

Disc Jockey News

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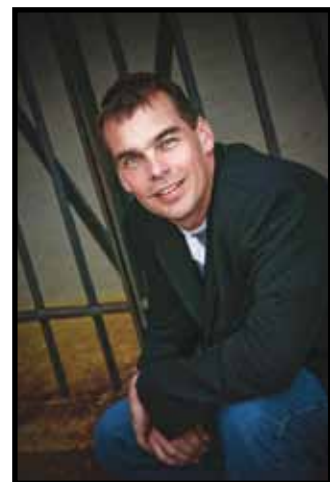
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Q Corner: Where Quality Meets Quantity

By Mike Walter



For most of last year my running was very erratic. I didn't run any long distance races and my one major, stated, fitness goal was "run enough to stay in shape." The result? I ran a total of 750 miles in 2013 which may sound like a lot but 14 miles a week (especially when running is 95% of my overall fitness plan) is just not enough. Did I accomplish my goal? Depending on how you define "in-shape," I guess so. I never ballooned too high above 190 pounds and my wife Kelly didn't move her beach chair away from me from embarrassment during our afternoons in Asbury Park. Then, in mid-December Kelly told me

she'd gotten an email from her cousin Jennifer. Jennifer was training for a half-marathon and was running a race to raise money for the American Cancer Society. Kelly, who is so good at motivating me in the subtlest of ways, said, "do you want to donate . . . or do you want to join her team?" This was 3 months before the race itself so I knew I had time to train and get myself in shape, maybe even to PR (a runner's PR is their Personal Record in any given distance. My half-marathon PR is 1:38:03 set in 2011.).

So I signed up. I started soliciting for donations (shameless plug - if you want to donate go to <http://determination.ac-sevents.org> and search for Michael Walter) and more importantly I started training. Hard. I've got my weekly mileage up to 25-30 miles and I'm not just slogging along, I'm running with a specific pace in mind. I'm not sure if I can PR but it won't be for lack of effort.

Ok so now I'm two paragraphs in and you're thinking, "Is this The Disc Jockey News or Runners World?" Here's where I skillfully tie this all together. Last year I had a goal. But it was vague and indeterminate. Stay in-shape? What does

Mike Walter Continued On Page 2

Talkin' Bride: Whatever Happened To Class

By Tamara Sims



For you theater fans out there, you may recognize my article's title from the great Kander and Ebb, which seems most appropriate after attending my first bridal show in over 3 years. Unfortunately many of the attendees have no manners and no class!

Making connections with brides and grooms, networking with vendors and people watching... that's what happens at a good old-fashioned

bridal show. And sadly, it reminds me of why our company stopped doing bridal shows 3 years ago. The stories I am about to share are all true and further solidify my loss of faith in the youth of America.

What bridal show would be complete without a catfight! A bride wearing a "future Mrs." jacket ran into another bride while shoving an entire cupcake in her mouth. The bride she ran into says, "You aren't going to fit into your dress if you keep pounding cupcakes." The wedding vendors who saw this happen were speechless.

And speaking of food, why do bridal show producers allow vendors to serve messy food that requires plates and utensils that end up being left on your gorgeous table top display! Mac and Cheese, Chocolate Fountain, Barbecue Ribs (I'm kidding about the ribs), but

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In The Booth: My Name Is Brian

By Brian S. Redd



Last week, I did some FX lighting and fog for a photo shoot event in Chicago. It was a fun positive learning experience on several levels.

All of that being said, there was also a degree of discomfort on set. One of the key people who organized the event wouldn't give anyone their real name. Instead, they introduced themselves by an obvious artist/stage name. This wasn't just a stage name like *John-*

ny Bravo. It was a pair of words, like *Ham Sandwich* or *Phone Signal*, but made less sense. It felt uncomfortable and unnatural to address them as such, let alone disrespectful to everyone else working on this project.

And it gets worse. Really I do understand if an artist or performer chooses a stage name and doesn't necessarily want their real name promoted to the general public. I even understand that someone could be Diva enough to insist everyone addresses them by whatever stage name they have chosen. In this person's case, they refused to disclose their real name to anyone. Google whatever celebrity you want that goes by an obvious stage name, like Red Foo from

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CPX SERIES
DEMO VIDEO

MBLV vs Seth Godin

By Mitch Taylor

MBLV 18 is now in the books. I write this article a little differently than I've written other reviews of tradeshow articles in the past. I write it a few weeks after... to give the show perspective versus the "fresh off the show euphoria" one has experienced after being in the synergy of ones comrades.

This year's show had a few great highlights and a few lowlights as well. It's tough to put on a show because everyone's a critic right and I certainly would never want to fill Mike Buonacorso's shoes as a show producer.

The show kicked off with the normal early bird seminar offerings with great content by Ken Day, Dean Carlson and Robbie Britton. Tuesday was an all day affair with Chris Hogan from financial icon Dave Ramsey's speaking group. This was a cost cutting measure since Mobile Beat owner Ryan Burger admitted as such stating the cost of putting Chris Hogan's 3 offerings on different days would have made him unaffordable as a speaker. Personally I'm a Dave Ramsey fanboy and was very pleased with Chris's message however many were put off by the religious overtones.

Wednesday kicked off with KC Ko-

koruz's seminar on marketing. I took the most notes at his seminar of any seminar at the entire show this year and left with a to do list for my (now revised) marketing calendar. KC will be presenting this CAN'T MISS seminar again at The Las Vegas DJ Show in September so if you missed it... you've got another opportunity to learn from a master marketer in Vegas. Randy Bartlett's *7 Habits of Highly Ineffective DJs* was next. I always learn something at Randy's seminar and this seminar was no different. My second favorite seminar (sorry Randy) was Vickie Musni's *The 4 Dialects of Speaking Bride*. In this seminar Vickie outlined the different personality types we run into in our everyday lives and then how to apply this knowledge to our sales skills and selling environment to better connect with our customers. From there I ventured out to the show floor and noticed it a bit smaller than in years past. Open Air Photo Booth was not in attendance and neither were Virtual DJ... both of whom I have seen at many other various trade shows in the past. Unfortunately I had to leave Thursday to get back to business and missed Bryan Dodge's presentation which I heard was outstanding. I've seen Bryan before at Northern Disc Jockey Conference in the late 00s and his content then was amazing.

So now we come to the title of the article. MBLV vs Seth Godin. I was sincerely embarrassed for our industry to have an icon like Chris Hogan keynote MBLV 18 and only have 300 butts in seats at the start of his presentation and maybe 400 at the end. It's no secret that attendance has declined recently

at MBLV. Seth Godin published a blog post recently entitled *The most important question*. I encourage you to subscribe to his blog if you haven't already done so. Here's the most important question.

"Do they trust me enough to believe my promises?"

Every single business provider NEEDS TO ASK THEMSELVES THIS QUESTION HONESTLY... including trade show producers and especially YOU dear reader. Are sales down for you? Do potential clients trust you? Question: What are you doing to earn their trust? Making phone calls begging someone for their business leading up to their wedding date without giving something of value WON'T earn the business and will make you appear desperate. I was glad to see that MBLV has since put out a survey asking for responses and offering free books to those who wish to fill one out. It's certainly a step in the right direction. In the meantime other trade shows such as ARM-DJs, Disc Jockey News Conclave and The Las Vegas DJ Show have worked to earn the trust of mobile DJs everywhere and are providing in some cases the value that was missing.

Let's get back to Seth Godin and what I believe to be the FUTURE of DJ industry trade shows. Trust. Chauvet DJ knocked it out of the park this year at MBLV 18 with their Chauvet DJ Academy's skybox educational seminars including fellow Wedding Entertainment Directors Randy Bartlett and Jeremy Brech and all around great Florida DJ Jeffrey Greene. THIS is what DJs need. More seminars and workshops that are

hands on... allowing a DJ to get into the MEAT of what they need to learn. The creative balance from Berenice, Beth and Geoff struck with education and gear display was IMO IMPRESSIVE and perfect for one to learn all they wanted to know and be hands on as well. Chauvet has earned my trust to give them my business and I have purchased more products from them as a result of them earning my trust.

Bottom line... investigate track records. Google yourself and see what your track record is to your clients. What's the word on the street about your potential educational opportunity investment or about your company? The end result you should be asking yourself when investing your hard earned dollars in educational opportunities is "Do you trust them (content provider) to believe their promises?" Your clients are asking the same question about YOU. EVERYONE votes with their wallets. The key is to provide enough VALUE and TRUST to get your potential client to open theirs and for you to open yours when the right educational opportunity comes along. ☺

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.

Mike Walter continued from page 1

that even mean? It's just vague enough to be easy to accomplish. We all do the same thing sometimes with our business goals. We give ourselves goals that aren't really measurable or have no deliverable date. And so unless you're the type of person who pushes themselves hard every day, these types of goals will allow you to get soft around the edges. Sure you're still accomplishing something, your doors are still open and your business is still operating (just like I was still running last year) but are you doing everything you can to dominate your market and maximize your potential?

Here are some examples of these types of vague goals: "I want to grow my company." "I want to get better at marketing via social media." "I want to network more." "I want to be a better business owner." On the surface these are all admirable goals and they should motivate us to be more successful. But when you analyze them, they are the same as my "stay in-shape" goal.

So let's make these goals more specific. Instead of, "I want to grow my

company" how about something measurable like, "I want to raise revenue by 20%" or "I want to add two new DJs to my roster." Cross out "I want to get better at marketing via social media" and replace it with "I want to double my followers on Facebook and generate at least 3 events per month from social media." Redefine "network more" by saying, "I want to add five new accounts from people I meet at networking functions." And when you say "be a better business owner" make that crystal clear too. Does that mean you'll improve relationships with your staff or you'll get better at budgeting or what?

If you're like most people, by the time you read this article, you've already broken whatever lame New Year's resolution you might have made for yourself. But that's okay. 2014 is still young and there's still plenty of time to accomplish your goals and become more successful. But to start things out, the first thing you must do is clearly define what that means. Then you need to attack it with all you've got.

One more thing about my goal for running a half marathon (and trying to PR) that will help me accomplish this, and that you can incorporate into your own goal-accomplishing for 2014. Besides the fact that I replaced a vague goal with a clear one, and that I gave myself a specific date for accomplishment (the race is March 16th) I did one other thing that is easier now than it's ever been: I announced it to the world. I emailed family and friends. I got on Facebook and started soliciting for donations. I'm even writing about it here in The Disc Jockey News. There are some mornings where I really don't feel like running or I could swear my ankle is a little sore (phantom pain) and I should rest it. And for most of 2013 that's what I would have done. After all one skipped run wasn't going to make me miss that vague goal of "staying in-shape." But now that I feel so many people are pulling for me and following me (especially those who have donated to the cause) I'm motivated sometimes simply by not wanting to fail in their eyes.

The more people you tell about your goals, the more you'll feel the same. So decide what you want to accomplish, decide when you want to accomplish it by, and then let some people know. Your true friends and family members will hold you accountable and you won't want to be seen as a failure in their eyes. These are concrete steps that will help you go from accomplishing nothing to conquering the world.

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From The Other Side: Filling The Void Part 1

By Jake Palmer

Filling the void? That might seem like a pretty odd subject for a DJ / Entertainment publication! What could I possibly be talking about? What "VOID" could exist? Is it more lights? Better music library? Finding a way to book those pesky weeknights? No, I'm talking about filling the void in us. Our



finding ways to make sure we are whole and complete as people, not just entertainers; and finding out what makes us do what we do.

This month and next, we'll take a look at the voids we fill and the voids we create, and the way we go about feeding both monsters.

We exist in a fairly unusual industry; the Wedding, DJ, and Music Industries are all a form or extension of the Entertainment Industry. We may not be "stars" in the Hollywood sense of the word; we are not famous celebrities known all over the world, or eccentric movie stars, or out of control rock stars... but we still entertain. Most of us spend our days looking for ways to fill our nights, looking for the chance to get in front of people and show them a good time. We hope they love us, we hope

they recommend us, we hope they tell everyone how amazing we are, and how great we did. But most of all, we hope they tell US how amazing we are and how great we did. Really all we are doing is feeding our own ego, feeding the animal that keeps the machine running.

