Disc Jockey News

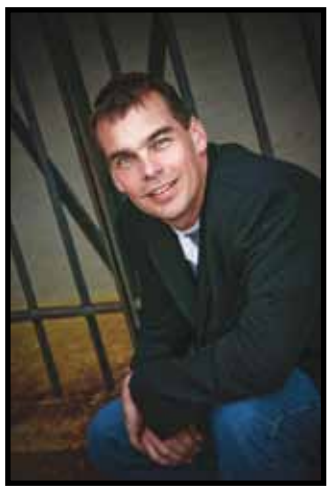
Subscription is valid thru date above on the label

NOVEMBER 2012 • Issue #97 | The Monthly Disc Jockey Newspaper | $16.50 for 12 issues

Q Corner: Where Quality Meets Quantity

By Mike Walter

I attended this year's Wedding MBA in Las Vegas last month. As I often do for this publication, I thought I'd write a recap of the entire convention. But when I sat down to do so, there was just one seminar that inspired me enough to write an article about it. So that's what this will be: a recap of that one seminar, and the incredible product that made it possible. In the interest of full disclosure, I want to go on record as saying I consider myself a good friend of Peter Merry's. And the product in use here, BrideLive, is one I endorse and happen to be friends with the owners. With all that admitted to upfront, I feel I've done my best to give an unbiased report.



First, a complaint about The Wedding MBA. The seminar was called "Celebrity Bride Apprentice - Reality Sales Appointment Live! Onstage!" I thought the title did this seminar no justice whatsoever (and I'm not just referring to the overuse of the exclamation mark). The crux of the seminar was that Peter Merry was going to use BrideLive (the video-conferencing software) to sell a to bride-to-be, live (and yes, on stage.) Peter Merry is enough of a name in the wedding industry that a more apt (and appealing) title would have been something like "Watch Peter Merry do a Sales Presentation." Attendance for this seminar was also hurt by the fact that there was a last minute room switch which caused a ton of confusion among attendees. But with all that working against Peter Merry, I have to say this seminar was by far and away the most impressive that I saw all week.

First, consider the stones it takes to sell in front of a live audience. I think most of us consider our sales presentations one of those private, almost intimate things that we'd just as soon keep

Mike Walter Continued On Page 2

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 2: Mitch Taylor
Page 4: Michael Lenstra
Page 5: Dean Carlson
Page 6: Ron Ruth
Page 7: Jeffrey Gitomer
Page 8: Rick Brewer
Page 9: Steve Moody
Page 10: Jake Palmer
Page 10: Jason Jones
Page 11: Mike Kazis
Page 12: Jeremy Brech
Page 12: Ed Spencer
Page 13: Matt Anderson
Page 14: Harvey Mackay
Page 15: Steve Beck
Page 16: Top 30 Charts
Page 17: Avestan Kerenaoiti
Page 18: Top 30 Clean HS

Talkin' Bride: Did You Really Just Say That?

By Tamara Sims

Is it just me, or are you often finding yourself biting your tongue during sales meetings because you cannot believe the things that come out of people's mouths?

This seems to be happening more and more, so I figured instead of getting upset by it, I would make lemonade out of lemons by writing a tongue in cheek article on this topic.

The best one of all time (and I know ALL of you have heard this) is when a client says "This is going to be the easiest wedding you've ever done." Beware when you hear this because I guarantee not only will this be the most difficult wedding, but the client will also be the biggest pain in the a--! When I heard this statement recently I did ask the client "Why?" The reply was "Well, we only have 80-100 guests so you won't have to do as much." Really? My team of DJs have told me on countless occasions that a lower guest count can be much more difficult than a wedding of 200-300 people.

A recent favorite was a groom who sent me an e-mail after our initial sales meeting stating this: "Dear Tamara, we were wondering since you are the nicest person in the world if you will include some additional upgrades for our wedding at no additional charge." In most situations, flattery will get you every-

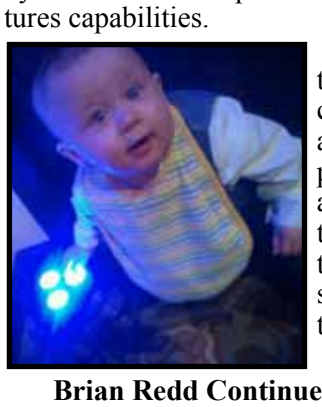
Tamara Sims Continued On Page 2

In The Booth: Sell The Safety!

By Brian S. Redd

What do bugs and toddlers have in common? Apparently, they are both attracted to blue light.

Last weekend's wedding client opted for an uplighting package. You should have seen this poor grandma. She must have been assigned to the kid table and was blocking a gang of little guys from an LED uplight like a soccer goalie. As soon as I could, I walked over and let grandma know that although the fixture was electrical and normal precautions should be observed, there was no danger of her grandchildren getting burnt from the heat of the light itself. Grandma was both relieved by this news and impressed with the fixtures capabilities.



One of the dads came over as I was explaining this and let me take a picture of his son touching the light.

Sure, we

Brian Redd Continued On Page 4

DSP D-Core INSIDE

Driving Sound To Perfection
DSP D-Core Technology From American Audio

The New DSP D-Core Sound Engine Has Been Engineered To Create Studio Quality Sound And Pro Stage Microphone Circuitry In Mobile DJ Mixing Console Sound Cards. You Can Find It Only In These American Audio Midi Controllers:

VMS4.1 Feat. TRAKTOR $599.99*
4-Channnel Midilog Controller
Bundled with: TRAKTOR AMERICAN AUDIO VMS EDITION 2

VMS4.1 $499.99*
4-Channnel Midilog Controller
Bundled with: VIRTUAL DJ LIMITED EDITION

VMS2 $299.99*
2-Channnel Midilog Controller
Bundled with: VIRTUAL DJ LIMITED EDITION

www.americanaudio.us
Get Product Details & User Manuals, Join the ADJ Forums & ADJ Advantage Program & Stay up-to-date with ADJ by signing up for the monthly ADJ NewsWave E-News!

Contact us today for an authorized American DJ Dealer in your area or a free catalog:
800.322.6337
www.americanaudio.us

©2012 American Audio®
Los Angeles, CA 90040 USA www.americanaudio.us
Kerkrade, Netherlands www.americanaudio.eu
*Price & Specifications subject to change without notice.
Dealer price may vary. Pricing in U.S. Dollars.
Distributed in Canada by Sounds Distribution
Toll Free: 800-26-SOUND • Local: 905-428-9062
www.soundsdist.com
TRAKTOR® is a registered trademark of Native Instruments GmbH.

How Do You Sound?

By Mitch Taylor

The plane began to free fall for at least three seconds but it felt like thirty.

Bumpiness under your seat and your stomach hits the back of your throat as you lurch back up again only to plunge for a few more seconds which feels like a minute. Just as we start to level off the captain comes over the loudspeaker to say "everyone please return to your seats" in the most panicked voice and tone I have ever heard a pilot use.

True story...just happened to me as I was flying first class from Detroit to New York City. The Captain sure didn't sound calm, cool and collected as he held the collective futures of 100 or so people in his "stick" and not to mention the lives it would impact exponentially if the plane were to go down. In a time when we were looking for Captain Sully...we got Gilligan.

This one event got me to thinking... in a moment of surprise at your event, how do you sound? The bride and groom show up a half hour late and the hall manager is breathing down your neck to start dinner without her because the filet will be overdone....the best man spills a whole glass of wine on the bride's dress as he hugs her after his toast.... or worse yet you lose power to the entire building? How you handle these stressful situations say a LOT about you. Self admittedly.... this has taken some training on my part to become better in these situations. How have I become better? Let's go over this together.

First.... your gear. KNOW how to rewire your gear to survive almost ANY situation and loss of power. Have battery or generator backup available at a moments notice and ensure your staff is trained in disaster situations as well. Pull cords, teach them how to re-wire a rig, test them on how to troubleshoot if something were to go down and ensure you have specialty dances synced on multiple devices or computers should anything fail.

Second.... your voice. Training of how to handle a terse situation is really hard to do unless you've been through it before. The best advice I can give is to role play at your local Toastmasters. Call an industry friend and have them write up a few scenarios that could happen to you on the road. Now have these emailed not to you but to the Toastmaster at the meeting in advance and have them pass them out to the fellow Toastmasters to drill you with and see if you have the situation under control or if it's Operation SNAFU. This would also work great at a local ADJA meeting...barring of course that everyone checks their egos at the door and come willing to learn.

Third...your body. Your body communicates sometimes MORE than what you speak. Are you speaking with a furrowed brow, biting nails (bad habit) or shifting feet or worse yet pacing as you announce on the microphone? Practicing these announcements and situations in front of others can expose these bad habits and they can kindly let you know what you are REALLY communicating to your audience. The truth may surprise you...and be open minded enough to listen. Next time a situation arises where everyone turns to you to be the rock and voice of reason you can confidently take on the challenge and come through with flying colors.

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

Mike Walter Continued From Page 1

to ourselves. Either we are overflowing with confidence about how well we sell to the point that we'd never reveal our "competitive advantage" to the industry at large or we're slightly embarrassed about what may be some shortcomings in our sales game and we'd just as soon not expose our "soft white underbelly" to a critical public viewing. Either way, I dare say Mr. Merry is a rare member of the wedding industry who would even take on such an exhibition.

And take it on he did. Using BrideLive (which I'll talk about in a moment) Peter contacted a bride who was many thousands of miles away. Her wedding is in the Spring of 2013 and this bride had not seen Peter live (meaning he had more selling and showing to do since it wasn't a direct referral). Through a series of intriguing questions, Mr. Merry was able to flesh out this bride's concerns about her entertainment, her vision for her day and her ultimate hopes for what her guests would experience. This was no generic sales presentation. I found myself more than once saying to myself "good one Peter." Then, Peter moved smoothly into his presentation. Showing photos of laughing, smiling and emotionally charged brides and grooms (and their family and friends). Peter explained to this bride how he gets to know his clients well enough to invoke these types of emotions.

I don't agree with every technique Mr. Merry utilizes in his sales presentation (how boring would a seminar be if you just agreed with everything you heard anyway) yet I can clearly see why Peter is such a successful Wedding Entertainment Director®. He's not just a great MC but he's a persuasive salesman as well.

This seminar was as much about BrideLive (the product that Mr. Merry used to contact and communicate with this bride-to-be) as it was about Peter's selling techniques. Utilizing the very best features of Skype, Go To Meeting and Share My PC, all with a personalized "skin" that makes it look like the user has invested thousands into their very own video teleconferencing platform, BrideLive allows the user and the prospect to connect via video as easily as sending an email and the prospect clicking a link. Inside the meeting, the user can switch seamlessly from straight video chatting to showing photos and videos, sharing room layouts and taking notes on a "whiteboard." Peter used almost every one of these features during his presentation, showing his mastery of the product.

In the end, the bride-to-be was impressed although she didn't commit to hiring Peter Merry for her wedding. Still, we all know landing a deposit is not the only way to measure success in a sales appointment (just like filling a dance floor is not the only way to measure success while DJing an event). What mattered most to the lucky group of attendees who got to witness this unique seminar, was watching and hearing an industry veteran, utilizing one of today's newest and most innovative products, sell to a bride. This rare opportunity was by far the stand-out moment of The Wedding MBA for me and I'd bet for those lucky enough to find the right room. And it just reminded me that in life, you have to be there. No article recapping the event (even this one -- as great as it is) can truly capture the experience.

I usually wrap-up my articles about conventions with a call to action, encouraging you, dear reader, to attend one (or more.) This article is no exception. Your 2013 calendar should be largely filled by now so it's time to start thinking ahead: will it be Mobile Beat in February (where unfortunately I've been rejected from speaking) or ARMDJs in June (maybe Robbie will have me back this year)? Will you be in Atlantic City in August or Las Vegas in September (where the ADJA show continues to grow into the "next big thing" in this industry)? Or maybe it'll be a handful of the above. Either way, I hope to see you there.

