M.I.A.	21	Five Finger Death Punch	The Pride	21	Family Of The Year	Hero
22	Big Sean	Guap	22	10 Years	Dancing With The Dead	22	Passion Pit	Carried Away
23	Yo Gotti	Check	23	Bullet For My Valentine	Riot	23	twenty one pilots	Holding On To You
24	Wale	Bad	24	Shinedown	I'll Follow You	24	Alice In Chains	Hollow
25	Sevyn Streeter	I Like It	25	Buckcherry	Gluttony	25	Deftones	Tempest
26	Kelly Rowland	Kisses Down Low	26	Green Day	X-Kid	26	Mowgli's	San Francisco
27	Joe Budden	She Don't Put It Down Like You	27	In This Moment	Adrenalize	27	Foals	Inhaler
28	Ace Hood	Bugatti	28	Big Wreck	Albatross	28	Alt-J	Breezblocks
29	Miguel	Do YouE	29	Danko Jones	Just A Beautiful Day	29	Three Days Grace	The High Road
30	Slice9	Another One	30	Black Veil Brides	In The End	30	IAMDYNAMITE	Where We Will Go

A Different Spin by Jason Nocera

www.nichecartoons.com



The Kids Are All Right: School Security: Part 2

By Rob Peters

My article was a serious look at school safety and security, including insight as to the safety measure that were already in place regarding a DJ's role as a service provider who is contracted to provide services at schools. In the wake of the tragedy at Sandy Hook Elementary



School in Connecticut, there are many discussions and calls for change on a national level.

This month, I went back to my hometown: East

Bridgewater, Massachusetts, and met with Gina Williams, the principal of the East Bridgewater Central School, to get some further insight about school security and our role as DJs who perform in the school. I also sat down and interviewed Police Chief John Cowen to add his perspective and expertise.

East Bridgewater Central School serves approximately 800 students from Pre-School to Grade 3. Gina Williams has been the principal for 9 years. In the course of an average year, East Bridgewater Central School does have events with various children's entertainers, including storytellers and puppeteers. The majority of these events are contracted and sponsored by supporting organizations, such as the PTO or the town's Art's Council.

RP: In the wake of the Sandy Hook tragedy, have there been any changes to the security measures here at East Bridgewater Central School?

Gina Williams: On the Monday after the shooting, we had our school security officer, Officer Harvey, here throughout the week. We also had a meeting with parents and the Police Department to discuss what happened in Newtown, Connecticut and to reinforce that we have procedures in place to ensure that the school is safe. Our teachers and staff have been trained and updated on the security procedures we have in place.

Chief Cowan: We made ourselves available in case any parents wanted to go. One half hour before each school opened (on that Monday), we met and made ourselves available to parents... and actually any students had any questions. We wanted to put people's mind at ease. We had some very good questions. Obviously, people had some ideas and quite a few questions. The whole idea was to let them know that we are doing something, and we have been.

RP: In your opinion, is there a need for tighter security measures?

Gina Williams: Well we do have good security measures in place. If you were to come into the school to perform, you would need to be buzzed in at the

is a requirement for background checks through the state's CORI system. Do you think there should be additional measures when it comes to the background of an individual who will be doing business with the schools?

Chief Cowan: It's tough to say. The CORI checks background history. I think that's what the police provide. I think that the schools know who they are working with and have a basis of knowledge. If they're bringing in someone new they are getting references on them. But the CORI shows past behavior. And a CORI can never show what someone will do in the future.

Obviously what happened in Newtown, it was a mental health issue. CORI



office and given a badge that you are required to wear while on the school property. We would assign an escort who would take you to where you would be performing, and also have a custodian supervise you as you loaded in and out of the school.

RP: So it sounds like you have a good plan in place?

Gina Williams: Yes... Our teachers and staff are trained to report anyone who is not familiar to them who is not wearing a Visitor badge. In fact, I have had a few teachers report another staff member simply because they work with children of a different grade.

RP: Here in Massachusetts, there

checks do not show mental health issues; they just show a criminal history

RP: At dances, or when performing as a DJ, we obviously see things from a performance perspective that the staff and chaperones do not. What is our role in that instance?

Gina Williams: Well, our expectation is that if anyone sees anything out of place or not right, that you would report it to a staff member. As I said, our staff is trained to know what to do, so by reporting it, we can investigate it and take the appropriate action as needed.

RP: But what if it were something serious? We as DJs have some clout as an authoritative figure in the eyes of the

kids at such events... What then?

