



"The most influential communications fraternity in the Society"

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PROBEmoter

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WHAT'S P.R.O.B.E.?

By W. Carey Buhler, PROBE President
530 Sombrero Rd., Monrovia, Cal. 91016

A few months ago, Society President-elect Sam Aramian was discussing the San Francisco convention with fellow Phoenix chapter members. When he said that his keynote speech at the annual P.R.O.B.E. meeting was well received, he was greeted with a chorus of "What's P.R.O.B.E.?"

If the response President Sam got was from a group of new members, we could overlook it, but most of the questioners were old-timers. Obviously P.R.O.B.E. hasn't done too good a job at creating awareness within the rest of the Society. P.R.O.B.E. is an acronym standing for "Public Relations Officers and Bulletin Editors." Its members like to think it is "the Society's most influential fraternity."

The organization was founded in 1959 as the successor to A.B.E. (the *Association of Bulletin Editors*). P.R.O.B.E. serves as a clearinghouse of Society information related to public relations, publicity and bulletin editing. Its membership (over 1000) is made up of the public relations officers and bulletin editors of each chapter; the president international board member, P.R. officer and B.E. of each district; the international officers of the Society; PROBE officers and editors; the Society P.R. Advisory Committee; and other interested Society members.

Among the more important functions of P.R.O.B.E. are the preparation of instruction manuals for public relations officers and bulletin editors; publication of a bi-monthly bulletin for members (PROBEMOTER); publication of P.R.O.B.E. news releases on a monthly basis; and furnishing instructors for P.R. and B.E. classes at Chapter Officer Training Schools (COTS).

P.R.O.B.E., through its various publications and classes, is constantly trying to bring about improvement in the quality and quantity of Society publicity. One way in which this effort is carried out is through P.R. and B.E. workshops and seminars at international and district conventions. It also endeavors to increase the number of chapters with regular bulletins and active P.R. officers. Any member interested in Society public relations or bulletin editing may become a member of P.R.O.B.E. For those who are official chapter or district public relations officers or bulletin editors it's free. For all others, the membership fee is \$2.50 per year. We welcome new members so if you wish to join, fill out the membership application (found on this page) attach a \$2.50 check and send it to the address shown on the application.

**Thirty-five years ago but the message still applies today
(other than the dues increase) — something to think about?**

Happy
New
Year

THE HARMONIZER, Jan/Feb 1976
Leo Fobart, editor

P.R.O.B.E. LEADERSHIP



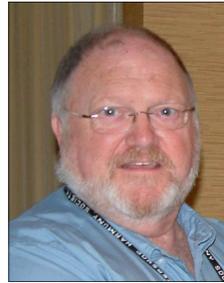
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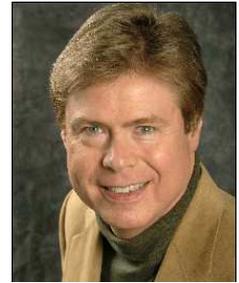
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Bulletin Exchange Program

Does your chapter publish and distribute a bulletin, even if only a weekly one-page? The chapter bulletin is one of the chapter's, if not its 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 shares a common bond with brother chapters and experiences 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 also need more bulletin editors, more members in most chapters who are both able and willing to assist in editing, preparing and distributing.

In the real world, the cost 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 news-sheets to keep members informed of chapter activities - published/mailed 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. 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? If we all put our thinking caps on and discuss it with each other, surely we'll come up with one.

"It's great to be a barbershopper [editor]!"

PROBE DUES ONLY \$10.00!
WHEN RENEWING YOUR PROBE MEMBERSHIP
PLEASE SEND CHECKS TO DAVID WAGNER
PROBE SECRETARY/TREASURER

Secretary-Treasurer
EMERITUS

Dick Girvin

In Memoriam



Marketing & PR VP

Eric Herr



Man with the Golden Voice

By now, many of you may have seen the story of the Columbus, Ohio panhandler who, after more than a decade of living on the streets, has become an overnight YouTube and internet sensation.

Ted Williams (no relation to the famous Boston Red Sox MVP left fielder), toting a weathered cardboard sign that read "God has given me the gift of a great voice, give me a chance," routinely planted himself on a local street corner and begged for spare change from passing motorists.

That was until a Columbus Dispatch newspaper reporter recently rolled down his car window and took Williams to task about his claim, asking him to say a few words. As we all know, the rest is history!

One day and multiple articles, network radio and TV appearances plus upwards of 3-million hits on the internet later, voiceover and announcing offers are pouring in from the likes of the Cleveland Cavaliers, advertising agencies, countless radio and television stations nationwide, not to mention numerous corporations such as Kraft Foods and others.

