



Quarterly Publication of PROBE

Public Relations Officers and Bulletin Editors



PROBEmoter

THE MOST INFLUENTIAL COMMUNICATIVE FRATERNITY IN THE SOCIETY

Vol. 47, No. 2

www.harmonize.com/probe

April/June 2010

Remember these awards? Good news to report. Grady Kerr (past PROBE President and editor extraordinaire) has agreed to chair the Nominating Committee to reinstate this award. Nominations are now being accepted. Hopefully, we will present several of these awards in Philadelphia at the PROBE meeting July 1. Contact Grady Kerr at Grady@GradyWilliamKerr.com.

Did you see this in the last Livewire? Our thanks to Danielle Cole, Society Marketing & PR

PROBE Outstanding Achievement Awards

PROBE is presenting a new award beginning in July of 2000. In the same vein of the "old" International PR Awards, the PROBE Outstanding Achievement Awards will be announced each year at the PROBE General Session at International Conventions. Each year this award will cover the preceding 12 months.

Each winner will receive a handsome certificate and Society-wide recognition. After the announcements at the annual PROBE meeting at the International Convention, the list of recipients will appear in the conven-

tion bulletin, and later, The UPDATE. The Harmonizer, LIVE Wire, PROBEmoter and the PROBE website. Criteria for these awards to Districts, chapters, quartets, or individuals is:

1. Creativity
2. Impact
3. Exposure
4. Results

The PR staff in Kenosha will assist in providing nominations. Other sources for this input will also be used (Harmonizer, district publications, chapter bulletins and PROBE

officers). The PROBE Officers will make the final selection. This is in no way connected to the PROTY award however some of those winners may also make this list.

We are not looking to recognize only "the best", we are looking to recognize those who do an outstanding job and can be an example to others and inspire them to believe that they too can accomplish such deeds. This is NOT a contest.

lifted from the PROBE website
harmonize.com/probe

Members of Society Affiliates are also eligible for these awards

John Conrad, St. Louis Suburban chapter's *By-Lines* past editor (15 years) passed away Saturday morning March 13th. He was a great guy and a very dedicated editor.

Dick Kury, BE, dickkury@swebell.net

2009 International Bulletin Editor of the Year

Linda Williams
Hunterdon, New Jersey
"In Tune"



2009 Electronic International Bulletin Editor of the Year

Ken Steffen
Ft. Wayne, Indiana
"The Score"



P.R.O.B.E. LEADERSHIP



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Bulletin Exchange Program

Does your chapter publish and distribute a bulletin? The chapter bulletin is one of the chapter's best PR instruments as well as probably the most effective communication tool between board and membership. Ideally, every chapter should be exchanging bulletins with every other chapter—hard copy, not just on-line. Each chapter has its unique characteristics, reflecting the specific needs and interest of its membership, but share a common bond with other chapters experiencing similar problems.

Exchanging bulletins is a very effective and efficient way for chapters to share with each other not only news about activities such as chapter shows, special performances and participation in inter-chapter, division, district and Society functions, but also how they've handled problems that challenge most chapters such as recruiting and retaining members. We need the hard-copy bulletin and we need to be able to distribute and/or mail it to our supporters, friends, members (former, inactive, active and prospective), District and Society officers, and our brother chapters. We need more bulletin editors (as well as) more members in our chapters who can assist in editing, preparing and distributing.

The costs of printing and mailing bulletins today is prohibitive for many chapters, even if restricting mailing bulletins to known friends and those chapters close by and distributing copies to active members by hand. A few have weekly newsheets to keep members apprized of chapter activities and publish/mail bi-monthly or quarterly. Many chapters have gone to on-line bulletins only, some available on their website, others e-mailing copies to those expressing an interest. However, not every barbershopper owns a computer or is computer-literate. Further, as any computer user knows, there are times when either the computer or the printer is out of order, not working, or unavailable. What's the answer? Swap that bulletin! "It's great to be a barbershop editor!"

Alexander Edwards

PROBE President**Steve Jackson****For the “Good” of PROBE**

In the last 10-15 years, the Society has really embraced the internet and email as a viable source of communication. Active websites, blogging, Facebook, Twitter, My Space, etc. were logical extensions.

Participation in our yearly bulletin editor contests and Public Relations officers has declined. When we established the on-line contests, we were hopeful that editors would embrace them and participate widely. We must have many experienced editors across our Society because your reactions are not what we expected. We were concerned that our diminishing panel of judges would be taxed. Not the case this year.

Is this really a sign that our contests are on the way out? If so, PROBE needs to redefine our goals if we are to survive as an organization

PROBE offers the bulletin contest as a teaching and coaching tool. Granted, the PROTY contest is more of a showcase to document the yearly efforts of our PR people.

I trust that most of you are familiar with the phrase “for the good of the chapter.” I believe that it’s past time to apply that to our organization of PROBE (Public Relations Officers and Bulletin Editors). What needs to be done “for the good of PROBE?” Participation is the key, both as leaders/committee chairmen, judges, etc. AND as editors, PR/marketing VPs, webmasters, District coordinators, etc.

Goals that I see for PROBE include:

- All 16 (soon to be 17 with the addition of Carolina) Districts represented in IBC (total 34).
- All Districts with entries in the PROTY contest (total 34).
- All Districts with entries in the E-IBC (Electronic Int'l Bulletin Contest) (total 34)
- Double PROBE membership
- Develop a new base of PROBE leadership (we're not getting any younger)
- Replenish bulletin judging roster.
- Redefine parameters for EIBC (score sheet modifications).
- Develop a closer working relationship with the Society PR/Marketing committee.
- Develop a webmaster contest.
- Establish classes for BE's, PR/Marketing VPs, and webmasters at ALL District Leadership Seminars yearly.
- Supply teachers to those seminars.
- Get informative and motivational articles in the Harmonizer regularly.
- Continue to inform *Livewire* of timely PROBE news and events

Will this happen overnight? Nope! Next year, maybe? Hmm, maybe some of them, but the way I see it, nothing will be accomplished unless all of us are working together “for the good of PROBE!” Sounds ambitious? I sure hope so. We can’t rest on our laurels. I believe in PROBE, and what it represents. I honor our past, and look forward to the great things we can accomplish as barbershoppers and communicators.

Steve

PROBE HALL OF HONOR

*Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp,
Lloyd Davis, Wade Dexter, Mel Edwards, Leo Fobart, Jim Fulks, Harry Gault,
Dick Girwin, Ray Heller, Bob Hockenbrough, Paul Izdepski, Steve Jackson,
Terry Jordan, Grady Kerr, Art Lane, Deac Martin, Bob McDermott,
William Moreland, John Morris, Roger Morris, Buddy Myers, Dee Paris,
John Pettersson, Waldo Redekop, Craig Rigg, Jerry Roland, Lowell Shank,
Wilbur Sparks, Stan "Stasch" Sperl, Dick Stuart, Jim Styer, John Sugg,
Staff Taylor, Dick Teeters, Arnold Wade, Charlie Wilcox*

VP — Marketing & Public Relations**Martin Banks**

Entering the 2009 PROTY Contest



- Deadline for receipt of calendar year 2009 PROTY entries by the PROTY Chairman is **May 1, 2010**.
- The Public Relations Officer of the Year (PROTY) awards, for year long activity and for a single event or activity, are given to the member, regardless of title, who submits the most inventive and successful promotion for his chapter during the preceding calendar year.
- Additional information is available at the PROBE website or from:

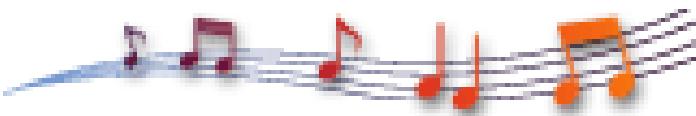
PROTY Chairman

Martin L. Banks
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mlbanks111@aol.com

It's time to prepare entries for the 2009 contest! Come on in – the water's fine!

- The PROTY award is given to the member, regardless of title, who submits the most inventive and successful promotion for his chapter during the preceding calendar year.
- One PROTY award is for year long marketing/public relations activity.
- A second PROTY award is given for the marketing/public relations effort focused on a single event or activity, i.e. chorus performance, chapter show program, chapter community activity.
- PROBE membership is required for award eligibility.
- Award winners shall not again be eligible to participate for two years.
- Entries may be submitted via a District Coordinator or directly to the PROTY Chairman. There is no elimination of entries at the district level.

**Deadline for receipt of 2009 entries
by the PROTY Chairman is May 1, 2010**

**PROBE VP — Bulletin Editors****John Elving**leadermanje@gmail.com

What is it that we are about?

It has been a rather disappointing year for our contests. There just isn't much participation. Seemingly there is less and less interest in Bulletin and Public Relations contests each year. The question we need to be asking ourselves is not necessarily why, but what is it people are looking for.

Talk about a change in name and logo is fine (some of us have been involved in this). However, until we really define what we are about, we can't put the cart before the horse. That has certainly changed since the inception of PROBE. When we worry about a name or logo it's like putting the roof on the building before the walls are up, the foundation is laid, etc.

When this organization was started by **Dee Paris** in the Mid Atlantic District, it was for disseminating materials and aiding bulletin editors. After it went "Society wide," the purpose of the organization, as stated in its bylaws, "was to establish and provide a medium for the exchange of information among Society bulletin editors." It wasn't formed with the idea of having contests, but as a source and aid to bulletin editors throughout the Society. We seem to have lost that as our primary function. It was sometime later that it became PROBE by adding the Public Relations arm of the Society.

