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F.A.Q.

Where is your office located?

Although Cyclone Sound has a Collinsville phone number and a Caseyville address, it is actually located in an unincorporated area of Illinois between Fairview Heights and Collinsville. (The school district is O'Fallon, if you really want to get confused!) My office is attached to my home. This gives me my own work area, complete with a separate phone line and private entrance for customers.

How long have you been a professional DJ?

I began working on weekends for Rent-A-Jock in 1991, while I was a U.S. Army officer stationed in St. Louis. At the time they were the largest DJ company in St. Louis, with over 30 disc jockeys. I enjoyed working there for over two years, and got a chance to train some of the younger DJs. I also worked my way to the top of the Customer Satisfaction Index ratings for 1993 before I was transferred out of the area. I started Cyclone Sound in 1994, and kept the business going through several relocations. I retired from the Army in 2001, so now I'm settled back in St. Louis in the Metro East area.

How many employees do you have?

None; I am an owner-operator. This assures you that I will be the only person you will deal with for the planning and execution of your event. I also only have one customer on my mind each weekend - you! -I won't be distracted by employee or other customer demands.

What is the difference between a single-operator and multi-operator business?

I own a single-operator business, which means I only run one DJ system. The bigger companies are multi-operator, which means they employ DJs and run multiple systems. I prefer to run my business with one system, because I enjoy doing the jobs myself and like to control the quality of my service. I can keep my prices competitive with the larger companies, but I can only work one job a day while they can work many.

Do you have another job?

Yes. I am a Contracts Manager for a defense company in St. Louis. I work as a mobile disc jockey because I thoroughly enjoy it. To make a living as a mobile disc jockey I would have to expand into a multi-operator business.

Do you have disc jockey insurance?

Yes. I have liability and property insurance and I have a certificate of insurance available.

Can I ask you for referrals?

Certainly. I believe the best way to hire a DJ is to personally see him perform, but if this is not possible you should check references. I don't believe in using a "canned" reference list, as anyone can come up with a few good references. I prefer to let you call my most recent customers, and I also offer to let you pick any folder from my past customer file and call them at random. I'm confident that they will highly

recommend my service, since I have never had a dissatisfied customer.

Do you use a written contract?

Yes. When you are ready to secure my services, I will send you a contract. When you return the contract with a \$100 deposit, I will sign the contract and return it to you with a Planning Questionnaire. Since another customer may ask for the same date, it is important that we officially reserve my services for your event.

Do you assist with planning my event?

Yes. The Planning Questionnaire mentioned above is the key to planning your event. I ask you to complete the Planner and return it to me before your event. I review the completed Planner and then call you to go over the details. This is especially important for weddings, as I will need to coordinate and announce all the activities you desire. I will also offer my vast experience in event planning to assist you in making decisions for your party. The end of the Planner contains an area to list any specific songs or types of music that you definitely want played (or not played) at your event. Of course I am flexible and can adapt to any changes you may want, but the Planner is an excellent guide to keep the event flowing smoothly.

Your business card also says "dance instruction". Can you tell me more about this?

Yes, I am also a dance instructor. I will offer dance instruction at no additional charge at your event. This has been especially effective at corporate events and private parties, and it's a service that few DJs offer. This can be formal instruction, where I bring a partner and we teach dances from the dance floor with my wireless microphone. I can also join a dance on the floor to help refresh guests that have forgotten steps, or give an individual "mini lesson" off to the side if requested. Most often I am asked to teach basic partner or line dances, but I continue to take advanced lessons at private dance studios to keep my own skills honed. I am currently teaching six-week swing dances classes for the Fairview Heights Parks and Recreation Department. Classes I have formally taught include swing, waltz, foxtrot, rumba, and cha cha, but I am familiar with many more.

Do you belong to any professional associations?

Yes, I am an active member of the Fairview Heights Chamber of Commerce, American Disc Jockey Association, and the National Association of Mobile Entertainers. I also subscribe to Mobile Beat, the premier magazine for mobile disc jockeys. I have attended several disc jockey seminars, to include the Mobile Beat DJ Show & Conference in Las Vegas. I believe that professional development and continuous improvement is vital to stay abreast of current events and stay at the top of your field. Just as I have attained a Masters Degree and professional certification in my primary job, I strive to continue my education in the entertainment field.

Who's the best DJ value in the St. Louis area?

Cyclone Sound!

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