Naturally, as an on-air radio guy, I was definitely intrigued by this story. But, whether or not you're in the radio and TV biz is incidental.

The real story and lesson to be learned is all about Williams setting a goal, realizing the American dream, believing in himself and how we can use his experience to our advantage.

The man with the deep dulcet tones had a very unique and distinct product to offer...his voice!

Like Williams, we too have a unique product to offer called barbershop harmony singing.

Like Williams, as ambassadors of the barbershop style of singing, it's up to us to promote our vocal product, just as he did, every day, no matter what.

Like Ted Williams, it's up to all of us to seize every opportunity to make new contacts, say hello to total strangers and engage them in a conversation about the wonderful brotherhood and many added benefits that is all part of the barbershop singing experience.

No doubt some might argue that Williams good fortune was simply a matter of luck, the result of being in the right place at the right time.

I say his remarkable success story was all about sheer determination in the face of overwhelming odds. It was his never say die attitude and personal pride that has ultimately won him the huge amount of respect and admiration he has received.

It's clearly been a long and winding road for Ted Williams, but he's quickly bouncing back from a life once ripped apart by drugs and alcohol.

Like Ted Williams, consistent application, letting everyone know what we do and why we do it, is the only to get recognized and is the only way to grow our membership ranks.

Granted, we've definitely made some progress in getting our art form recognized through various mediums and in attracting new members, especially in younger demographics, but there's still a long way to go.

So, as we look ahead and formulate our individual and indeed our chapter goals for 2011, lets take ownership of and a little extra pride in this great hobby we call barbershopping and promote it however and whenever we can.

Moreover, lets remember the story and the lessons learned from Ted Williams, the man with the golden voice.

TRIVIAL PURSUITS

**with
Patrick
McAlexander**



Editor's Note: Patrick McAlexander is the famous 16-year old Society trivia master. He calls Indianapolis, Indiana his home and is an active member of the Circle City Sound chorus. He led the popular trivia classes at the 2005 and 2006 International conventions. He also has an appearance in the movie/documentary American Harmony. He is helping the committee maintain the "monster" International Contest spreadsheet (ICQ). It was only natural that we asked him to be a regular contributor to PRESERVATION. Here's his first submission. Thanks Patrick!

Q: What song has been sung by the most champion quartets on the contest stage, in the competition in which they won?

(Bonus if you can name the quartets)
Answer on page 15

The answers can also be found in the ICQ file on the BHS website

**Lifted from PRESERVATION
Grady Kerr, editor**

Wow!

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 Girvin, 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 Petterson, 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

PROBE HALL OF HONOR NOMINATIONS NOW OPEN

Top directors and medalist quartet members justifiably receive high praise. But there are many other members who work behind the scenes in non-singing tasks to support our Society and the musical accomplishments. They are the marketing, public relations and bulletin volunteers who help communicate our message and our music, both within the Society and to other music lovers.

PROBE wants to recognize the top practitioners among them. And you can help-by nominating them for the prestigious PROBE Hall of Honor award established in 1989.

Nominations are open for persons who will be considered for recognition at each summer's international convention.

A nominee, living or deceased, must have been a PROBE member for at least 10 years, and must have made contributions to PROBE and its purposes beyond the normal duties of performing PROBE-related functions for a chapter or district.

Any current PROBE member may make a nomination. If you're not a member, join now or pass your nomination on through a member. The nomination must be in writing, specifically describing the nominee's services and contributions. Include supporting evidence if available. You also may include letters of support from other persons who know the nominee.

Your nomination need not be extremely sophisticated or professionally prepared. The selection is not based on the presentation, but on the nominee's merits. Further, this is not a competition, but recognition. The deadline is April 30th of each year. Send your nominations now, before the deadline, to the award committee chairman Steve Jackson (address on page 2).

PROBE President

Steve Jackson



Let the Judging Begin!

Here we go again, sports fans, 2011 and full speed ahead. I hope everyone survived the holidays, got your batteries recharged and are ready to jump back into your hobby (yeah, right!) by supporting your chapter, District, and Society through your publications, websites, and marketing & public relations efforts (what a mouthful).

Before you read one more word, go to the PROBE website, pull up the requirements for entering your BETY, PROTY, and WMOTY contests. **Patrick Thomas**, Web VP, has taken a leave of absence, but the first **Webmaster of the Year** contest will proceed as soon as we find a moderator (my big word for the day).