What I'm getting at is that we evolved--changed. Things are changing very quickly in our world whether we like it or not. What is near and dear to many of us can still be near and dear, after all it is our history, but we also need to realize that the younger people coming in to the Society don't have those same feelings. It doesn't make either side right or wrong, just having different viewpoints and attitudes.

I believe that we need to take some time and develop what we are about in today's world first and foremost. How do we attract people to our organization? What will make it so special that bulletin editors, webmasters and designers, public relations and marketing people will want to belong to get the information they need.? So much information is available on the web today that much of what PROBE did before isn't needed—or is it?

In attending the mini-forum in Dallas in November, that was what came up from all but two of the PR and Marketing people there. They saw no reason to belong because there was nothing for them in their estimation. The two who were for PROBE were also bulletin editors of long standing. Society CEO **Ed Watson** also wants PROBE to be the influential organization it was before.

**PROBEmoter deadline
is July 20th, please**

PROBE ANNUAL MEETING

Thursday, July 1, 8:45 am — 9:45 am

Philadelphia Marriott (downtown), 1201 Market St., Philadelphia, PA 19107

Call to Order

Lowell Shank, presiding — Imm. Past President
The Old Songs – All
Welcome & Introductions

Minutes

July 2, 2009 PROBE meeting in Anaheim, Cal.
Dick Girvin – Secretary/Treasurer

Officer Reports

President: Steve Jackson
Membership VP: Don Levering
Web VP: Patrick Thomas
Marketing and Public Relations VP: Martin Banks
Bulletin Editors VP: John Elving
PROBEmoter Editor: Steve Jackson
Webmaster: Arnie Wade
Imm. Past President: Lowell Shank

Awards

PROBE Hall of Honor (2010)
Dick Girvin, Chairman
PR Officer of the Year (PROTY, 2010)
Martin Banks, PR/Marketing VP
****Award winning entries will be displayed for all to view****
International On-Line Bulletin of the Year (2010)
John Elving, E-IBC Chairman

Most Improved Bulletin Award (2010)

Lowell Shank, IBC Chairman

International Bulletin Editor of the Year Award (2010)

Lowell Shank, IBC Chairman

****Award winning bulletins will be displayed for all to view****

SING A SONG OR TWO

Old Business

Membership promotion

New Business

PROBE makeover (short and long-term goals)

Reworking mission statement to reflect current activities and long-term

Defining our role within Society PR/Marketing committee
Adding Executive VP to Board (two year term)

Define duties (admin of all contests?)

Outstanding Achievement Awards -- Grady Kerr

Status of Web VP & Webmaster Contest

Website update

Report from Nominating Committee

Election of Officers

Term begins October 1, 2010

Keep America Singing – All

Cont. from last column

The big push for the Society is getting the word out to the whole world—external communications. How do we change our focus to external communications rather than internal communications only? In the recent Rocky Mountain Harmony College that was the suggestion that came out of two of the classes — **Use of the Computer in Your Barbershop Chapter** and **Bulletin Editor's Seminar**. We are both trying to do the same thing, why not combine them into an communication class?

There really needs to be an overwhelming reason for men to want to join our organization. When PROBE was in its heyday, it scratched the itch that many chapters and men were looking to scratch in communicating with their chapters. Times have changed and we need to find those itches (different than what they were), and retool ourselves to be able to scratch in a satisfying way. How do we, as PROBE, take hold of the communications mantle, with all its facets, and become viable in today's fast information society?

I don't believe that just a name change, or a logo change is what is going to do it. It will really take a retooling of PROBE, from what we are about to how we can help those men in the trenches. I say we forget about the peripherals until we get those things done.

2009 PROTY

Public Relations Officer of the Year



Year Long Activity

Jack Teuber

Pontiac-Waterford, Michigan
Pioneer District

Single Event

Doug Yonson

Ottawa, Ontario
Ontario District



PROBE**International Website Competition**

Designed and presented by

Patrick Thomas, VP, Web, PROBE, isingbass@charter.net**GOAL**

To determine the best websites within each district and in the Barbershop Harmony Society as a whole.

PLANNING

Establish an advisory panel to help determine the correct judging categories and criteria for competition. This panel will be made up of PROBE officers, district webmasters, district marketing/PR officers, misc. marketing/PR/web designers from outside the BHS, society webmaster. Final determination of panel membership to be decided by Web VP. (Recommendations on panel to be made to Web VP no later than 6.1.2010)

Establish the judging criteria for the chapter competition. The categories/criteria will need to be placed in a weighted scale for determining scoring. This will be completed by the advisory panel. (Establish by 9.1.2010)

Establish a set of judges to facilitate all chapter judging. This will be completed by the Web VP with assistance of the advisory panel. (Establish by 11.1.2010)

Gather URL information on all websites in each district for judging. To be provided to the Web VP by all district webmasters. (Complete by 12.1.2010)

Schedule all websites with a judging panel, preferably a panel of three for each district. This will be completed by the Web VP. (Complete by 12.31.2010)

The judging of chapter websites should take place from January 1 to March 15. We will determine a Top Three in each district and present certificates for this distinction. The Top Two will be automatically entered into the International Competition. (1.1.2011 to 3.15.2011)

Determine categories/criteria for district website competition, and assign a weighted scale for scoring purposes. This will be completed by the advisory panel. (Complete by 3.1.2011)

Announce all District chapter winners on April 2. Announcements will be given to the society and PROBE by the Web VP, and placed in the BHS LiveWire, PROBEmoter, and Harmonizer.

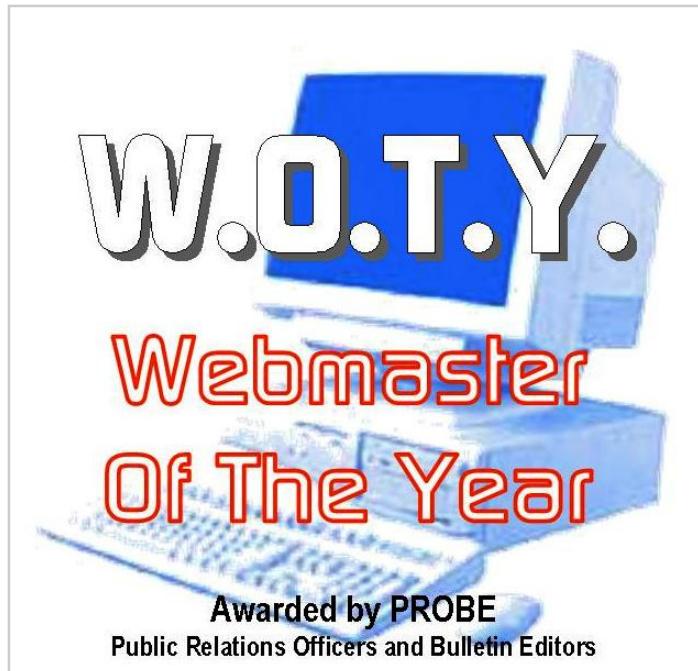
Schedule all websites for international competition with a judging panel, preferably a panel of five for the finalist websites. Assignments to be made by Web VP assisted by the advisory panel. (Complete by 4.15.2011)

Schedule all district websites with a judging panel, preferably a panel of three, which are not to include any district webmasters. Assignments to be made by Web VP assisted by the advisory panel. (Complete by 4.15.2011)

The judging of all international competitors and district websites will take place from April 15 to June 15.

Final tabulation of all competitors will be calculated, and plaques made for Top 3 winners overall as well as top 3 districts. This will be completed by the Web VP. (Complete by 6.30.2011)

Final announcement on all winners and International Champion to be made during the Chorus Contest at International. Winners to be announced on stage by the PROBE President and/or Web VP.

**PROBEmoter Editor****Steve Jackson****Twenty issues in five years!**

This is the 20th issue of the **PROBE-moter** I've edited (this time around), pushing the number of editions to the five year mark exactly. Six and a half years total service! What a great milestone to achieve. It would have been nice to do it one issue earlier, but "life happened" so **John Elving** volunteered to edit the Sept/Dec 2009 issue (hoping for my return in 2010 — me, too).

I started as editor in 1988 producing the April/June PROBE-moter (taking over for **Ray Heller**). I relinquished the "eyeshade" in 1990 and **John Peterson** took over. John had the longest stint of any editor, ten years, I believe. At that time, layout grid sheets, rub-on lettering, rubber cement, and reams of 20 pound typing paper clogged my desk.

How times have changed! My first computer was a Mac, sold to me at a ridiculously low price from the bass in my quartet. It's a good thing he lived just a few minutes away because this was a brand new world for me. I was like a kid in a candy store, working with Pagemaker 6.5. I resumed editing in 1993 with the **Denver MountainAires** (the riser work finally got to me). I've also been RMD editor for almost 11 years now (in and out) from 1982 to the present. From 1977—2008, I edited bulletins for the **Denver MountainAires**, **Mountain Talk**, **Denver Mile Hi**, **Mile Hi Hi-Lites**, and **Denver Tech**, **Tech Talk**. I even picked up a few BETY awards, too. What a ride! Lots and lots of bulletins. Very satisfying!

What we learned from the experts

Submitted by Lee Roth,
Hunterdon, New Jersey, MAD

At the Barbershop Public Relations & Marketing Event, held on Saturday September 20, 2008 in Flemington, New Jersey, those who attended heard how we as barbershoppers offer a special brand of art form, we heard what a newspaper editor looks for, and learned the importance of relationship building. I can barely summarize all that we learned from our outstanding speakers, Ed Delia, Jay Langley, and Jim Robinson. You have to have been there to hear it all.

