Disc Jockey News

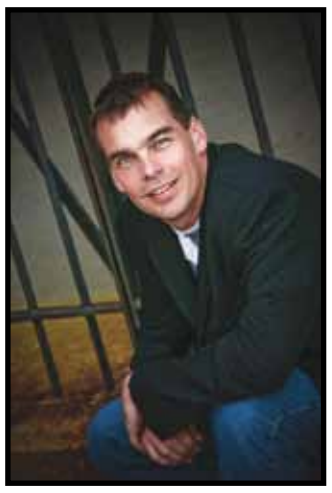
Subscription is valid thru date above on the label

MAY 2014 • Issue #116 | The Monthly Disc Jockey Newspaper | $20.00 for 12 issues

Q Corner: Where Quality Meets Quantity

By Mike Walter

Last month I wrote about how workshops, educational opportunities to improve your MC and DJ skills are not only becoming more and more popular in our industry but also becoming more readily available. When I got my issue and reread my article, I realized that I had thrown out an assumption without really explaining it. And it's an assumption that I know not everyone shares. So I've decided to focus this month on that one particular point that I so clumsily glossed over last month. Here's what I wrote:



"If you want to be a leader in your market and make the phone rings with referrals, improving your skills as an MC and DJ are the best ways. Sure we can razzle dazzle with lights and pad our bottom line with photo booths, but at the end of the day success in this business will always be measured by your talent."

Those are bold words. And if it seems like I'm downplaying the importance of upgrades (lights, photobooths etc) I should admit up front that they have handsomely added to Elite's profitability in the last few years. So, please don't think I take them for granted.

But what I focus on is referrals. Good, solid sales calls that begin something like this; "we saw you at a friend's bat mitzvah and had a great time" or "my co-worker said she used you for her wedding and you were awesome." We all know (oops, another sweeping assumption) that these are much better calls to receive than; "we found your website after a Google search" or even "you are on the referral list at our banquet hall." And in my not so humble opinion, the way to generate more personal referrals like the first kind of call is to stand out as an MC and DJ at the event.

I've always felt our industry had an

Mike Walter Continued On Page 2

Talkin' Bride: Spring Into Networking

By Tamara Sims

I am sure that most of you have heard that we had the worst winter in decades here in Chicago. "Chiberia" was the sweet moniker our city was given and it made for a long 3 months of hibernation for many. As spring approaches I am excited to put away my bulky gortex coat, and get out and network!

With our busy wedding season finally approaching we are performing every weekend, and during the week we are busy scheduling staff, training staff, preparing for our weddings, putting proposals together, visiting venues, returning e-mails…and the list goes on and on. We are all guilty of saying "I'm too busy to network." Yes, we are busy summer through fall, but in order to keep growing we need to follow the A-B-C Rule. Which I define as "Always Be Cultivating." Building new relationships is critical in our industry as there are always new wedding planners, catering managers, photographers, and florists etc., entering the wedding industry each year.

Avoid Toxins! And I don't mean alcohol. We have all encountered the "gloom and doom" guy at networking events that talks your ear off and never has anything positive to say. Business is slow, the market sucks, clients are crazy, rent is too high, and the list

Tamara Sims Continued On Page 2

In The Booth: Will You Make That Video?

By Brian S. Redd

In one of my recent video's comment section, someone wrote: "Gonna ask this question again till you make a vid about it. Which lights are still impressive and bright with no fog?"

To this YouTuber, I apologize for not seeing your question the first time. It's difficult to monitor somewhere in the neighborhood of 1700 video comment sections. I'll try to get your video request handled ASAP. In the meantime, you'll just have to settle for a DJN article on the subject.

Atmosphere like fog and haze make most lights look simply amazing. Back in the old days, the bars and clubs I worked at didn't usually need fog. Most of the time, there was already a slight haze on the dance floor that gave light shows that extra little punch. We called it cigarette smoke.

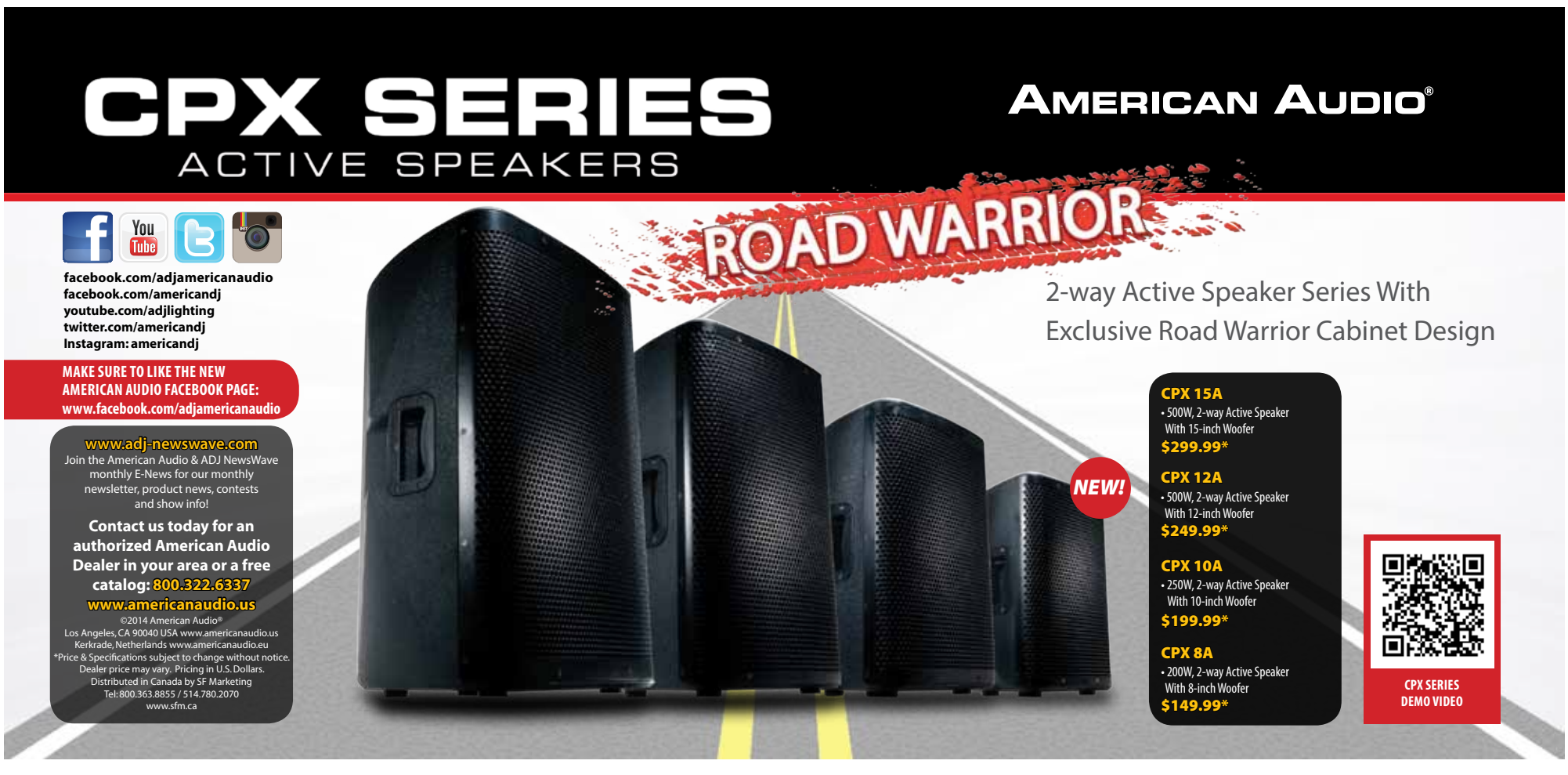
Now that most places in the world will no longer allow our customers to provide us with this service, some DJs use fog.

Of course, with fog, you could run into problems. Sometimes it's a visibility issue which becomes a liability for the establishment. Another argument

Brian Redd Continued On Page 6

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 3: Mitch Taylor
Page 3: Dave Winsor
Page 4: Jake Palmer
Page 5: Dan Carpenter
Page 5: Ed Spencer
Page 6: Ron Ruth
Page 7: Rick Brewer
Page 9: Joe Bunn
Page 10: Jeremy Brech
Page 12: Mike Lenstra
Page 13: Matt Anderson
Page 14: Jeffrey Gitomer
Page 16: Top 30 Charts
Page 16: Different Spin
Page 17: Glenn Mackay
Page 17: John Maxwell
Page 18: Clean HS Songs
Page 18: Harvey Mackay



Mike Walter continued from page 1

advantage in this regard over photographers and videographers. When the photographer at a wedding is doing her job, she largely goes unnoticed. When a wedding guest makes note of a videographer it's usually for a bad thing ("those bright lights are shining in my face"). This is why so many photographers these days want to set up a slide show in the corner of the reception to show their pictures from the day. Sure it's nice for the guests to be able to see some of the awesome shots of the bride and groom, but make no mistake that an equally important reason, for the photographer, is a chance to show off their skills. The same goes with videographers who now offer "same day edits." Sure, it's an upsell that they can make extra money from, but when it's shown at the reception it's also a chance for the videographer to subliminally tell everyone "you've barely noticed me all day, but look at the magic I've created."

But we don't need these new-fangled approaches to be recognized. Our spotlight moments come organically throughout an event. Whether it's a wedding or a bar mitzvah, they both start with introductions. That's an excellent moment to stand out. We can show off our smooth voices, our skillful enunciation and the way we inject energy at just the right spots. We can also incorporate background music (and maybe those "razzle dazzle" lights) to add to the overall effect. We can be eloquent and exciting and enthusiastic and in a moment that is designed for the bride and groom we can not-so-subliminally prove to all the guests just how talented we are.

Those same opportunities exist once the party gets going. Here we have a chance to, occasionally (and yes occasionally is the key word), raise the energy of the music we are playing by prompting the crowd to do something. It doesn't necessarily have to be a line dance or audience participation song

(I'll get to those in a moment) especially since nowadays so many clients put those on their "do not play" list. We can use our voice to get the crowd hand clapping or singing along. Or we can get everyone to face the videographer and wave. These are all moments that can happen (again, occasionally) throughout the party that accomplish two things: they raise the energy in that moment and they put the spotlight on us.

As for audience participation songs, I may be the only DJ in the world willing to admit this publicly but I like when I can play a few. I prefer when a client says "ok" to the Cupid Shuffle or the Cha Cha Slide. I've even been known to genuinely enjoy The Chicken Dance. Now, I know these dances aren't right for every crowd, and when a client doesn't give me anything on her "do not play" list it's not like I'm going to play every "follow along" dance known to mankind. But when I have the right crowd, and the moment seems right, setting up and executing an awesome Conga line or circling everyone up to dance like chickens can actually be a fun moment at the party. And once again, it not-so-subliminally shines the spotlight on me as the MC.

I think these moments generate referrals even more than great beatmixing. Beatmixing is like the offensive lineman when you're watching a football game. For the most part, the only time they show an offensive lineman on the television is when he's doing something wrong like jumping off-sides or giving up a horrible sack. Beatmixing is similar. By definition it's the smooth transition of dance songs. So smooth in fact that it should go unnoticed by most of the guests (sure you'll have a few DJ wanna-bes or used-to-bes who notice, but those are rare). For the most part, beatmixing is only noticed by all of the guests when it's a train wreck. Now don't get me wrong, I think beatmixing is an essential skill that anyone who calls themselves a DJ should try to master - I just don't think you should stop there. Focus on your MC skills as well, because this where you'll stand out and generate those awesome referrals.

As with anything I write, these are all just my opinions. I know a lot of DJs who loathe microphone time and who swear by their mixing and programming as their niche (and who are also very successful.) But in my 25+ years in this business I've seen far more DJs who are in high demand based on being a great MC. And to return to my point from last month, if you have the opportunity to improve those skills, I highly suggest you seize them. As I also stated last month, "You'll never regret a dollar you spent on your education."

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

Tamara Sims Continued from Page 1

goes on. Stay away from these people! This negative energy not only sucks the life out of the room, but it takes away from the time you could be spending with positive, productive people. I am not suggesting being rude. Simply say a few pleasantries and politely excuse yourself. We only have a limited time at these events, so focus on those who are uplifting and inspirational and who make you smile. It's contagious in the best way possible!

