



## FRIEBERT, FINERTY & ST. JOHN, S.C.

When the Wisconsin Legislature passed the smoking ban, Brian Randall, a partner in Milwaukee's Friebert, Finerty & St. John, S.C., had several clients ask him to help them understand their legal and compliance options. When he researched the issues and found the Tavern League to be a valuable resource, he became an Affiliate Member.

"I saw how members and Affiliate Members benefit from the TLW's resources and strength as an organization," says Randall. "Since joining, I have seen the benefits for my license law practice in that I can better understand the business interests involved in the industry."

Randall can help guide Tavern League Members in almost any legal situation, from leases and purchase agreements to employment matters to litigation. Randall personally handles all aspects of municipal law, including alcohol beverage license applications, renewals and related issues as well as real estate project issues for owners, developers and end users. He has much experience working on license and regulatory compliance issues for restaurants and bars, as well as convenience stores, gold-buying stores, payday and installment lenders and more.

"I have been privileged to have a licensing practice involving a number of interesting issues and applications, such as for a major Wisconsin brewer, a winery, a large casino, a high-speed ferry, movie theaters, a bowling alley, a painting studio and, of course, taverns and restaurants," says Randall, who joined the Tavern League in January 2010. "I have assisted clients dealing with statutory and ordinance quota issues as well as those facing suspensions and revocations."

As a member of the Wauwatosa Board of Zoning Appeals, Randall has experience working on issues from the municipality's point of view, which offers a valuable perspective to his clients.

A small firm with 12 attorneys, Randall knows what it's like to run a small business and is proud of the reputation his firm has earned in the legal community and with local governments around the state.

"I strive to be a team player, and I do what it takes to understand the client's specific situation and the unique issues at play in the municipality while keeping an eye toward success for the client," says Randall. "I bring my years of experience to the table, which also helps me advise clients about what to expect. Finally, no matter what the issue is, after it is settled, I recognize that my client will remain a part of the community and so my general approach of building consensus while firmly advocating where needed has served my clients and me well over the years."

Part of building a strong reputation is being the first to tell a potential client that they don't need an attorney. He often receives calls from Tavern League members with questions about specific issues.

"I certainly take the calls, but if you don't need a lawyer, I'll be the first one to point that out," says Randall. "If you do, with just a phone call, we can talk about the situation, determine if it's something the firm could help with or refer it to another lawyer if necessary."

All the firm's attorneys are licensed to practice in Wisconsin and are willing to travel throughout the state. While travel costs can be expensive, technology and electronic portability allows the firm to serve clients beyond southeast Wisconsin.

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## DJ D-TRAIN

For Donald "DJ D-Train" Rosby, music isn't a job. It's a passion. "I've been in nightclubs and bars since I was 17. I love what I do; it's a passion, it's not even a job. Music is in my blood, in my head, in my heart."

A mobile DJ for almost four years, Rosby brings an art to DJing that many others don't. Instead of simply pushing buttons and moving through a set playlist, Rosby reads and interacts with the crowd to give them what they want.

"DJing is a lost art," says Rosby, who plays bars, nightclubs and special events and is even the official DJ for a semi-pro football team. "There are certain aspects to do the job properly. One is to read the audience. The second is to feel the vibe. It's not enough to know if the crowd likes rock or country. You have to feel the mood, find songs that are similar, go between different genres and read what the crowd likes and what they don't. I don't just push buttons and hope it works out all right. I blend it together." He adds: "I know I'm one of the last ones left who does it right. I've got the new technology but the old-school mentality."

An Affiliate Member of the Tavern League for three years, Rosby knows the organization has helped him grow his business. "The Tavern League has helped me secure many gigs and I am still convinced that if I left the Tavern League, it would be gone." Rosby is especially grateful to Rick Truckey, an officer in the Clark County Tavern League and owner of Sun Up Saloon in Thorp, where Rosby has a regular gig.

Based in Eau Claire, Rosby is willing to go "wherever the party is. I'm willing to travel." His rate for bar gigs is a reasonable \$200.

A recent addition in his industry is mixing music with videos in a venue. Rosby hopes to add video to his business repertoire next year. "Most places are not set up for it, but video's the next big thing," says Rosby. "Video can enhance bar sales, because you'll always have those people who don't want to dance, so while they're watching the video, they're drinking something."

Rosby comes prepared with a wide portfolio of music (he's all digital), including rock, country and Top 40, songs new and old. "I specialize in fun, first and foremost, and I'm reliable and reasonable. I play what people want to hear and when they want to hear it. I can satisfy a wide variety of tastes, from Sinatra to Lady Gaga."

He also comes prepared to mingle with the crowd. "There's a big stereotype that DJs just sit back and push buttons; I'm not one of those DJs," says Rosby. "I mingle, I get out, I play those requests, I dance. If people are not coming up, I'm bringing my notebook out and working the crowd. People never cease to be amazed by that. Try me out and you'll be amazed, too!"

*Donald Rosby*

*DJ D-Train*

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