Hopefully, your District bulletins have posted details for entering your **Bulletin Editor of the Year** contests, hard-copy (IBC) and electronic (E-IBC). If not, holler! We'll get the information to you and make sure that your bulletins are judged, assures our VP for Bulletin Editors **John Elving!**

Public Relations Officer of the Year (PROTY) contest details will be forthcoming from MAD guru (*the District, not his state of mind – so far, anyway*). **Eric Herr**, who joined the PROBE team last fall replacing **Martin Banks**, who had to be restrained quietly after his years on the PROBE board. All kidding aside, we're looking to rebound and rejuvenate our contests with your participation!

We don't need no stinkin' apathy!

Clear Writing — It's The Law

By Kristine Parkes

Have you heard? There is a bill in Congress that would make it mandatory that "Government documents issued to the public must be written clearly..."

H.R. 946: Plain Language Act of 2009

There is also a Senate bill - S. 574: Plain Writing Act of 2009. While these bills would only apply to government documents, if these bills pass one day we all might all be expected to use proper grammar, punctuation and spelling. I thought this might be a good time to offer a few suggestions to improve your writing.

The first test of good writing: Can it be easily read and understood? Few pieces of writing will persuade anyone to do anything if the reader leaves them on the

shelf, tosses them in the recycle bin, or exits the webpage.

Be concise. Edit like you mean it. Then remove redundant words like "current" services, "future" plans, "new" innovations. Make each word earn its place.

Translate everything from your industry's jargon into plain English. You'll be amazed at how that single act can make a big difference in the clarity and sparkle of your writing.

Choose active words. Instead of "The meeting was attended by all staff," use "The staff attended the meeting." Active words make your writing more interesting and involve the reader.

Get rid of clichés. No one needs to "drill down and get more granular," for example. Here are a few more clichés to avoid: (with English translations): "no brainer" (easy decision), "win-win" (mutually beneficial), "cutting edge" (innovative), and "talk offline" (chat in private).

Update your materials. Send website text back to a staff person to update. Rewriting an entire website is a daunting task for one person, but not so much if each person is responsible for only a page or two.

While mandating clear writing will never happen, making it your personal mandate will make your writing more effective.



MAD DVP Marketing & PR

Eric Herr



The Power of Networking

We all know that there are no hard and fast rules when it comes to public relations. Finding innovative ways to attract good singers into our chapters, or just getting folks to attend our shows must always involve thinking outside the box and constantly conjuring up new ideas. It's not enough to bask in the glow of a great guest night, cheer at record show attendance figures, or delight in getting a shot in the local paper or on the tube during an evening newscast. Networking, or meeting new people through business to business events, community activities, church groups and other organizations, is a sure fire way to keep barbershop singing in the public eye. It involves getting out our comfort zones, getting off line, off our feet and out the door to spread the gospel of barbershopping to everyone who will listen. It's about encouraging others to introduce you to people they know and so on... you get the drift! Chances are, when you make a habit of networking, you'll discover that it can often pay off in some big and at times, unexpected dividends!

Case in point: The activities director of a Lancaster area retirement community I had contacted was kind enough to promote our M-AD convention to her residents. Unfortunately, due to another commitment, she was unable to personally attend. She sent me an e-mail to that effect, on Monday, following the contest. On the way back to the Lancaster area from her other commitment, a couple of quartets making their way home from the convention serenaded her and her family during lunch at a local restaurant. "It really made my day," she said. She may have missed our great convention, but the memories from her serendipitous "Close Encounter of the Barbershop Harmony Kind" at the restaurant will most assuredly linger on for many years to come. More to the point, you can bet her story will be told over and over again and that in turn, just takes the message about our hobby to a whole new level!

Great PR is 24/7 and it always means keeping our ears to the tracks for both internal and external promotional opportunities! Instead of a quick text message, an e-mail or a posting on Facebook or Twitter, try making that personal one-on-one connection in the form of a phone call, a handshake, or a hand written follow-up note to someone you recently met. The end result of your extra "personal touch" is sure to have a huge positive impact!

Engage anyone you meet in conversation about barbershop singing and express to them what being a barbershopper has meant to you. Then be a good listener. You never know how receptive a total stranger might be to joining our membership ranks unless you introduce the topic... right? At the very least, even if that stranger "Can't Carry a Tune in a Bucket," you'll probably tack on a few extra ticket sales at your next show. Networking tends to have a domino effect. When you smile and make a good impression, there's little doubt you'll get a positive buzz going! So take the plunge and think like Nike, "Just Do It."

Welcome to the Mid-Atlantic District Spring Prelims Webcast March 11-12, 2011

Our first contest webcast at the Fall District, 2010 was so successful, we're gonna do it again! We're all excited about WEBCASTING our Spring Contest, and we hope you will be, too. We'll have web hosts to comment on the contestants and accompany you through the webcast. You'll be able to watch it **LIVE** or **On-Demand!**

Our webcast will be produced by [Clear Sky Webcasting](#). To watch the webcast, simply [purchase your subscription](#) through their website. Pricing is based upon how much of the contest you want to watch. See their website for rates.