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 Continued From Page 1

where, but it will not get you a discount! Next thing you know people will be asking me for a "nice face discount." Thank you Elaine!

And let's not forget the non-profit organizations that want us to do an extremely difficult event for very low or no pay. My dear friend Ken Overbey has a great line to use when people call and quickly identify themselves as a "not for profit" organization. Tell them that your company is "FOR Profit." This always makes me chuckle! Our most recent dealing was with a non-profit who sent us a minute by minute timeline for their event which included the DJ leading dances for 50 kids, organizing and playing games, conducting sing a longs, organizing several live performances, hosting and acting as the MC for the event, detailed play and do not play lists, props needed from us, and the list goes on and on. At the end of the conversation with the event coordinator I let her know that we would be sending out an assistant at no additional charge since there was so much going on at the event. Her response: "Why would you do that? This event is totally easy." My jaw dropped! I would never tell another business owner that their job was easy. Can you imagine the response you would receive from a photographer or videographer if you told them their job was easy? I would like to see someone without experience handle an event like this AND make it successful. By the way, at the end of the event every person in the organization complimented our services and said it was the best event they ever had thanks to Something 2 Dance 2. The word amazing was also used several times… yes I am a proud owner.

So the next time you hear something crazy from one of your clients, take a deep breath, jot it down and write an article about it!

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 to all zones 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 $16.50/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.

Swap Shop Email: Personal ads can be submitted via email with or without photos. We reserve the right to edit or reject questionable ads. Upcoming events must be submitted via email. Banner ads are available for top and side banners on each email blast. Send swap shop items to: swap@discjockeynews.com.

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.

MBLV17

REIGNITE

AT THE ORIGINAL
LAS VEGAS EVENT FOR DJS:

THE MOBILE BEAT DJ SHOW & CONFERENCE

February 4 - 7, 2013
Riviera Casino & Hotel
Las Vegas, NV

Learn from the best the industry has to offer, check out the latest gear and business-building products and services, network with peers, and party in classic Vegas style, at Mobile Beat's seventeenth DJ event, MBLV17

TUESDAY TRIPLE ALL-STAR LINEUP

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

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

Relight Your Fire and Refocus Your Energy with Judson Laipply

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

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

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

TUES NIGHT, FEB 5:
American DJ Customer Appreciation Party

WED NIGHT, FEB 6:
Mobile Beat presents
Lou Gramm
The Voice of Foreigner

EXHIBIT HALL STAGE:
Rob Base
of "It Takes Two" fame

REGISTER NOW

https://members.mobilebeat.com
or call 800-257-7635

IT PAYS TO STAY
AT THE SHOW HOTEL
Riviera room rates rolled back to $49 PER NIGHT

Stay in the center of the action, at the gateway to the Strip!

Come early and enjoy the Big Game, Vegas style, on Sunday, Feb 3!

FREE bonus seminars on Monday afternoon, Feb 4, for early arrivals

The Way I See It: Going To The Conclave

By Michael J. Lenstra

Michael Walter, a noted contributor to our magazine and fellow DJ, recently posted on our DJ News Writers Facebook page: "I just read my copy of the October issue cover to cover and I wanted to say Kudos to all of us! The content and advice in all the articles is superb. John and Lori [Young] you both do an amazing job each and every month and I'm incredibly proud to be so closely associated with this great publication."

It says something that Michael Walter, the guy who has literally written the book on how to successfully run a large multi-op business (Running Your Multi-Op), the guy who has been a keynote speaker at every major disc jockey convention and seminar in the country, is still reading our publication from cover to cover in search of that one bit of advice or nugget that will help him continue to improve.

Likewise, Peter Merry, who may be regarded as the closest thing to a celebrity that exists in the Mobile DJ industry, is also a regular reader. Like Michael, he has written a book (The Best Wedding Reception Ever), has spoken at every major DJ convention in the country, and has appeared at many other wedding professional-related seminars. He has been interviewed on radio and television shows, been the president of the American Disc Jockey Association, toured the country presenting for that group, and, probably most notably, is paid a hefty figure for his DJ services. Yet last year, Peter was sitting cross-legged on the floor with a group of us at the 2011 conclave the night before making his presentation. Not only did he attend the presentations, but he also took part in Scott Faver's games and even joined us all the following evening for a Juicy Lucy.* As successful and accomplished as Peter Merry is, he is not too proud to try and learn something new. He still considers himself one of the guys.

You're probably catching the theme here: Michael and Peter, as well as many other industry leaders, don't simply rest on their past successes. Instead, they continue to look for ways to improve. They live by the code that the biggest room in the world is the room for improvement.

It's a code I try to follow as well. In the past, I have been to the Disc Jockey News Conclave, the Mobile Beat Summer Tour, the National Association of Mobile Entertainers show, the Mid-America DJ Conference, and (most recently) the National Association of Wedding Professionals' chapter meeting in Madison, Wisconsin. In addition, I am eagerly anticipating my first trip to the Mobile Beat Las Vegas show in February.

The way I see it, even after 21 years in the DJ business, I don't know everything about being a DJ. The truth is, I probably never will. However, one thing I do know is that when I've given up the quest to learn more and keep improving, then I've given up the opportunity to create a better business and a better lifestyle for myself and my family. Many professions, from teaching to nursing, regularly need to update their training to stay current in their chosen fields. If we are to be considered true professionals in our field shouldn't we do the same?

Seventeenth-century political leader Oliver Cromwell once said that "he who stops being better, stops being good." Amen to that.

I know I'm preaching to the choir (to use an overused cliché). Since you are already dedicated to improving your business by investing your time and money into subscribing to our publication, it's clear you're interested in finding ways to take that next step in your business. Rather than take a small step, I encourage you to make a giant leap forward by joining us at this year's Disc Jockey News Conclave, taking place November 15 to 18, 2012, at the Mystic Lake Casino in Prior Lake, Minnesota. There will be seminars on audio, video and lighting, by Mitch Taylor, Brian Kelm and Brian S. Redd, among others, and marketing advice from national expert Rick Brewer. Many of our own writers will be speaking and Bill Hermann and Jason Jones of the Entertainment Experience will be doing a preview of some new training for Alumni of the Entertainment Experience.

I hope to see you there.

*And if you don't know what a Juicy Lucy is, you definitely have to come.

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

Brian Redd continued from page 1

know how cool LED lighting can be. There's no more messing around with gels to make colors or cool down periods before we pack everything up. What some of us may forget is that the general public probably knows very little about this technology. With that in mind, this month I'd like to focus on a few possibly overlooked advantages and benefits that could be very attractive from a customer's point of view.

In most cases, when presenting a concept like uplighting to a customer for the first time, a picture of a beautifully uplit room can seal the deal. I'm going to take it a step further and add the aforementioned picture of that cute little guy with a big smile on his face planting his hand right on those 5 watt diodes. Why? Because Safety sells!

When I was in the car business, there was this vehicle "walk around" I did with all of my customers who had children. I'd point out and explain safety features like crumple zones, break-away motor mounts, dual-diagonal breaking and safety rims. Truth is every new car sold in American since the early 1970s has these very same features.

This is not deception, its information and peace of mind. In the case of LED uplighting, yes it looks amazing, but it's safe as well.

Something else we should realize is that although most of us have switched over to LED, not everyone has. I was still seeing halogen uplighting at some of my parties last summer. Sometimes the hall itself was providing the service. Can you imagine a little kid touching one of those? That could have been a trip to the ER not to mention a law suit.

Add all of this up and we have lighting that not only transforms the whole look of a room, but is much more kid friendly that traditional halogen. Another safety feature is that since little to no heat is produced by LED lighting, there is no longer that fire hazard a halogen lamp can present.

Safety isn't our only sales point. Consider the eco minded customer. LED uses a very small fraction of the power that a halogen lamp would require. The diodes themselves are rated at 50,000 to 100,000 hours. All of this adds up to a much smaller carbon footprint for not only the event they will be having, but for the DJ company as well.

Because of LED's low power consumption, a case can be made for overall functionality as well. With less power draw, the chances of tripping a circuit breaker are not only slim to none, but a DJ or lighting designer can use more fixtures per circuit.

By putting yourself in the customer's place, you may be able to increase your not only your chances of selling your services, but your overall profit as well. That little boy's smile is worth it alone.

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

Exhale

By Dean C. Carlson

Ah, the beautiful month of October has arrived in the northland. The leaves on the trees are changing and within a few weeks our busy wedding season will soon come to a natural close.

I was talking to another DJ just a few weeks ago and it we both seemed well, exhausted. What we do is a 6 day a week job throughout most of the summer. And for the past 6 months we have been running on high octane, in overdrive as it were. So as the end of another busy season approaches it seems natural for us to exhale and take a breather.

Unfortunately shifting in to park at this time of year might be the worst business mistake you can make. In Minnesota we have basically two seasons, winter and road construction. And in the DJ business we also have different seasons: the busy performance season, and the sales season, and the third less known reload season.

For the last month now I have been preparing for the sales season. Are you ready? Some of you might be thinking, well its always sales season. True, but for us in the Midwest our busiest sales months are January and February. Any changes that you plan on making need to be well thought out, and given ample time to develop before you put them in place.

This year has been very busy for me; I have had an outdated logo redesigned. And with that all of my promotional material such as business cards, letterhead, envelopes and sales books needed a complete makeover. Not to mention things like websites and each and every sales site I use. One simple change provided me me a few months of work. All of which had I waited till December to work on these things, I would have felt rushed, and possible made poor choices.

> In the DJ business, we have different seasons: the busy season, the sales season, and the third less known reload season.
>
> **-Dean Carlson**

This is also a time of year that I review how all my lead generation stuff, has panned out for the last year. As a smart business person you should be tracking every lead you receive, otherwise you might just be wasting money that is better spent elsewhere. But sometimes it isn't necessarily the source that's at fault but what you say on the source. When is that last time that you reworded all of that? Does it need it? Have you showed your information to a sample group?

Last week I received the fall community education bulletin in my mail, and there were several very affordable courses to choose from. The fun thing is they fit into my slowing performing schedule, and they will add to by business suave, not to mention the fun voiceovers class I found. This leads me to our second, but probably the most important season; reload.

If you haven't noticed football season started a few weeks back. Not so many years ago football players used to rest and relax as soon as their last game was over. Then they wouldn't do anything until training camp. Probably the number one reasons players don't like four preseason games anymore is that they all no longer take the post season completely off. They reload for the next season. Another great aspect of their as a group reloading, the entire game itself has raised the bar. Imaging if all DJ did the same thing over the three to five slow months of the year.

I start out in mid October usually and I pull out every bit of video I have taken of myself over the last two

Dean Carlson Continued on page 6

"Bubble" Your Way Into
MORE PROFITS & MORE WEEKDAY WORK!

Bubble Parties

Bubble Parties can be a profitable and fun way to increase your weekday revenue as a mobile DJ. Our Business Plan has been a successful tool for DJs who are looking to break into the world of children's entertainment.

Request our FREE Special Report that is filled with information on how you can fill your WEEKDAY calendar with profitable bookings. This proven program has worked for DJs throughout the country...Make it work for YOU!

Our Business Plan contains all of the information necessary to get started in this profitable and easy entertainment program! Request a copy of our FREE Special Report to get started!

Learn more at www.bubbleparties.com

BOSE AUTHORIZED DEALER

Independent BOSE® L1 Dealer

CAP CAPELLO

BOSE L1® Family of Products

Sales - Technical Support

Specializing in DJ Applications

518.399.7451

capcapello@gmail.com

BOSE AUTHORIZED DEALER

BOSE®

Better sound through research®

November Is The Month For Giving Thanks!

