DJ TREATS©

BIO

Richard Dryden wears different hats—as a DJ, and journalist. For over ten years in his birthplace of Brooklyn, New York, Richard has built a library of knowledge about music, meanwhile sharpening his turntable skills under the name DJ Treats. Throughout his college career at SUNY College at Oneonta, he became a local town favorite on the school's radio station with a weekly program called, The 31 Flavor Mix. In Richard's senior year, he branched out into a bi-weekly public access TV show called The Spot—also broadcast throughout the campus. By showing his versatility for seamlessly bending musical genres, he landed an internship at Complex magazine in the summer of 2005, which led to a full-time job as Senior Staff Writer. During Richard's three-year tenure with the young men's lifestyle guide, he rose to newer heights becoming the face of the company, hosting and writing scripts for recurring online segments and interviews with the magazine's cover subjects. His reach to other publications extends virally as a former music video critic for Elliot Wilson's award-winning XXLMAG.COM, and contributor to the short-lived Comic Foundry magazine. With even a guest appearance as a correspondent on BET's Top 25 Fabulous Freaks Countdown, he peppered the show with witty comments on pop culture. Currently, Treats continues to maintain his reputation as a forward-thinking DJ where he continues to break new talent as he did in 2006 when he was arguably the first DJ to play Kid Cudi's chart-topping single "Day 'n' Night," plus deejay for rising talent like Jay-Z's newest signees J. Cole, Mickey Factz, Atlanta-based trio Supreeme, singer/songwriter Jade, the electric performer Theophilus London, and dancehall rebel 77Klash. Yet when it comes to being a staple in New York's nightlife, DJ Treats cut his teeth spinning under the guidance of the prominent DJ Reach in some of the most legendary venues like Lotus, APT, Stereo, Plumm, a residency at NOVO lounge, and Living Room (now known as Retreat, for Kanye West's Late Registration party with XXL magazine). If a DJ pushes the envelope of music, that can truly be said of the one, and only, DJ TREATS...