Gina Williams: Obviously, we are familiar with the protocol. So we would expect cooperation and assistance as needed. In certain situations, we would obviously ask for certain assistance, but we would take over and be in charge to run procedures we have trained with and that are in place.

Chief Cowan: One of the things that I continue to emphasize is that people need to be vigilant. If you see something that is out of place, I would report it. If it is right, somebody there should know. If they don't know what it is, they will report it to us.

RP: From my experience, there are certain towns when I go to and there's a police detail at school events, and some that don't. Do you think there should be a police detail or presence at school dances and events?

Chief Cowan: The schools do a very good job and I think one of the strengths we have here in East Bridgewater is our school resource officer, Mark Harvey. He is very busy, but he keeps us up to date about any event that is happening at the schools. And if there cannot be an officer there, because it is a cost, the cruisers know about it and the officers are checking in. And it depends... at most of the sporting events and school dances, there is a police detail there, but if there isn't, the officers on duty are checking in throughout the event.

So what can we take away from this discussion? Well, the first thing is that the policies and procedures for school safety are going to vary, but the points brought up in my conversations should apply to any school we perform at. The second thing is that even though we are the DJ, and the kids look up to us, when it comes to a potential emergency situation, we need to keep our eyes open and report anything to the school personnel first, and most importantly, we need to communicate and cooperate with the school we are working at. Their staff knows what to do... we need to support it, assist when necessary and follow their lead.

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The Daily Journey To Suck Less!

By Ed Spencer

Student: So why haven't you shown me yet?

Teacher: You must know the importance of basics. Without them, all your work is a waste of time. Why do you think I've been pushing you? They're the basics you need to master the technique... -Su Hai Chi (Drunk Master)



The bad gains respect through imitation, the good loses it especially in art. - Friedrich Nietzsche

It's been discussed many times how 'prep time' is what we really charge for, but I wonder if that's really true. If you are truly a gifted and talented profession-

al I propose that prep time actually begins long before we ever even meet with a potential client.

You see, unlike other facets of the entertainment industry where training and study is considered a fundamental tenant of working in your art, DJs tend to think quite differently about training and preparation.

Stop for a moment and ask yourself these questions:

How advanced are you in your craft?

Are you masterful?

Are you an artisan?

Have you mastered the underlying principles that make you a good Master of Ceremonies?

An announcer?

Are you a great DJ?

Ok, now be honest and answer those again because your ego just answered those questions and your talent hasn't caught up to your ego. It's not even close. Don't think so? Ask someone who's teaching and training actors or other en-

tertainment professionals to give you a review of your performance.

The sad thing is that this exercise points out that most DJs haven't spent the time needed to become masterful. They refuse to take the time to learn the underlying principles of their craft. They are EXACTLY like the guys sitting in Guitar Center playing Van Halen's Eruption - recreating every single note in perfect reproduction, but can't play a simple blues progression if you whack them in the head with the 'tab.' They lack the ability to PERFORM. The entire performance is copied from others in some fashion - EXACTLY like most DJs.

You see, other performing arts have masters. They have artisans. People who have spent decades dedicated to mastering their craft through preparation. They learn the same dance steps, notes, and/or techniques as everyone else when they're just starting out, but they've taken it a step further by mastering them, creating their own variations.

They know the rules so well, they know when it's ok to break them, and EXACTLY what the effect will be when they do. They are so talented and practiced in

their craft through preparation and practice, that everything they do looks easy. Sadly, this is prep time and practice is what we lack in the DJ industry.

I've seen time and time again where a DJ takes some classes and gets a little modicum of success only to stop training. I never understood that mindset. If you train, get better, and achieve some success shouldn't you continue? If you ran an ad in a paper and it got you business wouldn't you continue to run that ad? Or even run it in more places?

And yet, DJs as a whole don't think that way. Why? Why do we view prep time as something that's unnecessary in what we do? Let's take it a step further and ask why are there so few qualified teachers out there?

What does prep time mean to you? How do you prepare for your performances?

Share some of your ideas on the DJ News Facebook page and we'll dig more into this next month when we look into the fundamental shortcomings of the DJ industry and how they relate to prep time.