By Ron Ruth

I love this time of year. The cool crisp air and the falling leaves are a welcome reminder that Thanksgiving is just around the corner. And, of course, that holiday reminds us to give thanks for our good fortunes more than any other holiday throughout the year.

For me, I'm obviously thankful for my loving family, my beautiful wife, Debbie, and for extraordinary friendships with so many wonderful people. I'm lucky and blessed to have all of them in my life. I'm also thankful for you, the Disc Jockey News reader. Every month you give me an opportunity to talk about whatever is on my mind. With that said, I want to share a story of thanks with you.

My journey with Disc Jockey News began three years ago last month. My friend, Dude Walker, who was a DJN writer at the time, asked if I'd like to go to the Wedding MBA in Vegas. He added that John Young, the illustrious publisher of Disc Jockey News, had received press passes to the event and, if I wanted to take advantage of a complimentary admission, I'd have to return the favor by writing an article for DJN about my experience at the conference. Of course I jumped at the opportunity and why not? It seemed like a fair trade; one conference for one article.

When I got back from the conference and sat down at my computer to repay my debt, I had an unexpected epiphany. I didn't know anything about writing a news article. And, as if that wasn't enough to cause a tremendous amount of anxiety, I also realized that whatever I wrote was going to be distributed to a very large audience of my peers. Intimidation and fear were just two of the greatest emotions I felt. A full day went by with me starring at a blank monitor, cursing Dude and trying to figure out some other way I might be able give back to John. At the time, I would have gladly made a deal with the devil to get out of writing. Never thinking that the task would be difficult, I had also procrastinated and the due date was looming like a large sledgehammer over my head. (Much as it is today. Some things will never change.)

The next morning I decided that I had no other choice but to write. I gave it my best effort and even though I knew that my best was sub-par, I forwarded it to John. In all likelihood, I probably included a note that said that it wouldn't hurt my feelings if he chose not to print it. Advertising revenue must have been down that month because he didn't hesitate including it in the October, 2009, DJN publication. Although I wasn't necessarily proud of my accomplishment, my debt had been paid and I was relieved and happy to put the experience behind me. What happened next came as a surprise to me.

As the November, DJN, deadline approached, I was somehow (I still believe mistakenly) included in the group, reminder email John sent to all of the staff writers. "I need all articles by Tuesday," John wrote. I immediately picked up the phone and called Dude and vigorously protested. "Another article? Are you kidding me? I've paid my debt!" If I recall correctly, he laughed and said "You're one of us, now!" How was that possible? I'd proven I wasn't a writer. My only remaining option was to call John and plea for an out.

John listened to my shock and ranting dismay at being asked to write another article and in a quiet, friendly and persuasive tone he told me to write about something I know, something that would make me happy to write. What you as a reader don't know about John is that he doesn't give up on his writing staff. He's always positive and treats us all with tremendous respect and care. Maybe it's because he is the father of 15 children, but the man has the patience of a rock and when he asks you to do something, it's virtually impossible to say "no."

John has always encouraged me, as I'm sure he has every other writer here, to write about things that excite me and that I enjoy. He's never stopped me from sharing my love of Disney with you or complained when I get fired up about something that prompts me to write an article that far exceeds the 1200 word limit. He also knows to disregard my first two, monthly submissions because they will always be followed by at least one or two more edits that include any number of tweaks in an effort to make the article better.

I believe it is because of John's encouragement and never-give-up attitude that I've been given opportunities to do things I would have never been able to do on my own, like speaking to DJs on a national stage. I'm hard pressed to come up with just the right words to let John know how much I appreciate all that he's done for me, the opportunities he's given me and for the doors he has opened. I doubt that I would have as many friends as I do without my monthly presence in this publication. You, the reader, are my friends and I thank you for whatever time or consideration you give my monthly musings.

Writing for me is still a struggle. And I still swear at Dude each time I sit down to write. But as it was with my first article, I give it my best shot every month. I'd like to think, though, that I'm getting better with time and as someone who was reluctantly given the title of "writer," I have no problem admitting that my journey towards improvement is longer than most. I'm thankful to be able to travel that road with Disc Jockey News and to be associated with such an incredibly talented and dedicated writing staff. These individuals give unselfishly of their knowledge in an effort to help others grow their business. They are due a tremendous amount of gratitude.

I'm thankful for the home I've found here on page six and for the countless support I've received from so many individuals in our industry over the years; not just as a writer but as an entertainer and businessman. I'd try to name them all but I would be embarrassed if I were to overlook a name or two. Some are well known to you, others are not. Many readers, perhaps you, are included on that long list. But, even you didn't get to where you are today without the encouragement, knowledge and advice of someone else. Don't you think that this month of Thanksgiving would be the perfect time to say "thank you" to those individuals?

After you've finished reading the articles in this month's Disc Jockey News, I invite you to take a few minutes to send a note of thanks to anyone and everyone who has helped you succeed or who has contributed an idea that has made you a better performer or business person. Let them know how much you respect them as a trusted advisor and friend. They'll not only appreciate being acknowledged, it may be a reminder for them to thank those who have helped them along the way.

I'd also encourage you to send a note to any of the writers of DJN who you've come to appreciate. Unlike a performance in front of a live audience, we don't have the luxury of immediate feedback to let us know how we're doing. I'm sure every staff writer here that would appreciate your thoughts. The only way we can deliver what you want to know is to know what you want to know. Help us take the guess work out of what will make you a happy reader.

To everyone who has hung with me as a reader over the past three years, I say thank you, again, and look forward to another year of sharing my monthly musings. Above all, I wish you all a safe and happy Thanksgiving!

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

SCHOOL DANCE NETWORK .com

What? You're not a member? That's nuts.

Benefits

Weekly "Safe Songs" Top 40
National Do Not Play List
Hot scoop on new dances
"Responsible DJ" certification
Plus
Listing in the ***School Dance DJ directory***
viewed by thousands of school administrators

Amazing what 50 bucks can buy

Dean Carlson continued from page 5

years and watch it again. Believe me this may be the toughest thing I ever do for myself, because I hate seeing myself perform. I squirm every time I see something I know shouldn't have been done a certain way. Yet now I also write it down on a list of things I need to improve on.

One I have an idea of the things I want to improve on then I make an action plan. This action plan usually helps me determined part of my budget for education over the next year. After all just take classes because they are offered doesn't meant they will do the most good. And if you can address specific needs it will have the fastest ROI.

From there its making the action plan a reality, and practice. I know it seems an odd thing for us to do, practice but my bet is most DJs rarely if ever do real practice. Most of the time its show prep not practice. In order to learn a new song say on a guitar you have to practice it many times in order to get it down well. It is show prep that you do shortly before you are actually making use of that song in public. Why would it be any different for all DJ skills?

Finally call me getting old, but this past year I have started taking my physical fitness seriously. When I started the last wedding season I weighed 255 pounds and I am close to 220 now. It has made a huge difference in my shows. I don't wear out so fast. A fun side benefit seems that it has also sharpened me mentally to. Who knew the fattest organ in your body is your brain? It needs to be worked out too.

SO as fall/winter rolls in, don't exhale like you used to. Do your business and shows a big favor but getting right to the next season of owning a DJ business.

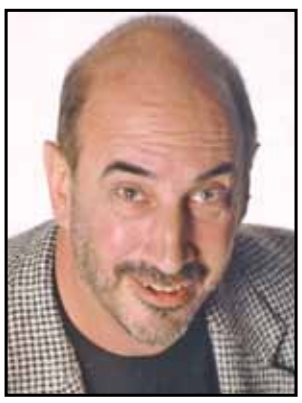
Good Luck and Great Shows.

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

A Dozen Books To Own And Read - At Least Once

By Jeffrey Gitomer

When Jim Rohn said, "All the information you need to succeed already exists, the problem is you haven't exposed yourself to it," it was one of the most challenging and eye-opening statements I had ever heard. I immediately made a lifelong goal to read a thousand books.



I have not reached that goal yet, but I'm eating away at it. I love the hardbound vintage book, but I'm finding that reading on my iPad's Kindle app provides the perfect strategy to increase my desire to read in spare moments.

Here's my list of must read books:

1. Think and Grow Rich by Napoleon Hill is at the top of everyone's list. Written 70 years ago, it's still the benchmark book for attitude, goal setting, and achievement. Get an original copy (pre 1960), not one of the altered, newly minted, "after the copyright expired" versions. NOTE: Not on this list, but equally important, is the best sales book of all time: How to Sell Your Way Through Life. Written just two years later, this book is an unknown gem. It's hard to find and a little pricey, but look for it on abebooks.com, bookfinder.com, or ebay.

2. How to Win Friends and Influence People by Dale Carnegie. The all-time, gem of gems for engaging with self-confidence and connecting with sincerity that contains timeless rules of success. Your Carnegie library is only one third complete until you own and read How to Stop Worrying and Start Living and Effective Public Speaking, two books with timeless information on stress relief, positive attitude, speaking skills, and success strategies.

3. He Can Who Thinks He Can by Orison Swett Marden. One of the original "self-thought" and self-help books containing thought gems such as, "Every child should be taught to expect success" and "The world makes way for the man with an idea." If you want a list of great Marden quotes from this book, underlined by John Patterson, the founder of NCR and the father of American salesmanship, go to www.gitomer.com and enter MARDEN in the GitBit box.

4. Swim with the Sharks by Harvey Mackay. A benchmark and game-changing book for me and millions of other people in business. It's full of applicable ideas to make you think and strategies to implement immediately.

5. Small is the New BIG by Seth Godin. One of many Godin books that should be in your library. Not just for the information – he's much more than that. I don't just marvel at what Seth writes, I marvel at how he thinks.

6. Thinkertoys by Michael Michalko. Short lessons, tools, and exercises you can easily understand and apply immediately. It recharged my brain, and opened my eyes to a new way to see creativity – by example.

7. What Would Google Do? by Jeff Jarvis. A compelling work that centers around Google as it relates to other businesses. Jarvis compares what Google would do to diverse industries such as hotels, restaurants, schools, and the media. Amazingly insightful and thought provoking – especially if you relate it to your business (as I did).

8. Outliers by Malcolm Gladwell. Outliers tells stories of how, why, and when people became successful entrepreneurs, and how standards were set in the 19th century that are still in place today. But it's his concept of "10,000 hours" that makes this book an absolute insightful treasure.

9. Steve Jobs by Walter Issacson. Jobs had vision, foresight, character, uncompromising ideals, and shrewdness. He was inspirational to all who came within his domain. This is a great story and important to read in order to understand where we are today. I have written about Steve Jobs' impact on my life. If you'd like to read it, go to www.gitomer.com and enter JOBS in the GitBit box.

10. The Pursuit of Prime by Ichak Adizes, Ph.D. This book addresses the stages every growing business goes through, and what to expect and do in each stage. Compelling because it's both a game plan for what to do, and a pie in the face for what you haven't done.

11. Social Boom by Jeffrey Gitomer (hey, that's me!) and several other social media experts. Business Social Media is not an option, and this book is the ultimate "how to" and "why." Yes, I have ten other books I hope you buy, read, and implement the lessons from, but Social Boom is my best book for this moment.

12. Atlas Shrugged by Ayn Rand. A book that has been canonized by every cross section of the political and business landscape EXCEPT the politician trying to grow government and give handouts. It's an amazing, compelling read, and has a happy ending for entrepreneurs. May be my favorite of all time. When you're finished reading this epic novel, I dare you not to starts on Rand's The Fountainhead.