Right now you might be thinking I am wrong, and your performing has nothing to do with your ego. You'll say to me something like, "I am a business man, this is how I make money!" or "I do it for the client; the bride and groom are the important part, it's their day!" And I would say that I don't believe you! There are plenty of ways to make a very nice living self employed or at a "real job." There are plenty of amazing opportunities where you can be the one to ensure the happiness of a bride and groom, or the success of a wedding without being the DJ, and you can even make a nice living doing so. So the idea of being the DJ or the entertainer must be about us and our need to feed that ego. Our need to be the center of attention, to be the rock star celebrity that everybody loves! And if we want to do it again next weekend, we need to make sure people hire us!

So we need to show people a good time, we need to rock the house, we need to have everyone love us so they tell their friends to hire us. We need

them to tell everyone how amazing we are, how great we did, so we can do it again, and again, and again. But, are we giving something away? Are we compromising? Are we doing it for us or someone else?

It's not too often that we get to play a show exactly the way we want to. It's not too often that we get to play only the songs we like, or set up the room the way we want it to look, or choose the food, or the decorations, the drinks, or the venue. What's happening to our ego's meal? Are we truly feeding the ego right now or are we just teasing it with an appetizer? Think about it this way, if we were truly only interested in feeding our ego, couldn't we simply do what we wanted to do, play it our way, do it our way, make it look and sound like we want it to? This way we would be totally focused on ourselves, our own ego, our own likes and dislikes. Song writers talk about it all the time, how they don't write for the crowd or the people, they write for themselves; not caring what other people think. I have noticed that this song writer/musician approach is much easier to pull off when you have already become a star; no one starts their career with the eclectic album written for themselves.

First they have to give the buying public what they want to hear. Then

sell a bunch of records, go on tour, sell more records, appease the record label, radio, and the buying public and THEN they can look for ways to express themselves. Why in this order? Because rock stars need the applause and applause will usually equal dollars. Without the dollars, it is all just a really expensive hobby; for rock star musicians and DJs alike.

So we have to get clients to hire us so we can play the show the way they want it. Yet, most of us still give as much of ourselves as we can in pursuit of success at these shows even if it isn't the exact way we want it all to play out. It's almost like we are taking what we can get. If a full dance floor equals success and success equals a well fed ego, then we strive for success of full dance floors which leads to a fuller ego; which doesn't make us bad people, on the contrary... it makes us good DJs.

Next month I'll show you more of the aftermath, or the VOID that can be created by our compromised ego and how to avoid it, or at least keep it in check. In the mean time keep playing, entertaining, and filling dance floors, who knows, pretty soon you could be demanding green M&M's at every show.

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you get my point. Cupcakes, cookies, cheese and crackers are fine, but the rest is a mess and worst of all I have to try and carry on conversations with people talking to me with full mouths of food and chocolate dripping down their face! Not cute!

And there are always a few couples that aren't really engaged, they just have nothing to do on a Sunday and want "free stuff." They approach your booth looking for "chachkies" and when you ask them questions about their wedding they look at you blankly, grab a free pen and scurry away. And I just love the brides who interrupt you while talking to a potential client so they can shove their raffle card in your face to sign so

they can win free stuff at the end of the bridal show.



And I am always amused by the brides who rush by the vendors so they can "save their seats" for the Fashion Show

an hour before the show starts!

Then we have the brides who simply need someone to vent to. My lovely assistant Ashley asked a bride if she liked

our White Dance Floor, as she was admiring it for quite awhile. Instead of answering the question, she went into this rant about how her fiancée is 6'7 and it is so uncomfortable to dance with him because she is only 5'2 and her neck is going to hurt and she can't wear tall heels because she is clumsy... she went on and on and we still don't know if she liked the dance floor!

Don't get me wrong, we had many wonderful couples stop by our booth who had "nice manners" that weren't a "pain in the a\$\$! And we are looking forward to being a part of their wedding celebration.

Am I jaded after doing two bridal shows in a span of 5 days? Yes! But

when the next one comes along I will put a smile on my face and report back with more stories to make you chuckle.

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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Hey DJ! Share Your Audio Feed

By Mike Kazis



Just a few days before this month's issue of Disc Jockey News was released, I was reviewing a video posted on YouTube from an outdoor stage event which I performed last Spring on a windy May day. The event, which was for a breast cancer awareness campaign put together by a local Girl Scout troop, consisted of several of the young scouts presenting on stage and all had speaking roles. Whenever I know that my upcoming events will have multiple presenters taking the microphone, especially on a windy day, one of the things I pay particular attention to is the sound clarity and volume of my audio equipment. I want everyone to be well heard.

Although the sound quality at the event was exceptional, one of the things I noticed while watching the recorded portions on YouTube was the slight loss of sound clarity in the video due to the fact that the audio source came directly from my audio speakers to the videographer's microphone instead of through wired connections. During her opening speech, the adult troop leader, who happens to be an excellent public speaker, was very clear and articulate and the young scouts spoke almost as well as her despite the fact that some spoke a little more softly as we often find to be the case. However, when watching the video it made me wish that I could hear it better, especially when some of the soft spoken presenters did their parts. It made me wish that my audio was running into the videographer's audio input from the output of the mixer.

These types of video recordings of events are nothing new. How many times have you watched or performed

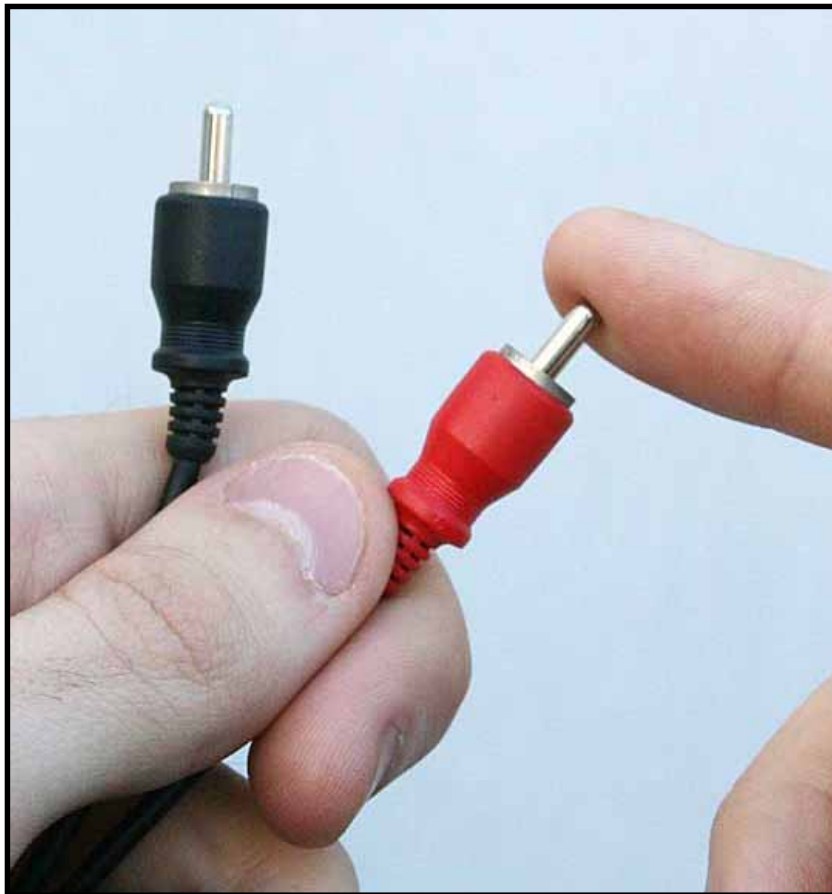
introductions at events and thought to yourself how "echoey" the video sounded? Unfortunately, there's nothing we can do as the video recordings cannot be redone and we often deem this type of video acceptable. However, the thing that made me really notice the less than excellent quality was something that occurred at a recent New Jersey Disc Jockey Network meeting.

This past January, the NJDJN presented a topic that received a lot of positive feedback from another organization based in the Albany, NY area known as the Adirondack – Albany Wedding Association. The topic, entitled "From Your Perspective", gathered a collective of different event venues and vendors so that DJs could get a firsthand account of what it's like as a vendor in that particular industry. We also gathered feedback about what some DJs should or shouldn't do that help make everyone's jobs more efficient.

To learn more about all the specifics of this particular meeting, look for NJDJN President Gregg Hollman's review of the event on his own blog site. For this article, our focus will be on a particular topic mentioned in Absolute Media Productions well-known luxury wedding

filmmaker Damon Deitz's presentation. In his presentation, Dietz stated that DJs should really provide live audio feed to the videographers when requested of them. "Why wouldn't you?" asks Dietz whose personal goal is to make the best quality video possible not only for his clients, but for all participating vendors.

After surveying other DJs on this matter, I've found that most DJs have no



problem with offering an audio feed but there are some DJs that, for various reasons, might refuse to offer a spare audio output to the videographer for recording purposes. Some reasons stated by a few DJs during the NJDJN meeting for not providing an audio feed included: not having a spare output from the mixer, fear of something going wrong while messing with wires already plugged in, or not being able to access the connectors to the back of the mixer.

I've always been a firm believer in letting videographers have access to my

audio outputs. I've even gone as far as running adapters to the videographer's wireless recorder. My perspective was always along the lines that I was doing him, or her, a favor. However now, after hearing from Dietz and listening some of the audio quality on various other YouTube videos, I now realized something that made me look at it in the reverse. Videographers are really doing us a favor when they ask for a sound feed to record.

Upon my realization, another thing that occurred to me is why wouldn't every videographer ask the DJ for an audio feed? Is the audio quality truly comparable for all the various methods? After my recent observations, I can tell you that there is no comparison.

Therefore to get the benefits of sharing your audio with videographers, I wanted to share some tips that work well for me and my equipment.

Have a mixer that has additional outputs. Also, remember to not offer them the booth output because they typically don't include your microphone outputs.

If your mixer is buried into your case, leave some wires already connected to the mixer outputs and label them to make finding the right connection easier.

Don't wait for the videographer to ask for an audio feed. Be proactive and ask the videographer if he would like to connect his audio input to your audio output. A videographer would certainly appreciate the gesture. It will also build your relationship with that vendor and make it more likely that he or she will work with you more promptly should you request a copy of the video for promoting your work.

If you follow these basic tips, it will get you closer to having sufficient and up to date sample event videos, which could really make an improvement on your video portfolio - providing that you can get a copy of the video, but that is another story.

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What Is The Frequency Kenneth?

By Kirk Rothrum

Isn't it nice to just connect a piece of gear, and it simply "works"? I go through phases between loving the gear, and loving the performance. That said, when it's down to something as important as capturing someone's wedding



vows, or a once in a lifetime toast, the gear needs to just work, and stay out of the way. If you haven't had the curiosity for what frequency range your wireless gear is operating in, it would behoove you to look into it. The sooner the better. A quick peek at your user's manual, or an internet search for the make/model and you can learn the frequency range quite fast.

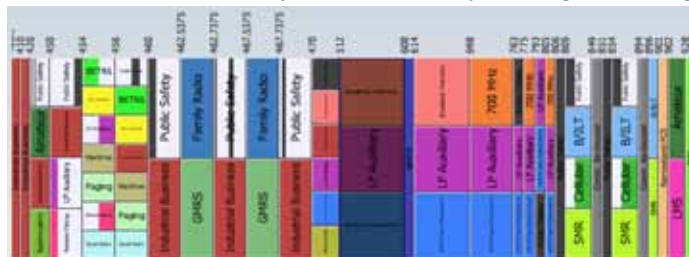
The FCC will be auctioning off valuable Real-Estate in the 600 mHz range.

The exact auction date remains unclear, but it's been rumored to be as early as 3rd quarter 2014, and fcc.gov puts the date as late as mid 2015. Regardless, it's coming, and what it means is, in essence, wireless pro-audio gear operating within the 600 mHz spectrum (microphones, transmitters, receivers etc), will be instantly rendered obsolete.

Interestingly, this is the second time in recent history this has happened. In 2010 the FCC reallocated the 700 mHz band to 4G mobile service providers, forcing DJs and other audio pros to use lower bands. If you experienced this and moved to the 600 mHz band from 700 mHz, as Yogi Berra would say- "It's deja-vu all over again." These days, the 600 mHz spectrum is the most-often used by wireless microphones.