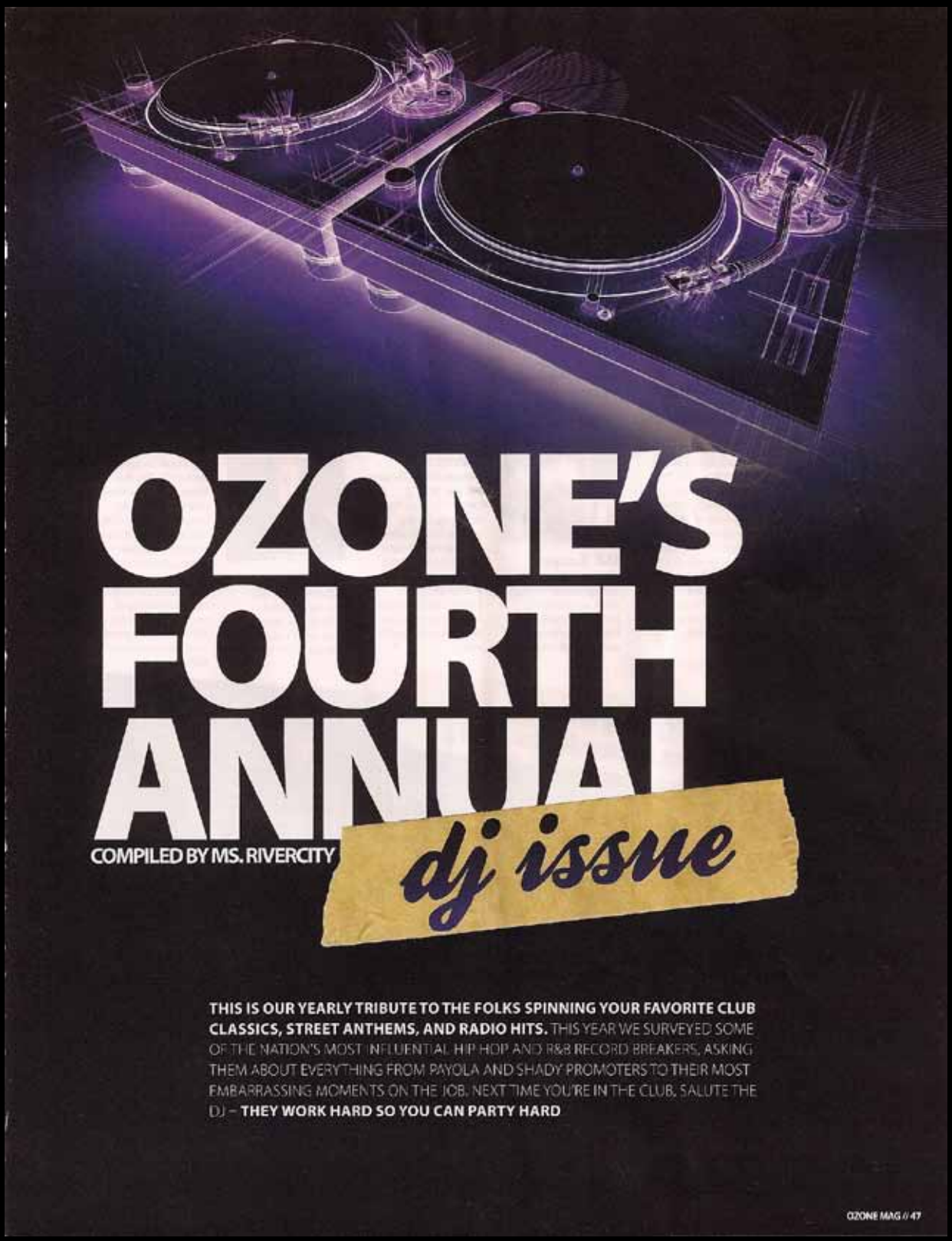
CLIENTELE

*CLIENTS

77Klash
adidas
A.L.I.E.N.
American Apparel (Viva Radio)
Asics
Atlantic Records
Capitol Records
Children of Da Curb
Complex
Ducksworth Company & Aaron
Ecko Unltd.
GFC new york
G.O.O.D. Music
Homebase NYC
J. Cole
Jade
Kid Cudi
Kool Aid
Hidden Beach Recordings
ILL P Wednesdays
Levi's
Macy's
Mavi Jeans
Mickey Factz
Mass Appeal
Missbehave
Obama '08 NYC Grassroots Team
Peter Rosenberg (Hot 97)
Reason Clothing
Roxy Cottontail
Shady Records
Sneaktip Clothing
Swagger
Stereo Crowd
Tanqueray
Theophilus London
The Fader
XXL Magazine
Vane Collective
Vans
VH-1 (ego trip)
VIBE

*VENUES

Ageha Tokyo, Japan
Alphabet Lounge
Antik
APT
Arrow Bar
The Bench ATL, GA
BOB's
Cielo
David Z
The Delancey
Ella
Happy Ending
Hiro @ The Maritime Hotel
Home Sweet Home
Joe's Pub
Jones Beach Long Island, NY
Kate's Joint
Katra Lounge
Kush Lounge
Lotus
Lyricist Lounge SF, CA
Macy's Herald Square
Marck Ecko Enterprises
Metro 53
Moomia Lounge
Movida
Novo Lounge
Ooster Park Amsterdam, NL
Plan B
The Plumm
Retreat
Rewind
Rohm Thai
San Manuel Amphitheatre SB, CA
S.O.B.'s
Soho 323
Southpaw
Stay Lounge
Stereo
Sullivan Room
Sutra
Sway
Sweet Paradise
Training Camp
UCLA
Webster Hall
87 Lounge
97 Atlantic Ave



OZONE'S FOURTH ANNUAL dj issue

COMPILED BY MS. RIVERCITY

THIS IS OUR YEARLY TRIBUTE TO THE FOLKS SPINNING YOUR FAVORITE CLUB CLASSICS, STREET ANTHEMS, AND RADIO HITS. THIS YEAR WE SURVEYED SOME OF THE NATION'S MOST INFLUENTIAL HIP HOP AND R&B RECORD BREAKERS, ASKING THEM ABOUT EVERYTHING FROM PAYOLA AND SHADY PROMOTERS TO THEIR MOST EMBARRASSING MOMENTS ON THE JOB. NEXT TIME YOU'RE IN THE CLUB, SALUTE THE DJ – **THEY WORK HARD SO YOU CAN PARTY HARD**

OZONE MAG // 47

Ozone Magazine: Fourth Annual DJ Issue

PRESS //

Shawty Slim
(Macon, Savannah, Albany, GA)
Shawty Slim has accomplished quite a lot since his days of spinning in the cafeteria at Fort Valley State University. He now has a mixshow at not one, but three radio stations: 97.9 WIBB in Macon, 96.3 WJIZ in Albany, and WQBT 94.1 The Beat in Savannah. He also recently dropped the 17th volume of his *Sucker Free R&B* mixtape series. *shawtyslim@gmail.com, Twitter.com/ShawtySlim, Myspace.com/ShawtySlim*