12.5 There are other imperative non-books. CDs, essays, quote books, and kids books that I also highly recommend. They are, in no particular order, The Art of Exceptional Living, (CDs) by Jim Rohn, Acres of Diamonds by Russell Conwell, A Message to Garcia by Elbert Hubbard, Little Engine That Could by Watty Piper, and The Strangest Secret (CD) by Earl Nightingale. You can find all of these gems at www.executivebooks.com.

NOTE WELL: This is not THE definitive book list – it's MY definitive book list. These are books I have read, been inspired by, implemented, and banked. I have a longer list on my website – click on "Recommended Reading" under "Sales Help."

Invest your time reading. It will pay lifelong dividends.

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

I Hear This All The Time

By Rick Brewer, GetMoreBrides.com

There is not a seminar that goes by where I do not have someone come up and say some version of the following statement:

"I've been doing this for (typically 15-20 years) and the phone used to ring. Now I can't find the brides. Where did they go?"

While the amount of weddings has dipped (in the past 5 years, the total number of weddings have been off by as much as 5%) but usually has remained constant. If the numbers are down one year, they typically make it up the next year). The biggest trend is twofold: 1. The amount brides spend on weddings has reportedly dropped by as much as 30% since 2006 (you can check the Wedding Report for year to year statistics) and 2. The amount of competition has been inordinately increased (in other words, the number of competitors jumping into the fray is more than usual).

Let's cover what the bride is spending first. Brides are spending less on their weddings, this is documented. That said, there are still the upper echelon brides who have higher priority for what you do who will find the money for what you sell. Let's face it, in any economy there are wedding professionals who are having record years. Large in part because the brides who have that higher priority for their products and services can find them.

We in the wedding industry focus way too much on the 'price bride' and accept her premise of price comparison. The idea remains that when we get more brides to appointments, we end up selling more of our stuff. Most people won't argue that fact (except for those who are bad/poor salespeople). Let me prove that point: have you ever had a bride who told you her budget was much, much lower that what she actually spent on your products and services? Most people have had that happen because they were able to move the bride to the appointment where she would find out that you were a real person who could give her what she was hoping for in regard to your products/services.

Now onto the subject of increased competition. You are always going to have competition, unless what you do is a really lousy idea or product. I remember back in 1995 having the same or similar conversation about competitors who wanted to go out and make some beer money on weekends because the bride had spent a good deal on me, but went very cheap on a photographer who didn't have a clue. They had just bought a camera and were not a true professional. They were just trying to score some easy money on the weekend. This photographer was very hard to work with on many levels, but most importantly did not give the bride what she hoped for.

The best method for overcoming the low/no value competitor is to 1. Get out there broader so you can be seen by more brides 2. Build more and better relationships with those of influence in the wedding industry (i.e. venues and bridal gown shops) and 3. Educate on the pitfalls and differences between you and these hobbyists.

If you took your foot off the gas with your marketing, you will feel the effects sooner or later. The key is to use the same determination and effort that got you out there to begin with to get yourself back in the game.

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

Connections: With Other Vendors

By Steve Moody

No matter whether you specialize in wedding reception entertainment, mitzvahs or corporate events, we all have one thing in common. Our businesses thrive on referrals. In all sincerity, our connections made with other vendors can go a long, long way in expanding our companies. From someone on the catering staff, to a friend in the photography business - these folks can potentially supply us with a great many referrals. In November's article I would like to share one way that I've made better connections with these extremely special resources over the past few years.

As you might imagine, Facebook, Twitter and other forms of social media have taken "staying in touch" to new heights. Who would have thought 10 years ago that I would be able to read on line that my favorite photographer was wrapping up editing for the night and heading to bed after a long day. We see status entries like this all the time. WOW! All of the information is right there at our finger tips. Think about it. Once you have "friended" your local vendors the chances of furthering your connections and business relationships is endless. In many cases you now know exactly where they are working on a weekly basis and who they are working with, along with more personal information than you can possibly handle (at times).

The key for forging stronger relationships and better connections is just showing interest. In most of our conversations in life we're so eager to talk about ourselves…but now here's our chance to focus conversations on someone else. Don't you feel awesome when a friend comments on one of your DJ pictures or videos form the previous weekend? It's just human nature. We all love a little positive reinforcement now an again! So taking a few minutes each week to catch up with all of "vendor buddies" and leave comments on their status updates can really show that you are interested in their businesses and lives.

Taking it a step further... How wonderful would it be to perform at a wedding with a videographer and be able to ask something like "how's your son doing now that he's graduated?" Or... "I saw the pictures of the new puppy. Has he stopped ripping up the furniture yet?" Friends refer friends.

In my particular case, out of all of my Facebook friends, just over 100 are actual vendors that are in my local wedding market. I make it my business to spend a half hour every Tuesday morning checking in on them. It only takes ½ hour of time but shows that I care. That's the guy I want to be. That's the business person that I want to be. Some folks feel that nice guys finish last, but in the business of referrals people are always going to send work to someone that they like. In fact, the very first thing that I hope that other vendors say to their clients is "I really think you will like Steve, he is a great guy!" Nothing wrong with that. I'll take those words any day.

I know what you are thinking…with the number of our Facebook friendships growing every week, it makes it so much more difficult to focus in on just the vendors. How do we weed them out through all of the posts when we sit down to the computer. Here's the solution. Just as I have created a list of FB friends that are my immediate family members (so that I can easily keep tabs on them daily with the click of a button), I have done the same with my local wedding vendors.

Totally realizing that we are at all different levels where our social media skills are concerned, I wanted to take the time to explain how to create this list of local vendors within your Facebook account. Once created, you can click one button and see all of their status updates in one place. Many of you have already done something similar but I would like to take a second to help out the folks that may not be as familiar with how it's all done.

For those that may need help with this, just go to your main Facebook page that has your "Newsfeed" (where you see everyone's status updates). Once you are there, glance all the way over to the LEFT hand column and look down until you see the word FRIENDS. It may be listed about halfway down the page. Once you see the word FRIENDS, just hold your cursor over the word and the word "MORE" will appear to the right. Go ahead and click MORE. You will then be taken to a page that allows you to create a special list of friends. I named mine LOCAL VENDORS and then went through (one by one) and added all of the videographers, photographers, florists, bakers, and caterers etc… Now every Tuesday morning I go into Facebook and follow the same steps until I get to the Friends page and then rather than add another group of friends, just click on the link I created for LOCAL VENDORS. Now I am totally up to date on their comings and goings and am able to leave comments for them showing them that I am here and interested in their businesses.

Once I started this practice I immediately noticed that they all began commenting on my status updates as well. Stronger connections lead to more referrals… and who doesn't want that. Remember, leaders in the social media field have said time and again that just hitting the "LIKE" button on someone's status is not enough. Make sure to leave a nice comment or a bit of encouragement. I want to leave you with this. Now that you know how it's done, try not to be a "cyber stalker". We want them to like us, not be scared of us. LOL

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

From The Other Side: Havin' A Real Job

By Jake Palmer

"Beats havin' a real job." I find myself saying those words to people all the time. Usually at weddings and it usually follows my standard "livin' the dream" quote. It typically goes like this: Me: "how are you this evening?" Guest: "good, and you?" Me: "Livin' the dream"… (They laugh) and I say, "Think about it this way right now I'm at work." They agree that going to weddings every weekend would be great, and then I say… "It sure beats having a real job!" which almost always gets a chuckle.

A handful of years ago, when I decided to leave my last "real" job, I had decided that I really didn't like working for anyone else and that I was being held back by the obligation of this other job. So I set off to pursue MY DJ business the same way I had done it so many times for other DJ owners when I was selling or managing their multi-op. Before I knew it my weddings had doubled (from 10 to 22), and more importantly, I was suddenly doing two weekly bar events. Every week, two shows guaranteed, that is nice for a single op guy who doesn't want to have a real job. Well, it didn't take long before friends started asking my wife at parties and group functions… "Is Jake going to get a job?" "Is he ever going to go back to work?" Her response was always the same, "he has a job!" As a matter of fact, every time I say "beats having a real job." she quickly says, "you have a real job." So what is my point? My point is two fold…

1) Are you (and me) taking your business seriously enough? Is it a job or a hobby?

2) Our spouses think of this as a job, yes even a "real" job, because it has the same consequences of a real job and similar benefits.

Whoa, that's pretty heavy, especially for me. I'll start with number two first. Our spouses think of our business as a real job because it doesn't matter if we are part-time or full-time, for the most part they see the same thing. They see us buy stuff they don't understand or care about, i.e. gear, lights, etc. Of course we try to explain how cool it is, or what it does, but they don't want to hear. Think of it this way, if your wife tried to tell you about how cool her new hair dryer was, you'd fade right out, same thing with DJ gear. They see us take off every weekend to go somewhere else rather than with our own family or to our own functions, almost like a "cats in the cradle" thing. We are in our office or garage, playing with a light or songs or something getting ready for a show. My wife always accuses me of building a rocket in our garage. They also see us bring home money, (which of course they would like us to give directly to them). So it's pretty easy to see why our spouses think or our DJ business as a real job.

Now point number one is a little more complex, are YOU taking it seriously? Is this a job or a hobby to you? The complex part is that there is no right or wrong answer to this question. I recently saw a post on a facebook DJ thread from our own Bill Hermann, which I thought was perfect. In reference to a large banquet facility trying to hire DJs to work directly for the hall, at an hourly wage some thought was not realistic, Bill's response was, "they have the right to offer you what ever they want, you have the right to refuse or accept." I took this to mean that there is no law that governs pay in our industry, or professionalism, or anything else for that matter. So you can be a professional and run your company as such or you can not. I don't think it has as much to do with what you charge as it has to do with what you do.

Price is not always the best barometer to measure success or professionalism. Every market is different, every performer is different. The key is to take what you do seriously enough that you don't embarrass yourself or the rest of the industry, and remember your attitude says a lot about what you do. If you tell everyone it's better than a "real job" they are going to start to believe you!

I hope to see you at DJN Conclave 3.0 this month.

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

Promotions: It's A Trap... Kinda...

By Jason Jones

I starred at the blank screen. "I need an article this month about promotions and I haven't been promoting anything, "I thought. I am focused on direct sales of my comedy shows to Non-profits as Experiential Fundraising events. I am searching for the perfect venue partner in a region that I can cultivate an audience that takes ownership of the show. In my mind I am in set-up mode without any specific events to promote so what can I possibly write about.

I complained to Bill Hermann about it through Facebook messaging and he said something that opened up my mind. Something that had me realize a trap I put myself in over and over again. He said, "Why don't you write about what you do to keep yourself busy while you're not promoting?" When I read that I thought, "What do you mean, I'm never not promoting."

That's it! That's the trap! The trap of thinking that if I'm not placing ads or building my email list or promoting specific shows on social media then I'm not promoting. So I took a look to see what I'm doing right now, who I am meeting and how I share what I do.

I am currently working as an Impact Speaker for the Greater Twin Cities United Way. It's the most gratifying work I've done in a long time. I deliver anywhere from 1 to 5 speeches a day at different companies around the cities asking employees to contribute to United Way. I am frequently asked what I do for a living as most of the United Way Ambassadors at these companies know that I am speaking for United Way on a temporary basis. I do many different things with different brands and customers. So I share with them the part of my business that I think they would find the most interesting. Specifically that I produced live comedy entertainment and DJ for corporate events and non profits. If they ask for more I share more.

Speaking for United Way has enabled me to do so many amazing things, make a difference in the lives that will be changed though the programs United Way funds, hone my skill as a speaker, meet many many interesting people, and promote what I do in a way that is organic and not forced.

It's so much easier to do since I gave up the idea that I was selling to everyone I spoke to. That idea drained me. The idea that I am passionately sharing what I love to create and deliver to audiences is easy and usually has my listener excited when they have asked about it. Context is decisive!!

Share what you love about what you do and how you use your talent to make a difference in your community and you will have the best time promoting your brand.

