

## Mike Fullerton – DJ Bio & Evolution of BIG TIME Music & Lights

Michael Fullerton began his DJ career in 1984 when two friends of his started a DJ service (FLUX Music DJ Service) and he came along to help. At this time, all gigs were strictly school dances. Mostly due to the fact that being a couple years out of high school, they were still following the same musical styles as their customers were. As he observed the dancers reactions to certain songs and learning how to 'read' a crowd, he began buying 45's to add to their collection. About a year later, he took over for one of the original founders and continued his education in the fine art of 'needle dropping'. Using primitive equipment (by today's standards) the DJ service grew to cover a large geographic area of Central NY. Still focusing on school dances, the DJ service at one point consisted of 2 systems performing at multiple locations simultaneously.

As time would pass, other interests took over their time. Girlfriends (becoming wives), kids, careers...life! The DJ service soon went into semi-mothballs. But being the one with the van to transport the equipment, Mike decided to press on and try his hand at working 'solo'. At this stage, equipment was still far from being lightweight and compact. Not to mention that vinyl albums and 45's were still widely available and the format of choice for most DJ's. Crates and crates of music were hauled from one venue to another. Backbreaking work to say the least. But after each event, a 'shortcut' was figured out for the gear and soon, it became reasonable to take on just about any job without the need for extra helping hands. About this time, Mike began taking on weddings and other types of events. Quickly learning the nuances of performing a wedding reception and events other than school dances, his bookings increased dramatically.

Fast forward to the late 90's. Computers are becoming more prevalent and the MP3 music format is starting to take off. Soon, the crates of 45's, albums, and cassettes began to gather dust and the hundreds of pounds of equipment were eventually reduced to a single computer. A 2,000 song pile of vinyl and plastic have been reduced to a laptop hard drive. Only CD's are still brought to each event, but they are more for backup than anything else.

Today, BIG TIME Music & Lights covers Central & Western NY, as well as the Finger Lakes region. With 30,000+ songs to choose from, there's sure to be something for everyone. BTML also produces 'Memory Lane Slideshows'. These slideshows are not a boring 'PowerPoint' presentation. They utilize 'History Channel' style of transitions and effects to bring a client's old photos to life. With a musical soundtrack made up of songs they choose, it's a guaranteed tear-jerker/bust-out-laughing show. Perfect for the bridal couple who want to show their guests the 'story behind the fairytale'.



With a compact and efficient audio setup, more attention is devoted to lighting. BTML includes club-style effect lighting with all its entertainment packages. If clients want their event to be seen from space, BTML offers a lighting upgrade that includes 'intelligent' lights that move to the music, 'Lasers', and just about every remaining effect light in their inventory. And with technology the way it is, BTML also has a karaoke feature as an add-on to any DJ package. On the BTML website, your clients can get an instant price quote for any package and any add-ons they chose; as well as finding out date availability for their event. On their special day, Mike arrives between 1 to 1 ½ hrs before the start of their event to insure that everything is ready upon their arrival. He works closely with the videographer, the photographer, your staff, as well as any other 'on-site' vendor to inform them of the planned activities and when they are scheduled to take place. Change in plans? Not a problem! He can adjust the sequence and let everyone know about the sudden changes. Ultimately, your clients and their guests will have the time of their lives!

Feel free to contact Mike at BIG TIME Music & Lights to discuss details on how he can make your client's next event, one to remember!

Call 315-345-2049, or email him at: [info@btmusicdj.com](mailto:info@btmusicdj.com)

For more info on BIG TIME Music & Lights, visit: [www.btmusicdj.com](http://www.btmusicdj.com)