Ed Delia, president of Delia Associates

Ed Delia is president of Delia Associates, an 10-person branding plus communications firm, that helps mid-market companies leverage brand awareness and technology to achieve market leadership. He is a Professional Certified Marketer of the American Marketing Association. Ed talked about organization brand leadership and keys of success. Brands are related to more than that particular consumer products, they are the basis of organizations as well.

Brands help people make choices. He spoke about the concept of developing good membership and finding venues for performance. He pointed out that we are not just competing with other singing organizations for our singers, but are competing with service organizations and other activities that require people's time, for our members. He emphasized that every choice men make represents an investment. He asked: What is the return on that investment? If the return is worth the investment of time, people will join. He pointed out that men can always find time — if it is worth it to them to spend that time in a particular activity. Branding represents the consistent delivery of the brand's message across an entire spectrum of communications.

He pointed out that what makes great brands are great customers — in our case singers. He emphasized that everyone is not, or should not be, one of your singers. He told us about the ABC's of customer, or member, evaluation: the A's are the awesome members, the B's are what he termed *bipolar*, and the C's are corrosive.

The A's may not be the greatest talent, but they are enthusiastic, willing learners, who want to get better, are engaged, and contribute in many ways. The B's make us wonder if they are with us or against us. You are not sure. Sometimes they are not there. You question: what is their commitment to the group? Can you make them into an A? The C's are the people holding you back. They are into political infighting in the group. They will drive you nuts. You are better off without them, even if they are talented.

Once you key in on A's you find that they attract A's. You have something to build your brand around. Growth only come through change. Doing the same thing over and over again and expecting a different result is a definition of insanity. Building a chapter takes persistence.



Jay Langley, Executive Editor

Jay Langley is the Executive Editor of the weekly newspaper, the Hunterdon County Democrat, and a teacher of writing to aspiring reporters and columnists. He pointed out the often overlooked point that a newspaper is a business. He has spent years developing an audience of readers and learning what they look for and want in his paper. He knows that what we want is an audience — his audience. If we want to borrow that audience we can do business. He knows what we want is his audience. What he wants is 25 to 50 thousand interesting things a year to fill his publication. He asked if we want to be interesting.

He also talked about his assignment editor. Make it easy for the assignment editor to do his job. Learn deadlines. Learn what they want to cover. Provide all the basic facts of an event. Provide a reliable person who is available to answer questions. Provide photos that are good enough that he can use. Easier said than done he admits, but that is how it is done.

He gave us rules to know to improve the probability of getting published. Call ahead to get deadlines. Provide the basic information of who, what, where, why, and when. They are going to rewrite what you submit anyway. Think about the audience you are trying to attract.

Come in to the newspaper office in person. Get to know the people. Let them get to know you and your organization. Do not get angry with the paper if they screw up or if they leave your story out. Include information about local people in your news release. Papers like to write about a benefit you are doing for a good cause.

Jim Robinson, Chamber of Commerce and Community Relations Representative

Jim Robinson is the incoming Chairman of the Hunterdon Chamber of Commerce and is the Community relations representative of Embarq, a full service telephone company. He is a member of various boards of directors of not-for-profit arts organizations.

Jim talked about networking to a level of developing relationships. You want to say *I know a guy* who can do that or can help us with this. You need a network of people who know people and can help you find people who can do something or get things done. Understand that every encounter is an opportunity. Get to know the secretary or receptionist because that person, the little person, is the gate keeper. They can help you or stand in your way of your getting to someone you want to talk to.

How well you connect to the community, or are seen in the community, is not always related to what you can spend. It may be better to have a good imagination and to stay focused on the opportunity. Presenting an award or recognition develops a good connection.

You need to and you can successfully connect with your community. You have to have confidence when you walk into a room. You have to act like you should be doing what you are doing. Do not go into an event thinking "what is in the event for you". When you go into an event go looking to serve and establish a long time goal or relationship. Really become friends with people you meet and talk to at an event. Follow up on any meeting or event. Send a note saying "it was great seeing you", or, "it was fun talking to you." Doing so will be remembered because it is so rare.

Old pitch pipes never die, they just get lost

By Stan Popp, bass — Chordially Yours



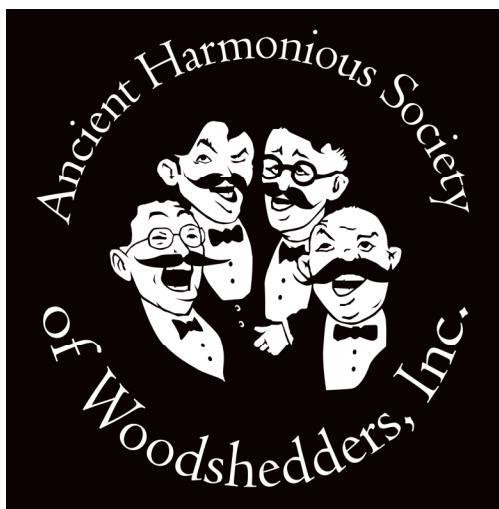
I recently had to replace my several year old pitch pipe when it was discovered the Bb was very flat and the G just wouldn't give a sound any more.

On Friday evening following our delivery of Singing Valentines, my wife fixed dinner for the quartet and a couple of the wives. Also for my mother, aunt and my daughter and son-in-law and their 14 month old daughter, Addy. After dinner I gave the pitch pipe to Addy to play with and she was having a good time blowing multiple pitches at once.

After everyone left and we were cleaning up, I couldn't find the old pitch pipe. The following day when my wife was emptying the dishwasher, she found the old pitch pipe in one of the silverware baskets. Guess what? The Bb is right on and the G now works better than ever!

Soooo, if you are having problems with that old pitch pipe and it needs a little cleaning and tuning, try running it through the dishwasher on the extra duty cycle with drying.

Borrowed from the "Chordsmen Chronicle,"
RF Miller, editor - Mansfield, Ohio chapter



In Memorium

AIC Patriarch Marty Mendro Passes 1914-2010

by Grady Kerr
Society Historian



Gold medalist and Society Hall of Famer, **Marty Mendro**, passed away on March 15th, 2010 at the age of 95. He won his gold as lead of the 1949 Mid-States Four of Chicago. The quartet consisted of **Bob Mack**, **Forrest Haynes**, **Art Gracey** and Marty. They became well known for their ability to combine smooth styling of currently popular songs with madcap comedy and serious barbershop ballads. They were featured on barbershop chapter shows throughout the United States and Canada and appeared with many big-name entertainers on commercial shows. They performed in all but three states and traveled throughout Canada, The Bahamas, Korea and Japan.

In 1950, during the Korean conflict, the *Mid-States Four* did 33 shows and traveled more than 24,000 miles entertaining more than 52,000 United Nations troops. Their schedule took them to recreational areas and hospitals as well as to the front lines. Some of their most popular songs include: *Up and Down the Monon*, *Can't Go Wrong with a Song*, *Oklahoma Indian Jazz*, *Rural Rhythm*, *Finger Prints on the Window Pane*, and *Sidewalk Waltz*. They left the show circuit around 1966 but came out of retirement in 1982 with **Phil Hansen** replacing **Art Gracey**.

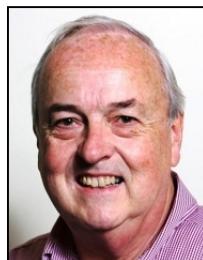
Marty also served as Judging Chairman between 1954 and 1960 during which time he developed the Society's judging program. For a number of years he was also editor and publisher of AIC's *Medallion*.

A memorial service was held March 22nd near Marty's home in Twisp, WA. In addition to being an icon among barbershoppers, he was also very well known in his local community. More than 300 people attended and paid tribute to this legend. The celebration of life included a ragtime band and a barbershop quartet, of course.

Marty is survived by two sons, five grand-kids, eight great grand-kids, an extended family and thousands of friends and fans world-wide. **Mid States Four** baritone, **Forry Haynes**, still lives in Florida. Both last visited together in October last year and spent quality time reminiscing. The reunion was video taped by the Society and will be available soon.

Which Comes First - the Chicken or the Egg?

By Lee Roth, MAD
Hunterdon, New Jersey



I have always said that you cannot join a chapter, or go to a show, that you do not know about. In our art form we refer to the singing we do, the shows we offer, and the fellowship that is part of most chapters, as being among the best kept secrets there are.

A secret is defined in the *World English Dictionary* as something known by only a few people and often intentionally withheld from general knowledge. Or perhaps known to very few people and consequently quiet and secluded. Or something mysterious and often beyond common understanding.

When I was asked to promote a District Convention I met with the marketing person associated with the venue where the event was to be held. I was there to ask for his help. I wanted leads, contacts, and introductions to local people who could help promote the show that was to conclude the weekend. My promotion target was the general public in his area.

He told me he thought barbershoppers were a group that met away from the public like several others his facility hosted annually such as the Elks and Knights of Columbus. He was surprised to learn that our shows and events were open to the public. He told me no one had previously told him we sought to entertain people other than our members and close friends. He did not even know that there was a local chapter (there was one in the next community) that performed for the general public.