Jason Jones is a producer, speaker, author and DJ who lives in Saint Paul, MN with his wife Kelly, son Max and a couple of cats and dogs.

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

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: $16.50; 2 years, 24 issues: $33.00; 3 years, 36 issues: $49.50*

***E-Edition only:** 2 year: $20; 3 year: $30*

Please mail this form with a check to:

Disc Jockey News

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email:_____ Amount Pd: _____

Start with: ___ March 2011 Issue ___ Extend Subscription

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

Contingency Planning: How It Can Make You A Hero

By Mike Kazis

Just a few days ago Andrea and Mike Campbell of Staten Island, New York celebrated their one year anniversary on the day that Hurricane Sandy made her way to the shores of the Northeast region of the country. In spite of this strange coincidence, the newlyweds don't know whether this year's natural disaster can top the rare mishap that occurred at their wedding one year ago. Can this year's rarely seen hurricane top last year's freakish October snowstorm?

For those of you not familiar with the weather system of the New York area, snow in October hardly ever occurs. In fact, I've never seen it in my lifetime, especially not one with the magnitude last year during the Browns' wedding. The snowstorm was so bad, it caused trees branches to fall and knock out power lines, leaving the catering hall and their entire park setting in the dark just hours before the wedding ceremony.

Luckily, the wedding couple's package included uplighting, and the sixteen LED light fixtures driven by a gas generator which we had delivered, became the only light source for the entire wedding, Many of the wedding guests still remember us as the DJs that saved the day.

In my days as a DJ, I have seen a rapid increase in unexpected natural occurrences in just the past few years. The first time it ever happened to me was at the second wedding I ever performed. I was working with my boss at the time when a car accident took out a nearby pole, taking out electricity for six blocks in Bayonne, NJ. To keep ourselves busy, we walked around with a guest's video camera and interviewed everyone at the wedding. An hour and a half later, the power went back on and event thought we lost a lot of dance time the crowd was eager to get on the dance floor and danced all night long.

The second occurrence didn't happen until much later in the summer of 2010 when lightning knocked out a transformer. At that event, the hotel was prepared because they had learned their lesson one year prior when a freakish wind storm knocked out electricity for a large portion of the state of New Jersey.

In addition, people still talk about Hurricane Irene which passed through our area last summer. All around us powerful winds caused heavy amounts of damage. Shingles, tiles, and windows were blown from houses. Trees were knocked down in many different areas, taking down power lines and causing sporadic blackouts that lasted for days. With this sudden increase in the number of power outages over the past few years, if that isn't enough reason to form a contingency plan, I don't know what one is.

Contingency planning is basically a fancy term for having a backup plan of your operations in order to minimize downtime. The term has become ever more popular in light of the events of September 11th when entire organizations housed in the world trade center were destroyed and all their intellectual property lost and data lost. In order to avoid such another loss of information, many medium and large companies now store all their data in two locations. Even small businesses have some type of affordable system to avoid losing all of their information if one location is faced with disaster. These precautions are all part of their contingency plans.

As DJs, not only do we have to protect our intellectual property and data about our customers but we have to prepare for events that could keep us from doing our job at events. The blackouts that occurred this week for instance, were in locations that were settings for many wedding ceremonies and receptions. What if there was no electricity at a wedding as there was none for the Brown's last year?

We were lucky that night because a few hours without power is nothing compared to what happened one weekend a few years ago where a blackout lasted over twenty four hours. Being prepared for a blackout is one of those things that could really make you a hero. Owning or having access to a generator could - and should – be part of your contingency plan.

To create your company's own contingency plan I highly recommend you create a document. I find that the best way to plan is to put it in writing. You can either look online for a formal document or just create your own outline. Your contingency plan only needs to be as big as any possible precaution required to handle any type of disaster that affects you. It's also important that you periodically review your contingency plan. This will make you a little more prepared in case of an emergency and will help you make the necessary improvements to your contingency plans. The more familiar you are with your plan, the quicker you can react to any possibility – making you a true hero for someone's special event.

Mike can be reached at mikekazis@discjockeynews.com.

Don't Undervalue Yourself Part 2

By Jeremy Brech

As you may have read in the last issue of the Disc Jockey News there are three things that we need to keep in mind as "Professionals." One was the value of who we are and what we do as an industry. The discussion to read about this issue is based on the value of a tip jar for DJs and the priority of you compared to the rest of wedding. I hate to say it but there are some couples that don't find you as their main priority. So how do we figure out these issues and resolve them.

Discussing the tip jar is a sore subject for me because I was completely shocked when this conversation started. I received a phone call from a DJ company and after visiting for a little while he/she asked, "Where do you put your tip jar?" I froze for a bit, starting to think and the only thing that came out was, "You have a tip jar?" They replied with, "Yes, it is a little square glass jar that looks pretty classy. It has a little sign on it that says tips are welcome." In my head I was thinking that this little tip jar should go home to hold their pocket change. I then began to think to myself on how a tip jar could at all look classy. By having a tip jar on the front of your booth begging for tips is the complete opposite of classy. It is degrading to you and to other DJ's in our industry.

How many cake decorators place a tip jar next to the cake saying, "If you like my cake, leave me a tip!" As DJs, we are not shaking it on the main stage hoping they throw dollar bills at us. Don't beg for your tips, tips are earned from hard work and dedication to your event. If you aren't putting effort into the event then you don't deserve or/and won't earn a tip. How many times do you get on the mic and ask the people at the event, "make sure you tip your DJ tonight! I'm working hard!"

Also think about how it looks to your clients. Apparently they didn't pay their DJ enough if the DJ has to ask their guests for money. And if they didn't invest their money in a quality entertainer did they really care about the outcome of their event and did they care if their guests had a good time or not?

So now there are some DJs scratching their heads. What do I do? Well if you are a single-op start getting paid what you are worth from your clients and don't try to make it up on their guests. Multi-ops (which I am) should start paying their employees a valuable rate so they don't have to beg for tips. On that same note think about the creditability it will create in your own company's perspective. People will begin to understand that you are a professional service and not a service where you are sitting on the side of the road holding up a sign begging for money, your worth more than that.

The last thing I want to shed some light on is finding YOUR value compared to everything else in that wedding. I met with a couple and the bride's family to discuss their event. They were asking me questions on who I would recommend for other services and so on. I asked them what their main priorities were for their event. The list started out with food and pie. Then on the list was the decorations and the guests socializing, etc. What is it that you remember from past weddings that you have been to? They had said the food and deserts. At that point I knew I wasn't going to be able to change their mind on how important their MC/Entertainment was for their event. We started to discuss the services that I provide for my clients. They liked everything that I had to show them and offer them. We then began to discuss costs. I could see them getting uncomfortable and could tell that the overall success of their event was going to be based on their chicken and potatoes. I told them the costs for one of my entertainers. They asked if I could do better than that on my price.

Imagine going to Burger King and really wanting a Whopper but you only have money for a cheese burger. Are you going to ask the cashier if they will lower their price just this one time so you can get the Whopper? After explaining to them that everyone deserves the same amount of time, professionalism, quality, and attention to detail we told them that this would be the best package for the success of their event. It was relevant that the money they were spending on food and deserts over shadowed the celebration. They asked me if they had any other recommendations for DJs in the $500 to $600 range. I told them I cannot give you recommendations because a recommendation is someone that you trust and their services will reflect my words. There are plenty of companies out there that will do a dance for you for $500 but again I am not recommending them for your event.

Every client you visit with is not your potential client. Just because your price might be too high for that couple doesn't mean you won't find someone who truly does understand the value of your services. Remember that even a referral you make reflects back on you because you have basically promised this person that this is the best thing for them. Keep your business' integrity and remember that you are one of the most valuable attributes to every celebration!

Jeremy can be reached at: jeremybrech@discjockeynews.com.

The Daily Journey To Suck Less!

By Ed Spencer

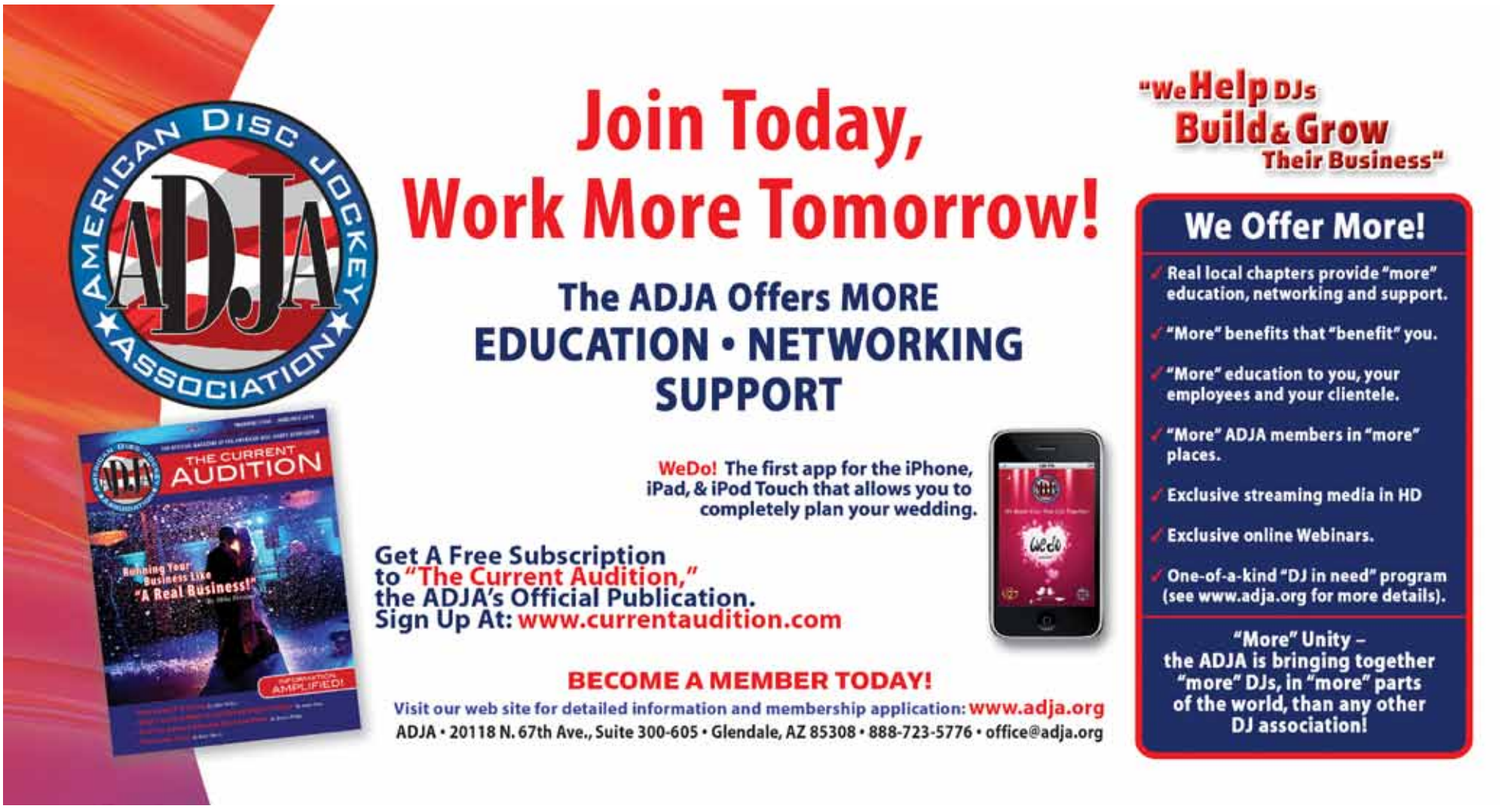
If I don't practice one day, I know it; two days, the critics know it; three days, the public knows it. - Jascha Heifetz

Jascha Heifetz is the father of modern violin technique and was consider a true virtuoso in every meaning of the word. Yet despite his talent and sheer dominance of the instrument, he said the statement above. But throughout our industry, we fail to see people practice for weeks... months or in some cases, years! I've actually heard someone say that they don't need to practice because they get all the practice they need at the events they play.