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Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM				
2	1	Justin Bieber w /Nicki Minaj	Beauty and a Beat	201244	127		Nicki Minaj	Starships	201209	125
8	2	Taylor Swift	I Knew you Were Trouble	201248	77		Chris Brown	Turn Up The Music	201206	130
7	3	Will.I.AM-Britney Spears	Scream and Shout	201248	129		Goyte	Somebody that I used to Know	201205	129
11	4	Kelly Clarkson	Catch My Breath	201243	124		Rihanna	We Found Love	201140	128
1	5	Rihanna	Diamonds	201241	92		The Wanted	Glad You Came	201134	128
14	6	Swedish House Mafia	Don't You Worry Child	201234	129		One Direction	What Makes You Beautiful	201213	129
3	7	Flo Rida	I Cry	201238	126		Drake /Rihanna	Take Care	201150	122
18	8	Calvin Harris/Florence Welch	Sweet Nothing	201238	128		Calvin Harris	Feel So Close	201131	64
6	9	Pitbull	Don't Stop The Party	201238	127		Rihanna	You Da One	201147	127
22	10	Justin Timberlake	Suit annd Tie	201303	103		Young Jeezy	Leave you alone	201208	95
4	11	Ed Sheeran	The A Team	201205	86		B.O.B	So Good	201209	86
5	12	Maroon 5	One More Night	201229	93		J. Jessie	Domino	201135	127
10	13	Ne-Yo	Let me Love You	201229	124		Karmin	Broken Hearted	201207	120
13	14	Ke\$ha	Die Young	201240	129		Pitbull/w Chris Brown	International Love	201140	120
27	15	Ke\$ha	C'mon	201252	126		Jennifer Lopez	Dance Again	201215	128
26	16	Macklemoore-Ryan Lewis	Thrift Shop	201246	95		Chris Rene	Young Homie	201209	80
15	17	Pink	Try	201243	105		LMFAO	Sorry for Party Rockin	201201	134
17	18	Justin Bieber	As Long As You Love Me	201227	71		Hot Chelle Rae	I Like it Like That	201139	101
12	19	Taylor Swift	We are never getting back together	201234	86		Bruno Mars	It Will Rain	201140	75
*	20	Maroon 5	Daylight	201247	126		David Guetta	Without You	201136	128
16	21	Alecia Keys	Girl Unfire	201237	93		J Cole	Workout	201126	93
*	22	Pitbull-C Aguilera	Feel This Moment	201302	136		Selena Gomez	Love you Like a Love Song	201131	119
19	23	Alex Clair	Too Close	201115	63		Dev & Enrique Iglesias	Naked	201201	125
*	24	Imagine Dragons	It's Time	201208	105		Outasight	Tonight is the Night	201142	120
9	25	Psy	Gangnam Style	201237	132		Foster the People	Don't Stop	201146	133
*	26	Afrojack-Chris Brown	As Your Friend	201308	128		Gym Class Heros	Stereo Hearts	201125	91
23	27	Chris Brown	Don't Wake Me Up	201221	128		Drake	Headlines	201132	76
21	28	Pink	Blow Me One Last Kiss	201228	114		Jason Derulo	It Girl	201133	92
*	29	Future- Kelly Rowland	Neva End	201246	68		LMFAO	Sexy and I know it	201133	130
20	30	One Direction	Simple Things	201248	110		Lady Gaga	Marry the Night	201145	131
Recurrants- (Still popular)							Nicki Minaj-Rihanna	Fly	201132	120
25		Owl City-Carly Rae Jepsen	Good Time	201227	126		Maroon 5/Aguilera	Moves Like Jagger	201132	128
28		Maroon 5	Payphone	201217	111		Britney Spears	I Wanna Go	201124	131
30		Carly Jepsen	Call Me Maybe	201210	120		Enrique Iglesias	I Like How it Feels	201139	128
		David Guetta/ Chris Brown	I Can Only Imagine	201230	127		LMFAO	Party Rock Anthem	201102	131
		Rihanna	Where have you been	201216	128		Cobra Starship	You Make Me Feel	201120	132
		Trey Songz	Heart Attack	201214	75		Alexandra Stan	Mr. Saxobeat	201119	127
		Usher	Numb	201233	125		New Boyz	Better with the Lights on	201120	112
		Future	Turn on the Lights	201226	66		Bad Meets Evil	Lighters (squeaky clean)	201125	90
		Ellie Goulding	Lights	201109	120		Kanye West	All of the lights	201050	71
		Nicki Minaj	Pound the Alarm	201227	126		Nicki Minaj	Super Bass	201115	127
		One Direction	Live While we're young	201240	126		Karmin	Crash Your Party	201144	96
		David Guetta	Titanium	201230	125		Sean Paul	Got 2 Luv	201129	92
		Calvin Harris	Lets Go	201212	128		David Guetta	Where them Girls at	201119	130
		Katy Perry	Wide Awake	201223	80		T-Pain	Best Love Song	201108	81
		Kelly Clarkson	Stronger	201201	116		Lady Gaga	The Edge of Glory	201120	128
		David Guetta/Nicki Minaj	Turn Me on	201231	128		Chris Brown	She Ain't You	201114	91
		Justin Bieber	Boyfriend	201214	97		Bruno Mars	Lazy Song	201108	87
		Taylor Swft-B.O.B	Both Of Us	201220	63		Beyonce	Best Thing I Never Had	201124	100
		50 Cent/Dr. Dre/Alicia Keys	New Day	201232	98		Lupe Fiasco	The Show Goes on	201045	72
		Katy Perry	Part of Me	201210	130		Black Eyed Peas	Just Can't Get Enough	201106	94
		Flo Rida	Good Feelin	201137	128		Jennifer Lopez	I'm Into You	201115	84
		Pitbull	Back In Time	201214	127		Wiz Khalifa	Roll Up	201106	94
		Gym Class Heroes	Self Back Home	201203	130		Adele	Rolling in the Deep	201048	105
							Britney Spears	Til The World Ends	201111	133
							Tinie Tempah	Written in the Stars	201104	93