But I learned we have to be careful. If we want to be open to the public did our behavior have to be different than if we were a closed group conducting a "beyond common understanding" event? I think so. And sometimes we are. If we were to conclude our convention and contest weekend with a show that spent half of the time passing out awards and recognizing the great work of insiders over the years, would we be putting our best public foot forward? I think not. Maybe our contests should be thought of as closed events in terms of who we promote to.

If we did attract a general audience to such an insider event would they want to come back? I had been asked to promote a barbershop show. What would be the impression of *barbershop* held by the audience I might attract if they did come? I cannot imagine going to a Knights of Columbus event to hear and see an entertainer and, when I get there, spend half of the evening hearing about the great things some guy I never heard of had done for people I had never heard of.

OH WOW!

I suggest that before we undertake to promote a show, or membership in a chapter, that we take a good look at what we are asked to promote as a first step. We do not want to be successful in a short range promotional effort and defeat a longer term goal. Be sure you are asked to promote something that is worth promoting to your target audience before you undertake to do so. Maybe you should only promote a particular event to insiders. Maybe the content of the event has to be adjusted to serve the purpose of the longer term goal of building interest in our art form or developing membership.

If you are helping build chapter membership first look at what your chapter has to offer. Don't target music majors in local colleges if your guys are singing poorly. Don't target singers of marginal singing ability if you are a focused highly competitive chorus. Don't invite the general public to your chapter award ceremony just because your best quartet will perform a couple of songs and you know the awards and recognition is important to your members.

If you are seeking new singers for your chapter ask yourself if your chapter is ready to deal with new singers. Are you set up to give a guest a good experience? Are your people ready to greet a guest and make him feel welcome? Are you ready to collect information from him so you can follow up and show your interest in him? Does your meeting, or rehearsal, format allow time to introduce your guests in a meaningful way? If you were visiting your chapter for the first time would you go home wanting to come back? Do adjustments have to be made? Invite a friend of yours to come just to help you evaluate the situation with these questions in mind.

Be careful not to put the egg before the chicken. Promote and market, but do so in a meaningful way that serves the best interests of your chapter today — and in the future.



"Okay, your father managed to get a mouse. Now how do we use it?"
(From the Heartbeat, Heart of Florida Chorus Newsletter).



“One Chapter, One District, One Society” MARKETING FOR MEMBERSHIPS

By Martin Banks, PROBE VP, Marketing & Public Relations

This is the story of how one chapter and one district in the Barbershop Harmony Society are succeeding in beating the membership odds in the face of social, cultural, and economic challenges.

Christian Hunter, DVP for Membership in the Mid-Atlantic District (M-AD), reports that District membership shrank by 4% in 2009, 2% in 2008 and 3.5% in 2007, making 2009 the biggest drop in 3 years (a 9% three-year loss). M-AD is losing members at a slower pace than the rest of the Society which saw a 2009 loss of nearly 6% and 13.6% since 2006.

M-AD has the second lowest loss in 2009 and over three years compared to other Districts. Of 98 active chapters in the District, 24 grew last year and another 15 chapters attracted enough new members to keep their membership level flat.

In January 2007, Joe Cerutti, new Musical Director for the Alexandria, Virginia Chapter, set about helping the Alexandria Harmonizers Chorus develop a repertoire and a performance excellence that would attract the next generation of barbershop singers and an audience skewed toward the larger Baby Boomer Generation. Likewise, the Chapter embarked on new and improved marketing directions to attract new fans, new audiences, new members, and to build new relationships.

**Performance at the
Supreme Court dinner >**

Since 2007, a re-energized Harmonizer chorus performance schedule in the local area and beyond, three successful youth festivals, and a fresh outward marketing approach with both traditional and on-line resources helped build an increased awareness of the local chapter and the barbershop art form. Social media such as MySpace and Facebook, were used to attract visitors to frequent guest nights.

One of these events alone produced 42 guests who were treated to a challenging and rewarding Harmonizer repertoire with several new ensembles that embraced a cappella styles complementary to barbershop.

Since 2007, the Alexandria Harmonizers have enjoyed a steady membership net increase of 9%, with a total of 52 new members and 8 reinstatements. The largest one-year net increase was 7% in 2009. The majority of new members are Baby Boomers and beyond.

Alexandria Harmonizers * New Members * 2007-2010			
Generation	Birth Years	Number	Percentage
Silent Generation	1925-1945	2	4 %
Baby Boomer	1946-1964	17	33 %
Generation X	1965-1979	12	23 %
Generation Y	1980-2000	21	40 %
	Totals	52	100 %



These new members, with a mean age of 37 years, infused a veteran chorus where the mean age gradually decreased from 53 to 51 years. About half of the total chapter membership participates in the performing chorus, as another half includes members that are either in emeritus status or live out of the area. The **Alexandria Harmonizers** have exceeded their goal of 100 members in the Class of 2010 for the International Chorus Contest in Philadelphia and are planning a youth chorus for next year's Mid-Winter Youth Harmony Competition.

The **Alexandria Harmonizers** marketing and public relations philosophy and experience over the last few years offer some lessons for any chapter that is struggling with member recruitment and audience development, regardless of size and circumstance.

- Look outward rather than inward. Don't assume that people have heard of barbershop.
- Focus on the beginning experience, not the end experience. Sell your local chapter, then the Barbershop Harmony Society.
- Be aware of how the chapter and chorus look to the public. Marketing is still necessary even as you work to create a more appealing and inviting image on and off the stage.
- Reach the next generation of barbershoppers through the use of online technology and the commonality of other forms of a cappella music. Employ a fresh, outward marketing/public relations approach, regardless of the extent of your technical resources.

Marketing to members is just as important as marketing for memberships. If the chapter is always planning and trying new things, members will be more likely to join and stay active. Encourage members to "seize the opportunity" rather than "assume the obligation" for the chapter work to be done.



Editor's Note: All interested readers may hear the full story of the **Alexandria Harmonizers** marketing and chapter development experiences by tuning in to the on-line podcast, "The Harmocast," via the Chapter website at www.harmonizers.org, click on "Fan Center." Click on "Contact Us" to discuss any questions you may have with Scipio Garling, Marketing/PR, and Dan O'Brien, Chapter Development, based on their Harmocast discussions.



PROBE INT'L BULLETIN CONTEST 2008 FIRST PLACE

"In Tune with the Hunterdon Harmonizers" editor Linda Williams, shown here with District President Gary Plaag, chapter President Ron Newsom, and Executive VP Dick Powell, was recognized during the MAD Fall convention.

MID'L ANTICS, Winter 2009

**"PROBE - the most influential
communicative fraternity
in the Society"**

Greater Vancouver Gentlemen of Fortune

Barbershopper of the Year

Harry Gray - Harry has made an outstanding contribution to the chapter and the Society this past year. He co-chaired the very successful 2009 Evergreen District Convention last October, held in Whistler, BC less than four months prior to the 2010 Winter Olympics. He has spent many, many hours of leadership and devotion on this project over the past two years.



Harry does an outstanding job of producing the chapter bulletin, the **Fortune Teller**, and he is always available to take on tasks; as well as being an advisor to many Board and chapter members on many administrative matters. This is Harry's third time as chapter BOTY in the last decade.

JAD Cider Press, Spring 2010 issue, Jeff Ulrich, editpr

Does Barbershopping Pay Off? Read On!

By Jim Yasinow, editor, *The Suburbanire*, Cleveland East chapter



One of the best testimonials we've ever read on the value of barbershopping was written recently by our friend Craig McGaughey.

The following letter is so good it's being used in the promotional material for this year's Singing Buckeyes Harmony Camp:

December 24, 2009

To Whom It May Concern:

"My name is Craig McGaughey and I am the vocal music director at Cleveland Heights High School and I am writing you to ask that you help support the Singing Buckeyes Harmony Camp. For the past three years, my students have been attending the Harmony Camp in Columbus, Ohio. The first year I sent four young men, the second year ten, and last year 22 of my students attended their camp.

"Four years prior to the camp, our local Barbershop chapter (**Cleveland East**) took an interest in my students sharing their love for barbershop harmony. I wish I would have had a video camera the first time a bunch of "old and decrepit white guys" arrived in my classroom to sing for a bunch of squirmy black teenagers. My boys "shot me the look" when the old guys came walking through the door.

From the minute they began singing it was a "Kodak moment." My young teenagers were star struck. All racial and generational divisions were gone! The men from our local chapter kept encouraging my young boys to attend Harmony Camp in Columbus, Ohio. Most of my students are economically disadvantaged and our school system by federal income standards must now offer free breakfast and free lunch. Due to financial reasons, my kids could not attend.



"The local chapter persisted with their encouragement to attend Harmony Camp and gave my students four scholarships to attend. That was three years ago, and as you have read, last year 22 young people attended.

When the **Singing Buckeyes** became aware of the need and desire from my school children, they answered with much-needed financial support to allow the enthusiasm to continue. My students have been changed for life: their self-esteem, pride and love for music is forever in their mind and souls. This summer I cam to watch their show at the Columbus Zoo during the month of August. I witnessed over 300 teenagers from across our state sing their hearts out in the sweltering heat. These kids were there because of their pure joy of music and life.

**MANY THANKS TO JAD
EDITOR JEFF ULRICH FOR
SENDING THE ORIGINAL
PHOTO USED IN THE
CIDER PRESS**

I have been a music educator for over 20 years, and such bliss from 300-plus teenagers is rare. My students who attended Harmony Camp cannot wait to go back and already because of their excitement many more want to go to camp.