I'll be honest, I was pretty shocked at this last statement since practice is where we push ourselves and make mistakes. During practice we should push ourselves and our abilities to places we don't normally go. During our performance we should 'play it safe' so that we don't crash and burn. As we practice and become better we'll find that we can push ourselves further and further during our performance and still remain steadfast and in control of the performance. That's what practice gets us.

Unfortunately, the problem is that in order for practice to be useful it takes critical review and feedback. Without that feedback and critical review you just don't know if what you're doing is any good or not. You quickly become the guy who's spinning a set to an invisible crowd and thinks that you're the next Tiesto - only to find out when you finally play the local bar you're not. More importantly though, that critical review and feedback needs to come from some-

Ed Spencer Continued On Page 14



The Referral Coach

By Matt Anderson

More and Better Referrals Beyond Face to Face Meetings

Keith, a client of mine, wanted to talk last week about finding more ways to get referrals from people he's not seeing soon. Right now he is very busy servicing clients and closing business before year-end. How could he squeeze in more referral asking beyond his scheduled meetings?

This is a wonderful question. I'm surprised how many people see their only asking opportunities as upcoming meetings.

Let me be clear: Asking someone in person IS the most effective way to get what you want.

But it's not the only way that works. Given the frantic busyness in most people's lives, you must have other asking options at the ready.

If you want better results, ask more!

1. Commit to a certain number of asks per week.

This will keep you more accountable and help you raise the bar. Do not be one of the many who merely give lip service to accountability and then avoid it like the plague!

Only 'settle' on a number down the road once you've established that it generates the outcomes you want. If you would like a simple tracker to help you, ask me to email you one.

2. Make more email requests.

It might read something like this:

'Keith,

Light personal intro:

I hope all is well with the MacDonald clan and that your son's football season has been fun for him.

Perhaps disclose something about yourself, better yet if it's humourous.

Your specific ask:

e.g. your business partner or, if you don't have a first choice, offer a choice of 3 specific asks:

e.g I've been meaning to ask you whether you think the work we've done together might be helpful for some of your top sales people/either of the two cousins you've mentioned that live in London/or perhaps your mum?

Disclaimer:

I don't expect you to know for sure but would you be open to contacting them and saying something nice about me?

Coach them what to say:

The easiest thing to share with Sarah is that you've been very pleased with how I've helped you, that it would be well worth her time to talk with me and is it okay if I reach out to her in the near future?

Keep Control:

Maybe I drop you a line in a couple of weeks to see if she's interested? Let me know if something else would work better for you.

3. Make more calls even if most become voice messages

It is more effective to talk in real time to someone and have them tell you what they are going to do about referring you. Why?

Because few people seem to realize how much others feel obligated to keep their word – and how badly they feel about not doing so. If someone says she will open a door for you, it becomes very hard for her to wriggle out of that at a later date. Helping people honour their word in a non-threatening way is a VERY good use of your time.

However, most people are unavailable by phone, so you'll usually be leaving a message.

I've always felt there are two parts to a voice message: "I was just calling about a couple of quick things."

Part 1: Put more water in the well with the relationship or follow up on a recent feel good moment between the two of you. What additional value or follow up can you legitimately use as a reason to call? It makes the asking that much easier. The best question for you to answer is always: How can I most add value to this person?

Part 2: Your specific ask: "Last time we met, you'd mentioned that client of yours who was planning to sell his business next year.

I was wondering if you could set up a lunch for the three of us some time?

What I'll do is have my assistant email you some days that work for me in the next 2-4 weeks or so and hopefully there's an option that works for you and Ron. If there's anything about that that doesn't work for you, obviously let me know and what a better Plan B would be."

If you can conclude with something personal or humourous, clearly that's better than a dry and generic: 'Have a great day'. And, yes, I leave plenty of dry and generic messages too so I'm stating the best case scenario and target to aim for because the more people like you, the more they want to help you!

Lastly, in some instances it is wise to follow up and put it clearly in black and white in an email as well.

4. Leverage current referral sources better

Many people are so busy looking for new relationships, they forget to nurture fully the people who are already holding up signs saying 'I know, like and trust you and have already recommended you to others!'

Stay top of mind with these people in creative ways because some of them just need reminders that you're out there to keep sending you opportunities. You probably do quite a bit of this, but do you have a list of your best referral sources that you review consistently to remind yourself?

If you don't have time to see these people right now, firstly question how you're spending your time (!). Then look to unexpected gifts or different ways to bring value that can be sent to them.

Also find out what these people are saying about you (since it works!), how you come up in the conversation, who else is in their network that they would introduce you to and keep up on appreciating and thanking them!

5. Don't waste time with referral requests in letters.

I only recall two success stories in ten years (i.e. freak examples not worth sharing because they can't be replicated).

And don't expect a survey request for a referral to work either unless you follow the steps in point 2 and actually have a real time conversation about who you want to meet and how your referral source should open that door for you.

At the end of the day, you asking more will make the biggest difference. You may be surprised how simply raising and tracking your number of asks will first change your awareness, then your activity and then your results. Thank me later!

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

Self-Serving Leaders Vs Servant Leaders

By Harvey Mackay

Ken Blanchard believes corporate America is in desperate need of a different leadership role model. And I couldn't agree more.

Ken is a walking management encyclopedia: he's written 50 books with more than 90 contributing authors. His blockbuster book, "The One Minute Manager," has sold 13 million copies around the world. He has a practical, no-nonsense style that I love.

Ken has been a good friend for years. In fact, I owe a lot of my book writing success to Ken because he's the one who asked me to write a book with him before I decided to author "Swim With the Sharks Without Being Eaten Alive" back in 1988.

While most leaders think that leadership is in your head, Ken thinks effective leadership starts in the heart. Your heart controls your motivation, your intent and your leadership character.

I invited Ken to speak to my Roundtable group of 30 CEOS. His memorable message was that the number one leadership style around the world today is "seagull management." He explained: "Managers might set goals and then disappear until you screw up. Then they fly in, make a lot of noise, dump on everybody and fly out. They think that's great leadership."

He compared what he calls self-serving leaders to servant leaders and mentioned three main differences.

The first difference is feedback. If you've ever tried to give negative feedback up the hierarchy of a self-serving leadership team, you know the difference. You get destroyed. Self-serving leaders thrive in critical environments, whereas servant leaders prefer supportive environments.

Ken said: "I travel around the world, and I'll say to people, 'How do you know whether you're doing a good job?' The number one response I still get is, 'Nobody's yelled at me lately.'"

He went on to say that if he could only teach one thing it would be to develop great relationships. He advised that to develop great organizations you have to wander around and catch people doing the right things and then praise them in front of everyone.

The second major difference is that self-serving leaders don't want anyone else to look really good, while servant leaders really want to build leadership in their group. They have no problem with someone rising up. They don't mind sharing leadership.

My philosophy is you'd be amazed at how much you can accomplish if you don't care who gets the credit. I also believe that three opinions are better than two and five are better than four.

The third difference is ego. "Self-serving leaders are caught in the trap that they think their self-worth is a function of their performance plus the opinion of others," Ken said. "They have this score-keeping system. The only way they can keep going is they've got to get more. Their score-keeping centers around three things: accumulation of wealth, recognition/power and status."

Ken advises that there is nothing wrong with accumulating money, getting recognized, or having some power and status. "What's wrong is if that's who you think you are, because then your self-worth is tied up there, and you're going to have to keep on performing," he said. "That's why people have to keep on accumulating more and more and take huge bonuses when that money could be spent in other ways."

Servant leaders define their self-worth differently. They are comfortable in their skin. Ken cautions that this doesn't mean that they don't have some weaknesses. They know that their position is not a given. Everything from their job and possessions are on loan and can be taken away at a moment's notice.

Our egos can interfere in two ways, Ken cautions. One is false pride, when you think more of yourself than you should and your main job is to promote yourself. The other is self-doubt or fear, when you think less of yourself than you should.

The antidote for fear and self-doubt is self-pride and self-esteem, whereas the antidote for false pride is humility, which Ken believes is another important characteristic of a leader.

"A lot of people have this image that people who are humble are weak," Ken said. "People with humility don't think less of themselves, they just think about themselves less. That's really a powerful thing."

Mackay's Moral: None of us is as smart as all of us.

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," "The Mackay MBA of Selling in the Real World," and "Use Your Head To Get Your Foot In The Door."

Ed Spencer continued from page 12

one as good as, if not better than you are. Sure the novice might pick up a few things and throw you a few pointers, but if you really want to improve you have to get feedback from someone better. And the day there isn't anyone better than you at what you do it's time to quit because your ego has taken over.

If you're doubting the importance of practice and believe that you don't need training stop and think about the number of people who 'learn' to play golf by simply picking 'doing'. There are lots of people who do exactly this! They pick up a set of clubs, maybe get a few pointers from their friends, and then grip it and rip it. But then one day they decide they want to get better so they figure they'll take a few lessons. What they find out in a matter of minutes is that if they were properly trained from the start they wouldn't have to break all the bad habits they've developed over the years. And just in case you didn't know, breaking bad habits is much more difficult to do than to not have them in the first place!

While this column will be focusing heavily on training, we need to remember that a fundamental part of that training being useful is the continued practice of those techniques we learn in training. And hopefully, this month's article will inspire you to step away from the TV, pick up some material and practice just a little.

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

Are You Asking Questions?

By Steve Beck

Usually when a disc jockey has to make a decision about accepting an event, the questions that need to be answered are pretty straightforward:

• Am I available for that date?

• Do I have the expertise needed for the type of event?

• Do I want to do this type of event?

• Is the potential client willing to meet my price?

• Is the potential client someone I want to work with?

Obviously we need to be available to work on a specific date. I'd like to think a professional disc jockey/master of ceremonies would turn down an event if it was something he or she didn't have the expertise to handle properly. For example, I refer bar/bat mitzvahs to others because I don't have sufficient knowledge of the culture and I don't think I can adequately meet a bar mitzvah client's expectations.

Then again, some DJs just don't like to do certain events that others love to do. If you don't LIKE to run a karaoke show, let someone else do it! If school dances aren't your cup of tea, there are plenty of DJs who love them.

As for the price question, it sometimes becomes a question of whether or not you're willing to discount your services if a client wants to hire you but balks at your price. That's a subject for a whole different column… or series of columns!

Finally, there's the "bridezilla" question. I've occasionally turned down business because I felt the client would be more trouble than they're worth. Not often… I'm a pretty easy-going guy and can get along with most people, but we've all had jobs we ended up regretting that we took.

But there's one event where we have to address a moral or ethical question: same-sex marriages.

I recently was hired as master of ceremonies/disc jockey for a same-sex "wedding" (although legally in my state it wasn't a marriage – it was a civil union). It was the first such event in my long career. Before I agreed to accept it, I had a long conversation with the couple and asked them a number of questions. I was concerned about providing the service they desired. I told them I was sorry if any of my questions offended them but if they did it was out of my desire to understand and not from any malice toward them on my part.

It turned into a great conversation. Once they realized I sought only to understand and needed to know how their ceremony and reception would differ from a "traditional" wedding, they were very open with me. I accepted the job and as we went through the planning process we formed a very comfortable relationship. The event itself was remarkably similar to a "straight" wedding. We were just missing a groom and had an extra bride on hand! I'm really pleased I took the job and wouldn't hesitate to accept another.