Sennheiser, realizing the significant wireless gear investments that might soon become a paper-weights, recently pointed out that "with the loss of the 600 mHz band, content creators will have to stage shows using little more than half of

the currently available UHF spectrum". Therefore, they've petitioned the FCC to force the winner of the 600 mHz auction, to compensate wireless users who are affected by this monetarily. Though



it gives me warm-fuzzies for Sennheiser, I wouldn't hold your breath for that. The implications of this are quite far reaching and such compensation would be staggering. Aside from DJs, this affects everyone from concert production companies to Broadway theaters. I'm not saying it won't happen, but I wouldn't count on it either.

You still (at least for now) can sell your used 600 mHz range wireless gear on Ebay, but after a certain point, THAT WILL NOT BE THE CASE. Ebay's policy and official statement on wireless

microphones in the 700 mHz spectrum clearly states: Do not buy or sell microphones that operate in this range on Ebay!

It goes on to summarize the implications of using the range, which was illegal to operate on effective 6/12/2010, as it's been reassigned to "exclusive use by Public Safety Agencies."

I'd recommend you spend a dozen or so minutes finding out what spectrum your wireless gear is operating on. Best case scenario, you learn something, worst case- it might be a good time to begin shopping for a wireless system in a lower frequency range. ;)

Kirk Rothrum, owner of Select Receptions by CNY Select DJs, is a Disc Jockey, Sound Designer and Audio Engineer based in Syracuse, New York. Kirk's soundware company, BanginBeats.com, has provided custom sound libraries for some of the top recording artists and producers in modern music. Kirk can be reached at kirkrothrum@discjockeynews.com.

Working Without A Net

By Ron Ruth

This evening I will be attending the last class of an 8-week, Level I, improv training course with the KC Improv Company. As a reward of sorts for completing the course, 10 or so of my classmates and I, along with an equal number of students from another Level I class, have been invited to show off what we've learned while performing on the Kick Comedy Theatre stage in Kansas City this coming Saturday evening. Although there are some tremendous



talented and imaginative individuals in both classes, I've told my wife to prepare for an evening that will more closely resemble a

third grader's first band concert and I'll be playing the clarinet.

It's kind of funny how I got involved in taking improv classes. I had a webmaster named Scott who is a senior member of the local improv troupe. I often wondered why he enjoyed performing so much and what value he found in the art, especially since I only knew him as a dry-witted computer geek. Over the past couple of years I've wanted to sign up for classes, but always came up with some lame excuse as to why now was not a good time, I'll do it later. I now wish I had had better foresight to appreciate what Scott had discovered years ago--that improv is not only a fun distraction from everyday business and personal life, many of the lessons I've learned can potentially make me a far better performer and business owner.

Improv gives me poetic license to be

silly while performing a short set with another student performer, but there are a number of factors in play in order for that silliness to be entertaining for the audience. I'm fortunate to have a great instructor named Tim, a 13-year veteran of improv performance who also works by day as an attorney recruiter. His patient training style could easily be confused with that of an elementary school teacher; every performer gets a round of applause from their classmates at the end of every set. It takes the pressure off of trying to be perfect at what is an imperfect art and makes it easier to stretch one's creativity back to a day when imaginative play came naturally to us all.

As a long-time DJ, I may not script every word I say at a wedding reception but I usually weigh every word I say before I say it. Improv takes me outside of that comfort zone but it's not been easy. I'm not as quick on my feet as I thought I'd be. But part of that comes from having to do something that is never scripted--listening without anticipating what is going to be said next and being so into that moment that a response and reaction is not formulated and delivered until the other performer has finished speaking. For me, it's like working without a net. Yet it could be my greatest take away from the class so far.

Over the years I've worked hard to put together a compelling sales presentation that I can present in a conversational tone. Since most brides and grooms want their wedding to be organized, memorable and fun, it's easy to bullet point that discussion and to bring a conversation to those points with each potential client I meet. But those bullet points are actually a scripted safety net. Of course, I always begin the conversation with a lot of questions first, not just about their event, but about the two of them and their relationship. But, maybe like you, the whole time I'm listening

to the couple respond, my mind is already moving ahead to what I'm going to say next because in the end, they're most likely after the same end result as every other couple. All I have to do is formulate the words in a manner that helps them realize I am the best choice to get them there.

A couple days ago I had a sales consultation with a very happy couple who are planning a small wedding ceremony and reception in October. They're only expecting 75-100 guests or so. At my price point, a small guest count usually means the odds are against me getting the job due to the couple's budget constraints. But something happened in that meeting that I can only attribute to what I've learned from my improv classes. For the first time in a very long time I was actually listening to every word they had to say without thinking about what I was going to say next. It wasn't something I planned to do in advance as some grand experiment. It just happened. And because I was listening so intently, I was drawn into that moment and found myself asking questions I'd never asked before. I was deeply engaged in our conversation. My safety net, bullet pointed responses were replaced by words coming from my heart. I don't remember laughing so much in a sales consultation or enjoying the company of a couple as much as I did that evening. By the time we got close to the end of our conversation, I could feel that we had developed a strong relationship. I'd even go so far as to say we became friends.

When I presented the couple with my fee, I saw a quiet look of disappointment on their faces. Under normal circumstances, I would have thanked them for their time and said, "Talk about it and get back to me when you've made a decision" knowing that I might never hear from them again. But instead, without thinking and without even knowing

where the words came from, I told them how much I had enjoyed my time with them, how much I liked them both and how much I would love to work with them. Although I am always sincere in my appreciation for a couple's time, that moment felt different. I wasn't Ron the businessman trying to earn someone's business, I was Ron the friend.

When I got back to the office I thought more about that meeting and realized, as much as I had come to believe that I had always listened to couples in the past, I hadn't been listening close enough and may have lost out on opportunities to do what I enjoy doing most because my head was someplace other than where it should have been---in that moment. It's so easy to fall into the trap of a routine without even realizing it.

Even at a wedding reception we all know what's coming next, but if that next thing becomes the focus of our attention, there may be extraordinary moments that we've allowed to fall through the cracks without giving them their due. I consider myself to be very good at what I do as a performer and Master of Ceremonies, but I've been reminded through improv training that I need to be, I have to be a far better observer by being present in every moment---not just in my business life but in my personal life as well. Life's too short to let one precious moment slip by.

The morning after the sales consultation, I received a very gracious email from the bride telling me that she and her fiancé were excited to be working with me and that their agreement and retainer was in the mail. Even that email was more rewarding to me. I wasn't just thankful to get the business, I couldn't be happier to be working with such a wonderful couple.

With improv training I'm re-learning that listening is inherent in all of us. Actually HEARING the words that are spoken is a skill that requires practice. Will the success of my last sales consultation carry over to the next? I'll let you know after tomorrow. Will my clients and their guests enjoy a better entertainment experience because of my investment in improv training? Absolutely. How? Stay tuned!

Whether its improv training or taking a workshop, you'll never know what you don't know or come to realize skills you may have forgotten unless and until you challenge yourself to find out. As successful as you may be at the status quo, don't overlook the possibility, make that probability, that you can be even better. Besides, how much fun is life if you're not willing to take a few chances now and again? That's why I've already signed up for Level II improv training that begins next week. I'm enjoying the rush and incredible laughter that comes from working without a net!

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

Brian S Redd continued from page 1

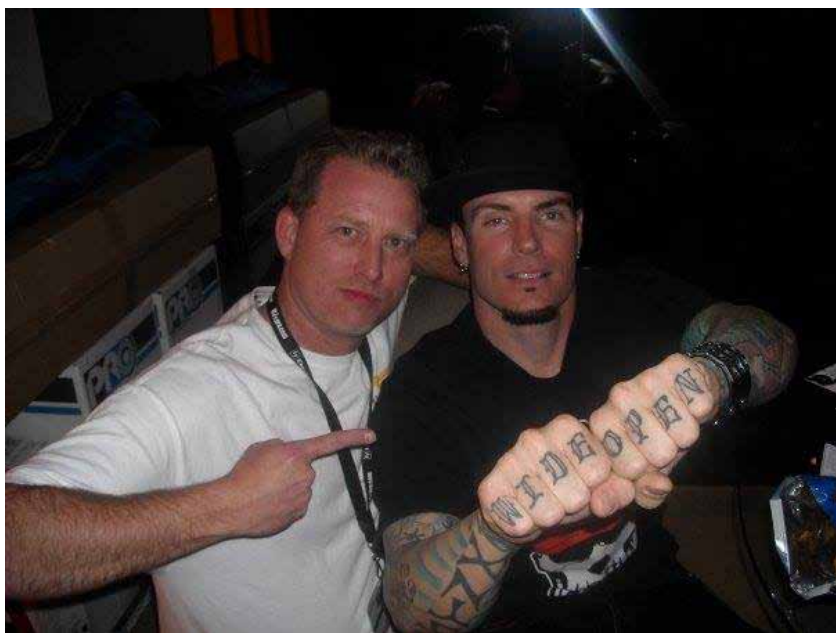
LMFAO or Flava Flave from Public Enemy. You'll easily find their real name as public record. That way, we know who they really are opposed to, say a known criminal on the run, hiding in plain sight under a secret code name.

In the case of the DJ, there are plenty of stage names out there. Many even come up with a DJ name before they are actually a DJ at all. It's my opinion that there is a right way and a wrong way to use these names professionally.

For instance, if you are promoting your big club night, sure, use your stage name. That's what it's for. You choose this name because it was perhaps more catchy or Rock Star than the one your momma gave you.

In a personal or professional environment, perhaps it's best to use your real name. Why? Well, a school may want to know your real name so they can make sure they are not hiring a pedophile for the junior high spring formal. Also, who's to say you don't change up your DJ name every time it gets a bad reputation? DJ Wikki Wikki may have screwed up some pretty big gigs around

town, but so what if he can come back next week as DJ Funky Fresh?



It's my opinion that you can still be DJ Tuna Sandwich on stage, but when it comes to meeting the people who are going to hire you, using your real name is both courteous and professional. Same goes for networking. I can't tell you how many times DJs have come up to me all excited to meet the YouTube guy at shows like Mobile Beat, DJ Expo or BPM just to introduce themselves to me as "DJ Banana Pudding" or whatever. It's totally cool and appreciated when

they come up and say "Hi, I'm Dave. You may know me from my comments on your videos as DJ Taco Seasoning." But when they just use that DJ name, I can't help but to think to myself: Hey, I thought we were all peers here? I'm not even good enough to know your real name?

I remember when Sparky B (Chris Biller, for the record) introduced me to Vanilla Ice. Ice shook my hand, looked right at me and said, "Hey, I'm Rob." That set the tone for a much more relaxed conversation. I'm not intimidated at all. I'm just talking to a guy named Rob who is a performer as well. I can relate to this guy and he can relate

to me. We have a mutual friend, we are both Dads and our girls are about the same age, and we're both just chilling out with the crew after sound check. I'll never forget that... and if you ever meet me at a show, my name is Brian..

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

Viva Las Vegas

By Dean C. Carlson

So March is upon us. February was one of the most fantastic months for me, as I got to speak again at the Mobile Beat DJ Show in Las Vegas. Not only that, my son Jake has decided to follow in the old man's footsteps and become a DJ.



So I got to spend a week with him improving my own craft and watching him soak up his first conference.

Truth be told I didn't get to see as many seminars

as I wanted to, but only because I also was a VIP at the show thanks to Gai Marcos with Tricerasoft and Ryan Burger from Mobile Beat. We were treated to front row seats at all the seminars, swag and an awesome dinner at The Venetian with artist Ton Loc. But the topper of the VIP experience was the 3 hours we spent with Jim Cerone from Indianapolis, who shared in a very personal setting his 'Perfect Host' seminar.

While I was auditing Jim's presentation (meaning I had luck enough to attend it several years back), I couldn't help but realize how important it is to audit seminars. When I first took his seminar I had used several of the ideas, implementing them into what I do. The problem is that after that I tend to kind of forget the rest of the awesome information, and it never makes it into my repertoire. Now I have had that fresh reminder and I will be jumping on making additional improvements.

Another great take away from the show this year came from all the networking that happens for me. I love networking and getting to know people better. A group of us, from Hawaii, Manitoba, Colorado, South Carolina

and New York, have committed to a monthly Skype group where we will not only share ideas that have worked for us in the past, but will also take original fresh ideas and work all the bugs out of them.

This brings me to the next thing about conventions - the '3 day rule'. This means that if you haven't take action within 3 days, chances become exponentially less and less that you will ever do something with the information you just learned. That little mastermind group we created met very soon after Mobile Beat just for this reason. Something you can do on your own is to re-write your notes, adding things you remember but just didn't get written down at the time. Even if you haven't done that already, it's not too late. After you've finished reading DJN cover to cover, start with something - anything - and make a commitment to do this every day.