Mix it up! Sit with people you don't know at your next networking event. What makes this fun in today's day of social media is the "six degrees of separation" factor will most likely occur. This also gives you the opportunity to meet new people and push you out of your comfort zone. At a recent NACE/ISES dinner, Jay and I sat with strangers, but by the end of the night we were all sharing stories and connecting the dots about how we actually knew one another from clients, past events and even Facebook friends! The connections we made may not lead to business today or next week, but who knows what can happen

1, 3, or 5 years from now if we continue to cultivate these new relationships. And in the short term you have made a new friend in the industry.

Follow Up! You know that stack of business cards we all end up with at the end of a networking event? Instead of just putting the cards in your wallet until it explodes like George Costanza, take the time to sort through the cards and prioritize who would be great "power partners". Give those individuals a call, or send an e-mail expressing how you enjoyed meeting him or her. If you had a really strong connection, a handwritten note is always a nice touch. Perhaps invite your new contact for a cup of coffee or a tour of your office. Top of mind awareness is key in the wedding industry, and taking that little extra step can make all the difference in building long lasting relationships.

Keep these tips in mind at your next networking event and spring into another successful wedding season!

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.

www.discjockeynews.com
29442 120th St.
Grey Eagle, MN 56336
Phone: 320-285-2323
Fax: 320-285-5264
Published by The Disc Jockey News

Editor/Educational Production Manager:
John Young
john@discjockeynews.com
sales@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
Rob Drachler
972-325-4470 Cell
robd@discjockeynews.com

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

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

Subscriptions: Subscriptions to the Disc Jockey News are $20.00/year for US addresses. Subscription forms and foreign rates are available on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

Photos: Photos can be submitted to the Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

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

POSTMASTER: send address changes to Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336.

Perspective (One Step Back)

By Mitch Taylor

As many of you who have followed this column have come to realize, I write many of my articles on flights and this one is no different. I'm currently on a plane to Charlotte connecting to St. Maarten for a long-needed vacation with my wife. I'm a firm believer in the motto "Work Hard... Play Hard" and would also advise one more two word phrase to follow that. "Live Hard".

To me the epitome of the phrase "Live Hard" is my good friend Sean "Big Daddy" McKee. If you haven't met this man PLEASE do yourself a favor, reach out on Facebook and get to know the inspiration that is Big Daddy. Big Daddy is a two time cancer survivor, and a man who does more events in a week than I sometimes do in a month. His dedication to having a positive impact on people's everyday lives is an inspiration to me and to everyone I know that he comes in contact with. Live Hard. Smile As Loud As You Can. :)

How do you live every day? How do you approach your daily routine? In my seminar Creative Consultations (just delivered at Midwest DJs Live in Milwaukee and available at www.MitchTaylor.net) the very first video that opens the seminar speaks of positive affirmations and shows a DARLING little girl. She's standing on the sink top in front of her parents bathroom mirror going through all the things she loves. It's SO CUTE but really speaks to how you need to approach every single day. If you start your day in a positive mindset you will be better prepared to take on each day's challenges that await you.

How do you clear your mind? How do you approach each day fresh? To me, one must re-charge their batteries in order to remain healthy, in mind, body and soul. I take at least one vacation a year with my wife to the islands. To a place where there are no cell phones, no connection to the outside world (save for a once daily check of email...hey I'm still a business owner :)). For a way to just get away from it all, see the world and truly appreciate what we have in our lives. When was the last time you got away and recharged your batteries? Vacations are one way to gain perspective and take one step back.

Another way to gain perspective is to take one step back before dealing with any major situations in your business. I wrote an article a little while back for Disc Jockey News entitled "Analysis Paralysis" and it's a true statement. You shouldn't let the wealth of information about a certain subject or decision impair your ability to truly sift through the information and make an informed move on something going on in your business.

On the flip side of this equation you shouldn't be quick to respond to something or someone without first consulting with your coaches around you. Maybe you don't have any coaches...I'll give you some insight on where to find your coaches in next month's article. If you don't have coaches then at bare bones minimum you should write out your thoughts and feelings on a topic in a blank Word document, save it... then wait 24 hours before looking at the information again and making a decision (thank you, Jim Cerone, for this idea). Sometimes our gut decision can be a rash one and could have a detrimental impact on your business. Trust me...I've made this mistake before and wish I had the sage advice of my good friend Jim ringing in my head before I pushed send on an email.

Perspective. It's VERY IMPORTANT to have this approach in your daily life. I encourage you dear reader to take these words to heart to improve your business and your life; Work Hard. Play Hard. Live Hard.

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.

Behind The Mic: For Free? Really?

By Dave Winsor

In several online discussions I've read recently, there is something going on that I find troubling. In our industry there are people and companies that stretch themselves so far ahead of everyone else that they end up creating unique and interesting ways of doing things. If its technology and it gets good reviews then everyone wants it and if they can afford it, they buy it.

However, if it's a person and they've created a unique way to do something, and it benefits THEM and they decide to share the idea, at a modest cost, then they are pilloried for trying to make money on the backs of their brothers in the industry. Why is that?

Why are we so protective of turf? Why do we take potshots at the people who are so good at doing this type of thing that they deserve to be paid to share the benefits of their sweat and tears? When it comes to money and spending it, this place is WACK!

Idea sharing is great and it's done quite a bit. Little tidbits dribble out on chat boards from one member to the rest of the group and everyone benefits. But, you can put down money on this: the person who let out the tidbit isn't telling you EVERYTHING they do to be successful. Why should they? It's a competitive advantage and they earned it the hard way….by DOING it. So what should we expect of each other?

A little love goes a long way, and it's time we started showing each other that love. The people who have raced so far ahead deserve to be there. They create a place to aspire to. Don't mock them, it makes you look foolish. Don't be so defensive when someone comes out with an idea to create a level of income that people should aspire to so they can make a living at this job of DJ. It doesn't matter if you are part time, full time or a no good low down lowballer, we all love what we're doing. But more than anything else, this industry reminds me of the Cantina in Star Wars. Everyone has an itchy trigger finger and they are all looking to SCREW the other guy. We are all in that Cantina.

Do you want to stay in the Cantina, or aspire to some greater place? For those of us who have been doing this for a while, we owe it to ourselves and others to mentor and teach the young who are handling audio equipment without any specific regard for the outcome. I like to think of these people as handling our "C-4". Mess around with it too much and it will explode and cause a lot of collateral damage to you, me, our clients and more importantly our industry. Find these people QUICK and offer to help in any way you can.

For those of us who have been around for a while, stop using ammunition on our leaders and each other. "But Dave, we don't all agree on stuff!" I get that. But let's not kill each other in the process. And don't build yourself and your image by being contrarian. It really is tedious. It's amazing to me with the mention of a name, like Mark, Peter, Randy, etc. that the whole discussion erodes into something unbecoming for professionals. I've worked in with the front offices of teams in the NFL, MLB and Major Universities like Syracuse, Villanova, Temple and Georgia Tech. No where did I ever come across dialogue on any level like I come across in this industry. Don't feel respected? Earn it. Don't like someone? That's ok, but more likely you're not liking yourself first! (Don't you know that? We always argue with the people most like us?)

Life is difficult. Work is sometimes dreary. Good friendships aren't hard to find. Don't exclude people because they might differ from you. A good friend and mentor Ivan Burnell (www.yesfactor.com) once said to me: "Never use your importance to put anyone else down and never, never, ever allow anyone else to use their importance to put you down.) Try it. You may find that it makes us all "equal" and easier to talk with.

What do you think? Please share your thoughts and I'll include them in a new column.

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

#DJNTV
http://www.djntv.com
New DJ Educational Content from Disc Jockey News TV
New Content Sunday and Thursday Nights!!

Disc Jockey News Conclave 5.0
November 9-12, 2014
Embassy Suites Bloomington
Bloomington, MN (minutes from MSP Airport)

Hang with the writers and staff of the Disc Jockey News at the celebration of our 10 years in the DJ industry
http://www.discjockeynews.com
***It's like a group hug for the DJ industry!**

From The Other Side: Caught Stealin'

By Jake Palmer

If you have been in the DJ or Entertainment business for any length of time and you have been lucky enough to actually make some money at it, you might feel blessed or even lucky. I mean very few people in our industry go about this profession like it's a profession, let alone a career. Many of us started with no experience. We learned along the way. We copied, stole, begged and borrowed from any where or anyone we could… and we still made mistakes. [This might remind you of parenting, if you're old enough to have kids.]

It's not like we went to college or studied at the Mobile DJ Tech School to be DJs. We didn't intern or have an apprenticeship. Yet, we stuck it out; we tried and failed, and tried again. Then, somehow along the way we got to a place where people liked us and what we did. We learned how to please the client and keep the guests happy,. We figured out how to sell ourselves to brides and parents of brides and even school principals, and bar owners… we kind of figured it out.

Except, we didn't. We may have thought we figured some of it out, but for the most part it feels more like we just figured out how to fool everyone into thinking we know what we're doing. I am always amazed now at how this industry has gone from a very small number of people who approached this as a job or profession to what it is today. It seems that those people who did "lead the way" were usually associated with multi-ops or larger companies that were looking for ways to maintain a consistent product, from music to sound system to the entertainer. These were the people who wanted to change the perception of the Mobile DJ and started working toward creating Mobile Entertainers, along with sales departments, training and management teams, continuing education, and accountability. The more corporate it started to feel the more some of us started to look for ways to stand out and be different. In our efforts to raise the bar, to elevate the level of entertainment and interaction, we started to create.

But, the minute we did this, we started over. We were outcasts, who were again, learning on the fly. We were looking for anything we could copy, steal, borrow, or beg off of other like minded DJs. Continuing until we thought we had figured it out… again. Do you see the cycle?

I have been a working professional mobile entertainer since 1988 (did my first show in 1986) and every night I get done at a wedding or any show I expect someone to come up to me and say, "Ok Jake, we're on to you, the gig is up, you are clearly winging this and have no clue." Maybe part of this feeling is confidence or lack there of. Maybe part of it is being in a mind set of always striving to be better. Or part might be to never sit still or never stop learning and changing. We are always trying to figure it out.

I'm not sure if I'll ever figure it out. It's a learning curve that never seems to stop curving. Every time I crack the mic, finish a great performance, receive a thank you note, or just get a compliment, I feel like I'm stealing. I feel like I have them fooled, and maybe they know and that's what they are impressed with my ability to fool them. Maybe I just think too much. The part of me that always wants to be better is the same part of me that never thinks I'm good enough.

I am not unique or alone in this attitude, I hear actors and comedians talk about similar thoughts and feelings all the time. I see professionals golfers change their swing in the middle of their career because they think it will help them win MORE. I see musicians take acting lessons so they can further their careers.

Sometimes I like to think of it like a good spy movie, always staying one step ahead of them. Changing just enough to stay current and relevant. Yet still being a little different, and keep them as well as myself thinking. Do you have the ability to change and adapt with the industry, society, and the trending technology?

Don't get caught stealin'

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

PTDJ: The Part Time DJ

By Dan Carpenter

I feel it is important to start this article with an explanation of who I am and how/why this article came about.

Monday to Friday I'm a high school math teacher. I enjoy my job. I enjoy the challenge of working with my students day in and day out, and I enjoy the geekiness of math. One other thing I enjoy is the freedom that having a fulltime job affords me for my DJ business. It allows me to be part-time, aka a weekend warrior. I wrote to John to talk about something I felt was lacking out there in the DJ community. So many of us, for a multitude of different reasons, are not full time DJs, and yet so much of the information, the learning, the keys to marketing, and the overall impressions are that we NEED to be fulltime.

Are there advantages to being fulltime? Absolutely! However, there are also advantages to being part-time. As I write this, my area of central PA is getting hit with another snow storm. My trailer is stuck behind a mound of snow that I don't think I have the patience, nor back strength, to completely dig out. Even though it's a Saturday, I'm not concerned because I made a personal choice a few years ago that I wouldn't take any weddings from mid-November until April. I didn't want to have to worry about how I was going to make it to someone's once in a lifetime event, or even worse having to call them and cancel last minute because I just couldn't physically make it there. This is something that my fulltime job allows me to do and still provide for my family. As someone who loves to DJ, sometimes I get frustrated with my choice to not DJ during this time, but I know it's the best choice for me in the end.