"Thanks to barbershop, my school's Choral Department has no problem attracting young men who want to sing. Adjudicators from OMEA (Ohio Music Educators Association) are wanting to know "What's in the water at Heights High? How do you have so many great male singers?"

My answer is introducing and encouraging Barbershop singing. Performing Barbershop music gives my guys the opportunity to express themselves emotionally and physically. If you have questions for me, please e-mail me or call my office. Thank you for your time and support.

Craig McGaughey
Director of Vocal Music
Cleveland Heights High

Welcome address to freshman class at Boston Conservatory of Music

Karl Paulnack, pianist and director of music division at Boston Conservatory [September 2008]

"One of my parents' deepest fears, I suspect, is that society would not properly value me as a musician, that I wouldn't be appreciated. I had very good grades in high school, I was good in science and math, and they imagined that as a doctor or a research chemist or an engineer, I might be more appreciated than I would be as a musician. I still remember my mother's remark when I announced my decision to apply to music school-she said, "You're WASTING your SAT scores."

On some level, I think, my parents were not sure themselves what the value of music was, what its purpose was. And they LOVED music, they listened to classical music all the time. They just weren't really clear about its function. So let me talk about that a little bit, because we live in a society that puts music in the "arts and entertainment" section of the newspaper, and serious music, the kind your kids are about to engage in, has absolutely nothing whatsoever to do with entertainment, in fact it's the opposite of entertainment. Let me talk a little bit about music, and how it works.

The first people to understand how music really works were the ancient Greeks. And this is going to fascinate you; the Greeks said that music and astronomy were two sides of the same coin. Astronomy was seen as the study of relationships between observable, permanent, external objects, and music was seen as the study of relationships between invisible, internal, hidden objects. Music has a way of finding the big, invisible moving pieces inside our hearts and souls and helping us figure out the position of things inside us. Let me give you some examples of how this works.

One of the most profound musical compositions of all time is the Quartet for the End of Time written by French composer Olivier Messiaen in 1940. Messiaen was 31 years old when France entered the war against Nazi Germany. He was captured by the Germans in June of 1940, sent across Germany in a cattle car and imprisoned in a concentration camp.

He was fortunate to find a sympathetic prison guard who gave him paper and a place to compose. There were three other musicians in the camp, a cellist, a violinist, and a clarinetist, and Messiaen wrote his quartet with these specific players in mind. It was performed in Janu-

ary 1941 for four thousand prisoners and guards in the prison camp. Today it is one of the most famous masterworks in the repertoire.

Given what we have since learned about life in the concentration camps, why would anyone in his right mind waste time and energy writing or playing music? There was barely enough energy on a good day to find food and water, to avoid a beating, to stay warm, to escape torture-why would anyone bother with music? And yet-from the camps, we have poetry, we have music, we have visual art; it wasn't just this one fanatic Messiaen; many, many people created art. Why?

Well, in a place where people are only focused on survival, on the bare necessities, the obvious conclusion is that art must be, somehow, essential for life. The camps were without money, without hope, without commerce, without recreation, without basic respect, but they were not without art. Art is part of survival; art is part of the human spirit, an unquenchable expression of who we are. Art is one of the ways in which we say, "I am alive, and my life has meaning."

On September 12, 2001 I was a resident of Manhattan. That morning I reached a new understanding of my art and its relationship to the world. I sat down at the piano that morning at 10 AM to practice as was my daily routine; I did it by force of habit, without thinking about it. I lifted the cover on the keyboard, and opened my music, and put my hands on the keys and took my hands off the keys. And I sat there and thought, does this even matter? Isn't this completely irrelevant? Playing the piano right now, given what happened in this city yesterday, seems silly, absurd, irreverent, pointless. Why am I here? What place has a musician in this moment in time? Who needs a piano player right now? I was completely lost.

And then I, along with the rest of New York, went through the journey of getting through that week. I did not play the piano that day, and in fact I contemplated briefly whether I would ever want to play the piano again. And then I observed how we got through the day.

At least in my neighborhood, we didn't shoot hoops or play Scrabble. We didn't play cards to pass the time, we didn't watch TV, we didn't shop, we most certainly did not go to the mall. The first organized activity that I saw in New York, that same day, was singing. People sang. People sang around firehouses, people sang "We Shall Overcome." Lots of people sang America the Beautiful. The first organized public event that I remember was the Brahms Requiem, later that week, at Lincoln Center, with the New York Philharmonic. The first organized public expression of grief, our first communal response to that historic event, was a concert. That was the beginning of a sense that life might go on. The US Military secured the airspace, but recovery was led by the arts, and by music in particular, that very night.

From these two experiences, I have come to understand that music is not part of "arts and entertainment" as the newspaper section would have us believe. It's not a luxury, a lavish thing that we fund from leftovers of our budgets, not a plaything or an amusement or a pass time. Music is a basic need of human survival. Music is one of the ways we make sense of our lives, one of the ways in which we express feelings when we have no words, a way for us to understand things with our hearts when we can't with our minds.

Some of you may know Samuel Barber's heart wrenchingly beautiful piece Adagio for Strings. If you don't know it by that name, then some of you may know it as the background music which accompanied the Oliver Stone movie Platoon, a film about the Vietnam War. If you know that piece of music either way, you know it has the ability to crack your heart open like a walnut; it can make you cry over sadness you didn't know you had. Music can slip beneath our conscious reality to get at what's really going on inside us the way a good therapist does.



I bet that you have never been to a wedding where there was absolutely no music. There might have been only a little music, there might have been some really bad music, but I bet you there was some music. And something very predictable happens at weddings—people get all pent up with all kinds of emotions, and then there's some musical moment where the action of the wedding stops and someone sings or plays the flute or something. And even if the music is lame, even if the quality isn't good, predictably 30 or 40 percent of the people who are going to cry at a wedding cry a couple of moments after the music starts. Why? The Greeks.

Music allows us to move around those big invisible pieces of ourselves and rearrange our insides so that we can express what we feel even when we can't talk about it. Can you imagine watching Indiana Jones or Superman or Star Wars with the dialogue but no music? What is it about the music swelling up at just the right moment in ET so that all the softies in the audience start crying at exactly the same moment? I guarantee you if you showed the movie with the music stripped out, it wouldn't happen that way. The Greeks: Music is the understanding of the relationship between invisible internal objects.

I'll give you one more example, the story of the most important concert of my life. I must tell you I have played a little less than a thousand concerts in my life so far. I have played in places that I thought were important. I like playing in Carnegie Hall; I enjoyed playing in Paris; it made me very happy to please the critics in St. Petersburg. I have played for people I thought were important; music critics of major newspapers, foreign heads of state. The most important concert of my entire life took place in a nursing home in Fargo, ND, about 4 years ago.

I was playing with a very dear friend of mine who is a violinist. We began, as we often do, with Aaron Copland's Sonata, which was written during World War II and dedicated to a young friend of Copland's, a young pilot who was shot down during the war. Now we often talk to our audiences about the pieces we are going to play rather than providing them with written program notes. But in this case, because we began the concert with this piece, we decided to talk about the piece later in the program and to just come out and play the music without explanation.

Midway through the piece, an elderly man seated in a wheelchair near the front of the concert hall began to weep. This man, whom I later met, was clearly a soldier—even in his 70's, it was clear from his buzz-cut hair, square jaw and general demeanor that he had spent a good deal of his life in the military. I thought it a little bit odd that someone would be moved to tears by that particular movement of that particular piece, but it wasn't the first time I've heard crying in a concert and we went on with the concert and finished the piece.

When we came out to play the next piece on the program, we decided to talk about both the first and second pieces, and we described the circumstances in which the Copland was written and mentioned its dedication to a downed pilot. The man in the front of the audience became so disturbed that he had to leave the auditorium. I honestly figured that we would not see him again, but he did come backstage afterwards, tears and all, to explain himself.

What he told us was this: "During World War II, I was a pilot, and I was in an aerial combat situation where one of my team's planes was hit. I watched my friend bail out, and watched his parachute open, but the Japanese planes which had engaged us returned and machine gunned across the parachute chords so as to separate the parachute from the pilot, and I watched my friend drop away into the ocean, realizing that he was lost.

I have not thought about this for many years, but during that first piece of music you played, this memory returned to me so vividly that it was as though I was reliving it. I didn't understand why this was happening, why now, but then when you came out to explain that this piece of music was written to commemorate a lost pilot, it was a little more than I could handle. How does the music do that? How did it find those feelings and those memories in me?

Remember the Greeks: music is the study of invisible relationships between internal objects. This concert in Fargo was the most important work I have ever done. For me to play for this old soldier and help him connect, somehow, with Aaron Copland, and to connect their memories of their lost friends, to help him remember and mourn his friend, this is my work. This is why music matters.

What follows is part of the talk I will give to this year's freshman class when I welcome them a few days from now. The responsibility I will charge your sons and daughters with is this:

"If we were a medical school, and you were here as a med student practicing appendectomies, you'd take your work very seriously because you would imagine that some night at two am someone is going to waltz into your emergency room and you're going to have to save their life. Well, my friends, someday at 8 pm someone is going to walk into your concert hall and bring you a mind that is confused, a heart that is overwhelmed, a soul that is weary. Whether they go out whole again will depend partly on how well you do your craft.

You're not here to become an entertainer, and you don't have to sell yourself. The truth is you don't have anything to sell; being a musician isn't about dispensing a product, like selling used Chevys. I'm not an entertainer; I'm a lot closer to a paramedic, a firefighter, a rescue worker. You're here to become a sort of therapist for the human soul, a spiritual version of a chiropractor, physical therapist, someone who works with our insides to see if they get things to line up, to see if we can come into harmony with ourselves and be healthy and happy and well.

