

CDJA's Unbelievable and Unbeatable Benefits for DJs!

Updated November, 2008

CDJA National has worked hard over the past 6 years to develop one of the most successful Benefits Campaigns that can be exposed for DJs to scrutinize at any time online. Our members have come to realize that the list of perks presented below, are offered as a smorgasbord of items for our members to select at their pleasure. We strongly suggest that any DJ who is considering taking out a membership with any Canadian DJ Association, to compare all of the REAL TANGIBLES that make the CDJA Membership well worth your consideration for the rights to your membership allegiance.

CONSIDER & COMPARE THESE 88 ADVANTAGES FOR YOUR BUSINESS

1. Yearly membership fee reduced to Early Bird fee in 2nd year. **A \$75 saving!**
2. Chapter format means a huge chance to **NETWORK** with your peers! Priceless!
3. Low cost **AVLA LICENCING** a) CD-R (etc.), b) Hard Drives. Huge savings for you!
4. **Lowest cost Liability Insurance** for Canadian DJs ANYWHERE! Again, Big Savings for you!
5. Good Equipment Ins. with an **extremely low deductible** of \$50. This can't be beat ANYWHERE!
6. Equipment Insurance with **REPLACEMENT COST** advantages ... NOT CO-INSURANCE!
6. New promotion-oriented, commercial Website. Customer friendly, easily navigable & interactive too!
7. Member Chat Line
8. Member Message Board (also open to non-member DJs as well)
9. A members' Auction Board to buy, sell - new and used gear. Big Savings and selling gains!
10. National **DJ Pulse Magazine**. Free online!
11. National **DJ Pulse EZine**. (Info, articles, opinions and more twice a year!) Free online!
12. National **Transfer Rebates** for chapters uses. We **pay** Chapters nicely to hold meetings!
13. National **President's Awards**. (Honouring our giving and participating members!)
14. National Chapter-based Training Program. (Chapter driven & rewarded with all surplus funds)
15. Three **National Newsletters** per year, Free!
16. Three **DJ Search Page** listing. Free!
17. Membership Display Certificate Free!
18. Free Monthly Member Display on Website. Free!
19. **CDJA Logo** and document usage. Free!
20. **Special Discounts** from our National Allies & Affiliates. Nice bonus!
21. National Advertising Campaign to promote our members. Free and extensive!
22. CDJA Members' Code of Ethics. All members on board and responsive!
23. New Input General and Ethnic Libraries for members. Free!
24. New **ICON** Promotional Boxes on DJ Search Page. (small fee)
25. New **ICON** National Coupon box. (small fee)
26. New **ICON** Multi-media promo box (small fee)
27. New **ICON** Testimonial promo box (small fee)
28. New **ICON** Emergency and "ON CALL" Calendars (small fee)
29. New Job Registry (Help Ads) (Free Help Wanted Advertising to members!)
30. New CDJA Survey Templates (Questionnaires and polling of National trends)
31. New DJ F.A.Q's Button. Ask an Expert your question.
32. CDJA Member Privacy Policy. A very strong outline for Information Control!
33. New Member Update Option. Online membership correction capabilities.
34. Direct links to Nat. President for counselling, inputting, motions, etc.
35. New PAYPAL option. Yes, it even handles credit cards!
36. New Interactive **I-SITE option**. Members have a website region to play!
37. Now activated **I-ZONE Section**: Documents for ideas, programs, and HOW TO's for DJs.
38. Now activated **WEDDING SECTION**: A real drawing card for nuptials to peruse and learn.
39. Payment programs/strategies. A special payment plan is available to members who need help.
40. **Build your own website with CDJA hosting!** Make it yourself! It's easy & inexpensive!
41. Special prices on full website production, hosting & management from our special professionals.
42. Top 5 of the Top 5 Listings. Music Supply Services rate upcoming tunes!
43. Quality **National Resource Library** for members. A full library of knowledge in many formats.