My goal with writing this is not to say you shouldn't strive for being fulltime if that is your dream, but rather to help those that choose to be a part-time DJ still succeed in the long term, and maybe even offer a nugget or two for the full-timers. Something I also hope to make clear, just because you are part-time does not mean you aren't professional, nor does it mean you aren't charging the right amount. It simply means you aren't doing this as your main source of income. Now it may mean you have less time available and so have to find ways to be more efficient, you could have a balancing act to play between family, job, and DJing, and not to mention you may have to prove yourself in a way to clients who are also meeting with a bunch of full-time companies.

Some issues I've had with being part-time are finding that balance between family, work and DJing, realizing the importance of organization, being content with being part-time, and overcoming the stereotype from clients that part-time DJs aren't professional. Over the course of the next few articles, as long as I'm blessed to be able to write this, I will share some tips I've learned and that have helped other part-timers like me succeed. I don't have all of the answers, and I won't claim to. If there are areas that as a part-timer you like to see addressed, or have helped you to be more successful, I would love to hear from you. Next time, we'll take on the first step to helping you have more time and be better DJ – organization.

Dan can be reached at dancarpenter@discjockeynews.com.

Sing Along Songs

By Ed Spencer

A recent thread was posted in a DJ Playlist group talking about 'sing-a-long songs'. They asked for a list so that they could compile them. I'll avoid my temptation to talk about how lazy that is, how the person didn't contribute anything to the discussion, and how it's been weeks, well over 100 replies and still this person hasn't compiled a list or contributed anything, but that's for another time.

Anyway, a lot of the responses gave me pause. What 'defines' a 'sing-a-long' song? How do you know when something has 'made the cut' so to speak? And on a more important note, when is it the right thing to play or what's the end result for using one of these songs?

Let's start by defining them. I would suggest that for a song to make the cut, the first way to qualify would be that it would have to be ingrained into our culture and society in such a manner that it's nearly compulsory to sing along to the song. It wouldn't have to be a nationally accepted song as there are a large number of regional songs that fall into this category as well.

For example, these four songs are hard to play without a group of people jumping in and singing along.

National:
California Girls - Beach Boys
Regional:
Sweet Home Alabama - Lynyrd Skynyrd
Rocky Top - Osborne Brothers

The second way would be a song that demands a sort of 'routine' to be played out of some kind. Often inspired by movies or just built up by culture, these songs having people clamoring to take part.

Bohemian Rhapsody - Queen (Headbanging scene from 'Wayne's World')
I Will Survive - Gloria Gaynor
You've Lost That Loving Feeling - Righteous Brothers (Scene from 'Top Gun')
Sweet Caroline - Neil Diamond (If you've been to Fenway, you know the deal)

The third and final group of these songs are niche tracks that appeal to a very narrow group of people. It means that the song might normally be a huge 'flop' but with the right group of people, it will blow onlookers away. In short, think theatre geeks and showtunes. And some of these might have more broad appeal, but they tend to be more niche.

Let It Go - From the Frozen soundtrack
Sweet Transvestite - Tim Curry (From Rocky Horror Picture Show)

Keep in mind that these aren't songs you 'like' to sing along with. These aren't flash in the pan tracks that might have some impact on the short term, but lack the staying power and broad appeal to make the transition to 'classics'. If you're wondering what I mean, think 'Call Me Maybe'. Last year's track of summer may or may not make the cut for this year. And it most certainly won't make the cut in 3 to 4 years. Same for the popular tracks from Ylvis (What does the fox say?) and many others.

Well, that's a run down on some of the concepts that I have for 'sing a long' tracks… what are your favorites? How do YOU define a 'sing a long' track? Be sure to share your thoughts with us on the web or via email.

Ed Spencer can be reached at" edspencer@discjockeynews.com.

BOSE®

CAP CAPELLO

Specializing in DJ Applications

Independent BOSE® L1 Expert 518.399.7451
Sales - Technical Support capcapello@gmail.com

SPRING SALE

Offer valid from May 1, 2014 to June 30, 2014

Bose® L1 Model II with the B2 bass module ***on sale for $2,429.00 Save $270!!***

Bose® L1 Model 1S with the B2 bass module ***on sale for $1,799.00 Save $200!!***

Bose® L1 Compact an all-in-one ceremony/cocktail system ***on sale for $899.00 Save $100!!***

Bose® B2 bass module ***on sale for $449.00 Save $50!!***

Bose® T1 *(Tone Match Engine)* ***on sale for $449.00 Save $50!!***

The Top Five Reasons To Buy Your New System From Bose® Expert Cap Capello?

1. Guidance To Make Sure You Are Buying The Right Bose® System For Your Application
2. The Industries Best Service After The Sale To Help You Get The Most From Your New System
3. The Same Great Bose® Factory Authorized Discount Sale
4. No Sales Tax Outside Of New York, FREE SHIPPING!
5. 0% Six Month Financing For Qualified Buyers

Save 10% on the L1 family of products!

BOSE® AUTHORIZED DEALER

Passion: The Magic That Begins The Happily Ever After

By Ron Ruth

"The magic is as wide as a smile and as narrow as a wink, loud as laughter and quiet as a tear, tall as a tale and deep as emotion. So strong, it can lift the spirit. So gentle, it can touch the heart. It is the magic that begins the happily ever after."

The above quote comes from an unknown Disney imagineer. It's hard to say if he or she was speaking about the magic of the Disney Theme Parks or one of the other vast forms of Disney entertainment. But, one thing is certain. The quote conveys a passion and commitment, and maybe even a commitment to be passionate, that we as wedding DJs and business owners should embrace. It is a reminder for me, and hopefully for you, of how far we've come as an industry and why we do what we do.

There was a time in my earlier days in this industry where I believed what many brides still believe today; that every DJ is the same. The only true difference between me and my closest competitor was pricing. Unfortunately, I let that strategy control my business for about a decade. In actuality, it wasn't the pricing strategy that was in control of my destiny as much as it was the clients who contracted me for their events. Their expectations were about as low as my fee. So, we were a perfect match.

The story I shared is, in all likelihood, not exclusive to me. I'm guessing some, or maybe many of you, could tell the same tale. But, like me, at some point in your career as a DJ, you came to realize that what you do, the impact you have on a once-in-a-lifetime event, the pleasure you receive for bringing at least a moment of happiness to others reaches far beyond financial reward.

At some point you did something during a performance that brought about a smile. When you did it again, you discovered that you could make people laugh or cry or stand up and cheer. As over time you added more emotionally engaging elements to your performance, you realized that the smiles grew larger, the laughter lasted longer and the applause was louder. The good feeling those responses brought about for you, and the delight it brought to your client and their guests, became an incentive to work harder. To find ways to replicate that level of energy and emotion in every subsequent performance. Instead of repeating that success, you exceeded every expectation, including your own. You became addicted to a joy that can only be experienced when others feel joy. You, like me my friends, became passionate!

Passion is a powerful emotion. It makes us eager to learn. No more prodding or need to be convinced of the value of education. It makes us let go of negative influences. We suddenly find ourselves surrounded by individuals of like mind and equal aspirations, people who are willing to give of their time and expertise to lift us up and to help us succeed. "Average" is erased from our repertoire and replaced by "excellence," "exceptional" and "extraordinary." Passion is what drives us to bring happiness and special memories to our clients and their family and friends - regardless of the amount of time or effort it takes for us to accomplish that goal. Passion is what gives us the inexhaustible desire to create magic and to surprise even ourselves as to just how capable and creative we can be if we just put our minds to it. Passion is an unbridled enthusiasm to be the best we can be, to the benefit of our clients.

The added bonus of being passionate about our profession is that it is contagious. It releases the imaginative spirit and can bring about an incredible opportunity for collaboration and innovation. Passion is not something that is exclusive to you or me, it is meant to be shared with others. If you are truly passionate, clients will be drawn to you and your passion will be compared to every other wedding professional with whom they come in contact. Just imagine what would be possible if everyone they choose as a member of their "creative team" shared the same passion for delivering happiness and exceeding expectations as you.

So you must be wondering why I chose to write about passion. Over the past decade or so we've come to know our worth and have raised the bar of professionalism in our industry. We've worked hard to mentor those just coming into our industry. To teach them not only where we would like to go in the future, but to educate them on the mistakes we've made in the past with the hope that they won't be destined to repeat them. Although these are important lessons to be learned, have we fallen short in conveying our passion?

Obviously passion isn't something that can be taught nor can it be contrived. But, let's face it, as essential as it is to make a living at what we do and to behave in an ethical and professional manner, how often do we emphasize the true reward of our efforts; the smiles, the laughter, the cheers and the joy that comes from our passion to bring happiness to others? Passion shapes our future, fuels the fires of inspiration and makes the heart and mind open to changes all around us. It is food for the soul, a spark that ignites our purpose and mission. Passion will prevent our tomorrow from being the same as our yesterday.

I have a placard in my office that reads "If you can dream it, YOU CAN DO IT!" It is a quote from Walt Disney and it is a daily reminder of just how far we've all come during my 20 plus years in the DJ industry. It is a tribute to how much fun it is to do the impossible and the unexpected. Please accept my invitation to share in my passion. It is yours to experience and enjoy. It won't take long to appreciate how passion is "the magic that begins the happily ever after."

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

against fog has to do with setting off built-in fire and smoke detection systems. The logical work-around would be to use a small amount of haze instead. It would provide about as much atmosphere as cigarette smoke used to so everyone could see where they were going, smoke alarms wouldn't go off and our light shows would get that punch back.

Not so fast. Even if we could somehow prove to every bar, club, restaurant, banquet hall and school that it's highly unlikely small amounts of haze would set off fire alarms, there would still be objections. Someone could start waving their hand vigorously in front of their nose & complain to the venue that the haze "bothers them". These are probably the same people who freak out whenever someone takes a hit off an electronic water vapor only Cigarette within 100 yards of their "personal space". I don't believe any of these arguments are valid, but we must pick our battles.

So, no fog, no haze, what lights still look cool?

If you break it down to the bare basics, there are really only two different types of effects that entertainment lighting can produce: Aerial and Projection.

On a fixture such as a moving head, the beam of light you see going thru the air, with fog or haze, is the aerial effect. The projection effect would be the gobo image you see shining on the floor, walls, ceiling or any other surface the light happens to hit.

Just about any lighting fixture can be both aerial and projection. However, to answer my viewers question, we should first try to eliminate any lighting effects are totally unimpressive without atmosphere. After racking my brain, the only effects I could come up with were Aerial lasers, such as the ones you would use to produce a "Tunnel" or "liquid sky" effect. Sure, they do indeed project images on surfaces as well, but those images are very unimpressive.

Aerial lasers aside, are there fixtures out there traditionally thought of as aerial that can be used effectively without fog? Absolutely.

For example, a simple dance floor color wash can easily be achieved with a variety of fixtures, such as LED par cans. Have you ever considered producing a "light up the dance floor with color" effect with moving head beams? You may say "why a beam?" Well, you can see the beam itself best as an aerial effect. However, this new generation of beams can produce an incredible amount of light that ends up bleeding out and reflecting off surfaces, thus creating a great textured wash. Now your light source doesn't just change color, it moves all around the room as well. This constantly creates new hot spots & shadows everywhere. Put all of that together and it's more than impressive.

Aerial lasers aside, I believe just about any lighting fixture out there can be impressive without any atmosphere at all. Just be creative & have fun with it!

Yes, I know lighting concepts like this are probably better suited for video. Yes, I'll get on it ASAP.

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/

Optimist

By Rick Brewer, GetMoreBrides.com

Most of my life, I have been taught to think positive; to look at the bright side of things and to find the good in all situations. Fact is, I had tried that up to about 5 years ago, when I finally decided that being an optimist wasn't enough. I had to find a better approach because frankly, thinking good things all the time didn't bring about the effect I had hoped for as there was a dark side to things that needed to be dealt with and I was candidly tired of being disappointed.

When I speak about being a realist and stop being an optimist, many people automatically think I want them to be pessimists. Let me answer that right now; I don't! I want you to be a realist and look at the situation as it is, so you can deal with the situation as it is.

