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McD's eye-opener The burger chain's foray into fancy coffee won't



Photo: John R. Boehm

From this week's Business of Life

On The Clock: Party starter

By: Kevin Davis December 04, 2006

Jay Congdon, 55, president and disc jockey, Fourth Estate Audio, Clarendon Hills

Duties: Spins party and dance mixes for events, including holiday gatherings and awards dinners. Clients have included Allstate and Nestlé. "A smart DJ follows the party instead of trying to force it."

Company holiday parties: " 'Christmas party' has become a misnomer. Companies are sensitive to cultural differences and don't call it that. We bring some Christmas music to these parties, but we play more general stuff. I remember at one party a guy said to us, 'Some of this music sounds very religious.' "

Corporate mood: "Typically, they're dressed in business suits and they're a lot more cautious. . . . Songs that everybody knows, like Aretha Franklin's

'Respect,' will get people going. It bonds people in the moment."

Get dancing: "Everybody seems to ask for the 'Cha Cha Slide' by Casper. It's basically a line dance and has 15 steps. Some people do it really well. But the ones who don't are the most entertaining."