44. Specials on **Visa Terminals**. Money machines put \$\$\$ into your bank account ... like presto!
45. A new CDJA **London Warehouse Order Store**. "Really Big Savings on Glow products!"
46. The free **Online Quote Registry**. Instant Marketing, instant sales! Free!
47. Special on Prepaid Legal Services. We can set this up for you!
48. Our own "New" **National Legal Advisor** for members. Big Savings on legal info done online!
49. **Health Insurance** for those who need coverage! A wide and varied program of offerings.
50. **Dental Insurance** for those in need. Four plans offered here too.
51. **Disability Insurance** for the unknown. A nice option for a future mishap that pays your bills.
52. **Hosting Insurance** for your clients' peace of mind! Another "Pass Through" benefit to members.
53. Virtual Chapter members under National President's assistance. Your voice is heard!
54. **Email Chapter Kit** for building a chapter in your area.
55. **TruCASH membership Cards**. Loyalty cards applicable in over 800 CDN and USA stores.
56. Trade show involvements for promotions working on our members' behalves.
57. **National Email System** of updating news and views. Important news channel and promo outlet!
58. National **Member Contests**. Spasmodic Reward Programs for those who visit the website often!
59. Coming: DVD & CD Video libraries in planning stage. Exciting stuff!
60. Improving reciprocal **Business Pool linkages** for Members. Two-way benefits.
61. National **Chapter Meeting Manifest** for Chapter development and promotion.
62. A **National DJ Registry** for promotion and growth
63. A National **Venue Registry** for promotion. Going after the halls and venues.
64. The New "X" PLAN Marketing Strategy to increase Chapter programming, promotions and community involvements. Marketing in a huge way!
65. **Music Subscription discount!** A nice perk to save money!
66. Music Hard Drive package at special discount. (Especially good for starter DJs!)
67. Education component to Chapter meetings (Product Reps, DJ related businesses inputting special information to members)
68. **Disclosure of fiscal budgets**. Tri-annual reports of National Financial budgets to members..
69. Grassroots control of CDJA perspectives and goals through Chapter Presidents' voices/motions.
70. Two-way Communicative Mechanisms are abundant to voice opinions, give input, share ideas make friends, make motions, etc.
71. Teamed with several Bridal Registries for marketing & savings. More coming!
72. Non-member affiliations ARE ACCEPTED! View a meeting! Call Doug (below)
73. Emergency/Contingency Fund. Quick help for our comrades in trouble!
74. A **National Business Pool Registry** for Associate & Affiliate Businesses.
 - a) A large list of businesses offering products and services to members and visitors/customers
 - b) A large list of Affiliate businesses provide "pass through" opportunities for CDJA customers special deals. * All Affiliate businesses, members and customers enjoy a **Win-Win-Win Program**. The total list of quality perks is accessible by password in the Members' Section.
75. A **National DJ Alliance Program** for Associate, Affiliate and Venue DJ linkages!
76. A **National Video Feed** for all chapters to be linked to National Executive Meetings.
77. **Coming Soon!** A whole list of entrepreneurial video investments for promotional gains ...
 78. A National **Video Library of Educational excerpts** from Chapter Meetings.
 79. A National CDJA **Video Testimonial Library** (Website active and dynamic)
 80. A National **Video Montage of CDJA Members' Gigs** to showcase CDJA skills.
 81. A Local repository of **Chapter Website Video Advertising** excerpts for halls, support businesses and Chapter Customers.
 82. A **National "Spokesman" Video Set** explaining to customers the CDJA **"HOW TO ... Series."**
83. Local Chapter promotional incentives for business referrals and advertising
84. Local **Chapter Mini Show Expositions** for seminars, product shows, used gear flea markets and networking opportunities.
85. Local Chapter publicity events for radio, flyer, community return involvements, etc.
86. Local Emergency Backup Programmes
87. Access to the CDJA's **Video Editor Person** for promotional movies, montages, etc. Good pricing!
87. **For the sixth straight year ... NO MEMBERSHIP PRICE INCREASE ...** even though our costs have risen unfavourably.

NOTE TO READER:

As a proof of our commitment to advancing our members' business logistics, our strategic benefits are regularly improved or increased so that the CDJA can remain true to its Motto: "***Still Setting the Standards!***" Our last posting of the CDJA Benefit Pages was in October 2007 when we had listed 71 prime options for members to select. In the past 12 months we have embellished our advantages ***another 17*** ... and there are still more on the way, right now! In this one year alone, we have come close to surpassing the total (comparative) benefit offerings of all other Canadian DJ Associations combined!

Please be aware that these benefits have been listed in a very brief fashion. For a more elaborate explanation of any of these items please call Doug Scott, National President 1-877-472-0653 and he will gladly answer your questions. Or, at your leisure, go to the home page of this website and view much of the **VIDEO BENEFITS STORY** that you can control by applying the **START/STOP BUTTON ON THE VIDEO PLAYER!**

Regards,
Doug Scott,
CDJA National President,
London, Ontario
pres@cdja.ca