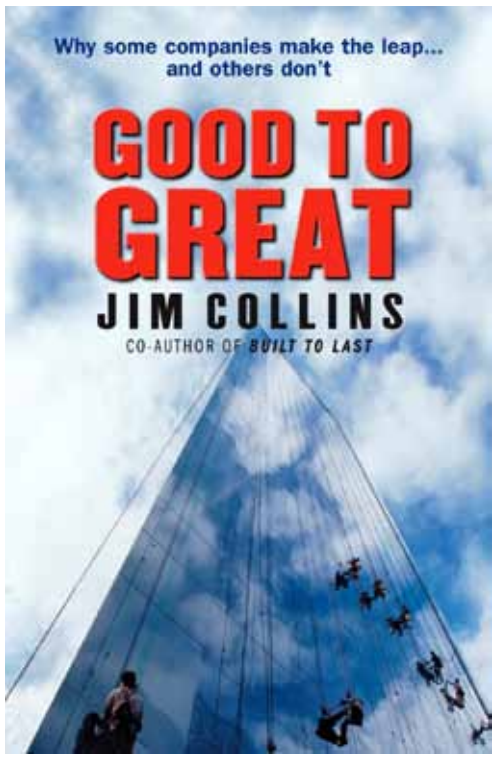
In sales, the optimist looks like this: they simply go out and think positively

that, "Yes, people will buy from me!" and then after knocking on 15-20 doors a day, they become discouraged because these people simply didn't see the light. Maybe there was a reason why they didn't see the light, but the optimist doesn't consider those reasons as they are too busy thinking happy thoughts.

Fact is, in sales you will find disappointment. I have yet to find a salesperson who closes every deal and only with customers who are perfect. When you approach your prospect from a slightly different point of view of trying to determine do you have a match as opposed to trying to gain the sale, you many times find you simply do not have a match (not every prospect can afford what you sell and not every prospect will be a good client who takes what you sell and uses it perfectly).

The point is not to try avoid the disappointment, because you cannot and you will not. The key becomes recovery after disappointment and pressing forward to chasing success. Success is where you live financially comfortable as a salesperson and where your mind and soul will thrive. You will gain what you focus on, so it becomes crucial to focus on solutions, on fixing problems so you can minimize them and of course finding that success.

Vice Admiral John Stockdale recalls in the book, "Good to Great" how he knew who would survive the infamous Hanoi Hilton (Prisoner of war camp in Vietnam where he was the longest held American in captivity)."Simple, those who wouldn't survive were the optimists." He went on to explain, "The optimists would be saying, 'we'll certainly get out by Christmas', Christmas would



come and go, and disappointment would set in. After too much disappointment they would simply give up."

Comparing ourselves to the advice of Admiral Stockdale, simply "hoping" for success is a lousy strategy. We need to understand 3 factors:

1. People buy for their reasons, not ours. When we key into what motivates them we stand a better chance of winning the sale, but there are some circumstances (like finances) that are not discussed but a major reason for them to perhaps not buy.

2. We won't get all sales, but we can get a good amount, we need to focus on our closing ratio and through proper measurement shoot for improving that measurement in place of a pie in the sky perfect game.

3. Measuring the solutions instead of hoping for sales is a better strategy. Fix what you can and avoid the problems you cannot fix (i.e. broke customers).

You can be happy all you want in life, but in sales you need to be real. Be real and not emotional and you will soar.

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

BILL HERMANN PRESENTS
THE **ENTERTAINMENT** EXPERIENCE
Performance Training for Wedding Entertainers

What Graduates are saying...

At the end of the night a gentleman came up to me and said I own a few hotels, I have never seen anything like this before. Do you have a card? I'll be in contact with you.

Mike Anderson, Minneapolis, MN

The training you shared helped me look at planning from a different perspective and create an amazing wedding this past weekend... The groom even took the time to personally thank me during his speech. What an honor.

Eric Wies, Mason City, IA

The Entertainment Experience knowledge has won me 3 jobs in one week. It's truly the gift that keeps on giving.

Brooklyn Dicent, Seattle, WA

www.billcreates.com

The Entertainment Experience
Power To Create Seminar and Workshop
and The Art Of The Audio Edit

November 17-19, 2014

More info at www.billcreates.com

What will you Create?

Not Just Lights. Atmosphere.

Chauvet DJ Intimidator Spot 350

ADJ JellyPar Profile

ADJ MegaTri 64 Profile

Chauvet DJ Colorado 3P IP

GET IN
INternet Pricing.
IN-store Experience.™

You create a special connection with your audience. Experience that same connection for yourself when you get in to I DJ NOW. In our stores or on our website, you'll always get the lowest prices, the best value, the latest info on top-name brands, personal one-on-one support, live displays, product video demos and Fast Free Shipping. Make the connection and make your move to I DJ NOW.

idjnow.com

Se Habla Español

Online Orders: 1-800-355-7746
Visit Our Stores

Queens, NY (718) 762-0100
181-24 Horace Harding Expy. (L.I.E. Exit 25)
Fresh Meadows, NY 11365

Long Island, NY (631) 321-1700
1015 Sunrise Highway
West Babylon, NY 11704

idjnow™
DJ | STAGE | SOUND | LIGHTING

© 2014. All Rights Reserved. NYS Dept. of Consumer Affairs #1387598

ProX Live Performance Gear
XSTATIC PRO LIGHTING
proX cases • truss stands • cables

Top Quality. Best Price. Always!

I protect my investment.

As a Pro DJ, I know that to do a job right, you buy the right gear. When I invest in good, high quality equipment, I want to protect my tools of the trade, but not blow out my budget.

We work hard, we play hard, and we travel hard. Making sure my gear stays in top shape shouldn't be hard. But I know my flight cases are, and I can rest easy.

Take it from a DJ who's been all over the world, I've got great sponsors and I want all my gear kept safe between shows. What keeps it safe? Pro X Cases, that's what.

- DJ Ariel, 99.7 La Vida Radio - New York City

XS-DDJSZWLTBL *(Black on Black!)*
FITS THE PIONEER DDJ-SZ
W/LAPTOP SHELF & CASTERS

XS-DDJSZWLT
FITS THE PIONEER DDJ-SZ
W/LAPTOP SHELF & CASTERS

XS-DDJSRLTBL *(Black on Black!)*
FITS THE PIONEER DDJ SR
W/LAPTOP SHELF

XS-DDJSXWLT
FITS THE PIONEER DDJ-SX
W/LAPTOP SHELF & CASTERS

All our Digital Controller Cases come with our "honeycomb" laminate. Introducing our new

honeycomb digital line

It's all about the options.
Check out the ProX line of "Honeycomb Digital" Controller Cases made with the super-sleek look of hexagon grids on all shell surfaces with all black hardware!

When selecting your next DJ travel case, be sure to say "make mine a ProX Honeycomb Digital."

...with our **BLACK on BLACK** hardware option!

#1 North East Manufacturer of:
Pro Audio and DJ Cases, Stands, Cables, Truss, LED Wash, Effect & Accent Lighting, Laser Lighting, Fog Machines, Mirror Balls
www.ProXcases.com Tel: 718.237.2299

We manufacture portability solutions! State Of The Art DJ & Rack Cases!
GIGReady
Utilizing ATA-300 Styling, 3/8" Laminated Plywood, Recessed Latches & Handles!

DEALERS WANTED!
Get your dealer app today!

Weeding Out Talent

By Joe Bunn

If you run a multi-op DJ company, or are thinking about growing, then at some point you will have to hire more DJs. Trust me, this can be quite a daunting task, but in this month's article, I will give you some tips that I've developed over the past 15 years for hiring (and firing) DJs.

My company is a little bit different than some. I only hire experienced DJs (Mike Walter just rolled over in his grave, and he isn't even dead yet). They may have worked in a skating rink, or done hundreds of weddings, it doesn't matter to me. It just matters that they have some knowledge of the DJ business, how to read the crowd, what to play next, and own their own gear.

There are a couple of ways that we have had success in finding great DJs. Back in the day, it was old school methods like posting flyers on campuses or even going into the record stores (remember those?) and asking the store managers who the good DJs were. We also used to put ads in the local newspaper (remember those?) or even the campus newspapers. Nowadays, it's all online. For the longest time, we left up a link on our home page that said "Now Hiring!" and people that were interested could click on it to contact us for an interview. We are pretty well staffed now, so it's down. We also got some of our best guys from posting ads on Craig's List or social media. The thing about Craig's List is that there are a lot of crazies out there (just watch the nightly news), so it does take some "weeding out" to find the good DJs. Our ad usually reads something like this:

Joe Bunn DJ Company (www.bunndjcompany.com) is now hiring EXPERIENCED mobile DJs. If the following criteria apply to you, then email us at info@bunndjcompany.com to set up an interview.

1. Have been a DJ of some sort in the past few years (mobile, club, radio)
2. Have your own gear
3. Have transportation
4. Willing to work weekends, mostly Saturdays for weddings
5. Love to make great money!

We look forward to hearing from you!

Ok, so you see what I've done? I've made it very specific. I even added numbers to tell these folks what I'm needing. You will also note that I told them to EMAIL me, not CALL. I hate the phone.

You may get an influx of emails from this and here is how to get down to the ones you really want to interview face to face.

1. If they call you, don't return their call, they didn't follow directions.
2. If you write your ad and request calls, and they call you or leave a voicemail that you can't understand, delete them.
3. If they contact you via email and don't know how to spell, use poor grammar, or don't know where the shift key is, drop them.
4. If they don't have a car or gear (if your company doesn't provide it), they gotta go. Plus, they didn't read the ad.
5. If something feels off, it probably is. Don't end up as a news story about a missing DJ.

Once I have vetted them through the email process, I would usually set up a short phone interview. Some of the questions I usually ask are:

1. How many years have you been DJing?
2. How many years have you been DJing weddings?
3. Do you have any DJ/Wedding references that we can contact?
4. Do you have all of your own music and gear?
5. Do you use CD, Vinyl, Digital?
6. Do you have reliable transportation?

As you can see, some of these are redundant from the ad, but I want to make sure they understand what kind of company we are right from the start. Once I feel comfortable that I have a good DJ on the hook, I'll ask them to come to our office for a face to face meeting with me. Sometimes I'll have another one of my senior DJs sit in on the meeting just to make sure that I'm reading

Joe Bunn Continued on page 10

DOES YOUR DJ COMPANY NEED A SWIFT KICK IN THE PANTS?

Joe Bunn has over 25 years in the business,
and would love to help you grow your company.

Next Level
DJ CONSULTING

Contact Joe for pricing and more information.

info@bunndjcompany | 919.785.9001
bunndjcompany.com/services/nextlevel

music trends.com
the DJs toystore

Pro Audio • DJ Gear • Lighting • Installation & Design
Sales • Rentals • Service

Friendly & Knowledgeable Staff

Our Entire Staff is Made Up of Working DJs, Audio Engineers & Lighting Techs
Ready to Help With any Question you Have About the Gear We Sell

Worth the Trip From Anywhere!

Largest Selection of DJ Products on Display Anywhere

NY Showroom
2947 Hempstead Turnpike • Levittown, NY 11756
(516)796-7755 Or 888-621-DJDJ(3535)
STORE HOURS MON-FRI 10am-8pm SAT 10am-7pm SUN 12pm-5pm

CHAUVET DJ
TRUSST
Yorkville
Pioneer DJ
Blizzard LIGHTING
Numark
XSTATIC PRO LIGHTING
ADJ

Lighting Symposium 2014

By Jeremy Brech

I was fortunate to attend the Lighting Symposium 2014 in Minneapolis, MN this year on behalf of Chauvet DJ.

As most of you may know I am a huge into industry education and will make every effort I can to improve what I do in my performance and my business. I feel that workshops and trainings are a never ending journey to success if you want to truly give your clients the experience they deserve then you need to keep moving forward or you will fall behind.

So what did I notice at Symposium? There isn't enough time in the day! What does that mean? There seems to be so much information that Ben Stowe wants to share and he truly has a passion for our industry. We fell behind and at the end of it all we had to cut about 2.5 scheduled sessions. Obviously there was a lot of information to share in the matter of 2 days. Ben started off by discussing the 1's and 0's and binary code. Then discussed the importance of the correct DMX cable and signal. The information was very detailed and complex.

We were told at the beginning of the symposium that if you are here to learn about how to shoot an up-light up the wall, you are at the wrong workshop. I will come back to that. The great sponsors involved were Eternal, Blizzard, and main sponsor Chauvet DJ. The hour vendor spotlights were a sales pitch which I figured but to show how it can actually help us in the field and the difference it can make in our performance should have been the focus. That is obviously my opinion. So, when Chauvet DJ asked me to speak I was thrilled and wanted to make it about education on the how and why.

