



THE OFFICIAL NEWSLETTER OF THE BALTIMORE AREA DISC JOCKEY ASSOCIATION

online: [www.badja.org/beat](http://www.badja.org/beat)

## President's Corner

Jason Walsh, BADJA President

I am pleased to welcome back the long-awaited BADJA newsletter. I want to thank BADJA's Publications Director, Bob Sigmon, for ensuring that this popular member benefit was "brought back to life". Besides a new name ("BADJA BEAT" replaces the previous "BADJA NOTES") there are other obvious changes to the new quarterly publication. BADJA BEAT features an easier to read layout, electronic distribution, and even some games, jokes, and short stories to help you unwind and relax between your events on busy weekends.

I encourage every BADJA member to become part of the BADJA BEAT "STREET TEAM" – we need your ideas, stories, jokes, interviews, and general input to make this communication tool the best it can be. I hope as popularity and support grows, we can turn our newsletter into a bi-monthly or even a monthly

## Industry Economics: Is It All Just In Our Heads?

Jason Walsh, BADJA President

I know that not every BADJA member reading this is in the same business model (some of us have jobs outside of the DJ world), nor does everyone equally feel the economic sting of \$4.25/gallon gas or an electric bill that grows exponentially larger right before your eyes like my gut after a hearty Thanksgiving dinner. That said – gas prices, a declining U.S. dollar, and the general uncertainty of the American economy have all dominated the coverage of newspapers, radio talk shows, and local or national evening news reports. But is the "doom and gloom" portrayed by the

INSIDE THIS ISSUE	
President's Corner	1
Industry Economics: Is It All Just In Our Heads?	1
The Boys Are Back In Town: The 2008 Summer DJ Expo	2
Customer Service Minute	2
President's Corner: Continued	3
Industry Economics: Continued	4
Fun & Games	4
BADJA Photo Gallery	5
Back Cover / Upcoming BADJA Meetings & Events	6

publication. Want to help us out? You can email your photos, stories, and other newsworthy information to the BADJA member email address: [badja@comcast.net](mailto:badja@comcast.net) or send them directly to BADJA's Publications Director Bob Sigmon at [prodj66@aol.com](mailto:prodj66@aol.com).

*Article Continued on Page 3*

media starting to take a toll on the entertainment industry? Are brides "cutting corners" on their once-in-a-lifetime events like so many of us do every day? Or is this all just in our heads?

While listening to a talk radio call-in program, I was shocked to hear the number of people state that they have cancelled their annual trips to Ocean City, MD because of the high cost of gas. When the show's host advised one caller of the difference in cost compared to the same trip last year there was a sudden silence. *Article Continued on Page 4*

## The Boys Are Back In Town: The 2008 Summer DJ Expo

By Jason Walsh, BADJA President



It's my favorite time of year... The time of year when I get to gamble, eat like a king, and write a good portion of the fun off on my taxes. Of course I'm talking about the DJ Times International DJ Expo. This year's event moves "back to the boardwalk" and will once again be held at the newly renovated Trump Taj Mahal on August 11-14, 2008. The International DJ Expo first started on the Boardwalk in 1990 when Wilson Phillips, Roxette, and Sinéad O'Connor held the 1, 2, & 3 spots on Billboard's Top 100 (I miss those days). For the past 5 years, the expo was held at the Atlantic City Convention Center,

but show promoters opted to move back to the "Taj" for the convenience, recently renovated exhibit arena, and all the "attractive amenities" that come with being just feet from the ocean. This year, DJ Times will raffle off a \$25,000 "Ultimate DJ System" to one lucky winner and as usual, there will plenty of valuable seminars and product vendors on hand to help you spend any amount of cash or credit you decide to bring with you. BADJA plans to scrap the "free lunch" (there really is no such thing as a free lunch), but we will surely break bread as a group several times during the show. Additional details will be sent to BADJA members via email as the event draws near. Tickets and details are available online at [www.djtimes.com](http://www.djtimes.com).

## Customer Service Minute

By Jason Walsh, BADJA President

You've spent hundreds or thousands of dollars on a new marketing campaign... Postcards, a flashy new website, maybe a new company logo... But there is one thing that doesn't cost your company a cent beyond your current monthly bills and it can make or break your business in a second.

Customer service is usually the number one thing on a bride's mind when they are shopping for wedding vendors. "If it takes too long for a vendor to return my request, I assume that's the same poor service I'll get after I book them," says bride-to-be Lauren S. of Baltimore. "If you take more

than a day to get back to me, you should have an excuse for the delay," Lauren says.

Returning emails and phone calls promptly is especially important if you are a part-time jock. The full-time jocks are usually available to pick up their phone or answer an email, many times this advantage allows them to instantly book a meeting with the potential client. In a recent informal poll, the average bride met with roughly 2 vendors for each of their wedding services. If you can book a meeting, you're likely half-way to landing the gig! Don't screw it up, return those calls and emails within 24 hours of their receipt then go sell yourself.