Before I met with these two women, I asked a couple of DJ friends if they'd performed at a same-sex wedding. If they hadn't, I asked why not. Some had simply not been presented with the choice, some told me they'd turned down business because they were morally opposed to same-sex unions… I even had one DJ tell me he didn't want to become known as "the gay wedding DJ" because he thought he might lose business from heterosexual couples.

The question of whether or not to accept contracts for same-sex weddings is

one that most all of us will face at some time. Same-sex marriages are currently legal in six states (Connecticut, Iowa, Massachusetts, New Hampshire, New York and Vermont) plus the District of Columbia. Three other states passed laws in 2012 allowing same-sex marriages, although Maryland and Washington have same-sex marriages bans on the November ballot which would override the new laws if they pass. New Jersey's new law has been vetoed by the governor and the legislature is considering overriding his veto.

Maryland, New Mexico and Rhode Island recognize out-of-state same-sex marriages. Delaware, Hawaii, Illinois, New Jersey and Rhode Island allow civil unions, while California, Nevada, Oregon and Washington offer broad domestic partnership provisions. Four more states (Colorado, Maine, Maryland and Wisconsin) have more limited domestic partnership provisions.

42% of the U.S. population now lives in a state which provides for some type of legal recognition of their domestic relationship. As for the remaining 58%, it is not uncommon for same-sex couples to have some sort of private ceremony to commemorate their relationship; essentially, a "marriage" without legal recognition from the state in which it occurs and also without any of the legal rights inferred by marriage elsewhere.

Let's start a discussion. My email address appears at the end of this column. Send me an email answering these questions:

• Have you been asked to perform at a same-sex wedding?

• Do you accept or decline such events?

• If you do not accept them, why?

I'll write about the responses I receive next month. Your identities will be withheld unless you specifically authorize me to use your name. So let's hear from you!

Steve Beck can be reached at: stevebeck@discjockeynews.com.

1st Year Free

DJ VERIFICATION ORGANIZATION
DJVO
www.DJVO.org

www.djvo.org

DJ VERIFICATION ORGANIZATION (DJVO)

In January 2012 DJ Verification Organization (DJVO) was formed for the purpose of providing verification and certification that a Disc Jockey[1] is obtaining all formats[2] of their music audio and music video from legal sources[3]

[1] Disc Jockey: Name variations – Disc Jockey (DJ), Music Video Jockey (VJ), Karaoke Jockey (KJ)
[2] Formats: Music audio and music video: (MP3, MP4, CD, DVD & Vinyl)
[3] Legal sources: DJ music subscription services, record pools, music pools, video pools, karaoke pools, DJ pools, retail stores, online music stores, promotional music delivery services & record label direct servicing.

The DJVO is a verification database tracking system to show proof the DJ has obtained their music audio and music video legally for the business of disc jockeying. The DJVO is standing up for what is right for the DJs that do everything the right way for them to get the disc jockey jobs instead of the DJs that obtain their music illegally getting the disc jockey jobs.

The verification fee will be waived and will remain free for the first year for all DJs (Offer Expires: NOV/2012)

Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop

1	Maroon 5	One More Night
2	Justin Bieber	As Long As You Love Me
3	Taylor Swift	We Are Never Ever GettingÉ
4	Fun.	Some Nights
5	Alex Care	Too Close
6	Chris Brown	Don't Wake Me Up
7	Pink	Blow Me (One Last Kiss)
8	Owl City & Carly Rae Jepsen	Good Time
9	Ke$ha	Die Young
10	Psy	Gangnam Style
11	Ne-Yo	Let Me Love You
12	Rihanna	Diamonds
13	Enrique Iglesias	Finally Found You
14	Bruno Mars	Locked Out Of Heaven
15	One Direction	Live While We're Young
16	Flo Rida	Whistle
17	Train	50 Ways To Say Goodbye
18	Flo Rida	I Cry
19	Christina Aguilera	Your Body
20	Usher	Numb
21	Phillip Phillips	Home
22	OneRepublic	Feel Again
23	David Guetta	I Can Only Imagine
24	Ed Sheeran	The A Team
25	Trey Songz	2 Reasons
26	Rita Ora	R.I.P.
27	Nicki Minaj	Pound The Alarm
28	Lumineers	Ho Hey
29	Ellie Goulding	Anything Could Happen
30	Script	Hall Of Fame

Country

1	Lee Brice	Hard To Love
2	Carrie Underwood	Blown Away
3	Jason Aldean	Take A Little Ride
4	Easton Corbin	Lovin' You Is Fun
5	Jake Owen	The One That Got Away
6	Miranda Lambert	Fastest Girl In Town
7	Rascal Flatts	Come Wake Me Up
8	Florida Georgia Line	Cruise
9	Kip Moore	Beer Money
10	Justin Moore	'Til My Last Day
11	Greg Bates	Did It For The Girl
12	Eric Church	Creepin'
13	Zac Brown Band	Goodbye In Her Eyes
14	Kenny Chesney	El Cerrito Place
15	Brad Paisley	Southern Comfort Zone
16	Toby Keith	I Like Girls That Drink Beer
17	Randy Houser	How Country Feels
18	Taylor Swift	Begin Again
19	Drius Rucker	True Believers
20	Casey James	Crying On A Suitcase
21	Dierks Bentley	Tip It On Back
22	Gary Allen	Every Storm
23	Thomas Rhett	Beer With Jesus
24	Jon Pardi	Missin' You Crazy
25	Kacey Musgraves	Merry Go 'Round
26	Little Big Town	Tornado
27	Tim McGraw	Truck Yeah
28	Chris Cagle	Let There Be Cowgirls
29	Eli Young Band	Say Goodnight
30	Maggie Rose	I Ain't Your Mama

Adult Contempory

1	Gotye	Somebody That I Used To Know
2	Maroon 5	Payphone
3	Katy Perry	Wide Awake
4	Train	Drive By
5	Kelly Clarkson	Stronger (What Doesn't Kill You)
6	Carly Rae Jepsen	Call Me Maybe
7	Jason Mraz	I Won't Give Up
8	One Direction	What Makes You Beautiful
9	Adele	Rumour Has It
10	Taylor Swift	We Are Never Ever GettingÉ
11	Pink	Blow Me (One Last Kiss)
12	Phillip Phillips	Home
13	Adele	Skyfall
14	Neon Trees	Everybody Talks
15	Ellie Goulding	Lights
16	Owl City & Carly Rae Jepsen	Good Time
17	Maroon 5	One More Night
18	Fun.	Some Nights
19	Train	50 Ways To Say Goodbye
20	Tristan Prettyman	My Oh My
21	Matchbox Twenty	She's So Mean
22	Jim Brickman	Good Morning Beautiful
23	Demi Lovato	Give Your Heart A Break
24	Karmin	Broken Hearted
25	OneRepublic	Feel Again
26	Script	Hall Of Fame
27	Casey Abrams	Get Out
28	Jon Secada	I'm Never Too Far Away
29	Alex Clare	Too Close
30	Kelly Clarkson	Catch My Breath

Urban

1	Brandy	Put It Down
2	Miguel	Adorn
3	French Montana	Pop That
4	Juicy J	Bandz A Make Her Dance
5	Trey Songz	Dive In
6	Beyonce	Dance For You
7	Big Sean, Kanye, Jay-Z	Clique
8	Frank Ocean	Thinkin' 'Bout You
9	2 Chainz	Birthday Song
10	Kendrick Lamar	Swimming Pools
11	Future	Turn On The Lights
12	Kelly Rowland	Ice
13	Lil Wayne	No Worries
14	Rick Ross	Diced Pineapple
15	Omarion	Let's Talk
16	Alicia Keys	Girl On Fire
17	Meek Mill	Young And Getting' It
18	Chris Brown	Don't Judge Me
19	Usher	Dive
20	Keyshia Cole	Enough Of No Love
21	DJ Drama	My Moment
22	Ludacris	Representin'
23	Rhianna	Diamonds
24	Weeknd	Wicked Games
25	Bobby V	Mirror
26	Ca$h Out	Hold Up
27	Ciara	Sorry
28	Wiz Khalifa	Remember You
29	Mariah Carey	Triumphant (Get 'Em)
30	Meek Mill	Amen

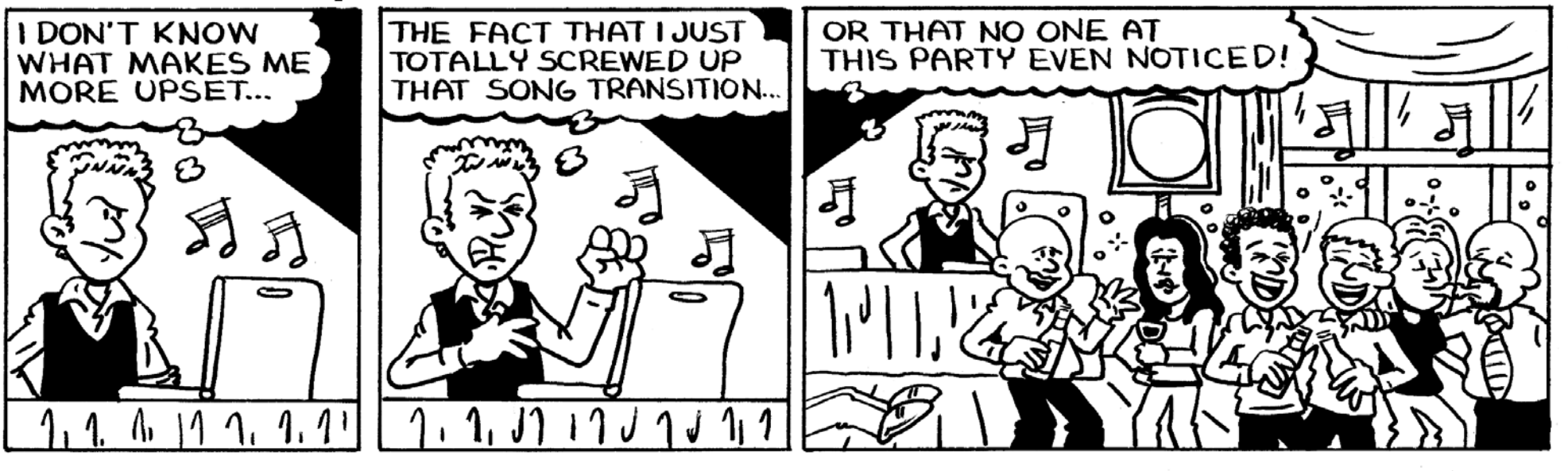
Rock

1	Three Days Grace	Chalk Outline
2	Stone Sour	Absolute Zero
3	Halestorm	I Miss The Misery
4	Papa Roach	Still Swingin'
5	Linkin Park	Lost In The Echo
6	Soundgarden	Been Away Too Long
7	Shinedown	Enemies
8	Slash	Standing In The Sun
9	In This Moment	Blood
10	Avenged Sevenfold	Carry On
11	Seether	Here And Now
12	Volbeat	Heaven Nor Hell
13	Green Day	Let Yourself Go
14	Black Keys	Little Black Submarine
15	All That Remains	Stand Up
16	Gaslight Anthem	45
17	Chevelle	Same Old Trip
18	Pop Evil	Purple
19	Deftones	Tempest
20	Young Guns	Bones
21	Nonpoint	Left For You
22	Offspring	Turning Into You
23	Rise Against	Wait For Me
24	Kid Rock	Let's Ride
25	Five Finger Death Punch	The Pride
26	Theory Of A Deadman	Gentlemen
27	Hinder	Save Me
28	10 Years	Backlash
29	Hellyeah	Drink Drank Drunk
30	New Medicine	Rich Kids

Alternative

1	Muse	Madness
2	Mumford & Sons	I Will Wait
3	Lumineers	Ho Hey
4	Black Keys	Little Black Submarines
5	Passion Pit	Take A Walk
6	Alex Care	Too Close
7	Awolnation	Kill Your Heroes
8	Imagine Dragons	It's Time
9	Youngblood Hawke	We Come Running
10	Grouplove	Itchin' On A Photograph
11	Linkin Park	Lost In The Echo
12	Atlas Genius	Trojans
13	Rise Against	Wait For Me
14	Soundgarden	Been Away Too Long
15	Three Days Grace	Chalk Outline
16	Morning Parade	Headlights
17	Green Day	Let Yourself Go
18	Of Monsters And Men	Mountain Sound
19	Two Door Cinema Club	Sleep Alone
20	Silversun Pickups	The Pit
21	Jack White	Freedom At 21
22	Killers	Runaways
23	Metric	Breathing Underwater
24	M83	Reunion
25	Fun.	Carry On
26	Walk The Moon	Tightrope
27	Churchill	Change
28	Dirty Heads	Dance All Night
29	Green Day	Oh Love
30	Joy Formidable	The Ladder Is Ours

A Different Spin by Jason Nocera www.nichecartoons.com



The State Of The DJ Nation:

By DJ Avestan Kerenaoiti

Hypocrisy. Web of lies. Deceit. Hell, let's call it what it is, 100% pure, through and through, masculine bovine excrement.