My focus was to show the attendees how to aim an up-light and why to use your lighting to create a dramatic atmosphere. I felt that most of the attendees already have the equipment and just needed a brief explanation on that products that are available but to actually show them how it can take their event to the next level is what was missing. After my very tight time frame to present I had so many great conversations in the hall telling me that is what they were hoping for. They wanted to learn the techniques and design elements that go along with the equipment. Everyone knows an up-light shoots out a beam of light, but what if it could do more than just sit up against a wall and create a streak of color? Well it can! I know many DJ's were offended by the two wedding designers that follow up my presentation, but they had a great point. They said, "Up-lighting is gone!" In a way I would have to agree. If you look outside of the box and really allow yourself to be a lighting designer you will soon find out that putting a light against the wall isn't going to cut it anymore. If you want to stay ahead or keep up with the lighting industry then you better start investing in fixtures like the Chauvet DJ Freedom series. They might just be a par style fixture but it is what the fixture can do, that will allow you to create outside of the box.

Take aways? I have a pretty good understanding on Show Xpress and I think most attendees would agree with me that this training was the most valuable part of Symposium. It was about the only hands on session that was provided. It was very fast pace but it allowed beginners to understand how the program is used and functions. I was excited to learn the details on how to pixel map more efficiently. I was very thrilled to understand Timeline and the in's and out's of its qualities. I also learned how to create a more efficient fader button. When you use UV and blue together the blue actually cancels out the UV which I was unaware of. I really enjoyed meeting and talking to so many great people in the two days I was there. Last but not least, I have been an EV user for years, but after listening to EV at their headquarters I found that Electro Voice really do ROCK! My pocket book is proof of that ☺.

Disappointments? I didn't feel that all the content was relevant to lighting design and us as DJs. The time issues was a little frustrating. I was also looking for more wow moments that I felt would allow me to improve what I do for my clients.

Is Symposium right for you? I feel that this event is for a person just starting their business or lighting endeavors. The Chauvet Show Xpress training is good for beginners and second level users. Even though there are many vets looking for that next level of lighting design I feel that this is a good beginner's course to get you started.

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

Joe Bunn Continued from page 9

the person right. At this face to face interview, I am really just trying to get a feel of their personality and to see if I think they are a good fit. I'll usually ask a few additional questions such as:

1. Can you describe your DJ rig?
2. What do you use for backup?
3. Do you have reliable transportation?
4. Can you travel for shows?
5. Are you able to go out over the next couple of months and observe our DJ's?

That last question is key. We don't pay our trainees to go out and shadow our DJs. That is our way of showing them how we like to do things. In a future article, I will get more into the training of the DJs, and how to "teach an old dog new tricks"; in other words, breaking bad habits of cheesy DJs.

Joe Bunn is the owner of Joe Bunn DJ Company and Next Level DJ Consulting. He and Mike Walter will be hosting The PhDJ Workshop November 4th and 5th, 2014 in Raleigh, NC. Visit 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/

Joe Bunn can be reached at joebunn@discjockeynews.com.

CUSTOM GOBOS
$59.95
any size stock gobo $9.95
GOBO man
GOBOMAN.COM 866-391-GOBO

Subscription Form

You can subscribe to the newspaper and have it delivered to your mailbox each month along with the E-Edition! Or, you can subscribe online at: www.discjockeynews.com

***Print and E-Edition:** 1 year, 12 issues: $20.0;*
2 years, 24 issues: $40.00; 3 years, 36 issues: $60.00
***Lifetime E-Edition only:** $75 for lifetime online access*

Please mail this form with a check to:

Disc Jockey News

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email:_____ Amount Pd: _____

___ 1 year ___ 2 year ___ 3 year ___ Lifetime E-Edition

Mail This Form In To Subscribe:
Disc Jockey News; 29442 120th St, Grey Eagle, MN 56336

Contact Phone Number: _____-_____-_____
Or Subscribe Online by PayPal at www.discjockeynews.com

THE DJ EXPO

BECAUSE YOU ARE A

DISC JOCKEY NEWS SUBSCRIBER

Full-Expo Pass $199 Until June 4th
(almost 50% off onsite price)

Full-Expo Pass $219 After June 4th
(over 40% off onsite price)

FULL-EXPO PASS PROMO CODE DJN417

Exhibits-Only Pass FREE until July 8th
Exhibits-Only Pass $25 After July 8th
EXHIBITS-ONLY PROMO CODE DJN416

THEDJEXPO.COM

August 11-14, 2014 | Trump Taj Mahal | Atlantic City, NJ

Be at The Casbah on Wednesday, August 13, for DJ Expo's annual competition, when the best of the best from the Mobile Nation compete in a variety of performance categories, including "DJ of the Year."

If you're a mobile DJ/entertainer/performer & you think you've got the goods to compete in Atlantic City, please contact us (djtimes@testa.com) with a Subject Line reading "DJ of the Year."
Maybe you'll take home this year's honors!

/THEDJEXPO @TheDJExpo_ /DJTIMESMAG

FOR MORE INFORMATION, CONTACT THE DJ EXPO AT 1.800.937.7678

The Way I See It: On To 21

By Michael J. Lenstra

Last month, we celebrated an anniversary at Alexxus Entertainment—our 20th year in the Mobile DJ business. Actually, I had started in the industry a couple of years before that, but April 9, 1994, was the day that I packed up my 100 pound apiece speakers, my 80-pound amp, and my homemade road case containing two homestyle CD players and a three channel mixer and headed for a little country bar for Alexxus Entertainment's first gig. I still remember the first couple of people that I got dancing that night. The song was "Try Not to Look So Pretty" by Dwight Yoakam. I've seen a lot of DJs come and go in the past 20 years, as well as several banquet managers, photographers, and other wedding-related professionals. Yet that country bar (like myself) is still going strong (although it has been several years since I've played there, or any clubs for that matter). In kind of my own spin on Peggy Noonan's What I Saw at the Revolution (her biography of her years in the Reagan White House), this is a recap of the changes that I have seen in my 20-plus years as a Mobile DJ.

Where Do You Put the Needle?

I was just in my first couple of weeks working for a large multi-op company when one of the seasoned veterans, who was teaching me the ropes, brought his personal CD player with him since that was becoming the newest rave in music equipment. The outfit we worked for was still using vinyl and record players. He programmed the music and emceed that night, while I took the guests' requests and returned the records to their sleeves before putting them back into their proper spot in our homemade version of milk crates. After I got several requests "for some Darth guy," my partner flipped through his personal CD collection and handed one to me. "Here," he said, "Cue up track five." After studying it for a moment I finally asked, "Where do you put the needle?"

Of course, that "Darth guy" was Garth Brooks, and the song was "Friends in Low Places," but as a Top 40-only listener back then, I had never heard of him. However, he soon became one of my favorite artists, and it was only a matter of a month or so before I purchased my own CD player and began my own collection by joining both the Columbia House and BMG Music Clubs. With approximately 10 CDs from each club for a penny, I was on my way.

Afternoon Delight

Twenty years ago, the typical wedding reception in our area was an afternoon affair, usually starting at noon or 1:00 p.m. and wrapping up by 4:00 or 5:00. After that, we were usually off to a neighborhood bar or a high school dance for the evening. Balloons were the choice of wedding décor; in fact, back then some companies did just that, providing abundant balloon centerpieces, columns, and arches, along with balloon bouquets outside the main entrance. Colors for the wedding party were the style. By the turn of the millennium, black and white only were the colors of a formal affair. Today the colors have made a comeback, but the typical wedding reception—at least in our area—does not start until 5:00 p.m. or later, and those high school dances, like the balloon decorations, have almost all disappeared.

A Technical Revolution

There would be no record players for me as I ventured out from the multi-op that gave me my start and started life as a self-proprietor. The advantages of CDs were just too great. Smaller and lighter weight, they were simple to care for and even simpler to cue up, plus I could always check my hair in them! Can it get any easier, I wondered? If a client sent an extensive request list, that usually meant a trip to Musicland or Sam Goody to find those oddball songs that I did not have. Before long, however, the popularity of the home computer and the Internet changed my world. By dialing up and connecting with AOL (You've got mail!), I was able to replace that trip to the store with a virtual trip to music superstores like CD Now and Music Blvd. to find those off-the-wall requests. Eventually, I discovered file sharing and, if I was patient enough to wait the 25-plus minute download time, I could find what I wanted on Limewire or Audio Galaxy and create my own CDs. By the turn of the century, high speed Internet had replaced dial-up. Download time went from minutes to seconds.

And Then Everything Changed—Again

"CUPERTINO, California—April 28, 2003—Apple® today launched the iTunes® Music Store, a revolutionary online music store that lets customers quickly find, purchase and download the music they want for just 99 cents per song, without subscription fees." No longer would I have to go shopping for music in the malls or the virtual stores. No longer would I risk the legalities of the pirated download sites. Music a la carte was now only as far away as my keyboard. Software programs soon followed and the laptop replaced my CD players. I discovered music subscription services like Promo Only and TM Century as well, providing even more music.

My role as a DJ changed, too. I was no longer just the guy who had a huge music collection and chose to spend my weekends away from my 8-5 job by entertaining crowds with it. I became a coordinator, facilitator, and master of ceremonies. Educational publications and seminars specific to the DJ industry—although most people would not consider it an industry at all yet—sprouted up. Men like Mark Ferrell and Peter Merry came to the forefront and challenged DJs like myself to up our game. I even quit my 8-5 job to focus instead on a career as a full time Mobile DJ!

Today, the educational content, music availability, and technology is readily available for anyone to take advantage and make a career as a Mobile DJ. The way I see it, the only other thing needed is passion and a personal drive to succeed.

Where the company goes in the next 20 years will be fun to see.

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

THE LAS VEGAS DJ SHOW.COM
BOOST YOUR SPIRITS, BOOST YOUR BUSINESS
September 7 – 10, 2014
Las Vegas Convention Center

It Just Keeps Getting Better!
• Seminars From Leading DJs & Presenters
• Top Name Gear Manufacturers
• Networking, Entertainment & Parties
• Biggest Show Floor Ever
Sponsored By:
ADJA American Disc Jockey Association
THE CURRENT AUDITION MAGAZINE
Seminar Passes Starting At:
$75
Seminar Passes Go Up April 30, 2014
Show Passes Are 100% FREE To Anyone!
Reserve Your Show Pass & Room Today!
Sign Up At: www.LasVegasDJShow.com
The Only Place To Attend "Breakfast With The Game Master" With Scott Faver

The Referral Coach: No More Excuses

By Matt Anderson

Can you picture a day where you make no excuses? Where everything that happens – good and bad – you can honestly look in the mirror and say: "That was something I either created or allowed. That outcome rests on my shoulders. No one else's"?

Clearly it's not easy for anyone to admit:

• I chose this difficult relationship

• I allowed this health problem to develop

• I created this debt

• I accepted this frustrating project

START BY EVALUATING YOUR RESULTS

On a scale of 1-10: How well are things going in each area of your life?

• Your loving relationships (significant other, children, family)

• Your business

• Your health

• Your finances

• Your friendships

• Fun time and recreation

• Personal projects and hobbies

• Contributing to the larger community

• Your spiritual life

Then ask,

• How would I rate my responsibility in each area?

• How could I take more ownership for that outcome and improve it?

NO MORE BLAMING

And, don't forget, if you are tempted to blame something outside yourself and say "it's not my fault x isn't going well", ask yourself: what have I allowed to happen to create this outcome? Because rarely does something 'just happen' in life. Relationships don't 'suddenly' go bad. They deteriorate over time and we are often guilty of letting that happen. We don't get out of shape suddenly. We exercise less and less and we take less and less care about what we eat.

LIFE CAN BE HARD AT TIMES

Then it's time to accept that you are not entitled to a good life. Remember that at least one third of the people on our planet live on less than $2/day. As Scott Peck starts out in his bookThe Road Less Traveled, "Life is difficult." The only people without problems are in the cemetery. I would qualify that life does not always have to be difficult – otherwise we run the risk of expecting the worst all the time and never enjoying our journey. Peck argues that you can only be liberated by facing your problems and working on them. No more procrastination. No more perfectionism. No more excuses. After all, the alternative is to do what many do: blame outside circumstances for the things not working well. Is that really the person you want to be for the rest of your life?