Behind The Mic: The Last Few Inches

By Dave Winsor

Jimmie Johnson won the Daytona 500, but a lot of the focus was on Danica Patrick. She claimed the Pole Position in qualifying and that was a first for NASCAR. She also became the brunt of a lot of stupid, sexually suggestive jokes about “sitting on the pole” that have NEVER been made since men have always had that position. She ran 3rd in the last few laps and ended up in the top 10 when the checkered flag dropped. Has she made it? She’ll tell you “no”, it’s just a big step forward in her career, one of many that have led her to this place.

So, how does this relate to you? She’s now racing at the top of the profession. Where are you racing? Every person reading this has started somewhere. Some have started by being tutored by a mentor who may have given you a strong foundation to work from, who

encouraged you to take chances and if you messed up, they extended a helping hand to pull you from the rubble. Some may have stated out alone and just through sheer determination, have reached a level of competency that allows them to survive.

We’re all on a path and that path is constantly in motion. If you’re not moving forward, you’re about to be passed. Danica knows this and most drivers do also. In a restrictor plate race such as Daytona, drafting (having other race-car drivers who will work with you) is critically important. If you leave the single file of the draft, you’ll be “freight trained” to the back of the line...quickly! It’s like that in the DJ business and in a way that’s too bad.

One big pack, all hooked up, working together with ulterior motives (I mean, we all want that gig, right?) and a cutthroat mentality. But thank goodness for those who have left the pack and managed to develop another “groove” to our business. Those who have left the pack, and thank goodness they have include Mark Ferrell, Peter Merry, Bill Hermann and Jason Jones, Randy Bartlett, Marcello, Mike Walter, Mitch Taylor and the other authors in this fine publication. I also give a shout out to Arnoldo Offerman who has been leading the charge on school dances. Oh

there are others out there pushing the envelope and demanding the best and for that, we all say “thanks.” They have talent, great ideas and they will share them IF you are willing to step up and ask for help. Some will give you a video, some will teach you in a workshop, but the most important thing about this is, you are looking to move forward and not back.

Then there is the group of drivers who want nothing more than to be on the track, just cruising around, maybe finish in the top 25 if they get lucky. Don’t invest a lot into the business, take the jobs where they can, but stay solidly in line and NEVER get out of the draft. Why? Because it’s easier to draft, all you have to do is react and not plan any moves out of the comfort zone. Now, I don’t think you’ll ever be able to find a NASCAR driver who is like this, but the DJ world is certainly has its share. I’m not putting anyone down, I’m just making a point.

There are so many stories about the “last few inches” and how difficult it is to collect them. The Daytona 500 Top 10 drivers, at one point in the race, were less than a second apart. LESS than one second. Razor sharp decisions are made while travelling at 200 MPH that will impact everyone around. Wrong move and you end up in the fence. Make the

right move and you win the race. The final few laps, the last few inches, the days before a cure are discovered are the hardest fought piece of ground. The question is NOT: “What are you fighting for?” The question is: “Are you fighting at all for that last few inches?”

Seth Godin:
Rehearsing failure, rehearsing success

The active imagination has no trouble imagining the negative outcomes of your new plan, your next speech or that meeting you have coming up.

It’s easy to visualize and even rehearse all the things that can go wrong.

The thing is: clear visualization, repeated again and again, doesn’t actually decrease the chances you’re going to fail. In fact, it probably increases the odds.

When you choose to visualize the path that works, you’re more likely to shore it up and create an environment where it can take place.

Rehearsing failure is simply a bad habit, not a productive use of your time.

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