Included in the webcast is a **Live Order of Appearance**, which automatically updates so you'll always know who's on stage at any given time, and a chat session link so you can converse about that last contestant and compare armchair scores!

If you cannot make it out to Harrisburg to see the contest in person, or if you want to watch it after it's over, then the webcast is a great way to catch up.

ENJOY THE WEBCAST!



Bill Colosimo and Eric Herr doing the Webcast

— Found on the Mid Atlantic webpage —

Social Giving Contest: Big Payout or Big Pain?

By Kristine Parkes

A new trend in corporate giving makes it easier for millions of people across the nation to decide where corporate dollars should go through online contests. These social giving contests are seemingly a great opportunity for nonprofits to gain exposure fast and earn money for their organizations.

Large corporations like JP Morgan Chase, Kohl's and Pepsi encourage the public to vote online for their favorite charity. In turn, the corporation gives away hundreds of thousands of dollars to the winning organization.

Many of the corporations use Facebook to generate votes. For example, the Chase Giving Community created a Facebook page where Facebook users could vote for their favorite charity. Out of the more than 500,000 charities nominated by users, the top 200 were awarded grants ranging from \$25,000 to \$1 million depending on their final ranking. Over two million people voted to help donate \$5 million.

The question is who is getting the bigger payout – the charity or the corporation? Social giving contests are great ways for corporations to gain publicity and they are an opportunity for select nonprofits to receive a large amount financial gift. However, these gifts come with a price. The viral marketing campaign that is created in order to generate the high number of votes needed to win the grant only serves to reinforce the company's brand. While it can be argued that the campaign does reinforce the

companies' commitment to give back to the community, it can also be argued that the campaign comes at a price to the nonprofit that can't be taken lightly.

For the 498,000 nonprofits that didn't win, social giving contests can mean a loss of time and resources that they cannot afford. Even though big corporations and larger nonprofits are seeing positive results, this may not always be the case for smaller charities. Social media contests are exhausting the resources of small, grassroots nonprofits who find the payoff of \$25,000 to \$1 million grants too hard to resist. These nonprofits work to actively promote themselves online and in the community to essentially win a popularity contest.

Large nonprofits have more resources and can dedicate the time needed to participate and compete in social giving contests. Long-time supporters can become weary of constant requests for votes and may eventually become disinterested. If a nonprofit is constantly asking its supporters to vote for the organization, these supporters may ignore future information put out by the nonprofit because it seemed to work harder to promote the contest than the mission it fights for.

Another caveat is that voters' personal information is not always anonymous. Many corporations, like Chase and Pepsi, request that voters provide contact information before being able to cast a vote which makes the voter a marketing pawn in the name of a good cause.

Social giving contests do not foster long-term relationships. Someone may vote for a nonprofit once and they may never do anything for that organization ever again. Chase boasts on their Facebook page that social giving contests serve as a national platform to promote nonprofits' missions, help them to attract new supporters, and gain visibility with millions of Chase Community Giving fans. Although some exposure may be gained from the contest, nonprofits need action and continued volunteer and donor support in order to survive. For the most part, social giving contests do not foster these relationships.

Social giving contests give money to organizations that know how to manipulate online contents and media, not necessarily the most worthy charity, and the competitiveness to beat out other well-meaning nonprofits can turn ugly. Some organizations may use deceptive practices in order to win. With an eye on the prize money, nonprofits can quickly lose sight of their values and mission.

When making the decision to pursue social giving contests nonprofits should weigh the pros and cons carefully. From exhausting their own internal resources to fatiguing volunteers with the constant requests of voting, the better choice may be to hold a local fundraiser, launch a new appeal or write additional grant proposals.

For more information on how your chapter can diversify its revenue without alienating its supporters contact Kristine Parkes at Krisp Communications Kristine@KrispCommunications.com or 610-279-4141. Krisp Communications can also be found on Facebook.

Kristine Parkes

Kristine's love for the field of public relations, fund development, and the needs of nonprofit organizations led her to form Krisp Communications, a boutique agency, in 2001. Along with Brian, who joined Krisp Communications in 2005, Kristine has established Krisp Communications as the place for nonprofits and school districts to turn when they want cost effective results fueled by passion and creativity.