YOU PRODUCE YOUR RESULTS

I've been re-reading Jack Canfield's The Success Habits recently. He feels so strongly about the topic of taking complete responsibility for your life that out of 64 success principles, it is THE FIRST ONE:

"It is time to stop looking outside yourself for the answers to why you haven't created the life and results you want, for it is you who creates the quality of the life you lead and the results you produce. You – no one else!"

THE RESPONSIBILITY SCALE

In my book, Fearless Referrals, I tell the story of when I met Brian Tracy, whose work has had a huge positive impact on my life. He'd spent 90 minutes speaking on success habits that morning and when I spoke to him at the break, I just sort of blurted out, "You have an amazing story. How did you do it?" He looked a little exasperated as if I hadn't been listening to anything he'd said, but he quickly collected himself and told me a fabulous story about how when he was 21 he realised no one was going to rescue him and that his miserable existence was all his doing.

He then went on to say: "I believe that we all operate on a Responsibility Scale in all areas of our life and most people live at about a 6 out of 10. If you want to be a high achiever, you must work every day to get to a 10 out of 10."

I wish I could write that ever since that day I have moved towards a 10/10 in all the important areas of my life, but I have not. Since then there have been periods of time when I have been sloppy with my money, my health and certain relationships. We all need to be reminded from time to time not to get sucked into complacency, blind busyness, or into tolerating complaining, negative environments (including our own heads!).

SOMETIMES YOU'RE IN STORMY SEASON.

This is a good time to become introspective and ask yourself how you are doing in the key areas of your life – without instantly making any excuses. We are all thrown off at times by life changing events such as raising a newborn (guess why the topic of this article is near to my heart right now!), taking care of an ailing parent, or recovering from a serious accident or injury etc. These seasons happen to us all. That's why one of biggest success clichés is that your results are determined not by what happens to you but how you handle them.

ASK YOURSELF BETTER QUESTIONS

Get clear on:

• What are you doing that's working?

• What are you doing that's not working?

Then take one step towards the 10/10 NOW!! (Otherwise the odds are you will not change anything.)

How can you respond differently to your current challenges? Often it is our hard-wired ways of reacting that get us into trouble – eating junk food when we're tired, snapping at loved ones because business is slow, numbing our brains in front of a TV or book instead of facing necessary conflict.

WHY DON'T MOST PEOPLE ACT ON THEIR PROBLEMS?

Because there's a risk: of failing, of being judged, of confrontation, of being alone, of being wrong or becoming unemployed.

Ask yourself the most important question:

Are you willing to take the risk of creating your life exactly as you want it or not?

Canfield summarises: "Successful people face facts squarely. They do the uncomfortable and take steps to create their desired outcomes."

If you'd like to be part of a group of people committed to being a high achiever or if you want to create your own group, drop me a line because I am determined to help those who want to make a big difference in the world: Matt@ReferralsAcademy.com

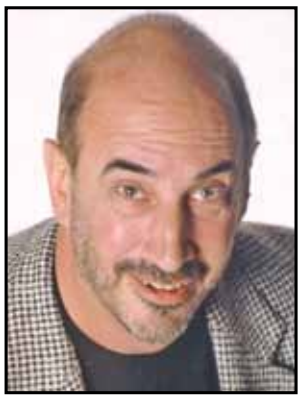
Matt Anderson is the author of 'Fearless Referrals' at: http://www.http://www.thereferralauthority.com

Napoleon Hill's 'Think And Grow Rich' Is Full Of Timeless Lessons

By Jeffrey Gitomer

"Thoughts are things" is the title and the first words of the first chapter of the book.

When I first read those words, I didn't really understand what they meant – even when I read the first chapter and the examples offered in Napoleon Hill's classic Think and Grow Rich. It didn't resonate until I got to the end of the chapter and read, "Whatever the mind of man can conceive, and believe, it can achieve." Then I started to get it. That was 1972.



By coincidence, it was only a few days later that I heard the late, great Earl Nightingale say, "You become what you think about." At that moment, I got it. It clicked. And it has clicked ever since then.

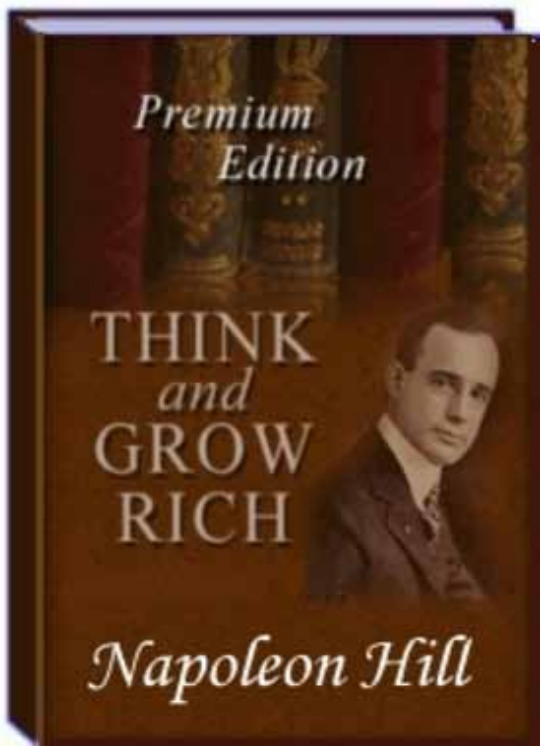
More reading and studying about thinking and the thought process revealed that neither Hill nor Nightingale had the original thought.

From Socrates to Samuel Smiles, to Orison Swett Marden, to Elbert Hubbard, to Dale Carnegie, to Napoleon Hill, to Earl Nightingale, to Jim Rohn – they all had their own way of saying THE SAME thing.

Your thinking becomes your actions. And it's those dedicated, well-planned, and directed actions that lead to your outcomes. Your reality. Better stated, your success.

All of these legendary scholars can't be wrong.

All of them told me in their writings – the same way I'm telling you – that positive thought leads to positive actions and positive results, if the aim and the purpose are passionately believed.



Orison Swett Marden's book, He Who Thinks He Can, written in 1908, says it in the title. It's plain as day right on the cover of his book. It was Marden, by the way, that FOUNDED Success Magazine in 1888.

Hill's title THINK and GROW RICH tells you first you gotta THINK! Your thinking will affect your BELIEF, your belief will help you create your MAJOR PURPOSE, your major purpose will clarify your DIRECTED ACTIONS, and your actions, combined with your DESIRE, your DEDICATION, and your DETERMINATION will determine your WEALTH.

First THINK, then GROW RICH.

Got it? Sure you do. Getting it, that's the easy part. First you get it, you understand it THEN you agree with it. Easy so far. THEN the harder part, you have to believe you can do it. You have to THINK YOU CAN. Finally, the HARDEST part is you have to be willing to TAKE ACTION! Do it! That's chapter one. Read it lately?

The rest of Think and Grow Rich contains the ideas, the definitions, and the clarifications that provide the ANSWERS. Hill describes it as the roadmap to riches. I'm telling you, it's the most important success thinking you'll ever be exposed to – as long as you repeat it until it becomes your reality.

But I have to stop here and clarify the book. Think and Grow Rich, and Hill's writing, is not written in today's language. There are no references to computers, email, the web, Facebook, social media, credit cards, or even television. Because none of those things existed when Hill penned this classic self-help book. Yet somehow the book has managed to sell more than 100 MILLION copies over the past seven decades.

To receive all the wealth in the book, you have to get over the fact Think and Grow Rich was written 70 years ago. As a country, we were fresh out of the Depression and the stock market crash of 1929. World War II was in full swing, the mood of the country was nervous, and Napoleon Hill – and his colleague Dale Carnegie – were screaming, "Make friends, be positive, believe in yourself, be influential, develop a goal and a plan, articulate yourself clearly, dedicate yourself to excellence, take directed action, and encourage others to do the same." Pretty cool, eh?

These books aren't 70 years old, rather they were 70 years ahead of their time. Maybe that's why Hill's Think and Grow Rich and Carnegie's How to Win Friends and Influence People have been on best-seller lists for 70 years.

The first chapter ends the same way it began. With one sentence of immortal wisdom. "Whatever the mind of man can conceive, and believe, it can achieve."

I'm sharing this information today in the hopes you will read or re-read this timeless classic. Rededicate yourself to YOUR best thinking (first), so you can do your best for others (second).

That's the secret! Please tell everyone.

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.

The PhDJ Workshop
Joe Bunn and Mike Walter are joining forces again to present the most comprehensive DJ program ever! Earn your DJ "Doctorate" in this intensive two day workshop.
"Informative, fun, enthusiastic, and energizing. I highly suggest it for people who want to come and revitalize their company."
Matt Johnson
Black Tie DJs
"I can say, we just completed it, and it has been two days of absolute awesomeness!"
Jay Nigro
Liftoff Entertainment
"The experience was eye-opening because it was not only instruction given by Mike and Joe, but a lot of the information came from DJ company owners....A lot of information was exchanged."
John Kerata
The DJ Crew
"Looking for the next step after the 101 beginner stuff? This is the place to come."
Brian Buonassissi
B Boy Productions
The PhDJ Workshop
Nov 4th & 5th, 2014 Raleigh, NC
www.phdjworkshop.com

Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop

1	John Legend	All Of Me
2	Jason Derulo	Talk Dirty
3	Pharrell Williams	Happy
4	Katy Perry	Dark Horse
5	Justin Timberlake	Not A Bad Thing
6	American Authors	Best Day Of My Life
7	Demi Lovato	Neon Lights
8	Bastille	Pompeii
9	Avicii	Hey Brother
10	Lorde	Team
11	Paramore	Ain't It Fun
12	Naughty Boy	La La La
13	Martin Garrix	Animals
14	Rixton	Me And My Broken Heart
15	Ed Sheeran	Sing
16	Aloe Blacc	The Man
17	DJ Snake	Turn Down For What
18	Pitbull	Wild Wild Love
19	Tiesto	Red Lights
20	MKTO	Classic
21	Austin Mahone	Mmm Yeaf
22	5 Seconds Of Summer	She Looks So Perfect
23	Iggy Azalea	Fancy
24	Calvin Harris	Summer
25	Nico & Vinz	Am I Wrong
26	Katy Perry	Birthday
27	Neon Trees	Sleeping With A Friend
28	Disclosure	Latch
29	Lady Gaga	G.U.Y.
30	B.o.B	John Doe

Country

1	Brantley Gilbert	Bottoms Up
2	Eric Church	Give Me Back My Hometown
3	Thomas Rhett	Get Me Some Of That
4	Florida-Georgia Line	This Is How We Roll
5	Jerrod Niemann	Drink To That All Night
6	Rascal Flatts	Rewind
7	Brett Eldredge	Beat Of The Music
8	Miranda Lambert	Automatic
9	Luke Bryan	Play It Again
10	Keith Urban	Cop Car
11	Dan + Shay	19 You + Me
12	Justin Moore	Lettin' The Night Roll
13	Randy Houser	Goodnight Kiss
14	Band Perry	Chainsaw
15	Craig Campbell	Keep Them Kisses Coming
16	Tyler Farr	Whiskey In My Water
17	Craig Morgan	Wake Up Lovin' You
18	Sara Evans	Slow Me Down
19	Billy Currington	We Are Tonight
20	Jake Owen	Beachin'
21	Hunter Hayes	Invisible
22	Chris Young	Who I Am With You
23	Brad Paisley	River Bank
24	Joe Nichols	Yeah
25	Eric Paslay	Song About A Girl
26	Lee Brice	I Don't Dance
27	Blake Shelton	My Eyes
28	Dustin Lynch	Where It's At
29	George Strait	I Got A Car
30	Eli Young Band	Dust

Adult Contempory

1	Pharrell Williams	Happy
2	OneRepublic	Counting Stars
3	Passenger	Let Her Go
4	One Direction	Story Of My Life
5	John Legend	All Of Me
6	A Great Big World	Say Something
7	Avicii	Wake Me Up
8	Katy Perry	Roar
9	American Authors	Best Day Of My Life
10	Imagine Dragons	Demons
11	Idina Menzel	Let It Go
12	Katy Perry	Dark Horse
13	Bastille	Pompeii
14	Lorde	Team
15	Ellie Goulding	Burn
16	Phillip Phillips	Raging Fire
17	Cher	I Hope You Find It
18	Elton John	Can't Stay Alone Tonight
19	Justin Timberlake	Not A Bad Thing
20	Daughtry	Waiting For Superman
21	Christina Perri	Human
22	Neon Trees	Sleeping With A Friend
23	Bruno Mars	Young Girls
24	Sara Bareilles	I Choose You
25	Paramore	Ain't It Fun
26	Pitbull	Timber
27	Ed Sheeran	Sing
28	George Michael	Let Her Down Easy
29	Zedd	Clarity
30	Sarah McLachlan	In Your Shoes

