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THE MAGAZINE FOR CONSUMERS

TAILING

THE FIRST PROFESSIONAL KARAOKE SINGER

It's a classic story of a young man paying his dues outside the limelight before commanding center stage.

In the early 1980s, Dan Becherer was majoring in communications at Marquette University in Milwaukee, which is not known as the music capital of America. He loved to sing, particularly songs from Broadway shows and pop melodies. In fact, he minored in theater arts and took some voice training. And he moonlighted as a disc jockey to pay his way through school.

Then in 1982, Becherer encountered an entertainment technology that would change his life—karaoke. "I bought a machine and began to sing in bars and clubs around Milwaukee," he said. With karaoke just arriving in the U.S., when the person from whom Becherer bought the technology left for San Francisco, Becherer had the market—such as it was—t o himself.

In what seemed like a natural choice, Becherer eventually landed a job with The Singing Machine, which markets both karaoke hardware and software. After starting at the bottom of the company, Becherer worked his way up to executive producer of karaoke software for The Singing Machine.

He takes his role seriously. In addition to actually producing, he sings all the male vocals—both lead and background—for every song The Singing Machine records. With his position at The Singing Machine, Becherer may someday be looked upon as the first, full-time professional karaoke singer. In any case, he acknowledged, "Most of my singing success and vocal ability comes from karaoke."—E.K.



Dan Becherer

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