*"If it takes too long for a vendor to return my request, I assume that's the same poor service I'll get after I book them."*



*Don't let your potential clients make up their minds before you even get to talk to them!!!*

President's Corner from Page 1

### Recent Board Action

The past six months have seen many new changes for the BADJA Board Of Directors (BOD). A new BOD was installed on January 7<sup>th</sup> 2008. The new Board consists of President Jason Walsh, Vice President Frank Young, Treasurer Cammie Adler, Secretary Hope Metzger, Publications Director Bob Sigmon, Public Relations Director Jose Castro, Membership Director Rich Malinski, and Program Director Nick Burke.

A few major policy and procedural motions were voted into the place within the past 6 months, including: The discontinuation of both parking lot monitoring at general meetings and the "unfruitful" BADJA hotline; the start of a new marketing campaign for the organization; the creation of a BADJA email listserv and website referral tool, and the adoption of several strategies for long term growth and member retention. A new BADJA newsletter (BADJA Beat) and a fresh new look and interactive features for the BADJA website will be officially introduced at the July 2008 general meeting. As a reminder, the BADJA BOD meetings are held every other month (beginning with January) at Ocean Pride Restaurant on York Road in Lutherville beginning at 6:30pm. All current BADJA members are welcome to attend the BOD meetings.

### Attendance

One of the keys to maintaining a viable membership is YOUR monthly attendance at BADJA general and BOD meetings. One idea that was recently floated was that each member would be required to attend a minimum number of monthly meetings. I disagree that members should be required to attend meetings, but rather, they should want to attend. Just placing the BADJA logo on your website or business card does not constitute an association.

Remember, this is YOUR organization. If there is a topic or guest speaker you'd like to see at a general meeting, please let us know! YOUR input during dinner and topic discussions is a major part of the reason BADJA members maintain their memberships year after year.

### Summer's Here...

And so are hot days and sticky, humid nights. Remember to protect your valuable equipment investment by bringing in your laptops, hard drives, compact discs, and other heat and humidity-sensitive gear. Paper and thin plastic cones on speaker drivers can be damaged in extreme temperatures just as easily as that Hershey's bar you left in your tuxedo from last weekend's wedding. In addition to the heat, you should also be wary of your local "youths" (or 'yutes) and increased Summer foot traffic around your van, car, or truck. Besides your DJ gear, don't forget to lock up all of your vehicles (an alarm system is a preferred theft-deterrent) and remove your cell phone, Palm Pilot, GPS device, and any other valuables from sight. Always have a "game plan" just in case your van overheats, your equipment is stolen, or your laptop blows up during a humid outdoor event. It's never too early to plan for emergencies. Remember, a set of DJ equipment is available to BADJA members if you are faced with an emergency, just contact Larry Adler at 410-668-5572 or by cell at 443-386-4587.

### HELP!!!

We need your help to spread the work about upcoming BADJA meetings and activities. We are looking for volunteers to assist our Publications and Public Relations Directors distribute flyers and newsletters at local DJ Equipment shops, community bulletin boards, and college radio/communications departments.

Industry Economics from page 1

The host went on to explain that last year’s Summer gas prices were close to \$3.00 per gallon, and in fact, the average minivan-driving family should only need to shell out another Andrew Jackson (maybe two of them for hungry cars or trucks) to enjoy their well deserved O.C. vacation. This brings me to my point... Our wedding and mitzvah clients save and plan for months or years leading up to their big day, they truly need to understand the added value that we as professional disc jockeys provide before they slash us in favor of that raspberry filling in their cake. I am starting to hear about more and more couples that drop \$20,000+ on the reception and set up their iPods for their main entertainment. Please Steve Jobs, say it isn’t so! How can you stop potential clients from a guaranteed

entertainment disaster? Use this slow economy to start a new marketing campaign with coupons and referral credits, or maybe you raise your rates and offer clients “on-the-spot discounts” to close the deal. Stress your additional roles of wedding planner, coordinator, master of ceremonies, and yes, deejay extraordinaire. If you charge more than your competition, explain why. You must convince your value-conscience clients that your services are more important on their big day than those fancy covered-chair upgrades. Put into perspective your costs (travel, DJ education, clothing, equipment, advertising, etc.) and as tough as it might be, never sell yourself short today and regret the fast dollar tomorrow. Just as real estate agents are struggling to get 85-90% of last year’s home prices, you may struggle a bit too, but before you drop your rate, try adding some additional value for your clients.