Frankly, ladies and gentlemen, I expect you not only to master music; I expect you to save the planet. If there is a future wave of wellness on this planet, of harmony, of peace, of an end to war, of mutual understanding, of equality, of fairness, I don't expect it will come from a government, a military force or a corporation. I no longer even expect it to come from the religions of the world, which together seem to have brought us as much war as they have peace.

If there is a future of peace for humankind, if there is to be an understanding of how these invisible, internal things should fit together, I expect it will come from the artists, because that's what we do. As in the concentration camp and the evening of 9/11, the artists are the ones who might be able to help us with our internal, invisible lives."





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From: Martin Banks, mlbanks111@aol.com

Proofreading is a dying art, wouldn't you say?

Written by Robert Wall, rwall14@tampabay.rr.com

Man Kills Self Before Shooting Wife and Daughter

This one I caught in the SGV Tribune the other day and called the Editorial Room and asked who wrote this. It took two or three readings before the editor realized that what he was reading was impossible! They put in a correction the next day. I just couldn't help but send this along. Too funny.

Something Went Wrong in Jet Crash, Expert Says
No really? Ya think?

Police Begin Campaign to Run Down Jaywalkers
Now that's taking things a bit far!

Panda Mating Fails; Veterinarian Takes Over
What a guy!

Miners Refuse to Work after Death
No-good-for-nothing' lazy so-and-so's!

Juvenile Court to Try Shooting Defendant
See if that works any better than a fair trial!

War Dims Hope for Peace
I can see where it might have that effect!

If Strike Isn't Settled Quickly, It May Last Awhile
Ya think??

Cold Wave Linked to Temperatures
Who would have thought!

Enfield (London) Couple Slain; Police Suspect Homicide
They may be on to something!

Red Tape Holds Up New Bridges
You mean there's something stronger than duct tape?

Man Struck By Lightning: Faces Battery Charge
He probably IS the battery charge!

New Study of Obesity Looks for Larger Test Group
Weren't they fat enough??

Astronaut Takes Blame for Gas in Spacecraft
That's what he gets for eating those beans!

Kids Make Nutritious Snacks
Do they taste like chicken?

Local High School Dropouts Cut in Half
Chainsaw Massacre all over again!

Hospitals are Sued by 7 Foot Doctors
Boy, are they tall!

And the winner is....

Typhoon Rips Through Cemetery; Hundreds Dead

Did I read that right?

Chapter Anniversaries/Reunions 101

This organization is more than “*a bunch of guys singing*” each week

Written by Grady Kerr and the Society Archives Committee - September 2008

The anniversary of a barbershop chapter is an important milestone and it should be celebrated in GRAND style.

This event gives the chapter many unique opportunities and convenient excuses to promote the chapter internally as well as externally. There are several valuable payoffs to be gained.



Imagine how many man hours have been worked and how many songs have been rehearsed and how many people have been entertained throughout these years. The results are remarkable and the journey has been unique.

It's sometimes important to stop and realize all you have accomplished. It's also vitally important to pay tribute to those who made it possible for you to be singing in this chapter today. Some chapters have not survived, yours has – why? Because of the dedication of those who stood on those risers in years past.

From the Riser Guys to the Coffee Maker to the Music Librarian to the Board Member and the Director; all have served this chapter through the years and it wouldn't be what it is today without them ALL?

Here's your chance to say thanks and tell them their time wasn't wasted as you are carrying on their mission. It's also a chance to let the current membership know this organization is more than “*a bunch of guys singing*” each week. It's much bigger and more important than that. So, here's a list of some ideas and tasks that should be considered in making this a successful **once-in-a-lifetime** event.

Things to Do

Organize

- Name a chairman, select a committee, set a date and establish a budget.
- Involve membership with committee – define tasks to accomplish the items below – set deadlines - follow up.
- Promote to active membership via the bulletin, announcements and your website.

Research

- Gather historical material - Bulletins – Photos – Recordings – Rosters – Oral Histories - Awards.
- Organize and determine best way to use this material.

Gather

- Locate and invite all former and inactive chapter members by **PHONE** – follow up by email.
- Print and mail invitations.

Promote

- Announce in chapter bulletin – website.
- Run articles in chapter bulletin prior to event and recap in following bulletin.
- Announce in District Bulletin.
- Announce via the Harmonet and SAI SING and other BBS Yahoo Groups.

- Publicize event to local press – invite local representatives (Mayor, etc.).
- Get Proclamation from Mayor's office.
- Get Proclamation from Governor's Office.
- Inform your District Board – invite BOD members - get a letter from the President
- Inform Society HQ – get letter from the Society CEO
- Inform Society Board – get letter from the Int'l President
- Invite local chapter presidents (including Sweet Ads)
- Invite members' wives and chapter widows

Celebrate

- Book special guest quartet
- Recognize chapter Presidents – BOTYs - Directors
- Produce special hard copy, souvenir bulletin for that night
- Create a booklet showing chapter history as a handout
- Set up historical display showing chapter history (photos and bulletins)
- Allow time to mix and mingle – include singing (talk to singing ratio: 60/40)
- Use this special as a guest night.

Reunite

- Reunite old chapter quartets

The Event

- Give up ONE full rehearsal for this special event (one every 50 years is all we ask).
- Create Name Badges with LARGE letters and returning member's claim to fame.
- Recognize special guests.
- Have SHORT speeches by current chapter leaders and other presenters.
- Play edited montage of past performances on big video screen.
- Show photos and FACES of past members on big screen.
- Pull out old songs once performed by chorus and sing again
- Have a Reunion Chorus – a few pre-event rehearsals may be needed – have former directors lead
- Have reunited quartets perform
- Have a special guest quartet perform to show guests how it's done and attract current members.
- This is a celebration. Include finger foods and refreshments.
- Invite women's auxiliary to decorate hall.

Post-Event

- Establish a Chapter Archive to hold the material collected
- Establish and name a chapter historian to manage archives, collect new material, observe and collect memorabilia and write articles to chapter bulletin.
- Set date for the NEXT reunion.
- Recognize key member(s) who organized and ran the reunion and present award(s) at chapter banquet.

Continued next page

Payoffs

- Membership better informed about history of their chapter.
- Guests for that night will understand this is something more than “just a bunch of guys singing”
- The locals will be educated as to the chapter’s place in the community.
- Involves local community leaders.
- An excellent opportunity for press coverage and PR in the community
- Creates a diversion from normal rehearsals
- Expands your exposure in the community thus more paid performances
- Creates more esprit de corps among members and families past and present.
- Gives the active members a better sense of pride in their organization.
- Goes a long way toward showing appreciation and recognition of the members who came before.
- Shows current membership their work and efforts will not be forgotten.

Chapter Anniversary PR Opportunities

Celebrate your past, look toward **your future, and get some local media exposure.** The urge to mark anniversaries extends to all corners of our culture. The good people at Hallmark make a fine living reminding us that a first wedding anniversary is “paper,” and birthdays always deserve a card. We make public holidays of commemorative anniversaries, such as Independence Day, Victoria Day and Canada Day. Many chapters and districts are approaching milestone anniversaries of fifty years. When is yours? Find out online at:

[secure.spebsqsa.org/members/memberportal/
MilestoneChapters.aspx](http://secure.spebsqsa.org/members/memberportal/MilestoneChapters.aspx)

The current flood of chapter anniversaries is the legacy of the Society's rapid postwar expansion; we added 235 chapters between 1947 and 1957—so you can see why there's been so much celebrating going on!

Heritage in our communities is a great public relations asset, and your fiftieth anniversary is perhaps your best opportunity to

exploit it for recognition. Get the most mileage from your anniversary: make it a tool for both building member pride and for involving non-members in your organization.

Craft a theme to serve your goals

Our word “January” is derived from the Roman god of doors and gateways, Janus, who had two faces looking in opposite directions. During his festival month, we look backwards on the past year and forward into the new.

Your anniversary is a gateway, too, when you reflect on the past accomplishments of the chapter, and look forward into the future. We don't want to *live* in the past, though. Rather, we want to use the story of where we came from to explain where we are today, and to invite people to help us shape the future. We want to present our rich heritage as a foundation for our vibrant present, and a springboard to an exciting future.

One good story is to compare and contrast the world today with the world of 19xx when the chapter was founded. Search your public library's newspaper archive for a few notable events that took place in your town fifty years ago, the advertised prices of a loaf of bread and a soda and a new car, and compare to the world today. Show how your chapter fit into the lifestyle of that day—and of today.

And that's the nut of it: look for ways to tell the story that singing barbershop harmony is a relevant, timely, relaxing hobby today—and will be for years to come. Other phrases to keep in mind:

- “Reflecting our heritage and looking forward, ...”
- “Reflecting a tradition of recreational singing, ...”
- “Celebrating 50 years of service through song, ...”
- “The world has changed quite a bit since the Kordsmen were founded, but the tradition of singing four-part harmony has survived.”

