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Turning Tunes

Despite the best-laid plans, the wrong choice
in musical entertainment could take the
sparkle out of any holiday party this season.

Assuring a successful event means choosing the right professional music service from the start. Among the most popular ways for providing customized party sound is to hire a mobile disc jockey (DJ).

Jerry Jodloski, owner of Jammin' DJs, a prominent Lansing-area entertainment service, puts the emphasis on high-quality service. "We will go the extra mile to make sure the day goes well," he said. He founded his company in 1991 after graduating from Michigan State University with an advertising degree. While a waiter at Tripper's during college, Jodloski said other deejays at the restaurant inspired him to get into the business himself. As a keyboard player and backup vocalist in his own band, Jodloski already knew he loved music and performing.

Jammin' DJs now has four locations across the nation, with 10 DJs working for him and the ability to do up to seven functions a night. As his business developed, Jodloski soon discovered that although he enjoyed deejaying, it's the marketing of his own business and overseeing of the total operation that he loves the most. He's personally responsible for the highly recognizable graphic design

on the company's fleet of mobile vehicles and development of all promotional materials including its website. "Nothing gets too monotonous," said Jodloski. "It's a creative outlet for me. I just pour it all in."

Jammin' DJs will play at "any occasion you can think of." However, corporate events are a large share of its business. "December becomes very busy with corporate holiday parties and wedding receptions." Although, Jodloski said more companies are opting to host parties after the holidays to save a little money. "During the holiday season, often family obligations take precedence, so January becomes an attractive option as a time to host corporate affairs. An added advantage is it can be a more economical, by avoiding the prime nights and hosting it on a weeknight."

Another major trend that has affected the industry in recent years is the digital revolution that's made all songs available on the Internet. It has been a boon for DJs, noted Jodloski, "but the flipside of 99-cent downloads is it makes it easier for anyone and their brother to become a DJ. That's why it's so critical to deal with an established professional to insure a successful event." ■