DJ Slytay
(Augusta, GA)
A Hittmenn and Fleet DJ, Slytay began his radio career over 10 years ago at WCKX in Columbus, OH. The Ohio native now spins for WFXA 103 Jamz in Augusta, as well as Club 3000, and also produces mixtapes. *djslytay@gmail.com, Myspace.com/Slytay Mailing Address: 2217 Pepperidge Drive, Augusta, GA 30906*

DJ Smallz
(Tampa, FL)
DJ Smallz began his mixtape takeover with his *Southern Smoke* phenomenon and has now successfully branded his *Fear Factor* series. The Tampa DJ tours globally and assists many upcoming artists build a buzz via his marketing company. *DJSmallz.com, Twitter.com/DJSmallz, Myspace.com/SouthernSmoke*

DJ Spinatik
(Tampa, FL)
Spinatik holds club residencies at Mirage and Skye, as well as a weekly mixshow called "Friday Night Lockdown" on 95.7 The Beat from 9pm-12am. His newest mixtapes include *Yo Gotti: Pyrex King, Jadakiss: Kiss the King, and Street Runner: Vol. 34-36. Mp3@djspinatik.com, Twitter.com/DJSpinatik, Myspace.com/DJSpinatik*

DJ Treats
(New York)
Treats tours with Mickey Factz and spins at Sway Lounge, The Studio at Webster Hall, The Delancy, Sutra, Bob's, and Ella. Treats has a strong appreciation for creativity which is displayed on his latest projects *Michael Cera vs. Scott Pilgrim, DJ Treats Presents: The Sneaktip All Stars, and Deconstructing Mickey Factz. iamdjtreats@gmail.com, Twitter.com/IAmDJTreats, Myspace.com/IamDJTreats*

How do you deal with a shady promoter?

EVERYBODY KNOWS THE MUSIC BUSINESS CAN BE A DIRTY GAME. WE ASKED THE PANEL OF DJS THEIR OPINION ON THE BEST WAY TO HANDLE A PROMOTER THAT WON'T PAY UP.

"I don't. I send my lawyer after them." – **360**

"Dog bites you once, shame on the dog – twice, shame on you." – **Fubu**

"Never negotiate. They always hire you for an amount and if it's dead, they wait until the end of the night to tell you they have no money. Your fee should be your fee whether the club is packed or not. You still showed up to work and did your job." – **Funkdaddy**

"Promoting is a tough gig so I'll give a promoter a few chances to tighten up." – **Greg G**

"Promoters get one chance with me. I'm a street ninja before I'm a DJ so I will bust your ass." – **Ike G**

"Don't show up to the gig the next week." – **J1**

"I try to resolve the issue. If there is no way we can work it out then I make sure to warn other artists and DJs so they can learn from what I'm dealing with, and I won't work with that promoter anymore." – **Jay-Fields**

"I don't. I've been at it long enough to just not care." – **JT Quick**

"Make 'em sign contracts, and stay on they ass 'til they get me my money. I got money to collect right now. I promote myself too so if they won't pay me I'll pay myself." – **Mike Smoove**

"That's what contracts are for." – **Pretty Boy Tank**

"I let AB Butler at Violator Management/Back in the Game Ent. deal with that stuff." – **Scrap Dirty**

"I always ask around before dealing with most people." – **Shawty Slim**

"I've put them on blast on the internet before. I'd give out their names and their info on my website DJSmallz.com and all my social networking sites like Myspace, Facebook, and Twitter, and I let other artists and DJs know about them." – **Smallz**

"I respond with some ignorant records like The L.O.X. 'Fuck You,' Young Jeezy 'Who Dat,' The Diplomats 'I Really Mean It,' 'Keep It Thoro' by Prodigy, and 'Breakfast' by LeLe." – **Treats**

"With violence... I'm just kidding. I just won't work with them any more after that." – **Truly Odd**

"Depending on how I feel. I'll either air them out to my other DJ friends, or I'll just let it roll off like water on a duck's back." – **Whut It Dew**

"Don't ever work with him or her again, or if you do, sign a contract and get money up front. I still have promoters/club owners who owe me money. Eventually you have to take them to court, or put them on blast." – **Wreckineyez**