In addition to leading a team of public relations professionals, Kristine is an adjunct professor of communications and development at La Salle University and Rosemont College, teaching public relations strategy, grant writing, and media relations to a new generation of professionals. In addition, she is a sought-after speaker on topics relating to public relations, development and nonprofit management. Kristine earned both her Bachelor of Arts in Communication and Master of Arts in Professional Communication from La Salle University in Philadelphia. She was a member of the executive committee of the Public Relations Society of America's (PRSA) Independent Practitioners Alliance for two years, and in the past has served as a member of the board of directors for the YWCA Tri-County Area. She recently became a trained and approved [Standards for Excellence](#) consultant through the [Pennsylvania Association of Nonprofit Organizations](#) (PANO).



Kristine is a member of the [Association of Fundraising Professionals](#) and has earned her credentials as a Certified Fund Raising Executive (CFRE) through this organization. Kristine also holds memberships in the [Philadelphia Public Relations Association](#), the [National School Public Relations Association](#), the [Pennsylvania School Public Relations Association](#), and the [Pennsylvania Association of Non-profit Organizations](#).

THE HARMONIZER

By Steve Jackson, PROBEmotor editor

Have you been to the Society webpage lately? Go to e-biz, click on "documents" and scroll down past the Harmonizer "teaser" issues. You will find a complete roster of Society bulletins, starting with the first "Barbershop Rechorings."

I have been browsing through early issues, and have come to the following conclusions: we don't have to reinvent the wheel; early chapters faced the same issues we do (with the exception of electronic marketing).

I am looking for photos of all IBC winners from 1964 to present — HELP!



Terry Nanninga

Karen Nanninga, editor, *InCider Press*
Manhattan, Kansas

1ST PLACE, E-IBC, 2010

Receiving the award at the CSD Fall Convention



NED Editorship Changes Hands

Kevin Williams has taken over for Mike Carvin.



Welcome to the "Showbill" bulletin "Gamble-Aires"
gambleaires.com
Las Vegas, Nevada, FWD
Editor Larry Litchfield
larrylitch@cox.net



PROBE Webmaster

Arnie Wade
arnibari@windstream.net



PROBE's involvement in online bulletins is simply to provide a page with links to bulletins that are posted on chapter websites (for those who tell us they'd like to be included). The unfortunate part of this system is that we're never notified when addresses change or bulletins are discontinued. As a result, there are usually a number of broken links on the page. There are also a number of editors who notify people of new issues through the **PROBE**mail group and provide links to their bulletins. Here is the direct link to the page of online bulletins on our website, if you'd like to check it out.

harmonize.com/probe/BulletinEditors/dist_bulletins.htm
www.harmonize.com/probe



Good PR, Grady.....

★ *2011 Hall of Fame Ballot* ★

Do you have a nomination?

MAD editor Linda Williams has stepped down

To my friends in the MAD and PROBE

I'm sorry to say I need to resign from my job as editor of the "Mid'l Antics." Family obligations have become such that I can't spend the time required in producing this newsletter. I will work closely with my successor to ensure a smooth transition. I have used Adobe InDesign CS3 to compose and produce the PDF files for the printer, and will provide any details that are needed to assist in file transfer.

I've enjoyed producing the "Mid'l Antics" the last five years, and have worked with some wonderful barbershoppers. I'm sure my replacement will also have a rewarding experience. The job entails some editing of materials provided by District officers, selection of general interest articles from our great District Bulletin editors, and interaction with a very competent and cooperative printer. Please contact **Dick Powell** (rpowell74@verizon.net) if you are interested in this position. This has been a fantastic experience, and I am grateful for the opportunity to have been a voice for the greatest District in the BHS. Thanks so much!

Linda Williams



Roxanne Powell assumes editorship

The *Mid'l Antics*, MAD bulletin, has a new editor; she is the wife of District President **Richard Powell**. **Roxanne** is the asst. director of the *ShowTime*



Singers <showtimesingers.net> located in Ellicott City in central Maryland, a mixed voice chorus of 50 singers (formed in 2003). Dick and Roxanne are both members of the chapter; the Powells live in Crofton, Maryland. Roxanne can be contacted at powellrx@gmail.com.



ShowTime Singers



Richard Powell, MAD President

Let's Keep the Whole World Singing!

NAME THIS BARBERSHOPPER



NAME THIS SELF-EMPLOYED FORMER EDITOR

Wouldn't it be great to go to our webpage

www.harmonize.com/probe

GO TO IBC WINNERS — 1964 to 2010

And see photos of all editors?

With your help, it can be done! So many of our past winners have passed on or gone inactive.

Even with the Internet (Google, Facebook, Flickr) It isn't easy to find everyone!