Chris Hogan was the keynote speaker, coming from the Dave Ramsey group.



Chris Hogan Keynote Speaker at MLBV18

He kicked off one of his 4 seminar spots by defining the difference between hobby and a business. (Money!) This again was a seminar where I had heard a lot of the material before at other conferences I have attended. But the key thing I got out of it was that a vision is born when you are tired of being where you are right now. This applies to us DJs in so many ways. Financial; are you making a living at what you do? Performance; have you reached the level that can supply what your clients desire? Personal; how is your family and social life? My

action step was to buy Dave Ramsey's book and I have already finished reading it.

I also took in Robert Schenk's seminar on contract law. Mr. Schenk is an attorney and he gave out some great information on non-refundable deposits and how to make sure it works that way. It definitely made me revisit my contract to make sure the wording is proper in that section. My action step was to contact my state and find out what the word-ing needs to be in my contract.

Randy Bartlett's seminar on the 7 habits of highly ineffective DJs was also a winner. Randy is such a natural when it comes to seminar presence. The key takeaway for me was his first bad habit; if it ain't broke, don't fix it. It can be so easy to stay with what you're doing, because it appears to work and everyone is telling you so. But trends are changing faster and faster. If we aren't thinking ahead - far ahead - then we will be left behind trying to play catch up which takes twice as long. I already work like this. I am always looking to improve.

There are a lot of workshops for DJs these days, and lots of video material such as Randy's 1% Solution, so there is no excuse anymore for us not to work at improvement. I find it interesting that because of the work the top DJs are doing for their shows, it is forcing the average ones to try harder. I have seen the results in the last two years, with brides that are more educated and have seen great DJs perform. Don't fall behind. My action step was to take a deeper look at what I am doing, and contribute fully to participation in this new mastermind group.

Montel Jordan surprised me with his seminar on music. The "This Is How We Do It" song writer has quit pop music in general and is now a worship leader in his church. The story he shared about hearing his very young daughter singing the dirty lyrics of Rihanna songs touched my heart. We are not at the mercy of the music industry when it comes to music. There is such a huge quantity of music

out there that we need to understand what we choose to play, who is affected by our choices, and how to best use that control. You may think one pebble doesn't change a stream, but every little pebble helps. My action step was to become aware of my audience and to be clear on what is and is not appropriate.

Finally by far my favorite speaker this year was Bryan Dodge. If you never have had a chance to see him speak, get on that. He will blow you away. The first time I heard him speak was during a Disc Jockey News Conference several years back. The big take away for me was clarifying just what I am doing to become a better leader. We all lead somewhere - families, business, church, social points. We have influence somewhere, so what are you doing to make sure you aren't leading people off a cliff? Key things to consider include; 1. Readers are Leaders, what have you read TODAY? 2. How many classes have you taken recently, and not just on DJing? 3. What are you investing in, time-wise and personally? We all have something to give others, and gives become receivers. 4. When you get up, GET UP. Stop waiting for things to happen - make it happen! My action step was to read two books since the convention (check!) and to become more productive in the mornings. I have risen no later than 7:50am every day since returning from Las Vegas and gotten all sorts of things done.

One final thought; it bothers me that recently I have heard comments about how this show sucks, or how that one is so much better, yet I could have written another four articles on what I learned in those 4 days. I have attended 9 out of the last 10 Mobile Beats, I attend regional conferences too and I have seen many of the top speakers more than once. I always get something out of it. Stop listening to what others are saying and really dig into what you personally can get out of it. These events will pay for themselves.

Good Luck and Great Shows.

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

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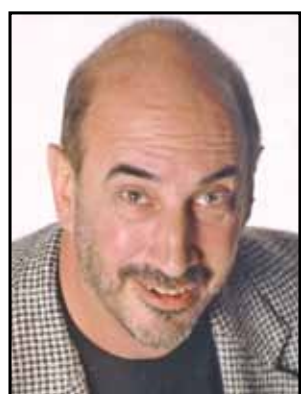


Writing My Own Legacy, One Word At A Time. Yours?

By Jeffrey Gitomer

What do you do when you get up every day? Anything to do with your legacy? I doubt it.

Here's a short version of your morning: Shower. Coffee. TV. Get dressed.



Check your calendar. Check your email. Check your social media. Maybe even make a follow-up call (or two) or read a few pages. No legacy there. More like "routine."

Me? I write something. And while I confess I do not do it every day, over the past 22 years I have written more than 1,100 columns, 12 books, 10 e-books, 4,000 tweets, and recorded more than 300 videos on my YouTube Channel.

Numbers? With more than 3.4 million views and more than 19,000 subscribers on my YouTube Channel, my weekly email magazine goes out to more than 350,000 people a week, my twitter followers number more than 70,000, and I have more than 18,000 LinkedIn connections - all from writing.

Yes, I have enjoyed "reader acceptance" and "reader response" - and that combination has more than helped my legacy grow. But...

REALITY: I didn't start out with 12 books. It started with consistency, and 20 years later, BOOM! I started with ONE idea, one column, one tweet, and went from there.

It's not a book, it's a writing project. It's not my column, it's a captured idea and my weekly self-discipline. It's not my tweet, it's my documented, posted thought that hopefully will get a positive measurement by being re-tweeted more than 50 times.

LEGACY

LIVING A LIFE THAT LASTS.

Over the past eight years, I have grown my social network to a substantial presence. One follower, one reader, one subscriber, one re-tweeter at a time. And I basically did it while you were watching TV. And for the record here - that's not a brag of mine - it's a wake-up call of yours.

What will your legacy be? Watching news? Watching reruns? Getting drunk on the weekends? Going to parties? Watching SportsCenter?

INSIGHT: Legacy is something you have to be socially aware of and intellectually on top of. It requires both self-discipline and self-sacrifice - without regret. If you wanna be remembered for it, you gotta love it and give it everything you've got. And you have to become

known for it. And in my case - you gotta write about it.

In today's world, writing and being published is no longer a mystery. Blog something, tweet something, post on your LinkedIn page, Facebook something, post a video on YouTube, create your

own email magazine, post a quote on Instagram, and BOOM, you are published. Create followers, and BOOM, you have acceptance and a reputation. Do that for 20 years, and BOOM, you have a legacy.

No longer do you have to "submit" your writing and wait for acceptance to be published. You can do it yourself. And in fact, if you do it yourself AND submit, the discerning editor will Google you and find everything. Cool, eh?

START HERE: Ask yourself these legacy-based questions:

- What do you love to do?
- What are you passionate about?
- Where do you excel?
- Do you have a philosophy about how you live your life?
- What do you want to be remembered for?
- What do you want said at your eulogy?
- What do you want written on your tombstone?

The answers to these questions will uncover legacy potential and create a starting point. Keep in mind, this may be the first time you have ever contemplated your legacy - explore a little.

Here are a few things you can do to get started:

- Decide "what" you want to be remembered for.
- Write to clarify your thoughts and affirm your intentions.
- Dedicate 15 minutes a day - an apple a day.
- Include some kind of journal or scrapbook to document your progress.
- Talk about your intentions with those closest to you.
- Begin writing and posting.
- Ask people on your list to follow you and contribute their ideas.
- Start now!

AFFIRM IT: I am a writer and a speaker. I am a dad, granddad, and friend. I love what I do, and I love life.

REALITY: Legacy takes years to create, but achieving it is not a matter of patience. It's a matter of self-discipline and dedication to your passion, and building your expertise to legacy level. Legacy is not created in a day - it's created day-by-day.

Jeffrey Gitomer is the author of twelve best-selling books including *The Sales Bible* and *The Little Red Book of Selling*. His forthcoming book, *21.5 Unbreakable Laws of Selling*, will be available September 3rd, and will feature a national public seminar tour. Get the details at www.gitomer.com. It will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.

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A Good Website = Money In Your Pocket!

By Joe Bunn

Here's the harsh reality. If you don't have a good website and your social media game isn't on point, you aren't going to make any money in the DJ business or really any business for that matter. In this day and age, people are sitting at a computer (during work hours) and researching vendors. Ask your clients how they found you. If it's not a direct referral from a venue or maybe a show that they saw you perform, I am betting that it came through your site. So, what can you do to make sure that your website doesn't suck?



Spend money.

I don't have the greatest website in the world, but for our industry, it is very good and it's not because I know web design... I don't. It's because I spent my hard earned money to make more money and I hired a killer company to create it for me. I spent months looking at websites, getting quotes, and interviewing companies before finding one that really got it. You will never get the look and feel of a custom website by going cheap or going with a template site. Save up your money and when you have a few thousand, then start the search for the right designer for you.

Content. Finding the right web company is only part of the process. If you don't have good content, then why will people want to stay on your site or come

back? Really map out what you need on your website. Do you need a page that lists all of your gear? No! Your customers could care less, they just want a great party. But, I'll bet they would like a downloadable PDF of "Questions to Ask When Interviewing a DJ" or "Tips for Planning The Perfect Party" wouldn't they?

KISS. You all know what that stands for – Keep It Simple Stupid! There is no need to write 1,000 words on how great your company is or why you started DJing in the first place. Nobody will read it! Also, stay away from flash-based sites, they do horrible in the SEO world. And please, whatever you do, get rid of the music playing as soon as people get on your site and any corny animations running across the screen!

Do in inspection. I try and schedule an "inspection" of my website about two times a year. I usually pull in a couple of my other trusted DJs and ask them to help me go through each and every page to make sure that there are no broken links or misspelled words.

Check your photos. Amazing photos are what often capture a web browser's attention. They can actually picture themselves out there in their white dress in the middle of the dance floor with the love of their life dancing their first dance if you have that image on your website. But if you have outdated photos with brides with big hair and those poofy 80's bangs and giant shoulder pads on their wedding gown, then they are just going to click on your competitor's page and write you off as a dinosaur. In addition, do you have a current photo of yourself and your DJs on there? We try and schedule a photo shoot at least once a year!

Videos. If you know me at all, you know that I'm a huge fan of videos. In fact, we have an entire page of original content that we've created on our site. Even if your stuff is shot on an iPhone, you'd be surprised at how many people will watch videos of your events. Consider adding video to your site!

Blogging. I can't stress enough the importance of blogging and having a blog on your site. Not only does it set you up as an expert, but it helps people find your site if you tag them right!

Like the old cliché says, you never have a second chance to make a good first impression. In this instance, your website

has to represent you and your company and rope in the client from the first look!

Joe Bunn and Mike Walter present The PhDJ Workshop in Raleigh, NC on March 10th and 11th, 2014. Visit <http://www.phdjworkshop.com> for more information.

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

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When You Need Compassion!

By Ed Spencer

Just recently I was involved with a large comic book/sci-fi convention called Pensacon. One of my duties was to moderate a rather large number of celebrity panels. Over the course of nearly 3 days, I had the opportunity to meet some of the most humble, kind and giving people who just happened to also be incredibly talented people and celebrities.

But then, at the final panel on Saturday, something happened. About 2/3's of the way through the panel someone asked Burn Gorman a question which completely and totally took me by surprise. Burn handed it like a consummate professional and simply told the person he didn't want to talk about that and he hoped he understood.

Another panelist from this weekend was Ernie Hudson (Winston Zeddemore in the Ghostbusters). Upon hearing of the new of Harold Ramis death, I felt for Ernie. Just the day before he was talking about Ghostbusters III and his friends from the movies he has worked with over the years. I could only imagine the pain he would feel upon hearing about his death and how devastated he might be. As it turns out, he heard about his death while on his flight and when he landed the reporters were there to meet him. One comment was that it looked like he had been crying. Really? The man just lost a close friend of more than 30 years and you want to know how he feels? I'm guessing he's devastated. He's going to be sad. He's going to be upset.

I'm curious how those reporters would feel if they got off a plane to be asked about how they felt about a friend or family member passing away. Do you think they'd be upset to have microphones and cameras shoved in their face in what can only be considered a

devastating moment.

While you might be wondering what this has to do with DJing it's real simple. We are sometimes with people during what can only be classified as an emotional rollercoaster. During this time we need to be aware of their feelings and how they are trying to deal with the struggles they're facing. It often means more than just being a great entertainer, it means letting your humanity show through in the form of compassion and understanding. It means genuinely having a heart and caring about these people we are fortunate enough to have as our clients.

