

LAND OF DODGE

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DREAM COME TRUE

Mantorville man started music entertainment business at age 10

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"Keep your feet on the ground and keep reaching for the stars." - Casey Kasem

Blair Lovig started his business as a hobby, working side-by-side with his father, James. The hobby became a business. Years have passed, with great success.

Lovig, 31, reflects fondly on that period. When he was 10.

"It was actually a dream of mine to become a 'DJ,'" said the Mantorville man, owner of Dance Party, his musical entertainment business which keeps the disc jockey rolling constantly from weddings to bars to schools to small parties to sporting events.

"I never thought that I would come this far," said Lovig, known as "DJ Blair." "We've had some fun over the years doing all these shows - and you meet a lot of great people, too."

James Lovig purchased a church's used sound system for his young son, who was captivated by the late Casey Kasem, the longtime radio host of "American Top 40."

Kasem hosted a teenage dance party on TV in the 1960s, and later appeared in a "Dance Party" episode of the TV series, "Saved by the Bell."

"He was my biggest inspiration," Blair Lovig said. "He is my idol."

Lovig worked in the audio-visual department while a student at Kasson-Mantorville High School, sang high tenor in the choir, and was a member of the Student Council.

His Student Council campaign slogan: "I'm not kidding. I really want to do this."

Now he's setting up amps, linking yards of cable, hanging lights, and making folks happy playing all sorts of music, from the 1950s through the '90s, plus hip hop, at the Hubbell House; the Mantorville Saloon; the 504 Tavern in Kasson; American Legion posts in Kasson, Dodge Center and Byron; and the Mayo Civic Center and Dooley's Pub in Rochester.

He also has entertained in Owatonna, Mankato, Morris, Elbow Lake, Hutchinson and North Branch; and in Stacyville, Fort Dodge and Story City, Iowa.

He is also announcer for Dodge County Wildcats hockey, sound director for the annual Big Iron Classic, at the Dodge County Fairgrounds, and DJ for Mantorville's annual Marigold Days celebration.

He's scheduled to play next March at an Internet Technology conference in Chicago.

"He plays what people want to hear," said Scott Seim, who owns the Mantorville Saloon with his wife, Koreen. "He puts on a very good show. He's a very good entertainer. Just a heck of a good guy. He'll do anything he can to help you out."

"My company is based on great shows at an affordable price," Lovig said. "I'm a very energetic DJ, and I like to be involved."

Among his favorite tunes: "Take Me Home Tonight," by Eddie Money, and "Your Love," by The Outfield.

Lovig actually sang "Your Love" with another favorite musician, Johnny Holm.

He has persevered through several concussions, and diagnoses of Attention Deficit Disorder, Attention Deficit/Hyperactivity Disorder, and Asperger Syndrome.

People with those disabilities don't normally like to get up in front of crowds.

Lovig has performed in front of 500 people.

"That was a great accomplishment for me," he said. "I don't regret starting my company. I want to be able to keep this company alive, and keep booking shows for years to come."

STAFF PHOTOS BY RICHARD JOHNSON
Blair Lovig works with music equipment during the 2017 Marigold Days celebration in his hometown, Mantorville. He entertains around the region with his music business, Dance Party.



PHOTOS SUBMITTED

Top: Lovig is pictured with his father, James, early in his DJ career. Bottom Right: Lovig guest stars for an area radio station, Pulse FM (now Minnesota 97.5 FM) in November, 2015.



DJ Blair Lovig
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