Throughout our industry DJs are crying foul when it comes to pricing. How they're being undercut by Craigslist DJs, how other DJs are 'stealing' their work and putting them out of business. The never ending trail of putrid excrement flowing from their mouths about gig whores, bottom feeders, and far, far, worse is just embarrassing. All the while many of these same people have taken it upon themselves to turn around and become the same bottom feeding slime.

What am I talking about? I'm could be talking about YOU.

You that out of one side of your mouth talk about how GREAT certain vendors are - what a 'gentleman' they are, and then out of the other side of your mouth simply buy based on price from vendors who couldn't give a rat's ass about you, your business or supporting you after the sale. You bypass shopping from a company who has supported show after show with their time, educational materials, and hard earned money because they BELIEVED in us as an industry and they are rewarded by idiot DJs like the one you might be seeing in the mirror who is shopping on price without regard for service, or the vendors ability to take care of the customer.

That's right. Take a close look in the mirror and tell me if this is you - all the while talking about how the people who buy from 'cheap' DJs deserve what they get.

We're not talking huge money here, we're talking pennies, or fractions of a percent. If you're spending $2000 on new equipment and a company that supports the industry regularly is $20 more, why wouldn't you spend that money because you know you're going to get great service - before, during and after the sale? Is that support, that 'gentlemanly' response, worth something? What does that service mean to you?

When people fail to support the companies that provide those services, they go away. Will those companies go out of business if we shop elsewhere? No, they won't, most are good business people and have LOTS of other industries they works with. But you can bet your sweet butt that you will stop seeing them at DJ shows where it costs them THOUSANDS, and in some cases TENS OF THOUSANDS of dollars to be there if we ignore that service and support and buy based solely on price.

Oh, and with a margin on products as low as it is, do you think coming to a DJ show turns a profit? Do you think that their coming to Las Vegas moves enough product to pay for that trip? NO. It doesn't. It doesn't even come close. Not when they pay as much as $75,000 just to be there.

So why do it? Because they believe in us. They believe in YOU. They believe that you WILL buy because of the support, time and energy they put into our industry and supporting us.

But we don't. We're too damned cheap to buy from them because of a dollar or two. Instead we'll go to China, buy knockoff DMX adaptors, and then wonder why companies aren't around any more. Won't happen? Try it. I'm already seeing it happen. Companies that make GREAT products suddenly stop coming to shows, and then their products disappear. What company is next? What company do you want to support with your hard earned money and be able to call when you have a problem? Or maybe the next time you call you might just have to wait until it's 8am in China to get support.

Stop being idiots and support the companies that support you or you won't see them any more. That gentlemanly support will all but disappear and you'll be left with dealing with the college kids at Radio Shack instead of some other company you'll wish you had supported.

Hypocrisy. THAT is the state of the DJ Nation.

You can reach Avestand Kerenaoiti at: avestan@discjockeynews.com

Top 30 Clean High School Songs

SchoolDanceNetwork.com

LM	TM	Artist	Title	Featuring	PC Disc	BPM
3	1	Justin Bieber	As Long As You Love Me		201227	71
1	2	Pink	Blow Me One Last Kiss		201228	114
12	3	Ne-Yo	Let me Love You		201229	124
14	4	Maroon 5	One More Night		201229	93
8	5	David Guetta/ Chris Brown	I Can Only Imagine		201230	127
2	6	Rihanna	Where have you been		201216	128
17	7	Psy	Gangnam Style		201237	132
6	8	Nicki Minaj	Pound the Alarm		201227	126
18	9	Chris Brown	Don't Wake Me Up		201221	128
10	10	Trey Songz	Heart Attack		201214	75
4	11	Ellie Goulding	Lights		201109	120
19	12	Enrique Iglesias	Finally Found You		201236	129
5	13	Maroon 5	Payphone	Wiz Kjalifa	201217	111
7	14	David Guetta	Titanium		201230	125
21	15	Usher	Numb		201233	125
11	16	Calvin Harris	Lets Go	w/Neyo	201212	128
23	17	Taylor Swift	We are never getting back together		201234	86
25	18	Owl City-Carly Rae Jepsen	Good Time		201227	126
9	19	Katy Perry	Wide Awake		201223	80
16	20	Havana Brown-Pitbull	We Run The Night		201216	128
27	21	Flo Rida	I Cry		201238	126
13	22	Carly Jepsen	Call Me Maybe		201210	120
20	23	Karmin	Hello		201230	128
15	24	Cher Lloyd	Want U Back		201206	98
22	25	Pitbull/Shakira	Get it Started		201234	128
	26	Ke$ha	Die Young		201240	129
	27	Rihanna	Diamonds		201241	92
	28	Alex Clair	Too Close		201115	63
	29	Bruno Mars	Locked out of Heaven		201241	144
	30	Future	Turn on the Lights		201226	66
Recurrents- (Still popular)						
24		Kelly Clarkson	Stronger		201201	116
26		David Guetta/Nicki Minaj	Turn Me on		201231	128
28		Justin Bieber	Boyfriend		201214	97
29		Taylor Swft-B.O.B	Both Of Us		201220	63
30		50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98
		Katy Perry	Part of Me		201210	130
		Flo Rida	Good Feelin		201137	128
		Pitbull	Back In Time		201214	127
		Gym Class Heroes	Self Back Home		201203	130
		Nicki Minaj	Starships		201209	125
		Chris Brown	Turn Up The Music		201206	130
		Goyte	Somebody that I used to Know		201205	129
		Rihanna	We Found Love		201140	128
		The Wanted	Glad You Came		201134	128
		One Direction	What Makes You Beautiful		201213	129
		Drake /Rihanna	Take Care		201150	122
		Calvin Harris	Feel So Close		201131	64
		Rihanna	You Da One		201147	127
		Young Jeezy	Leave you alone	w/Neyo.	201208	95
		B.O.B	So Good		201209	86
		J. Jessie	Domino		201135	127
		Karmin	Broken Hearted		201207	120
		Pitbull/w Chris Brown	International Love		201140	120
		Jennifer Lopez	Dance Again		201215	128
		Chris Rene	Young Homie		201209	80
		LMFAO	Sorry for Party Rockin		201201	134
		Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101
		Bruno Mars	It Will Rain		201140	75
		David Guetta	Without You	Usher	201136	128
		J Cole	Workout		201126	93
		Selena Gomez	Love you Like a Love Song		201131	119
		Dev & Enrique Iglesias	Naked		201201	125
		Outasight	Tonight is the Night		201142	120
		Foster the People	Don't Stop		201146	133
		Gym Class Heros	Stereo Hearts	Adam Levine	201125	91
		Drake	Headlines		201132	76
		Jason Derulo	It Girl		201133	92
		LMFAO	Sexy and I know it		201133	130
		Lady Gaga	Marry the Night		201145	131
		Nicki Minaj-Rihanna	Fly		201132	120
		Maroon 5/Aguilera	Moves Like Jagger		201132	128
		Britney Spears	I Wanna Go		201124	131
		Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128
		LMFAO	Party Rock Anthem	Lauren Bennett	201102	131
		Cobra Starship	You Make Me Feel		201120	132
		Alexandra Stan	Mr. Saxobeat		201119	127
		New Boyz	Better with the Lights on		201120	112
		Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90
		Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71

Disc Jockey News Conclave 3.0

November 15-18, 2012

Mystic Lake Casino

Prior Lake, MN (minutes from MSP airport)

http://www.discjockeynews.com

Eternal Lighting

CUBE™ Series

Battery Powered Wireless Rechargeable LED Lighting

1-888-930-5337 (LEDS)

CUBE™3 Up to 20 Hours of Battery Life

3in1 TRI LED with Red, Green & Blue 10 Watt LEDs
3CH or 7CH DMX, Sound Active, Auto, & Fade Modes
Manual Color Mixing
LCD Push Button Display

CUBE™4 Up to 20 Hours of Battery Life

4in1 QUAD LED with Red, Green, Blue & White 10 Watt LEDs
4CH or 8CH DMX, Sound Active, Auto, & Fade Modes
Manual Color Mixing
LCD Push Button Display

CUBE™5 Up to 20 Hours of Battery Life

Red, Green, Blue, White & Amber 10 Watt LEDs
3, 4, 5, 8, & 11CH DMX, Sound Active, Auto, & Fade Modes
Manual Color Mixing, Wirless Mater/Slave, LCD Push Button Display
Advanced Programming & Compatibility Modes

LED Lighting Trussing
Appearance Products
Wireless Battery Solutions

support@eternalLighting.com
www.ETERNALLIGHTING.com

We Turn Heads With Our Products

THIS YEAR GIVE THEM THE GIFT OF

pure LIGHTING EXCITEMENT

ADJ™

TAKE YOUR HOLIDAY GIGS TO THE NEXT LEVEL WITH AMERICAN DJ

JELLY GO PAR64
RECHARGEABLE LITHIUM BATTERY POWERED LED WASH WITH GLOWING CASE $199.99*

X-MOVE LED 25R
COMPACT MOVING HEAD WITH 25W CREE LED $449.99*

DEMO VIDEO
CHECK OUT PRODUCT DEMO VIDEOS ONLINE AT: WWW.AMERICANDJ.COM

QUAD SCAN LED
4-HEAD SCANNER WITH 3-WATT TRI LEDS
$299.99*

MEGA TRI 60 $249.99*
24-IN. LINEAR WASH FEATURING 9X 3W TRI LEDS

MEGA GO FLOOD PAR
RECHARGEABLE LITHIUM BATTERY POWERED LED WASH WITH WIDE 120-DEGREE BEAM ANGLE
[GREAT FOR BACKLIGHTING SCRIM]
$129.99*

Lighting the Future™

ADJ NewsWave
Monthly Online Newsletter

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

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

AMERICAN DJ

Contact us today for an authorized American DJ Dealer in your area or a free catalog: 800.322.6337 / info@americandj.com

©2012 American DJ™ • Los Angeles, CA 90040 USA • www.americandj.com • Nintendo, Nintendo® www.americandj.com
*Price & Specifications subject to change without notice. Dealer price may vary. Pricing in U.S. Dollars.
Distributed in Canada by Yorkville Distribution • Toll Free 866-26-SOUND • Local 905-428-8882 • www.adjcanada.com

No More Waiting...
pool
Promo Only OnLine
Premium digital delivery service.
MP3. M4A. MPEG4.
Top 40. Urban. Rock. Country. Dance. Club. Latin. Intro Edits. More.
407-331-3600
www.promoonly.com/pool
PROMO ONLY®