Urban

1	Jhene Aiko	The Worst
2	Beyonce	Partition
3	Chris Brown	Loyal
4	Jay-Z F/ Beyonce	Part II (On The Run)
5	Young Money	Trophies
6	Future	Move That Doh
7	Pharrell Williams	Happy
8	Kid Ink	Show Me
9	K Camp	Cut Her Off
10	Trey Songz	Na Na
11	Beyonce F/ Jay-Z	Drunk In Love
12	Katy Perry	Dark Horse
13	K. Michelle	Can't Raise A Man
14	Young Thug	Stoner
15	John Legend	All Of Me
16	YG F/ Drake	Who Do You Love?
17	Boosie & Webbie	Show Da World
18	Snootie Wild	Ayo
19	Bando Jonez	Sex You
20	Sevyn Streeter	Next
21	50 Cent	Smoke
22	Rick Ross	Thug Cry
23	Yo Gotti	I Know
24	Anthony Lewis	Candy Rain
25	Rico Love	Be Like
26	Kid Ink	Main Chick
27	Tinashe	2 On
28	Young Money	Lookin' Ass
29	Mila J	Smoke, Drink, Break-Up
30	Wiz Khalifa	We Dem Boyz

Rock

1	Chevelle	Take Out The Gunman
2	Linkin Park	Guilty All The Same
3	Volbeat	Dead But Rising
4	Pretty Reckless	Heaven Knows
5	Pop Evil	Torn To Pieces
6	Three Days Grace	Painkiller
7	Royal Blood	Out Of The Black
8	Pearl Jam	Lightning Bolt
9	Five Finger Death Punch	House Of The Rising Sun
10	Avenged Sevenfold	Shepherd Of Fire
11	Redlight King	Times Are Hard
12	Arctic Monkeys	Do I Wanna Know?
13	Nothing More	This Is The Time (Ballast)
14	Black Keys	Fever
15	Avenged Sevenfold	This Means War
16	Adelitas Way	Dog On A Leash
17	Bring Me The Horizon	Sleepwalking
18	Kongos	Come With Me Now
19	Starset	My Demons
20	Black Label Society	My Dying Time
21	Heaven's Basement	Nothing Left To Lose
22	Asking Alexandria	Break Down These Walls
23	Korn	Spike In My Veins
24	Young The Giant	It's About Time
25	Black Stone Cherry	Me And Mary Jane
26	We As Human	Take The Bullets Away
27	Sevendust	Black
28	Of Mice And Men	Would You Still Be There?
29	Virginmarys	Just A Ride
30	Powerman 5000	How To Be A Human

Alternative

1	Kongos	Come With Me Now
2	Fitz & The Tantrums	The Walker
3	Black Keys	Fever
4	Bastille	Bad Blood
5	Arctic Monkeys	Do I Wanna Know?
6	Phantogram	Fall In Love
7	Coldplay	Magic
8	Bleachers	I Wanna Get Better
9	Cage The Elephant	Come A Little Closer
10	Bear Hands	Giants
11	Kings Of Leon	Wait For Me
12	Neon Trees	Sleeping With A Friend
13	Arctic Monkeys	Why'd You Only Call Me When…
14	Lorde	Glory And Gore
15	Wild Cub	Thunder Clatter
16	Cage The Elephant	Take It Or Leave It
17	American Authors	Best Day Of My Life
18	Linkin Park	Guilty All The Same
19	Big Data	Dangerous
20	Cherub	Doses & Mimosas
21	Bad Suns	Cardiac Arrest
22	Foster The People	Coming Of Age
23	Orwells	Who Needs You
24	Grouplove	Shark Attack
25	Chevelle	Take Out The Gunman
26	Sleeper Agent	Waves
27	Broods	Bridges
28	Foster The People	Best Friend
29	SomeKindaWonderful	Reverse
30	Sir Sly	Gold

A Different Spin by Jason Nocera www.nichecartoons.com

Customer Service Part 2

By Glenn Mackay

Last month I gave a few examples of customer service that my family and I encountered on our recent vacation to southern California. This month, I am going to share some more. Customer service is such an important part of what we do as business owners. You can be the greatest DJ or MC in the world, but without decent customer services skills, you'll soon be out of business.

When we checked into our hotel in San Diego we asked for a room with a view, as our son loves ships and the USS Midway is docked in harbor. We were told that this "might" be possible. We were also told that the room "should" be ready by 3:00pm. We left the receptionist with our mobile contact number and found a nice place to sit and wait. At 2:50pm, we received a call to let us know our room was ready and that we could collect the key. When we got to the room, we had the view we had asked for, at no extra charge. This is a classic example of 'Under Promise, Over Deliver'. Within the space of just a few minutes, they had exceeded our expectations twice.

Another example of great customer service we experienced was at Disneyland. Yes, I know, the folks at Disney are experts at this so I'm not telling you anything you don't already know. Being first time visitors, we just asked someone who was working at one of the evening shows directing people in advance if this particular location would be a decent spot to see the fireworks show and also the water show afterwards. She said it was OK and then also suggested another spot, which was popular. I went to see if there was space at the other spot, which there was. Upon phoning my wife to tell her to come up over to the new spot, my wife told me to come back to the original. The Disney crew member had been chatting with my wife and kids and then said she would love it if we would allow her to put us in the VIP seating section. We were blown away.

She knew that this was going to be the only chance we would have to see these 2 shows and that she had the power to make it a little bit more special, so she did.

So how can we use these two examples to improve our DJ business?

1. Under Promise, Over Deliver – This is certainly not a new concept, but one we should always keep in mind. I often hear stories about DJs promising the world to their clients in a sales meeting, but then falling short on the night of the event. Many people feel the need to "get the sale" or "book the event", so they spend an entire sales meeting just blurting out all the things they will do. Often, this is not the best strategy for 2 reasons. Firstly, you should always spend more time listening than talking in a meeting and secondly, you've left nothing up your sleeve to wow them with down the track.

The problem isn't just when you fall short of what you promise, it can be when you just meet their expectations. When you get what you expect, you are satisfied - but when you get more than you expected you feel like you've just won. Then, you want to share that "win" with people you know. This in turn creates positive word of mouth for the company who provided the service. The interesting thing about this concept is that the more you exceed someone's expectations, the better the word of mouth will become.

2. Develop a culture of care in your company – The Disney crew member who moved us to the VIP area spent another 20-30 minutes chatting with us once we had been moved to the new spot. We couldn't stop thanking her and during our chat we learned a lot about how Disney treats their "staff". She was genuinely happy to be at work and was thankful that we were happy to be upgraded. Disney has developed a culture of staff who are genuinely happy to not only have a job, but excited and motivated by the fact that they get to work there. They are empowered to create special memories for the guests and do so willingly.

For those of you with staff, either office staff or event staff, what is your company culture like? How empowered is your staff to take action if they see a way to go the extra mile? Developing a culture within your company starts at the top (that's you) and can easily filter down. Let you team know what they are empowered to do and more importantly, encourage them to do it.

Deliver amazing customer service and your word of mouth referrals will go through the roof.

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

Characteristics of Successful Coaches

By Dr. John C. Maxwell

Successful coaches come with a variety of personalities. Mike Ditka and Bobby Knight exuded emotion whereas Phil Jackson had a stoical demeanor. Pat Summitt was the very picture of intensity, while John Madden was gregarious and affable. Geno Auriemma's outspoken and animated style paints a stark contrast to Tom Landry's poised and understated manner of patrolling the sidelines. Yet, for all their differences, great coaches share a common set of characteristics that make them successful.

They Establish Trust

Years ago I had the privilege of spending time with Coach Dick Vermeil who guided the St Louis Rams to victory in Super Bowl XXIV. During our conversation, I inquired about his number one priority in leading his team. Without hesitating, he said, "John, anyone who has coached for long knows that you've got to establish trust with your players before you can ever lead your players. Trust is the most essential thing to establish as a coach. Players will not follow you completely until they can trust you completely." Reflecting on my experience, I agree wholeheartedly—trust precedes influence for every leader of a team.

They Lend Perspective

In the film Hoosiers, Norman Dale (Gene Hackman) guides the small-town Hickory Huskers to the Indiana high school state semi-finals. In that era, schools did not compete in separate classifications based on enrollment. For this reason, Hickory's players are about to play inside of the largest venue and in front of the biggest crowd that they have ever seen. Just before the team takes the court, Coach Dale addresses them with the following words.

There's a tradition in tournament play to not talk about the next step until you've climbed the one in front of you. I'm sure going to the State finals is beyond your wildest dreams, so let's just keep it right there. Forget about the crowds, the size of the school, their fancy uniforms, and remember what got you here. Focus on the fundamentals that we've gone over time and time again. And most important, don't get caught up thinking about winning or losing this game. If you put your effort and concentration into playing to your potential, to be the best that you can be, I don't care what the scoreboard says at the end of the game. In my book, we're gonna be winners! OK?!

The movie scene captures one of the primary duties of coaching: giving perspective to the team. Coaches foresee the thoughts and emotions that will be generated by an upcoming challenge. Then, they redirect the team's mindset away from fears and worries by reminding everyone of their strengths and focusing their attention on the task at hand.

They Orchestrate People

If assembling talent was the only thing needed for success, the New York Yankees would win championships year after year since they regularly have the highest payroll in baseball. However, as longtime Boston Celtics coach Red Auerbach observed, "They said you have to use your five best players but I found you win with the five who fit together the best." The best coaches arrange a collection of individuals into a harmonious whole.

They Ensure Preparation

Coaches dream in X's and O's. They pore over video footage of their opponents looking for weaknesses to exploit, and they strategize the game plan most likely to set the pace of play to their team's advantage. However, once the game begins, even the most brilliant schemes cannot compensate for lack of training. Competition has a way of revealing whether or not a team has made the best use of its practice time.

The best coaches begin preparing their players long before they actually compete in a game. They condition the team to perform at its peak mentally, emotionally, and physically by guiding them through drills and exercises. Legendary UCLA basketball coach John Wooden had a favorite saying: "When opportunity comes, it's too late to prepare." Champions may be recognized during the course of a title game, but they are made months in advance.

They Provide Discipline and Accountability

Coach Don Meyer nicely sums up a coach's aim in providing accountability to the team: "Discipline and demand without being demeaning." Coaches set expectations for the team and for individuals, and then inspire their players live up to those standards. By setting clear goals and expectations, coaches give players goals to stretch toward along with guidelines to ensure that they respect one another.

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."