Please look through your old photos (you do keep them, right? No, don't tell me)

See if you have any of the people listed below. I can't say men anymore since Linda Williams won (good for her)

Found a few via the Internet and a few in the archived Harmonizers (so far)

International Bulletin Contest Winners from 1964 to 2010

1964 *Vince Caselli Binghamton, NY Bingham Tone	1972 Burt Louk Rochester, NY Fundamentalist	1985 Don Sprouse Monterrey, CA Hot-Aire	1993 Syl Buszta Pottstown, PA Jubilaire Sounds	2001 Dick Cote Fullerton, CA Barbershop Clippins'
1965 Dr. Matthew Warpick Manhattan, NY Manhattan Skyline	1973 Phil Street Melrose Park, NY Abington Keynoter	1986 Dick Teeters St. Paul, MN Overtones	1994 Buck Barnes Greater Baltimore, MD ReChorder	2002 *John Conrad St. Louis Suburban Suburban Bylines
1966 John Anderson Racine, WI The Bellows	1974 *Jerry Easter Chord Crier Waterloo, IA	1987 Wade Dexter Kansas City, MO Harm-O-Notes	1995 Alvin Ries Lake County, IN Overtones	2003 Dick DeLorm Lincoln, NE ReChorder
1967 Chuck Nicoloff Arlington Heights, ILL Arlingtuner	1975 Harry Gault London, CT Sea Notes	1988 Steve Tremper Research Park Triangle, NC RPT Record	1996 Warren Donaldson Louisville, KY Starting Gate	2004 Dick Cote Fullerton, CA Barbershop Clippins'
1968 Bob Poliachik Binghamton, NY Bingham Tone	1976 Jim Smith Scarborough, ONT Quoter Note	1989 Buddy Myers El Paso, TX Border Re-Chorder	1997 Tom Pearce Richmond, VA Old Woodshed	2005 *Bob Miller Mansfield, OH Chordsmen Chronicle
1969 Carey Buhler Reseda Valley, CA Notes To You	1977 David Olsen Manitowoc County, WI Hi Lights	1990 *Bob McDermott Detroit/Oakland, MI Gentlemen's Songster	1998 Dick Cote Fullerton, CA Barbershop Clippins'	2006 Owen Herndon Colby, KS Tumblewords
1970 *Roger Snyder Dundalk, MD Charivari	1978 Dean Roach Toledo, OH Seaway Current	1991 *Jerry Roland Lancaster, PA Red Rose Tag	1999 Syl Buszta Pottstown, PA Junilaires Sounds	2007 Todd Anderson Kansas City, MO Harmonotes
1971 *Sam Tweedy Austin, TX Austin ReChorder	1984 Lowell Shank Mammoth Cave, KY Gazebo Gazette	1992 Grady Kerr Dallas Town North, TX Voice of the Townsman	2000 Tom Wheatley Dundalk, MD Charivari	2008 Linda Williams Hunterdon, NJ In Tune
I NEED 17 PHOTOS, PLEASE; I HAVE A FEW BUT THEY'RE NOT VERY GOOD QUALITY YES, I HAVE THIS PHOTO IN DECENT RESOLUTION, EVEN GRADY! *I HAVE IT BUT IT'S A LOW QUALITY PHOTO				2009 Owen Herndon Colby, KS Tumblewords

More NASSAU NOTES

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Associate Editor Robert Heim heimbob@aol.com
www.longislandharmonizers.org

The display was created by the organization's Vice President for Public Relations, Bob Heim.



THE “EYES” HAVE IT--Elaine Yarris of the Wantagh Public Library adds a vote of approval as she inspects a newly-created exhibit bearing on the Barbershop Harmony Society, its growth, and the elements that make the musical art form so fascinating. Called “Barbershop Behind the Glass,” the Nassau Mid-Island Chapter's traveling exhibit is planned for future distribution in libraries throughout Nassau County.

EVERYBODY “SHHHH” (IT'S A LIBRARY). LET'S HEAR THE BARBERSHOPPERS



CHORUS MEMBERS OF NASSAU MID-ISLAND CHAPTER (and its quartets) turned back the pages of time at the Bethpage Public Library during a Sunday afternoon performance to provide a nostalgic barbershop look at days gone by...

Photo by Eva Milauskas

“BARBERSHOP BEHIND THE GLASS”

Bob Heim, our creative and innovative Vice President of Marketing and Public Relations, has come up with yet another clever promotional release to the press, which reads as follows:

“BARBERSHOP BEHIND THE GLASS” PROGRAM BEGUN BY NASSAU MID-ISLAND CHAPTER

Westbury, NY--The Nassau Mid-Island Chapter of the international Barbershop Harmony Society has launched a special program aimed at educating the general public and attracting new members through library exhibit facilities throughout Nassau County. First to take advantage of the program, dubbed “Barbershop Behind the Glass,” is the Wantagh Library, located at 3285 Park Avenue. The exhibit is to be shown during the months of October and November.