**Musical instruments**

S	D	H	X	P	I	C	C	O	L	O	G	D	S	C
P	A	L	A	T	S	E	L	E	C	E	L	L	O	L
O	U	X	L	R	R	E	D	R	O	C	E	R	E	A
O	B	E	O	M	P	V	I	O	L	I	N	I	N	R
N	J	U	L	P	U	S	F	I	F	E	P	F	I	I
S	J	N	G	E	H	R	I	Q	T	S	I	I	L	N
R	N	A	A	L	L	O	D	C	N	H	A	D	O	E
E	O	G	V	B	E	U	N	E	H	Z	N	D	D	T
M	O	R	O	O	Z	A	K	E	R	O	O	L	N	U
I	S	O	J	Y	H	C	D	U	Z	A	R	E	A	L
C	S	D	O	B	O	E	A	B	U	T	N	D	M	F
L	A	X	Y	L	O	P	H	O	N	E	U	S	D	G
U	B	A	G	P	I	P	E	R	E	H	T	I	Z	O
D	N	S	P	I	N	E	T	E	P	M	U	R	T	N
Q	T	R	O	M	B	O	N	E	R	A	T	I	U	G

- |          |              |           |
|----------|--------------|-----------|
| BAGPIPE  | GLOCKENSPIEL | SAXOPHONE |
| BANJO    | GONG         | SNAREDRUM |
| BASSOON  | GUITAR       | SPINET    |
| BUGLE    | HARPSICHORD  | SPOONS    |
| CELESTA  | KAZOO        | TROMBONE  |
| CELLO    | MANDOLIN     | TRUMPET   |
| CLARINET | OBOE         | TUBA      |
| CORNET   | ORGAN        | UKULELE   |
| DULCIMER | PIANO        | VIOLIN    |
| FIDDLE   | PICCOLO      | XYLOPHONE |
| FIFE     | RECORDER     | ZITHER    |
| FLUTE    |              |           |

**SCRAMBLED DJ WORDS**

- P O N C H M I R O E
- D B R I E
- C D C T I S O M A P A
- X O D E U T
- S S K A P R E E

**BADJA SUDOKU**

Each row, column, and bolded square must contain #'s 1-9 without duplicating any #

		<b>1</b>						
		<b>2</b>		<b>3</b>				<b>4</b>
			<b>5</b>			<b>6</b>		<b>7</b>
<b>5</b>			<b>1</b>	<b>4</b>				
	<b>7</b>							<b>2</b>
				<b>7</b>	<b>8</b>			<b>9</b>
<b>8</b>		<b>7</b>			<b>9</b>			
<b>4</b>				<b>6</b>		<b>3</b>		
						<b>5</b>		



**When you miss a month, you miss a ton of action!** 1. Lovely panel member brides from the Fall BADJA Bridal Forum 2. '07 BADJA Holiday Party 3. BADJA members play "Family Feud" 4. Jose Castro's sweet audio/video setup 5. Chris "Crazy" Hart is turning Japanese 6. Bar/Bat Mitzvah legend Bobby Morganstein speaks at a BADJA general meeting 7. Joe DeSantis looking cool, calm and collected 8. The scene from last year's DJ expo 9. A great crowd gathers to hear Bobby Morganstein 10. Jason Walsh's famous Annual BADJA Bridal Forum (coming this October) 11. DJ Dunick poses 12. BADJA turns one decade old. See you on the first Monday of the month!

**Baltimore Area Disc Jockey  
Association**

P.O. Box 19008  
Towson, MD 21284

**E-Mail:**  
badja@comcast.net

**General Meetings held the first  
Monday of each month at 6:30pm  
Snyder's Restaurant in Linthicum.**

**Board Meetings held bi-monthly  
(starting in Jan) at 6:30pm Ocean  
Pride Restaurant in Lutherville**

BADJA Newsletter Produced By:  
Jason Walsh & Bob Sigmon

---

*We're on the Web!*

*Visit us at:*

[www.badja.org](http://www.badja.org)

---

## 2008 MEETINGS & EVENTS

All Events Held At Snyder's Restaurant in Linthicum  
(841 N. Hammonds Ferry Rd, 21090) at 6:30pm unless noted

**July 7<sup>th</sup> Customer Service / Mystery Shoppers**  
Was your company a target of our bride's recent request?

**August 4<sup>th</sup> Gear Up for the Atlantic City Expo**  
BADJA's Nick Burke (ProDJ.com Gear Mod) reviews the latest  
and greatest in equipment that you can buy "cheap" in A.C.

**September 1<sup>st</sup> Booking Holiday Parties**  
Corporate events can mean big bucks, we'll discuss how  
to land them and keep them coming back every year!

**October 6<sup>th</sup> Jason's Famous Wedding Forum**  
Get feedback directly from recent brides and brides-to-be  
in the Baltimore/DC market. Always a can't miss event!

**November 3<sup>rd</sup> Speaker Shoot-Out & Gear Swap**

**December 1<sup>st</sup> BADJA Annual Holiday Party**  
Karaoke, great food, door prizes, \$17.50 members, \$35 for  
non-members/guests Tickets must be purchased by 11/3

BADJA  
P.O. Box 19008  
Towson, MD 21284



Not a current BADJA member? Join us today at [www.badja.org](http://www.badja.org)