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM
1	1	William Pharrell	Happy	201328	80	
3	2	AVICCI	Hey Brother	201346	124	
2	3	Demi Lovato	Neon Light	201346	126	
4	4	Aloe Blanc	The Man	201404	86	
7	5	Martin Garrix	Animals	201337	130	
12	6	Justin Timberlake	Not A Bad Thing	201408	86	
5	7	Katy Perry/ Juicy J	Dark Horse	201339	67	
9	8	American Authors	Best Day Of My Life	201332	101	
11	9	Tiesto	Red Lights	201406	125	
6	10	The Chainsmokers	#Selfie	201408	128	
14	11	Paramore	Ain't it Fun	201352	104	
13	12	Naughty Boy	La La La	201405	128	
8	13	Bastille	Pompeii	201328	127	
10	14	Trey Songz	NaNa	201404	97	
16	15	MKTO	Classic	201346	104	
17	16	SDJ Snake/Lil Jon	Turn Down for What	201402	101	
18	17	Austin Mahone/Pitbull	mmm, Yeah	201406	126	
20	18	Rixton	Me and My Broken Heart	201409	87	
22	19	Calvin Harris	SUMMER	201412	128	
21	20	Disclosure/Sam Smith	Latch	201404	122	
15	21	Lorde	Team	201340	100	
23	22	Eminem/Nate Ruess	Headlights	201408	73	
25	23	5 Seconds of Summer	She Looks So Perfect	201411	80	
29	24	Ed Sheeran	Sing	201415	121	
19	25	Cash Cash	Take Me Home	201347	130	
24	26	Eminem/Rihanna	The Monster	201344	111	
30	27	Nico & Vinz	Am I Wrong	201412	120	
28	28	Zedd	Find You	201405	127	
New	29	Katy Perry	Birthday	201416	125	
27	30	One Direction	Story of my Liffe	201344	121	

Recurrents- (Still popular)

Beyonce	XO	201352	85	
Macklemore/Ryan Lewis	White Walls	201331	117	
Miley Cyrus	Wrecking Ball	201337	60	
Neighborhood	Sweater Weather	201250	124	
Lorde	Royals	201325	85	
AVICCI	Wake Me Up	201326	122	
Katy Perry	Roar	201333	90	
Justin Timberlake	TKO	201339	69	
FloRida	How I feel	201344	131	
Paramore	Still Into You	201315	136	
Jay Z-Timberlake	Holy Grail	201329	72	
Ariana Grande / Big Sean	Right There	201340	78	
Selena Gomez	Slow Down	201333	128	
Katy Perry	Unconditionally	201343	130	
Drake	Hold on We're going home	201332	100	
J. Cole	Crooked Smile	201323	82	
Lupe Fiasco/Ed Sheeran	Old School Love	201342	86	
Rihanna	What Now	201336	128	
Taylor Swift/Ed Sheeran	Everything has Changes	201327	79	
Lady Gaga	Applause	201333	70	
Capital Cities	Safe and Sound	201249	118	
Pink	True Love	201327	97	
Eminem	Berzerk	201335	96	
Bruno Mars	Treasure	201320	116	
Zedd / Ft Foxes	Clarity	201305	128	
Robin Thicke	Blurred Lines	201322	120	
Justin Timberlake	Take Back the Night	201329	109	
Maroon 5	Love Somebody	201314	120	
Imagine Dragons	Radioactive	201245	69	
Calvin Harris-Ellie Goulding	I Need Your Love	201312	125	
Ariana Grande / Mac Miller	The Way	201314	83	
Daft Punk	Get Lucky	201317	116	
Krewella	Live for the Night	201327	128	
One Direction	Best Song Ever	201330	118	
Anna Kendrick	Cups	201319	65	
Rihanna/David Guetta	Right Now	201329	130	
Macklemore/Ryan Lewis	Can't Hold Us	201310	73	
Selena Gomez	Come & Get it	201315	80	
Justin Timberlake	Mirrors	201314	78	
Macklemoore-Ryan Lewis	Thrift Shop	201246	95	
Pitbull-C Aguilera	Feel This Moment	201302	136	
Demi Lovato	Heart Attack	201309	88	
Krewella	Alive	201305	128	
Mariah Carey/ Miguel	#Beautiful	201319	107	
Chris Brown	Fine China	201314	104	
Justin Timberlake	Suit annd Tie	201303	103	
Justin Bieber /Wil I am	#that Power	201312	128	
Maroon 5	Daylight	201247	126	
Calvin Harris/Florence Welch	Sweet Nothing	201238	128	
Emeli Sande	Next to Me	201230	95	
Sean Kingston/Chris Brown/Wiz	Beat it	201316	98	
Swedish House Mafia	Don't You Worry Child	201234	129	
Avril Lavigne	Here's to never growing up	201315	83	
Olly Murs/ w Flo Rida	Troublemaker	201250	106	
Imagine Dragons	It's Time	201208	105	
Will.I.AM-Britney Spears	Scream and Shout	201248	129	
Justin Bieber w /Nicki Minaj	Beauty and a Beat	201244	127	
Flo Rida	I Cry	201238	126	
Justin Bieber	All Around the World	201307	128	
Taylor Swift	We are never getting back together	201234	86	
Psy	Gangnam Style	201237	132	
Chris Brown	Don't Wake Me Up	201221	128	
Pink	Blow Me One Last Kiss	201228	114	
Owl City-Carly Rae Jepsen	Good Time	201227	126	
Maroon 5	Payphone	201217	111	
Carly Jepsen	Call Me Maybe	201210	120	
David Guetta/ Chris Brown	I Can Only Imagine	201230	127	
Rihanna	Where have you been	201216	128	
Trey Songz	Heart Attack	201214	75	
Usher	Numb	201233	125	
Future	Turn on the Lights	201226	66	
Ellie Goulding	Lights	201109	120	
Nicki Minaj	Pound the Alarm	201227	126	
One Direction	Live While we're young	201240	126	
David Guetta	Titanium	201230	125	
Calvin Harris	Lets Go	201212	128	
Katy Perry	Wide Awake	201223	80	
Kelly Clarkson	Stronger	201201	116	
David Guetta/Nicki Minaj	Turn Me on	201231	128	

Try A Little Spring Cleaning For Mental Health

By Harvey Mackay

There's an epidemic sweeping the country, and the cure is just outside the window. Spring fever is infecting folks from coast to coast, following the winter that wouldn't end with its record snowfalls and biting temperatures and the dreaded polar vortex.

And what would spring be without spring cleaning? We sweep out the cobwebs in the corners and clean out the garage. Pack up the boots and stow the winter blahs. It's time for a fresh start!

Why confine that spring cleaning to the house? It's the season for fresh thoughts and new starts. Forgotten all your New Year's resolutions? Ready to actually turn over a new leaf? Then spring into action! A change of season is a perfect time for a change of attitude.

Start with the clutter around you. It's hard to think straight when you are surrounded by a mess. Clear off your desk. Go through your email and messages and deal with any outstanding business. Put files in order. Get organized and do it in a way that you can maintain on a daily basis. Once your environment is manageable, you can move on to the next step.

Now you are ready to tackle the tough stuff: your mindset. Set aside some time – and it may take some time – to think about what you could do to make your situation better.

Maybe there's a bad habit that needs work. Giving up a vice is never easy, but you need to keep it in perspective. Is it holding you back from being healthy or happy? Then any amount of effort is worth it. Aim for one thing at a time if you want to improve your chance of succeeding.

Get outdoors and breathe in fresh air. Spring is a great time to get into a routine of walking, running, biking, golf, tennis or anything that gets you moving. Exercise is good not only for the body; it's also great for your mind. It improves concentration and creativity. And the change of scenery has advantages too – nothing like a crisp sunny day to brighten your outlook.

Spring is a great time to fix what needs fixing in anticipation for the coming season. What is your biggest fear? Think about how it messes with your mind. Write it down and then consider what you can do to conquer it. It isn't necessary to climb Mount Everest to get over your fear of heights. And it's helpful to remember that more than 90 percent of the things we worry about aren't worth the concern … they never happen.

Maybe you are thinking about a job change or a move. That can't happen without some research and planning. Spring represents hope for new beginnings – perhaps this spring is a good time to get the ball rolling. Think about the steps you need to take. Do your homework and make a punch list. You may discover that changing your situation is not as difficult or as far out of reach as you imagined.

Freshen up your brain. Perhaps there are some classes that would help you in your career, or give you the satisfaction of learning something new and interesting. It's like a fresh coat of paint for your attitude. Spruce it up and see what else you decide to improve.

Are you familiar with the "Zeignark effect"? It is named after a Russian psychiatrist who discovered that a waiter could remember incomplete orders more easily than those that were served. Further study showed that people are 90 percent more likely to remember tasks that are undone than those they completed. That makes sense to a degree, but it also causes tremendous stress rather than pride of accomplishment. There will always be work to be done, but stop and smell the roses – or the crocuses and daffodils – occasionally! And seriously, what do you think you would do if suddenly all your work were done?

Spring is also a time to turn your clock forward. Start thinking about how you can control your time better, rather than always reacting to others' demands. Take charge of your schedule! If you can't bring yourself to say no, learn how to say "later" or "I'll think about it." Your time is valuable – so valuable, you can't put a price on it. And once it's gone, it's like snow melting when winter is over.

Mackay's Moral: The best cure for spring fever is a sunny outlook.

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.

BREAKING BRIGHTNESS BARRIERS, NOT BUDGETS!

ADJ™

Freedom Of Choice: The New Inno Spot Range Gives You The Features That Fit Your Needs & Budget Without Sacrificing The Brightness You Want!

INNO SPOT SERIES

INNO POCKET SPOT
$299.99*

LIGHT SOURCE:
12W LED

SPECIAL FEATURES:
Pan/Tilt Inversion Mode
4 Built-in Shows
Optional IR Remote Control

COLORS:
7 Colours + Spot

GOBOS:
7 Fixed GOBOs + Spot
(All GOBOs on 1 Metal Wheel)

INNO SPOT PRO
$899.99*

LIGHT SOURCE:
80W LED

SPECIAL FEATURES:
Motorized Focus
Manual Zoom:
Adjustable 12 - 17 Degrees
3-Facet Prism

COLORS:
8 Colours + Spot

GOBOS:
6 Rotating, Replaceable
GOBOs + Spot (2 Glass, 4 Metal)

INNO SPOT ELITE
$1499.99*

LIGHT SOURCE:
180W LED (8,000K)

SPECIAL FEATURES:
Motorized Focus
Motorized Iris
6-Facet Prism
6 Glass Gobos

COLORS:
8 Colours + Spot

GOBOS:
7 Rotating, Replaceable GOBOs
+ Spot (6 Glass, 1 Metal)

INNO SPOT LED
$599.99*

LIGHT SOURCE:
50W LED

SPECIAL FEATURES:
3-Facet Prism
Shutter: Pulse & Random Strobe
UC3 Compatible

COLORS:
8 Colours + Spot

GOBOS:
7 Rotating, Replaceable GOBOs
+ Spot (All Metal GOBOs)

ADJ NewsWave
Monthly Online Newsletter

YOUR CONNECTION TO EVERYTHING ADJ. SIGN-UP FOR FREE AT WWW.ADJ-NEWSWAVE.COM. YOUR OFFICIAL SOURCE FOR MONTHLY ADJ NEWSWAVE NEWSLETTER // ADJ CONTESTS // NEW PRODUCT ANNOUNCEMENTS // SPECIAL ANNOUNCEMENTS

Follow Us On:
facebook.com/americandj
youtube.com/adjlighting
twitter.com/americandj
Instagram: americandj

pure LIGHTING EXCITEMENT

Contact us today for an authorized American DJ Dealer in your area or a free catalog: 800.322.4337 / info@americandj.com / www.americandj.com
©2014 ADJ Products* Los Angeles, CA 90040 USA - Kerkrade, Netherlands www.adj.com
*Price & specifications subject to change without notice. Dealer price may vary. Pricing in U.S. Dollars.
Distributed in Canada by SF Marketing: 800 565 2948 - 514 780 2111 - www.sfm.ca

pool

POWERED BY PROMO ONLY

Introducing **POOL 3.0**

THE EVOLUTION OF PASSION

DAILY DELIVERY OF HIGH QUALITY FILES

- 320 MP3
- CD-QUALITY M4A
- HD MPEG4
- CLEAN, QUICK, & INTRO EDITS

PERSONALIZED DOWNLOAD MANAGER

- CUSTOM FILTERS
- CUSTOM FILE NAMING
- CUSTOM SEARCH ENGINE

AND MORE . . .

HD MUSIC VIDEO /IDEO INTRO EDITS & VIDEO CLASSICS

- 720P WIDESCREEN
- NO SKITS OR BREAKS**
- CLEAN & EXPLICIT
- DECADES OF CLASSICS

FULLY CLOUDED

- ANYTIME, ANYWHERE ACCESS
- SECURE REMOTE BACK UP
- FREE LIVE TECH SUPPORT

CUSTOM PLANS & BILLING OPTIONS

- FLEXIBLE SUBSCRIPTIONS
- FLEXIBLE MONTHLY PLANS
- NO LONG-TERM COMMITMENT
- PAY-AS-YOU-GO OPTION

**Only available on QUICK & INTRO EDITS

jump in today, with no obligation. visit www.promoonly.com

Promo Only OnLine · Music is Our Passion.

*Must be a professional DJ, VJ or entertainment venue residing in the USA to receive this no-obligation offer. Existing and former subscribers may select a new POOL product to demo. Video Classics are excluded. Promo Only · 257 S. Lake Destiny Dr · Orlando, FL · USA · 407-331-3600

PROMO ONLY