Some 40 illustrations and text cover a wide range of barbershop-related subjects, including the birth of the Society that now numbers approximately 30,000 members in the United States and Canada, notables that have sung barbershop (Frank Sinatra, former President Harry Truman, and New York's former Mayor LaGuardia, among them), the use of barbershop in TV animation (The Simpsons, Family Guy, and the Muppets to cite just three,) the invention of the pitch pipe, a basic barbershop “tool,” and much more. Library books on the subject matter and sampling of barbershop sheet music in four-part harmony are also on display.

“In our 60 plus years serving the Nassau community, our fine chorus and quartets have had a long and gratifying history of performing in the county's fine libraries,” noted John Brolly, Vice President for Chapter Development for the 67- member organization. “It makes perfect sense that such focal points for education and learning continue to play such a major role in achieving awareness and widespread attention for this special art form and the observation of it. The use of exhibit space in our libraries further cements this strong association and spirit of cooperation.”

“Barbershop Behind the Glass” is intended as an easily movable exhibit. Other libraries wishing to consider it in their planning are invited to contact the chapter.

Seen in the Las Vegas
Gamble-Aires "Showbill"
Larry Litchfield, editor
larrylitch@cox.net



OUR 'PR GUY'
Roc Pucci

This next year, I will be working at Marketing and Public Relations.

I will think of myself as the quarterback of a large team. The quarterback may call the plays, but his teammates must execute them properly before they can be successful. This is what Marketing is about...along with its brother, Public Relations. We all must be Marketers and Public Relations Practitioners for the Gamble-Aires. At every opportunity, we must market our chorus and quartets and explain what we do best. And that's simply singing barbershop harmony better than most!

This means whenever someone discusses a party or meeting or the like with you, you need to interject the fact that you know an excellent source of unique and affordable entertainment for that event (THAT'S MARKETING).

And whenever you talk to someone or overhear someone speak and he has a pleasant speaking voice, you should ask him if he sings. You would be surprised at the number of men who have sung in their past (THAT'S MARKETING and MEMBERSHIP).

Finally, whenever you hear someone speak of barber-shopping as a club for drunks who only sing "Sweet Adeline," you have an obligation to set them straight about the wide variety of wonderful gentlemen of all ages who make up our ranks...and also explain the fact that we have changed our name to the international Barbershop Harmony Society, comprised of some 25,000 men in 800 or so chapters across the country...just like ours!

Also tell them that we're breaking the mold of old guys singing only old worn out songs. Our ranks are swelling with young men who love barbershop harmony, much of which includes songs that they love and are arranged in unique, four-part close harmony style (THAT'S PUBLIC RELATIONS).

You all are members of the Chapter's marketing and PR team.

We can no longer ignore opportunities to promote our hobby or to correct false notions just because we aren't on the Board or hold an important sounding title. I guarantee you that if we all consider ourselves "ambassadors" of the Gamble-Aires, we will see our membership ranks increase, performance opportunities increase and positive attitudes toward barber-shopping rise dramatically.

Editor: Linda M. Williams
lindaw23@embarqmail.com



Your Chapter Website A Window into Your Chorus' Soul

Have you looked at your chapter's web site lately? Did you know that prospective members surely have? I've checked out over 100 different chapter web sites throughout the Society. There's some great stuff out there! But with the good often comes the bad. There are many chapters that are missing out on a great opportunity for membership marketing. I have polled many new members to find out how they found their chapter. The most frequent response is "through the internet." In some cases they pointed out that they could see the group perform online on **YouTube**. Want some good examples? Head up north to see the **MegaCity Chorus** (<http://megacitychorus.com>).

What do I take note of when going to a great web site? Can I hear the chorus? Yep, the "Hear Us" link. Can I see the chorus? Right on the front page. Is there a membership message prominently displayed? Top right and a "Join Us" section. Is the site updated? Sure is. Nice job! Sure, one might expect the large or International-caliber choruses to have top notch web sites, but what about the small to mid-level choruses? Check out the **Great Lakes Chorus** (www.greatlakeschorus.org)—a phenomenal amount of information! They've even got "Barbershop Karaoke!"

Go to www.gentlemensongsters.com and the BHS membership video starts right up! You don't have a choice, if your speakers are on, so is the membership message. How about the **Bryn Mawr Mainliners**, your host for this year's Internationals? Pretty sharp. Go to www.mainliners.org.