"I HAVE A BEST FRIEND/BROTHER NAMED HULK. HE'S 305 POUNDS OF MUSCLE, ALL NATURAL. HE HANDLES THAT. LOOK HIM UP ON YOUTUBE.COM/QUICKMIXX. HE MAKES IT LIKE CHRISTMAS TIME." – QUICKMIXX RICK

Ozone Magazine: Fourth Annual DJ Issue

PRESS ///

ADD ME ON twitter

Mixtape premiere: Sneaktip Allstars with DJ Treats

by staff on April 13, 2009 8:50 PM SHARE | 0 Comments | 0 TrackBacks

TUESDAY, APRIL 14, 2009

DJ Treats Presents : Sneaktip All-Stars

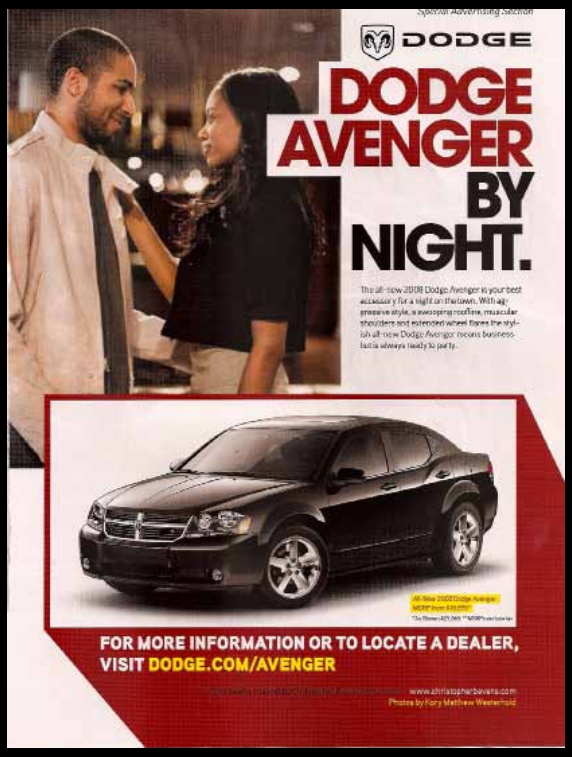
INTERVIEW/CHAT WITH MURPHY GROUP

DJ TREATS x THE SNEAK TIP ALL-STARS MIXTAPE

ADS

Addidas for Complex Magazine

ADS II



Dodge for Complex Magazine

Nintendo Wii

MUSIC & MEDIA

Leaders of the New Cool with Mick Boogie