There are lots of other DJs out there and this couple chose YOU. That's not a little thing - it's a MAJOR thing. We should treat them and their trust in us carefully and give them our very best. There are times where there are lots of potential issues that could impact a special event. Divorce, death, personal feelings by family members about loved ones, and so many other facets that come from family dynamics and life long relationships when two families are forced together.

I've actually had a bride ask me if I had a bullet proof vest because she was afraid of what her family might do at the wedding (no, I'm not kidding). These are the sorts of things that require the utmost care in how we handle them, and always with our clients best interest at heart. Preparing well and thinking quickly on our feet can make all the difference in the world but at the end of the day, it is our compassion and caring for our clients that can truly create a difference in the results we provide.

So, what about you fellow DJs? Am I expecting too much from our modern society or people in general? Compassion, tack... are these a lost art? Or have we collectively allowed ourselves to fall down on the job and we need to re-evaluate and make a change for the better?

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



A Light That Will Change Your Company Overnight

By Jeremy Brech

If you did not attend Mobile Beat 2014 this year, you missed out on one of the best products that will be your biggest profit builder this year. Everyone is trying to come out with innovative lighting options that are going to change the industry but as mobile DJs and Lighting Designers we try to figure out our best return on investment. It isn't like there weren't other manufactures who didn't



think of the idea first, it is all about timing and coming into the market at an affordable price point. So what is the magical little light that will give you the best return on investment in 2014?

Chauvet DJ launched a very innovative product called the EZ Pin IRC. This is a battery powered pin spot that was a year in the making. Again, it isn't the only one out there, it is just the most realistic and cost efficient battery powered pin spot on the market.

So what makes it the king of centerpiece lighting? Let's break down the features. First of all the fixture is white. Think about how many facilities you work in and the color of their ceilings. The white fixtures blend in beautifully with the environment. Next the bright 2W LED in the fixture is a stark white at about 4100K giving you a nice cool white. The nice thing is the fixture gives you flexibility to also create a beautiful warm white for a softer tone of white at 2600K.

The reason this is important is because of complimentary colors. Certain color schemes and flowers work well with different tones of white which is why this is perfect! The fixtures are also dimmable when using the IRC remote that comes in the 6 pin pack. Yes it comes with a remote which doesn't just allow you dim the fixture but you can set the lights in the morning in your facility and the use the remote to turn them all on before guests arrive. This will allow you to get the most battery life out of

your fixture. I actually tested the remote to see how far away the remote works and at 60 feet away I could control the fixture with ease.

Let's talk about the charging features as well as battery life. The fixtures take about 3 hours to fully charge and the battery life will last over six hours. How to keep your fixtures safe, clean and mobile? The EZ Pin IRC 6 pack allows you to store, transport, and charge all six fixtures at once.

What about the little details of the fixture? The fixture mounts with a high power magnet on to most metal surfaces. It also comes with a white butterfly or scissor clip that attaches to a drop ceiling with ease. How strong is this clip? We used it to mount a ten pound Chauvet DJ LFS-75 DMX. These clips are a great investment by themselves. The other thing this clip comes with is a hoop allowing Tuscan lighting or other design features to be mounted off of the bracket.

So how much for this investment?



The six pack case is being sold for right around \$399. By selling this effect to your clients at \$40 per table, you would be looking at a return on investment in 1 1/2 uses. So if you want the best ROI for your company then invest in the Chauvet DJ EZ Pin Pack.

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

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The Way I See It: A Visit With Shane McMurray

By Michael J. Lenstra

Do you know the average amount couples spend for a DJ? I do. It's just a couple of dollars short of \$700.00 [This average includes spending for amateurs, professionals, friends and family members]. What about the wedding



d r e s s ? That average is approximately \$1200.00. The photographer you're working with? \$1600.00. I know this because Shane told

me so. Or more precisely, Shane McMurray's year end survey from theweddingreport.com revealed it – and many other average costs for wedding related service and products.

Shane was born in the Lone Star state in Texas, raised in North Carolina and in 1987 made his way to Arizona where he obtained his Bachelor of Science degree in information technology and later an MBA in Business. From there it was on to the corporate world programming database applications. "I have a passion for information and data," Shane says, "I like using it to make sense of what's going on around me [and] using it to give other businesses a competitive edge."

Shane's foray into the wedding world began in 2000. "My wife and I started a paper business (we made our own paper) and sold invitations. The Wedding Report started in 2004 as a blog to help the folks working in the industry, then I found out no one was doing research on this market, so I started doing it and built a business around it," he says. By 2006 family needs took precedent and the paper business was closed but The

Wedding Report was just taking off.

More than just a price guide, the site also gives wedding professionals insights like where couples go to shop for their wedding related products and services, the average number of guests attending wedding s and the average age of men and women when they marry.

How does he get all the data for that information? "Ah, its complicated," he says. "The Wedding Statistics provided on the site are collected and aggregated from different sources. The primary source for number of weddings comes

for now. I do hire folks as I need them for specific projects though."

All of this data is for a purpose. "I like to think that what I do helps businesses with these three things - likely much more but for sure these: help you target the ideal customer, make superior pricing decisions and gain a competitive advantage."

Vendors can access the data by acquiring a membership for all of the information or have the capability of purchasing reports for their individual interests for only \$5.00.

**"Value is not price reduction."
-Shane McMurray**

from Federal, State and local governments. The primary source of wedding cost and other fact data comes from proprietary surveys to pre-wedding couples and post-wedding couples." Most of those which comes from his sister site, costofweddings.com, which is directed more at couples themselves whereas theweddingreport.com is aimed to the wedding professionals. "All survey data is collected from random anonymous participants in electronic form. In some surveys we may use certain wedding entities. In that case, it would be specifically mentioned in the methodology of the final report.

"Over 200,000 survey samples have been collected since 2005. The most current cost calculations are derived from 3,700 surveys samples collected in 2013. We also use data from the CDC, Census Bureau, Department of Labor, Bureau of Economic Analysis (BEA), COLI, GeoLytics, Inc. and Easy Analytic Software, Inc., as part of the estimating and forecasting process."

With this amount of research one would vision a staff of many for the undertaking but, says Shane, "It's just me,

Today Shane's data is utilized by David's Bridal, Maggie Sorelto and Wedding Wire, just to name a few of the many major wedding related corporations that are customers of Shane's. The info helps guide them in understanding costs and trends of the wedding business in the 21st century. His work has been cited in the US News and Huffington Post among numerous others.

It's much different now than it was in the early days of his venture.

"I got in this biz just as things appear to have been turning upside down. There are things that come and go all the time but there have been some very hard changes to the industry that I don't believe will come back - anything to do with technology for instance has made a significant impact. This includes music, photography, invitations or anything printed, and planning for sure.

"On the product side, I've seen high levels of competition on products that can be manufactured much easier and at less cost causing a big impact with products, such as invitations, with both manufacturing, printing technology, and technology in general. The service

industry has changed quite a bit too and it's about the experience now, not what you sell. It's a very competitive market... but you can win if you know the market and offer a superior experience for your customer."

From his advantageous perspective Shane can offer a lot of advice to his fellow wedding professionals, including marketing strategies for the future. His 2013 report states "You have known the benefits of networking in the wedding business. Now social media offers another reason to partner with others in your area. By using social media platforms such as Facebook, Instagram, Pinterest or others, you can reach a larger fan base and target prospective customers with minimal investment. Put together a joint promotion and both partners win from the effort.

But he advises, "While the younger generation begins to drift toward other social networks, it is important to note that they still maintain a presence on Facebook. Although this presence is weaker than it once was, marketers still must include Facebook in their social media marketing plan. But as more teens turn to other social networks, the need for social media marketing on other platforms is more important than ever."

As for our industry Shane sees it like this: "You're going to have to find ways to add value and provide an amazing experience. Value is not price reduction... look at what's important to customers, look at what your competition is offering and offer an experience that adds more value than anyone else... and learn how to communicate the value you have to offer."

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

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By Matt Anderson

PLAYING FOR CHANGE: AN INSPIRING STORY

Mark Johnson was in his mid-20's and working as a sound engineer at



a recording studio in New York City. One day, while waiting for a subway train, he noticed two monks singing and playing on the platform. One had a nylon guitar. Their song was not in English. Yet the

music was so inspiring that when the train arrived, not one of the 200 people got on because they wanted to hear the rest of the song. When it finished there was a rousing round of applause.

As he sat on the train, he realized that what he had heard was far more uplifting than anything he had ever recorded in the studio. It set in motion the idea that he start recording other street musicians, not just in the USA but all over the world as a way to connect people. "We have far more in common than we do differences."

The first musician that energized him was Roger Ridley. Johnson told him that he had a great voice and asked why he didn't play in clubs. Ridley said, "I'm in the joy business and enjoy just being with the people."

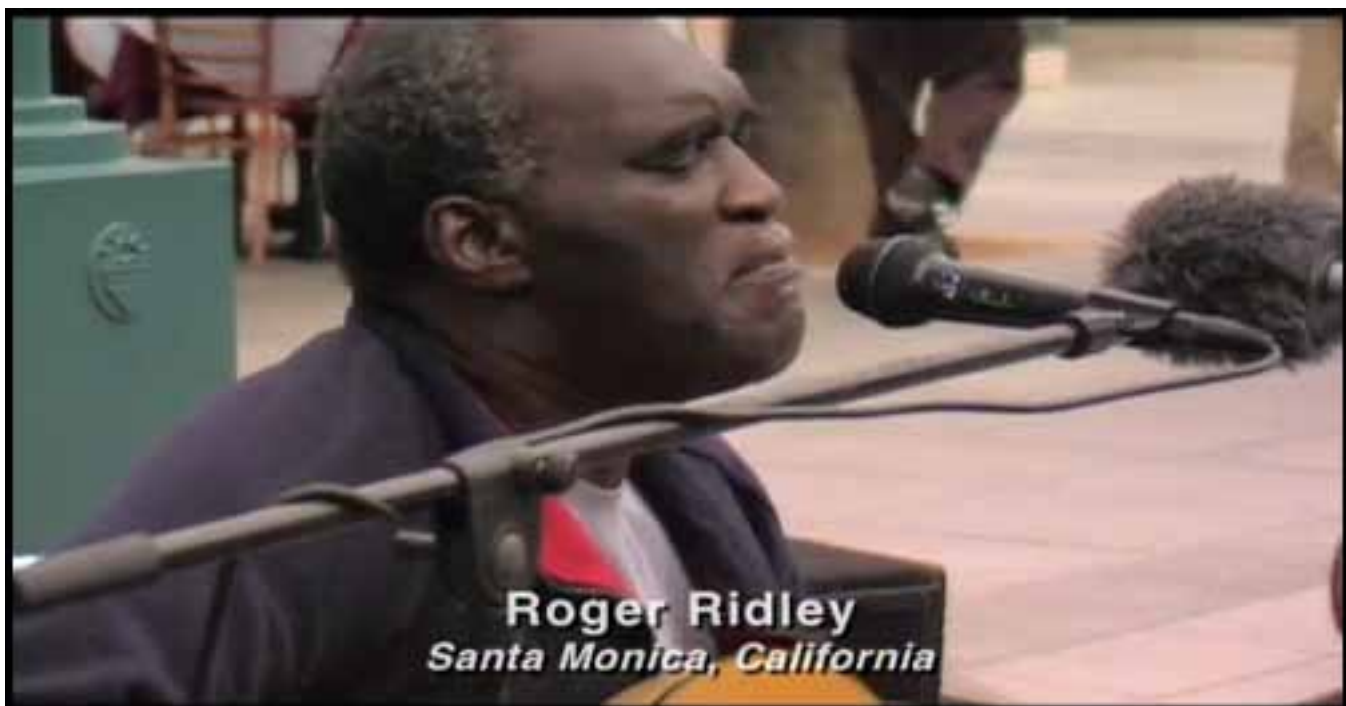
Johnson's first goal was to find one song that he could record street musicians playing in different countries. He ended up choosing "Stand By Me."

This video is very moving and well worth watching:

<http://www.playingforchange.com/episodes/stand-by-me/>

The story gets even better. While recording in a depressed shanty town in South Africa, he asked himself: how can we leave things better than how we found them? Inside the house where he was filming, there was enthusiasm and outside was devastation: HIV, death and sorrow. So he decided to build a music school there and create more love and community. Now he has built five schools in third world countries.