Use images that capture the spirit

The images and terminology you use to tell your story will determine the kind of message you send. If the only images you use are “olden days” and today's super-seniors, that's how you'll be perceived—as dated. *It's important to offer a variety of images that convey youth, strength, vitality and cultural diversity.*

New Editor for the New Mexi-Chords “Serenade”



Photo submitted by Arnold Cohen

We are grateful that **Arnold Cohen's** wife, Sally, was offered an exciting position at UNM, because that is what brought them to New Mexico! Although Arnold grew up in Montreal, Quebec, Canada, he moved to New York after receiving his BS in Microbiology. He quickly realized he wanted to pursue his master's degree in physics, which he did at NYU. While there, he had a teaching fellowship and enjoyed the teaching so much that he completed the requirements for a teaching license.

After eight years teaching in an independent school, he moved into the “business world” as a computer techie. The following 2-3 decades he worked for Wall Street firms, but was affected by the downsizing of Wall Street, and soon packed his bags for the move to Albuquerque.

Arnold has sung with two BHS chapters — the **North Queens** chapter and the **Golden Chordsmen** of Westchester, NY. A friend from there told him about barbershoppers in NM. Arnold and Sally have a son, Aaron, who plays trombone in the Del Norte HS marching band. Arnold enjoys playing piano and gardening, as well as fixing things around the house. Although he hasn't yet sung in a quartet, he would like the opportunity. He is a past bulletin editor for the North Queens chapter.

From the **Serenader**, Becky Whalen, editor, Albuquerque, NM

Cont. from last page

Have you ever looked at anniversary announcements in the newspaper? Typically, they contain two photos: one of the couple on their wedding day, and another of the happy couple today. What does this tell us? *Audiences love to compare "before" and "after."* Photos that compare and contrast the world today with the time of your founding provide an immediate point of reference.

A founding member may still be a part of your chapter. Dig up an old quartet picture of him, along with a current performance shot, and combine them in a montage. Even better, show him singing with his son or grandson, to establish the link into the present and on into the future.

Make the show the centerpiece of the anniversary

Many chapters celebrate their anniversary with a gala show and anniversary party. It's a great way of leveraging your historical asset into show-biz value. "Fifty Years of Harmony" is a good hook, with lots of staging and repertoire possibilities. The Society-published "Heritage of Harmony" script (stock no. 4416, \$3) can be readily adapted to fit your chapter's anniversary, too.

An anniversary show is a golden opportunity to invite back all the past members who no longer sing with you, as part of a "reunion chorus." Invite them to attend just three rehearsals of this special group, to brush up on some repertoire gems from years past.

A classic "parade of quartets" would be particularly appropriate for this kind of show. Keep in mind, though, your obligation to provide top-quality entertainment to your audience. You might strike a balance between singing quality and historical tribute by arranging your parade of past quartets into a medley of some sort, with short feature spots filled by the quartets of yore.

Connect your past with your future by involving young singers, from local college and high school choirs, in your show. Your heritage of harmony extends into the future when you help youngsters discover the joy of music. "Teach The Children To Sing" is particularly appropriate here, tying your commitment to youth outreach into your long-time commitment to local charities.

Involve the community in your anniversary

Make yourself visible by relating your history to your community's history. A few ways:

- Extend the Award of Harmony program to recognize the "citizen of the half-century."
- Contact your county or city historical society to discuss an exhibit of chapter and quartet memorabilia as an expression of leisure activities in the area. Many libraries and civic spaces offer exhibit space for community organizations, too. Donate a copy of the *Heritage of Harmony* songbook to the library.
- Ask the Mayor's Office to recognize the anniversary with a proclamation of Harmony Week.
- Find out what other organizations (especially arts, education and social services) are celebrating anniversaries. Combine forces to present programs touting your mutual interest in the community.
- Watch the newspaper and classified ads for 50th wedding anniversaries. Invite the couples to your show at a special rate—free! Serenade them with a special love song for golden anniversaries.

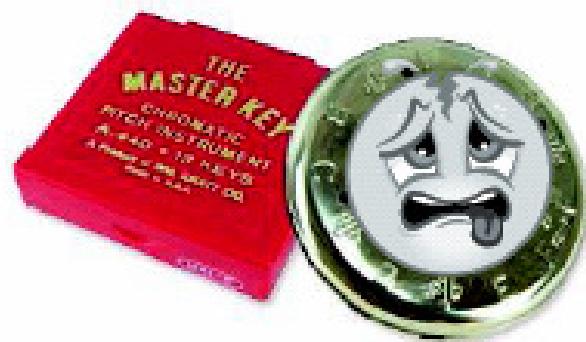
Look to the future

Your anniversary is a natural hook for helping you reach out to music educators and young singers. Point with pride to the many Barbershoppers in the area who are the product of local school music programs. Show that music is a lifelong recreational activity, but it must be nurtured at a young age to instill the skills and desire.

Ask how you can help promote vocal music in your educational systems. We're doing it to keep the music alive, and to Keep The Whole World Singing—and it starts at home. A few ways:

- Sponsor a quartet in the MBNA America Collegiate Barbershop Quartet Contest.
- Send students and teachers to Harmony Explosion camps, Harmony College, or district school.
- Establish a scholarship funded by your fiftieth anniversary show.
- Invite young singers to appear on your show.

Publicize these activities with the phrase, "celebrating the next fifty years of barbershop harmony." Be sure to get photos and press coverage of these events, with young singers alongside older men.



Broken Pitchpipe?

You can get your pitch pipe repaired at a very reasonable cost (\$9.95) by sending it to:

**Wm. Kratt Pitch Pipe Co.
40 Lafayette Place
Kenilworth, NJ 07033
Attn: Rob - Plant mgr.**

They will put a new reed plate in the pipe and return it quickly.

Thanks to Jack Whitehead, President of the Butler Notables —ed.



Big Chief Chorus

Pontiac - Waterford, Michigan

We have the **2009 International Public Relations Officer Of the Year** and "It's our own **Jack Teuber**." Check out the Awards presentation from **Art Lane**, Pioneer District co-ordinator, **Holland Windmill Chorus**, to **Jack Teuber** and **John Cowlishaw**.

Seen on their chapter website

Albuquerque, New Mexico

Editor Becky Whalen Hands Off The SERENADE



It has been a privilege and pleasure to serve as your editor for the past two years or so. I am truly grateful to the editors of other bulletins who have been so gracious in helping me along the way. Once again, **Steve Jackson** has been a standout with his able assistance and guidance, as has **John Elving**. My deepest appreciation to both of these gentlemen! Thanks to the men of **The New MexiChords** for their kind comments of appreciation. This publication will be in good hands with our new editor, **Arnold Cohen**, and I owe him such a debt of gratitude for taking on this responsibility. Of course, I'll continue to be in the wings and one of the faithful cheerleaders of the NMC as they continue their journey to excellence!

Becky Whalen



Here's an Eloquent Argument for Printed Bulletins

By Grant Carson, wmgcarson@sbcglobal.net

Tom Wheatley, editor charivari@dundalk.org



Tom Wheatley is editor of the Dundalk **Charivari**, the newsletter of the Dundalk, Maryland, chapter. He is well known to us old PROBE hands. Among other things, he won the IBC and is a Content judge. Tom published for many years, but retired from publishing a printed bulletin at the end of 2004.

The Dundalk chapter has excellent communications. There is a web site that is updated weekly. An electronic version of The Dundalk **Charivari** is published there. Nevertheless, the chapter has resumed printing the bulletin.

I was reading an issue of Tom's bulletin, judging the Mid-Atlantic BETY contest, when I found out why the chapter resumed printing the bulletin. Here's an excerpt from the report of a meeting of the board of directors:

"**Charivari** printing: As part of the budget discussion, President Roger Heer reported to the board that according to the chapter survey, our potentially biggest tool for disseminating information is not being utilized. According to the poll, about 35-40 people are reading the on-line **Charivari** (out of 200), and few of those are printing it out for their wives to see. He said that the chapter is going back to printing and mailing the **Charivari**."

vari. While this will impact the budget later this year, such adjustments will be considered when needed."

And here's a letter to the editor:

Dear Tom

*I can't tell you how thrilled I was to receive a copy of January's **Charivari**. Please keep them coming. I have been a barber-shopper for 54 years, most of them with the Dundalk Chapter.. Unfortunately, due to an amputation, cancer and diabetes, I have been unable to attend the meetings. I've missed getting the chapter paper and the fabulous job you have done for many years. Please keep me on your mailing list.*

"Love to all; Ted Hicks, Sr."

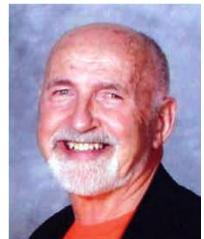
Doesn't that grab your heart? **Waldo Redekop, Milt Weisman**, myself and a few others have been trying to convince PROBE members, with dry logic, of the importance of continuing to produce print bulletins. But these excerpts from **Charivari** are much more eloquent.



wrohlin@gmail.com

Bill Rohlin

I'm a past editor and VP of Marketing and Public Relations who has a self appointed mission. For quite a few years quartets from SAI and the ***Chorus of the Genesee*** have been welcoming incoming naturalized citizens by performing at their swearing in ceremonies. There are about a dozen each year and my quartet does four or five.



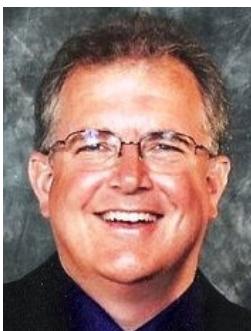
Recently I talked to Don Eherenreich of the East Aurora Chapter's ***Friends of Harmony*** about doing this in the Buffalo area and he took the ball and ran with it. They did their first ceremony last week and he was kind enough to send me some pictures and his thoughts. I'm hoping to get the word out to the rest of the Society so others in or near cities where the ceremonies are held can lend their voices in welcoming our newest citizens.