Deconstructing Mickey Factz

The Sneaktip Allstars

Scott Pilgrim Vs. Michael Cera
The Valentines Mixtape

DJ Treats Supreeme Mixtape

MEDIA

Click the video to view
the DJ Treats Media Archives

PHOTO OPS

Mickey Factz, and Steve O from GFCnew york

JADE<3

Just Blaze, Omen, Scott on the Rocks

Theopholis London

B.O.B

Terri Hatcher

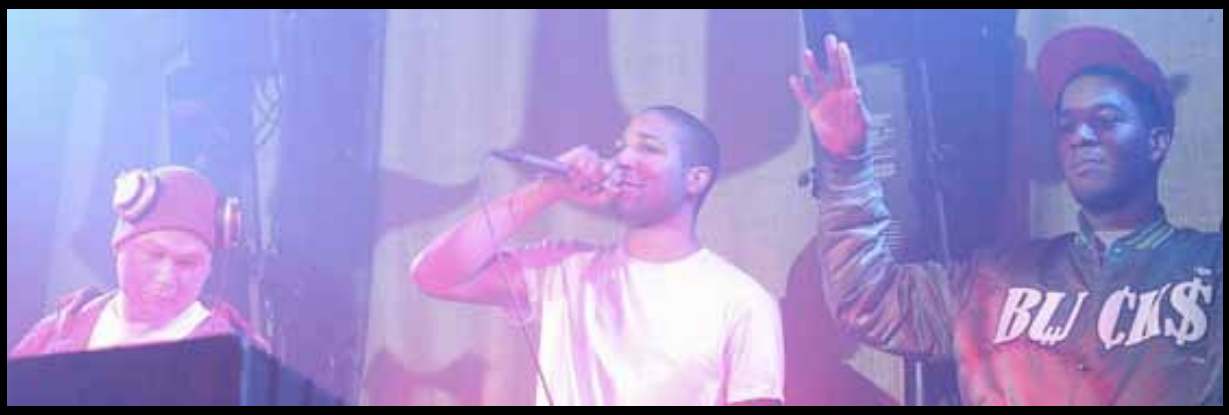
Wale

Scott on the Rocks

Mayhem and DJ Dreamer

Scott on the Rocks, Armen Danilian, and Jon Brown

PHOTO OPS II



Plain Pat and Kid Cudi

Mya

Nisky

Marc Ecko

Aubrey Oday

Chad Hugo

Al Sharpton

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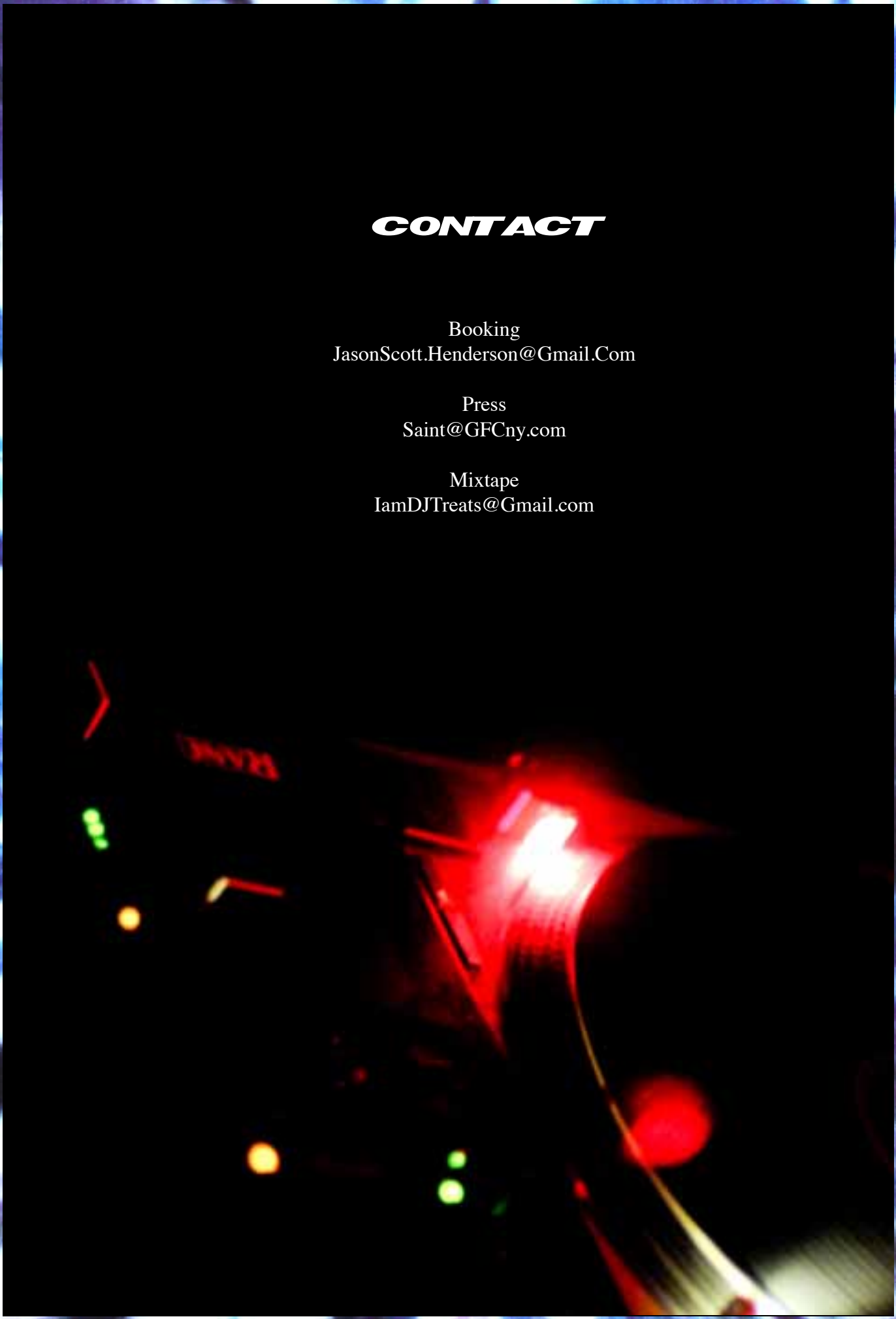
Mixtape
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