"It is a myth that giving isn't getting. It is far more valuable than anything you can purchase." He urged people to be a part of something bigger than themselves. Now his foundation



has partnered with NASA and the UN in the hopes of having people around the world connect in real time.

While on a Zuni Indian reservation in New Mexico, the chief asked him why he was doing all this. Without thinking Johnson explained that we ignore homeless people on the street and hear too much in the news about warring nations and need more to unite the

human spirit – music can do that.

"Be involved in inspiration and connecting with other people and let the results take care of themselves."

For more information on this wonderful foundation, click here: <http://www.playingforchange.com/>

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



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A headshot of Dr. David A. Clark, a man with short brown hair, smiling. He is wearing a dark suit jacket over a light-colored striped shirt. The background is a dark, solid color.

Steve Moody Continued On Page 17

ORGANIZED?

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Web Based Event Management Software

A man in a light blue striped shirt and a dark tie is shown from the chest up, standing in front of a wooden surface covered with numerous yellow sticky notes. The sticky notes contain various tasks and reminders, such as 'Update To Do List', 'Buy More Post Its', 'Clean Car', 'Call Mom', 'Organize!', 'Call New Venue', 'Return Phone Call', 'Event at 9:30pm', 'Call New', 'Update Client Contacts', 'Get Venue Info', 'Finish Contracts', 'Follow Up', 'Send Faxes', 'New Equipment List', 'Pick Up Dry Cleaning', 'Receipts', 'Answer Emails', 'Event at 8:00pm', 'Call Plumber', 'New Customer Quotes', and 'Call New Venue'. The man's face is partially obscured by the sticky notes, and he appears to be looking down at them, suggesting a state of being overwhelmed or needing to organize his tasks.

Pop		Rock		Country	
PASSENGER	Let Her Go	JAY Z	Tom Ford	SOUNDGARDEN	Live To Rise
DAFT PUNK	Get Lucky	DRAKE F/MAJID JORDAN	Hold On We're Going Home	STONE SOUR	Do Me A Favor
IMAGINE DRAGONS	Radioactive	J. COLE	Crooked Smile f/TLC	SEVENDUST	Decay
ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	FUTURE	Honest	COREY TAYLOR/DAVE GROHL	From Can To Can't
LANA DEL REY	Summertime Sadness	J. COLE	Power Trip f/Miguel	STONE TEMPLE PILOTS WITH C. B.	Out Of Time
MACKLEMORE and RYAN LEWIS	Thrift Shop f/Wanz	JAY Z	F*ckwithmeyouknowigotit	BEWARE OF DARKNESS	Howl
MAROON 5	Love Somebody	MACK WILDS	Own It	POP EVIL	Trenches
MACKLEMORE	White Walls f/ScHoolboy Q	WALE	Bad f/Tiara Thomas	STONE SOUR	Absolute Zero
SWEDISH HOUSE MAFIA	Don't You Worry Child	TAMAR BRAXTON	All The Way Home	SICK PUPPIES	There's No Going Back
CALVIN HARRIS	I Need Your Love	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	PAPA ROACH	Leader Of The Broken Hearts
SELENA GOMEZ	Come and Get It	LIL WAYNE	No Worries f/Detail	ALICE IN CHAINS	Stone
NEIGHBOURHOOD	Sweater Weather	FUTURE	Turn On The Lights	WE AS HUMAN	Strike Back
ZEDD	Clarity f/Foxes	B.O.B	Ready f/Future	PAPA ROACH	Where Did The Angels Go
CAPITAL CITIES	Safe And Sound	2 CHAINZ	I'm Different	SICK PUPPIES	Gunfight
AVICII	Wake Me Up	JUICY J	Bandz A Make Her Dance	PEARL JAM	Mind Your Manners
IMAGINE DRAGONS	Demons	ROCKO	U.O.E.N.O	HALESTORM	Freak Like Me
MACKLEMORE	Can't Hold Us f/Ray Dalton	KENDRICK LAMAR	Swimming Pools (Drank)	FIVE FINGER DEATH PUNCH	Coming Down
LORDE	Royals	2 CHAINZ	No Lie f/Drake		
DRAKE F/MAJID JORDAN	Hold On We're Going Home	TRINIDAD JAMES	All Gold Everything		
KATY PERRY	Roar	2 CHAINZ	Used 2	ERIC PASLAY	Friday Night
JUSTIN TIMBERLAKE	Mirrors	FRENCH MONTANA	Pop That f/Rick Ross	JASON ALDEAN	Night Train
JAY Z	Holy Grail f/Justin Timberlake	JUSTIN TIMBERLAKE	Suit and Tie f/JAY Z	BRETT ELDRIDGE	Don't Ya
MILEY CYRUS	Wrecking Ball	LIL WAYNE	Rich As F**k f/2 Chainz	RANDY HOUSER	Runnin' Outta Moonlight
LADY GAGA	Applause	MIKE WILL MADE-IT	23 f/Miley Cyrus/Wiz Khalifa..	BILLY CURRINGTON	Hey Girl
PARAMORE	Still Into You	ASAP ROCKY	F**kin Problems f/Drake	BLAKE SHELTON	Mine Would Be You
CALVIN HARRIS	Sweet Nothing f/Florence Welch	WALE	Clappers f/Nicki Minaj/Juicy J	FLORIDA-GEORGIA LINE	Round Here
JUSTIN TIMBERLAKE	Suit and Tie f/JAY Z	RIHANNA	Loveeeeeee Song f/Future	DARIUS RUCKER	Radio
FUN.	Some Nights	LIL WAYNE	Love Me f/Drake and Future	BLAKE SHELTON	Boys 'Round Here
SELENA GOMEZ	Slow Down	KENDRICK LAMAR	Poetic Justice f/Drake	FLORIDA-GEORGIA LINE	Cruise
DEMI LOVATO	Heart Attack	FANTASIA	Without Me f/Kelly Rowland	JAKE OWEN	Anywhere With You
FUN.	We Are Young f/Janelle Monae	FRENCH MONTANA	Ain't Worried About Nothin'	LUKE BRYAN	That's My Kind Of Night
MAROON 5	Daylight	ROBIN THICKE	For The Rest Of My Life	CHRIS YOUNG	Aw Naw
DEMI LOVATO	Give Your Heart A Break	RICH GANG	Tapout f/Birdman, Lil Wayne	TIM MCGRAW	Southern Girl
KESHA	Die Young	YO GOTTI	Act Right f/Young Jeezy and YG	DAVID NAIL	Whatever She's Got
LUMINEERS	Ho Hey			ZAC BROWN BAND	Sweet Annie
NICKI MINAJ	Starships			PARMALEE	Carolina
TAYLOR SWIFT	I Knew You Were Trouble	FIVE FINGER DEATH PUNCH	Battle Born	ELI YOUNG BAND	Drunk Last Night
MILEY CYRUS	We Can't Stop	ALICE IN CHAINS	Voices	FLORIDA-GEORGIA LINE	Stay
MACKLEMORE	Same Love f/Mary Lambert	HALESTORM	I Miss The Misery	JOE NICHOLS	Sunny And 75
ICONA POP	I Love It f/Charli XCX	LINKIN PARK	Burn It Down	THOMAS RHETT	It Goes Like This
BRUNO MARS	Locked Out Of Heaven	FIVE FINGER DEATH PUNCH	Lift Me Up f/Rob Halford	THE BAND PERRY	Don't Let Me Be Lonely
DAVID GUETTA	Titanium f/Sia	VOLBEAT	Heaven Nor Hell	KEITH URBAN and MIRANDA LAMBERT	We Were Us
MAROON 5	One More Night	BLACK KEYS	Gold On The Ceiling	DARIUS RUCKER	Wagon Wheel
FALL OUT BOY	My Songs Know What You Did...	CHEVELLE	Hats Off To The Bull	LUKE BRYAN	Crash My Party
BRUNO MARS	Treasure	YOUNG GUNS	Bones	THE BAND PERRY	Done
FLO RIDA	Wild Ones f/Sia	VOLBEAT	Still Counting	EASTON CORBIN	All Over The Road
PINK	Just Give Me A Reason	SHINEDOWN	Enemies	RANDY HOUSER	How Country Feels
JASON DERULO	The Other Side	AWOLNATION	Sail	CASSADEE POPE	Wasting All These Tears
RIHANNA	Stay f/Mikky Ekko	THREE DAYS GRACE	Chalk Outline	KIP MOORE	Hey Pretty Girl
BRUNO MARS	When I Was Your Man	IMAGINE DRAGONS	Radioactive	TIM MCGRAW	One Of Those Nights
		DEFTONES	Romantic Dreams	LEE BRICE	Hard To Love
		KORN	Never Never	CARRIE UNDERWOOD	Blown Away
		PEARL JAM	Sirens	LEE BRICE	Parking Lot Party
		VOLBEAT	Lola Montez	JAKE OWEN	The One That Got Away
		THREE DAYS GRACE	Misery Loves My Company	JASON ALDEAN	Take A Little Ride
		CAGE THE ELEPHANT	Come A Little Closer	JUSTIN MOORE	Point At You
		AVENGED SEVENFOLD	Hail To The King	THE BAND PERRY	Better Dig Two
		IMAGINE DRAGONS	Demons	TIM MCGRAW WITH TAYLOR SWIFT	Highway Don't Care
		POP EVIL	Deal With The Devil	MIRANDA LAMBERT	Mama's Broken Heart
		VOLBEAT	Hangman's Bodycount	CARRIE UNDERWOOD	See You Again
		SMILE EMPTY SOUL	False Alarm	KEITH URBAN	Little Bit Of Everything
		DEVOUR THE DAY	Good Man	FLORIDA-GEORGIA LINE	Get Your Shine On
		SHINEDOWN	I'll Follow You	LADY ANTEBELLUM	Downtown
		ALICE IN CHAINS	Hollow	HUNTER HAYES	I Want Crazy
		ALL THAT REMAINS	Stand Up	TYLER FARR	Redneck Crazy
		BLACK KEYS	Little Black Submarines	BLAKE SHELTON	Sure Be Cool If You Did
		SOUNDGARDEN	Been Away Too Long	ERIC CHURCH	Springsteen
		P.O.D.	Beautiful	JON PARDI	Up All Night
		MUSE	Madness	CARRIE UNDERWOOD	Two Black Cadillacs

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New DJ Educational Content from Disc Jockey News TV

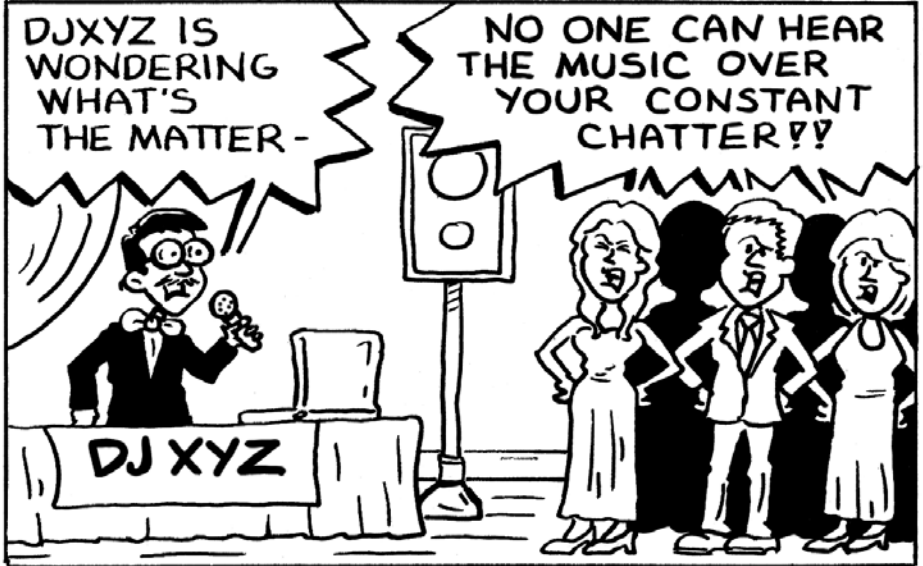
New Content Sunday and Thursday Nights!!