I'm told many states do not have a formal swearing in ceremony and I have not been able to wade through enough red tape to determine which do or don't. However, the local County Clerk is a good place to start. In those states that have a formal ceremony the oath is administered before a Judge and it's a good setting for a quartet to sing "the National Anthem" and "God Bless America," as well as something like "Let there Be Peace On Earth," "When there's Love at Home," or "Wonderful World."

Here's a few pictures of my quartet, High Hopes, as well. Hope you can use this to the advantage of the Society.



District Bulletin Editors



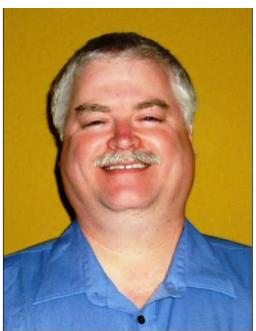
Cardinal
Brad McAlexander
In-Ky Notes



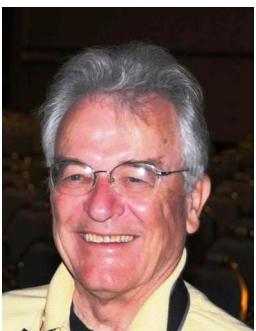
Central States
David Haase
Serenade



Dixie
Keith Therell
Rebel Rouser



Evergreen
Jon Powless
Green Lines



Far Western
Ray Rhymers
Westunes



Illinois
Craig Rigg
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Linda Williams
Mid'l Antics



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Michael Carvin
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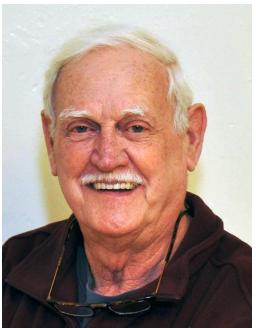
Ontario
Pat Moauro
Trillium



Pioneer
Michael Baribeau
Troubadour



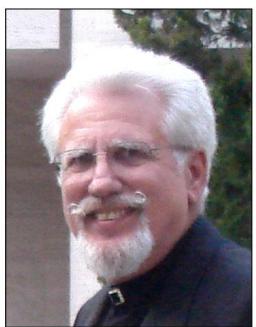
RMD
Steve Jackson
Vocal Expressions



Seneca Land
Pro tem
Mike Morgan
Smoke Signals



Southwestern
Jack Westbrook
Roundup



Sunshine
Ron Hesketh
Sunburst

Communicating the joy
P.R.O.B.E.
Of barbershop harmony

The most influential fraternity in the Society



Join us in Ambassadors of Song..



Over the years you have selflessly contributed to the growth and success of barbershop harmony through Harmony Foundation's Ambassadors of Song program. We sincerely appreciate your generosity and hope you feel your investment has been well stewarded. Please continue reading for all the reasons I would like to cordially invite you to return to our flourishing family.

Nowhere is the spirit of caring and community more evident than in the distinguished group of individuals who participate in Ambassadors of Song. This program truly is the "Power of Everyone"; every member giving so that every child has the opportunity to sing.

If just 15% of the Society's membership contributed to this program at the minimum level, we would have over \$460,000; this is more than enough to promote and carry out the Society's present programs, like Collegiate Quartet Tours, Harmony University scholarships, and Youth Chorus competitions. Can you imagine what 100% of the Society's membership could do?

AMBASSADORS OF Song

A Monthly Giving Program of
Harmony Foundation International



Shape Tomorrow's Singers Today.

our past participation has marked you as one who knows the value of what we are doing through Harmony Foundation. At this time, we ask you to renew your investment in the future of barbershop harmony by renewing your membership in Ambassadors of Song. A renewal of your membership will ensure that more lives are transformed as people are able to experience the joys of barbershop music first-hand.

Caki Watson
Ambassadors of Song Manager

Four-Part Funnies by Todd Anderson



Makng a Donation

If you wish to make a donation to the Harmony Foundation, you can complete the online donation form and submit the information over our secure server. Harmony Foundation is a 501(c)(3) organization. Your contributions are tax deductible to the full extent of the law.



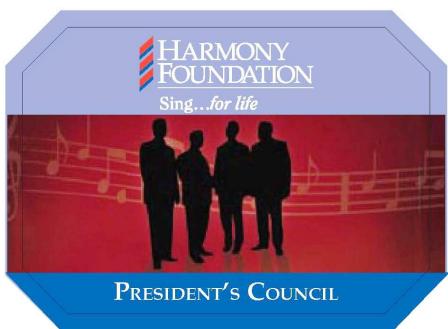
Ambassadors of Song

We believe the world is a better place when there is singing. Singing brings enjoyment for a lifetime, both to the singer and the listener. You can do a whole lot of good for only a few dollars a month.

Sponsor someone to Harmony Camp with a gift of \$120. Singing can start young people in a lifetime hobby that will give them and others more than they could ever imagine. It can be difficult to find words that describe the truly special times in our lives and the special people in our lives.

Yes! I want to make more voices heard today as an Ambassador of Song.





President's Council Leadership Giving Program

This is the Annual Leadership Giving Program of Harmony Foundation. It is an honor to accept an invitation to join as a member of the President's Council and help make it possible today the vital programs that change young lives through singing.

Chairman level membership	\$25,000
Director level membership	\$10,000-\$24,999
Advisor level membership	\$5,000 – \$9,999
Counselor level membership	\$2,500 – \$4,999
Partner level membership	\$1,000 – \$2,499

Yes! I want to make more voices heard today as a member of the President's Council.

Founder's Club

O.C. Cash loved barbershop singing and dreamed of spreading its harmony throughout the world. He set that dream in motion in 1938. This dream continues today in the hearts and voices of thousands of Barbershoppers and their families throughout North America and around the globe. The Founder's Club of Harmony Foundation provides an ideal way for thousands of others to join in O.C.'s dream and create a legacy of their own at the same time.

Men and women who share O.C.'s love of close harmony now have a way to ensure the joys experienced through singing will be available for future generations.

Yes! I want to learn more about the Founder's Club

**Count our names in the
“Power of Everyone”**

Keep A Melody Ringing

It can be difficult to find words that describe the truly special times in our lives and the special people in our lives. How do you express the joy of a newborn life? The grief for a lost loved one? The gratitude for a lifetime of support and friendship? Or, just a message of love and caring to someone special on a birthday or anniversary.

There is a way to demonstrate these unspoken emotions with a powerful, positive action. Complete the form below and let Harmony Foundation communicate the special message that your contribution will send.

Yes! I want to make more voices heard today through a memorial gift to Keep A Melody Ringing!



General Donations

Your support makes it possible for Harmony Foundation to bring music to life for kids—each and every day. We couldn't do it without you! One by one, Barbershoppers and enthusiasts are coming together to fund life-changing, proven education programs for young people. Your support instills values and confidence, and ultimately, a life that lives up to its full potential.

Yes! It's never been so easy to bring so much joy into a young person's life.

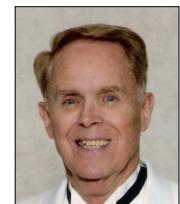
Harmony Foundation International, Inc.
110 Seventh Ave. N., Suite 200
Nashville, TN 37203
615-823-5611
866-706-8021
Fax: 615-823-5612
hf@harmonystation.org



PR Toolbox

Chapter Music Team & Public Relations

By R.F. Miller
DVP - Marketing & PR



Each chapter has, or should have, a member responsible for the Marketing and Public Relations effort. And I'm willing to bet that most of them are members of the official board of the chapter. That is a good thing!

But, how many of the Marketing and PR folks are members of the Music Team? Every M & PR guy in every chapter should be a member of the Music Team. How can he be prepared to effectively market or publicize the chapter's chorus if he doesn't know what's happening now and what is planned for the future?

The Music Team, or what ever that committee is called, is normally chaired by the VP Music and Performance. This position and the committee he chairs, is critical to the successful operation and public perception of the chapter. Since the Marketing and PR person is responsible for creating and maintaining the public perception of the chapter it's also a fact that he can't do it alone.

That's where the Music Team members can be of value. If the Chapter Marketing and PR is not now a member of the Music Team, take the necessary actions to make him a voting member of that team. And at the next Music Team meeting, ask him how the team can be of assistance in the M & PR effort. But by all means, seek his opinion and advice in issues dealing with the functions of the Music Team.

As has been stated many times before, Marketing is Job One and every member of the chapter is an M & PR person. With the Music Team behind the PR effort, the results will be far more successful.

Cider Press
Johnny Appleseed District
Jeff Ulrich, editor
www.singjad.com

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MASTERS OF BARBERSHOP HARMONY COME TOGETHER FOR THE SHOW OF A LIFETIME



The Westminster Chorus, winner of the 2009 Choir of the World competition, is joining forces with the Alexandria Harmonizers, four-time BHS chorus champions, for a concert at the George Mason University Performing Arts Center in Fairfax, Virginia, on June 27, 2010. They will be joined on the show by some of the world's best quartets, including OC Times, Old School, MAXX Factor, and four of the world's most exciting young quartets, New Zealand's Musical Island Boys, Sweden's Ringmasters, & California's The Crush and The Edge.



FOR MORE INFORMATION & TICKETS VISIT ALEXANDRIAHARMONIZERSPRESENT.COM



THE HARMONIZERS



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SECRETARY/TREASURER. THANKS!**

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