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Katy Perry	Dark Horse	1	Luke Bryan	Drink A Beer	1	Katy Perry	Roar
2	OneRepublic	Counting Stars	2	Jason Aldean	When She Says Baby	2	Sara Bareilles	Brave
3	Ellie Goulding	Burn	3	Cole Swindell	Chillin' It	3	Lorde	Royals
4	Pitbull	Timber	4	Lady Antebellum	Compass	4	OneRepublic	Counting Stars
5	One Direction	Story Of My Life	5	Frankie Ballard	Helluva Life	5	Maroon 5	Love Somebody
6	Lorde	Team	6	Thompson Square	Everything I Shouldn't Be	6	Passenger	Let Her Go
7	A Great Big World	Say Something	7	Blake Shelton	Doin' What She Likes	7	Avicii	Wake Me Up
8	Bastille	Pompeii	8	Dierks Bentley	I Hold On	8	Justin Timberlake	Mirrors
9	Passenger	Let Her Go	9	Randy Houser	Goodnight Kiss	9	A Great Big World	Say Something
10	Jason Derulo	Talk Dirty	10	Scotty McCreery	See You Tonight	10	Imagine Dragons	Demons
11	Eminem	The Monster	11	Eric Paslay	Friday Night	11	American Authors	Best Day Of My Life
12	Pharrell Williams	Happy	12	Danielle Bradbery	The Heart Of Dixie	12	One Direction	Story Of My Life
13	Bruno Mars	Young Girls	13	Jerrod Niemann	Drink To That All Night	13	Michael Buble	Close Your Eyes
14	John Newman	Love Me Again	14	Eric Church	Give Me Back My Hometown	14	Miley Cyrus	Wrecking Ball
15	Miley Cyrus	Adore You	15	Dan + Shay	19 You + Me	15	Katy Perry	Unconditionally
16	Aloe Blacc	The Man	16	Rascal Flatts	Rewind	16	Bastille	Pompeii
17	Cash Cash	Take Me Home	17	Brett Eldredge	Beat Of The Music	17	Daughtry	Waiting For Superman
18	Demi Lovato	Neon Lights	18	Brad Paisley	The Mona Lisa	18	Colbie Caillat	Hold On
19	Zedd	Stay The Night	19	Thomas Rhett	Get Me Some Of That	19	Fray	Love Don't Die
20	Zendaya	Replay	20	Brantley Gilbert	Bottoms Up	20	Lorde	Team
21	Avicii	Hey Brother	21	Justin Moore	Lettin' The Night Roll	21	John Legend	All Of Me
22	Calvin Harris	Thinking About You	22	Keith Urban	Cop Car	22	Idina Menzel	Let It Go
23	American Authors	Best Day Of My Life	23	Craig Morgan	Wake Up Lovin' You	23	Neighbourhood	Sweater Weather
24	Shakira F/ Rihanna	Can't Remember To Forget You	24	Kip Moore	Young Love	24	Katy Perry	Dark Horse
25	1975	Chocolate	25	Josh Thompson	Cold Beer With Your Name On It	25	Pharrell Williams	Happy
26	Sara Bareilles	Brave	26	Tim McGraw	Lookin' For That Girl	26	Ellie Goulding	Burn
27	Martin Garrix	Animals	27	Sara Evans	Slow Me Down	27	Goo Goo Dolls	Come To Me
28	Beyonce F. Jay-Z	Drunk In Love	28	Tyler Farr	Whiskey In My Water	28	Josh Krajcik	Let Me Hold You
29	Kid Ink	Show Me	29	Hunter Hayes	Invisible	29	John Newman	Love Me Again
30	Lady Gaga	Do Want U Want	30	Florida-Georgia Line	This Is How We Roll	30	Bruno Mars	Young Girls
Urban			Rock			Alternative		
1	Beyonce F/ Jay-Z	Drunk In Love	11	Avenged Sevenfold	Shepherd Of Fire	1	Lorde	Team
2	YG	My Hitta	2	All That Remains	What If I Was Nothing	2	Arctic Monkeys	Do I Wanna Know?
3	Sevyn Streeter	It Won't Stop	3	Stone Sour	Tired	3	Neighbourhood	Afraid
4	Rico Love	They Don't Know	4	Alter Bridge	Addicted To Pain	4	Cage The Elephant	Come A Little Closer
5	Lorde	Royals	5	Pretty Reckless	Heaven Knows	5	Foster The People	Coming Of Age
6	Drake	The Language	6	Shinedown	Adrenaline	6	Young The Giant	It's About Time
7	Ty Dolla Sign	Paranoid	7	Korn	Spike In My Veins	7	Bastille	Popeii
8	Kid Ink	Show Me	8	Seether	Weak	8	Vampire Weekend	Unbelievers
9	Drake	All Me	9	Volbeat	Dead But Rising	9	Phantogram	Fall In Love
10	T-Pain	Up Down	10	Deftones	Romantic Dreams	10	Fitz and The Tantrums	The Walker
11	Jay-Z F/ Beyonce	Part II (On The Run)	11	In This Moment	Whore	11	Kongos	Come With Me Now
12	John Legend	All Of Me	12	Skillet	Not Gonna Die	12	J. Roddy Walston	Heavy Balls
13	Chris Brown	Loyal	13	Chevelle	Take Out The Gunman	13	Chvrches	The Mother We Share
14	Trey Songz	Na Na	14	Young The Giant	It's About Time	14	Neon Trees	Sleeping With A Friend
15	Janelle Monae	Primetime	15	Killswitch Engage	Always	15	Silversun Pickups	Cannibal
16	Chris Brown	Loyal	16	Escape The Fate	One For The Money	16	Bastille	Bad Blood
17	Jhene Aiko	The Worst	17	Halestorm	Mz. Hyde	17	Broken Bells	Holding On For Life
18	Yo Gotti	Cold Blood	18	Eve To Adam	Immortal	18	Airborne Toxic Event	Hell And Back
19	Pharrell Williams	Happy	19	A Perfect Circle	By And Down	19	Twenty One Pilots	House Of Gold
20	Que	OG Bobby Johnson	20	Beware Of Darkness	All Who Remain	20	New Politics	Tonight You're Perfect
21	August Alsina	Ghetto	21	Bring Me The Horizon	Sleepwalking	21	Imagine Dragons	On Top Of The World
22	Bando Jones	Sex You	22	Gemini Syndrome	Stardust	22	Kings Of Leon	Temple
23	Eminem F/ Rihanna	The Monster	23	We As Human	Strike Back	23	Of Monsters And Men	Dirty Paws
24	DJ Infamous	Double Cup	24	Trivium	Strife	24	Arcade Fire	Afterlife
25	K Camp	Money Baby	25	Starset	My Demons	25	American Authors	Best Day Of My Life
26	Rick Ross	The Devil Is A Lie	26	Pop Evil	Torn To Pieces	26	Bear Hands	Giants
27	Beyonce	Partition	27	Heaven's Basement	Nothing Left To Lose	27	Grouplove	Shark Attack
28	Trey Songz	Na Na	28	Asking Alexandria	Break Down These Walls	28	U2	Invisible
29	Sage The Gemini	Gas Pedal	29	Devour The Day	Move On	29	Crosses	The Epilogue
30	R. Kelly	Cookie	30	Arctic Monkeys	Do I Wanna Know?	30	Wild Cub	Thunder Clatter

A Different Spin by Jason Nocera

www.nichecartoons.com



The Kids Are All Right: Spring Event Ideas

By Rob Peters

I haven't written an article in a while for the Disc Jockey News. With the new year in place, I have decided to start writing to help you increase revenue in 2014 and provide you with some great information about the DJ business, kid's entertainment and more.



At this time of year, in New England, it's cold, snowy and not very busy for kids entertainment. There are business opportunities in the near future for you to get in

as a mobile DJ for kids. I normally recommend that you use this time of year to recharge and refresh, as well as start marketing so that you can take advantage of upcoming kids events that could use your services. This month, I will share some of these ideas with you.

A key point of trying to make kids entertainment work is to know what is happening in your market. If you have children of your own, it's easy, just look at the PTA/PTO calendar at your child's school. If you don't have young children, research is important. If you don't know what is happening, then you're

"missing the parade" of opportunity to make some additional money by offering kids entertainment services. I have stated so many times before that consistent marketing of kids entertainment programs are crucial to your success. You cannot expect that sending out one postcard mailing and putting together a website will be enough. Like with wedding marketing, you need to be persistent in your marketing efforts to get bookings. You need to back it up with a quality experience for the kids, teachers, and parents.

February and March are some of the most popular months for Cub Scout packs to hold their Annual Blue and Gold Banquets. Blue and Gold Banquets are one of their bigger events because they celebrate Scouting and the accomplishments their pack members have achieved throughout the past year. It is also a family based event. They will often contract with children's entertainers to provide services for the event. Reach out to your local Packs or contact your Scouting regional office with information about what you do. In most cases they will not give you specific Pack/Troop information, but they can pass this information on.

Likewise, the Girl Scouts often hold their annual dance for members and their "special someone". In the past, you may recognize these as being "Daddy's and Daughters", but more recently and

to be more politically correct, they have changed the name of these events due to the changing of family structures. These events most often will be looking for a "kid friendly" DJ who will engage the kids and play a variety of music that both parents and children will enjoy. Like with the Cub Scouts, research where your local Girl Scout office is and send them some information. They probably will not give you a listing, but they may pass it on to Girl Scout Troops in your local area. Here's another idea to help you get your business "in the door", offer to put together a group pricing plan in place for packs or troops in your area. It's like buying in bulk when you visit the wholesale club. In such cases, offer a discount for multiple booking by packs or troops in your area when contacting the regional office. It can be motivational for the regional office, and worthwhile for the troops, to pass your name along and for your quality of service while saving them a little money.

When Valentine's Day falls on a Friday like it did this year, school PTA and PTOs can be a great way to promote your kids entertainment at their Valentine's Dance.

Modeled after the "Daddy/Daughter" format, these dances have also undergone changes in name, only so that they may be politically correct. If you're not already in contact with your local school PTAs, you may want to make an effort,

not only for this event, but for the end of the year school events.

Most schools usually have a "Field Day" or an "End Of The Year Day" when the school year ends.

Now is the time to get information to school administrators, and the PTA/PTOs at these schools. They are planning these events now, while the snow is still falling, and it's never too early to start booking them. If the services you offer are geared toward younger children, research Moms Clubs, Summer Camps, local parks, and recreation departments to build a mailing list. Most of these organizations can be found on the internet through a search. If, of course, it happens to fall in your area.

Look at targeting camps for the spring school vacation, those will be coming up quick, and can be a great way to fill in some weekday work. Day camps, local YMCA's and even after school programs may be in full swing during spring vacation.

Well, what are you waiting for? Get started now! And remember, be persistent.

Baseball legend Babe Ruth once said "Every strike brings me closer to the next home run."

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

Abundance: A Generous Helping

By Dr. John C. Maxwell

What makes a person generous? The answer is abundance. However, we misunderstand abundance if we think of it in terms of "having a lot." In fact, as Ken Stern of The Atlantic reported in March 2013: "One of the most surprising, and perhaps confounding, facts of charity in America



is that the people who can least afford to give are the ones who donate the greatest percentage of their income." On average, the wealthiest 20% of Americans (those with annual earnings in the top one-fifth of the population) gave 1.3% of their incomes to charity in 2011. In comparison, Americans whose incomes placed them in the bottom 20 percent of the country donated 3.2% of their income during the same year.

If abundance doesn't come from wealth, then what's its source? Abundance is first and foremost an attitude about life. It's intimately connected to how we approach relationships.

Early on in their careers, leaders seek to distinguish themselves. As such, they have a competitive mindset. They want to defeat others in order to win personal victories.

As they mature, leaders begin to understand that they can achieve greater success by linking up with like-minded allies than by working alone. As such, they join with others to win team victories. They find that success is sweeter when shared.

With even more age and experience, leaders start to figure out that they can enjoy greater influence by adding value to others in the organization than by making direct contributions themselves. At this point, they win coaching victories—helping others to excel. Significance comes from spending time and energy training others to succeed.

Finally, at the pinnacle of influence, people learn to multiply their influence by reproducing themselves in other leaders. They mentor and equip up-and-coming leaders who, in turn, will develop a subsequent generation of influencers. Thus, at their peak, leaders win great victories by empowering a network of leaders to make a transformative impact on the next generation. Here, greatness comes from selfless service; the leader pours his or her life into others so that they can shape the future of society.

To recap, as leaders grow they pass through a series of phases in which they discover ever-greater abundance.

Stage 1: Striving for personal success.

These leaders have the rewards all to themselves.

Stage 2: Sharing success with a team. These leaders split rewards with their teammates.

Stage 3: Spending resources to coach others to victory.

These leaders watch from the sidelines as others win rewards.

Stage 4: Serving other leaders so that they can guide the next generation to success.

These leaders oftentimes never see the rewards of their labor during their lifetime.

Moving from stage #1 to stage #4, a leader:

- Gives more to other people

- Receives fewer rewards firsthand
- Gains influence

The bottom line: Abundance is not having more to give; it's giving more of what you have. Leaders experience abundance by continually exchanging material rewards (money, power, fame) for relational influence. To paraphrase a Hebrew proverb: "Whoever hoards

life's benefits will impoverish himself, and whoever gives them away will live abundantly."

Thought to Ponder

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

Steve Moody Continued From Page 14

The DJs B.E.A.T. Cancer Conference will be held on Monday April 7th 2014 from 9am-5pm here on Maryland's Eastern Shore. I have been blown away by the amount of support from our DJ Community. All of our presenters have stepped up and completely donated their time so that all proceeds can go directly to the LLS. The Holiday Inn has donated the meeting room and also offered a discounted room rate for folks that book before March 21st. The boxed lunches will be provided at cost from a local catererand best of all.....the folks at DigiGames got in touch and said that they would like to sponsor the conference... so they will be taking care the bill for everyone's lunch. What does that mean? Every single penny goes to the cause! <http://www.facebook.com/events/344542032358288/>

Who's on tap to speak? The Face of Disc Jockey News front page.... Mike Walter (NJ) will be presenting his latest seminar that will help us learn to use social media and in new ways to benefit our businesses. Jason Klock (PA) will be on hand to share the secrets to taking your business to a whole new level by taking control of your business behind the scenes. Mike Wider (NJ) is going to share some amazing tips and techniques to freshen up our performances at wedding receptions. Darryl "Jake" Jacobsen (NJ) has hosted one of the best attended seminars in Atlantic City over the past few years...and he'll be bringing his fun and games workshop to our area for the first time. I've got my own presentation on some wild con-

cepts in customer service that have helped expand our business....and to bring it all together Sean "Big Daddy" McKee will host the day while keeping us on track and entertained.

As the admission price of \$75 for the entire day is totally tax deductible it is a win win win all the way around. A huge day of education to better our businesses, it's tax deductible....and the money goes to an extraordinary cause. For those that would like to arrive the night before or stay the night after...The Holiday Inn in Kent Island Maryland can be reached at 410-827-4454. If you book before March 21st just mention that you are coming for the LLS Benefit and they will offer a discounted rate of \$80 plus tax per night. For tickets please send me a check payable to "LLS". Payment can be sent to my office at SMEC 1005 Butterworth Ct. Stevensville, MD 21666. We'll shoot you a receipt and further details.

As I said earlier, it's always difficult to ask for help. I have tried not to do it frequently....but this once I am asking. Please help.

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

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM							
1	1	Katy Perry/ Juicy J	Dark Horse	201339	67		Imagine Dragons	Radioactive	201245	69			
2	2	Lorde	Team	201340	100		Calvin Harris-Ellie Goulding	I Need Your Love	201312	125			
4	3	One Direction	Story of my Liffe	201344	121		Ariana Grande / Mac Miller	The Way	201314	83			
5	4	Bastille	Pompeii	201328	127		Daft Punk	Get Lucky	201317	116			
6	5	Bruno Mars	Young Girls	201349	126		Krewella	Live for the Night	201327	128			
7	6	John Newman	Love Me Again	201339	127		One Direction	Best Song Ever	201330	118			
3	7	Ellie Goulding	Burn	201334	129		Anna Kendrick	Cups	201319	65			
9	8	Demi Lovato	Neon Light	201346	126		Rihanna/David Guetta	Right Now	201329	130			
10	9	Cash Cash	Take Me Home	201347	130		Macklemore/Ryan Lewis	Can't Hold Us	201310	73			
8	10	Eminem/Rihanna	The Monster	201344	111		Selena Gomez	Come and Get it	201315	80			
17	11	William Pharrell	Happy	N/A	N/A		Justin Timberlake	Mirrors	201314	78			
11	12	Sara Banelles	Brave	201317	95		Macklemore-Ryan Lewis	Thrift Shop	201246	95			
16	13	AVICCI	Hey Brother	201346	124		Pitbull-C Aguilera	Feel This Moment	201302	136			
13	14	Zedd/Hayley Williams	Stay the night	201339	127		Demi Lovato	Heart Attack	201309	88			
15	15	Calvin Harris	Thinking About You	201340	127		Krewella	Alive	201305	128			
14	16	Imagine Dragons	Demons	201303	90		Mariah Carey/ Miguel	#Beautiful	201319	107			
12	17	Beyonce	XO	201352	85		Chris Brown	Fine China	201314	104			
21	18	Zendaya	Replay	201338	70		Justin Timberlake	Suit annd Tie	201303	103			
20	19	Shakira/Rihanna	Can't Remember to Forget You	201403	69		Justin Bieber /Wil I am	#that Power	201312	128			
22	20	Aloe Blanc	The Man	201404	86		Maroon 5	Daylight	201247	126			
18	21	Macklemore/Ryan Lewis	White Walls	201331	117		Calvin Harris/Florence Welch	Sweet Nothing	201238	128			
26	22	American Authors	Best Day Of My Life	201332	101		Emeli Sande	Next to Me	201230	95			
19	23	Miley Cyrus	Wrecking Ball	201337	60		Sean Kingston/Chris Brown/Wiz	Beat it	201316	98			
27	24	Martin Garrix	Animals	201337	130		Swedish House Mafia	Don't You Worry Child	201234	129			
29	25	Naughty Boy	La La La	201405	128		Avril Lavigne	Here's to never growing up	201315	83			
23	26	Neighborhood	Sweater Weather	201250	124		Olly Murs/ w Flo Rida	Troublemaker	201250	106			
28	27	MKTO	Classic	201346	104		Imagine Dragons	It's Time	201208	105			
24	28	Lorde	Royals	201325	85		Will.I.AM-Britney Spears	Scream and Shout	201248	129			
Ne	29	NoNoNo	Pumpin Blood	201332	118		Justin Bieber w /Nicki Minaj	Beauty and a Beat	201244	127			
	30	SDJ Snake/Lil Jon	Turn Down for What	201402	101		Flo Rida	I Cry	201238	126			
Recurrants- (Still popular)							Justin Bieber	All Around the World	201307	128			
25		AVICCI	Wake Me Up	201326	122		Taylor Swift	We are never getting back together	201234	86			
30		Katy Perry	Roar	201333	90		Psy	Gangnam Style	201237	132			
		Justin Timberlake	TKO	201339	69		Chris Brown	Don't Wake Me Up	201221	128			
		FloRida	How I feel	201344	131		Pink	Blow Me One Last Kiss	201228	114			
		Paramore	Still Into You	201315	136		Owl City-Carly Rae Jepsen	Good Time	201227	126			
		Jay Z-Timberlake	Holy Grail	201329	72		Maroon 5	Payphone	201217	111			
		Ariana Grande / Big Sean	Right There	201340	78		Carly Jepsen	Call Me Maybe	201210	120			
		Selena Gomez	Slow Down	201333	128		David Guetta/ Chris Brown	I Can Only Imagine	201230	127			
		Katy Perry	Unconditionally	201343	130		Rihanna	Where have you been	201216	128			
		Drake	Hold on We're going home	201332	100		Trey Songz	Heart Attack	201214	75			
		J. Cole	Crooked Smile	201323	82		Usher	Numb	201233	125			
		Lupe Fiasco/Ed Sheeran	Old School Love	201342	86		Future	Turn on the Lights	201226	66			
		Rihanna	What Now	201336	128		Ellie Goulding	Lights	201109	120			
		Taylor Swift/Ed Sheeran	Everything has Changes	201327	79		Nicki Minaj	Pound the Alarm	201227	126			
		Lady Gaga	Applause	201333	70		One Direction	Live While we're young	201240	126			
		Capital Cities	Safe and Sound	201249	118		David Guetta	Titanium	201230	125			
		Pink	True Love	201327	97		Calvin Harris	Lets Go	201212	128			
		Eminem	Berzerk	201335	96		Katy Perry	Wide Awake	201223	80			
		Bruno Mars	Treasure	201320	116		Kelly Clarkson	Stronger	201201	116			
		Zedd / Ft Foxes	Clarity	201305	128		David Guetta/Nicki Minaj	Turn Me on	201231	128			
		Robin Thicke	Blurred Lines	201322	120		Justin Bieber	Boyfriend	201214	97			
		Justin Timberlake	Take Back the Night	201329	109		Taylor Swft-B.O.B	Both Of Us	201220	63			
		Maroon 5	Love Somebody	201314	120		50 Cent/Dr. Dre/Alicia Keys	New Day	201232	98			
							Katy Perry	Part of Me	201210	130			
							Flo Rida	Good Feelin	201137	128			

Integrity Needs No Rules

By Harvey Mackay

When Janet looked at her pay stub, she was pleasantly surprised to learn that her company had deposited more than her normal wages into her bank account. However, on the next payday, her paycheck was significantly less than what it should have been, and she went to her boss to complain.



two is pushing it.”

Integrity: either you have it or you don't. It's not something that you can have one day and not the next. It should be a constant in your life, like brushing your teeth.

I was invited to speak at the third annual Integrity Summit in Phoenix. Its mission is to significantly increase the integrity quotient in organizations and across the marketplace. The annual event was co-founded by Jerry Colangelo and

Gregg Ostro, who also created the Integrity Business Institute for whom I'm a special adviser.

Integrity Summit 2013's theme of Inspiring Individual Integrity to Win could not have come at a more critical time.

It seems the anti-heroes – those doing wrong – versus the heroes, who do right, are being promoted and celebrated in America all too often. Too many messages in the media and across society seem to say that getting what you want – regardless of the means – is just fine. Well, it isn't. You know that and I know that and so must our employees and job applicants.

Cheree McAlpine, chief compliance officer for Avnet, the world's largest computer parts supplier and a founding sponsor of the Integrity Summit, said: "Our ability to impact change, drive strategy and our ability to lead are all based on integrity. Integrity is not that complicated. It's not academic. It's actually quite simple. It's the lessons we have learned to do the right thing; to stand for what we believe in."

Integrity begins at the top. As leaders we must set the example – that alone inspires our employees to do right. We must live by it in all we do, starting in the corner offices and promoted and expected throughout the organization, ensuring integrity is first and foremost in our deci-

sion-making. Enduring leaders know that the numbers will be better if integrity is not optional.

Peter Fine, CEO of event sponsor Banner Health, said: "If you're going to be an organization of integrity, you have to communicate what that means to employees on an ongoing basis. The integrity of our employees is the very best selling tool."

I think it's smart business to recognize acts of integrity and celebrate and reward them in organizations just as much or more than financial achievements or increased efficiencies or even a brilliant idea are rewarded. Make no mistake, when employees understand that management requires integrity, it will become the norm.

Russ Johnson, CEO of Merchants Information Solutions, also a founding sponsor of this event, has a remarkable job applicant integrity test of which I'm a huge fan and a consultant. We use it at MackayMitchell Envelope Company. It screens out the bad apples who are work-comp abusers, commit fraud, steal, are hostile and so on. It also reduces work comp rates, as well as worker turnover and unemployment payouts. The test takes 15 minutes, is in 21 languages and costs \$20 or less. The test is available at integritybusinessinstitute.com/test.

Here's an example of what integrity

looks like:

Tom, a hotel worker could not afford a computer for his son who desperately needed one for school. At the end of a hotel event with everyone gone, Tom discovered a laptop had been left behind. He waited awhile, and no one came back. Was this the computer he so needed for his son?

No one would know he took it. No cameras were in the area, and no other workers were around. Tom knew it was wrong to steal, but isn't helping your son a good and righteous thing? He decided to take the computer. As he went to grab it, his values and his boss's words about always doing what's right kicked in.

Tom turned in the computer to his boss. Later that day, Tom received a \$1,000 check from the executive who owned the laptop, plus he was promoted to supervisor. Tom's son had a new computer that night.

Mackay's Moral: Only those on the level can climb the highest peaks.

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

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