So, that's a whole heckuva lotta good! But there are many web sites out there that need some TLC. Think of your web site as a pickup line or a first date. It's just as easy to impress the lass as it is to turn her off. Got dead links? Got upcoming events from 2005? Got pictures from ten years ago as the most recent? If there is one priority on the membership marketing front, it's got to be the web site first! Make it hot, make it inviting, make it an accurate representation of your chapter.

As in the "Field of Dreams," build it and they will come. I can tell you, I checked out my chapter's web site a couple of times before I went to see them sing for the first time. And I liked what I saw. This was no sloppy group, and the pictures sure made it look like they were having fun. I could even check out clips of them singing on the CDs page! And now here I am—see for yourself. Go to www.njharmonizers.org!

July/August/September 2010 Mid'I Antics

PROBE President
Steve Jackson

If you've been paying attention, you will know that the PROBE website has undergone a dramatic makeover due to the efforts of Patrick Thomas, Web VP, webmaster Arnold Wade, and VP of Bulletin Editors John Elving.

Information has been updated and deleted on many of the PROBE pages. We are also working on new and exciting features, too! Stay tuned!

Now we've moved on to the "BAD LINKS" page. If your chapter is listed in red, that link doesn't work; we know because we've gone through and tested each link.

So, if you'll take the time to send Arnie a good link, we'd love to see your bulletin posted on the PROBE webpage.

I have authorized Arnie to purge all bad links and to start fresh. I noticed that a few of the bad links do have current bulletins, gentlemen, do you still want to share your bulletins with PROBE?

WE'D LOVE TO SEE THEM!



DISTRICT & CHAPTER ONLINE BULLETINS

The following Districts have web pages for their bulletins. We will continue to update as more districts go online.

SPEBSQSA District Publications

- Cardinal's [D'IN-KY Notes](#)
[Now back online!]
- Central States' [Serenade](#)
- Dixie's [Rebel Rouser](#)
- Evergreen's [Timbre](#)
- Far Western's [Westunes](#)
- Illinois' [Attacks and Releases](#)
- Johnny Appleseed's [Cider Press](#)
- Land of Lakes' [Pitchpiper](#)
- Mid Atlantic's [Mid'l Antics](#)
- Northeastern's [Nor'Easter Online](#)
- Pioneer's [Troubadour](#)
- Rocky Mountain's [Vocal Expressions](#)
- Seneca Land's [Smoke Signals](#)
- Southwestern's [Roundup](#)
- Sunshine's [Sunburst](#)

Harmony Incorporated Publications

Area 2 [Borderlines](#)

SPEBSQSA Chapter Publications

Cardinal District

Indianapolis, IN [Inside the Pride](#)
Lafayette, IN [Tippecanews](#)
Louisville, KY [The Starting Gate](#)
should be www.thoroughbredchorus.com/news.htm

Central States District

Cedar Rapids, IA [The Hawkseye](#)
Chanute, KS [NewsLather](#)
Fremont, NE [FOCUS](#)
Manhattan, KS [InCider Press](#)
St. Louis #1, MO [The Vocalizer](#)
(website, not newsletter)
St. Louis Suburban [By-Lines](#)

Dixie District

Mobile, AL [The Bell Tone](#)
Research Triangle Park, NC
[Assembly Line](#)

Evergreen District

Abbotsford, BC [Raspberry Patch](#)
Bellevue, WA [NWSound Newsnet](#)
Boise Valley, ID [Valley Vibes](#)
Calgary Foothills, Alberta, CA
[Western Edition](#)
Medford, OR [Rogue Rhapsody](#)
Nanaimo, BC [Currents](#)
Tualitin Valley, OR [Harm-O-News](#)

Far Western District

Apple Valley, CA [The Desert Breeze](#)
Bay Area Metro, CA [The Gold Standard](#)
Conejo Valley, CA [Cotton Tales](#)
(weekly info)
Fullerton, CA [Barbershop Clippin's](#)
(2001 winner of the Int'l Bulletin Contest)
Orange, CA [Orange Squeezin's](#)
(website, not newsletter)
Las Vegas, NV Gambleaires [SHOWBILL](#)
Mesa, AZ [The Lighter Side](#)
Greater Phoenix, AZ [Upbeat](#)
Redondo Beach, CA [Hey Hey Herald](#)
San Diego, CA [Sun Harbor Light](#)
San Luis Obispo, CA [Nuggets](#)
White Mountains, AZ [From the Edge](#)
Whittier, CA [Showcase](#)

Illinois District

Aurora, IL [The Rivertown Rambler](#)
Northbrook, IL [Harmony Gazette](#)
North Shore, IL
[North Shore Harmony Rag](#)
(2005 is the issue that comes up)

Johnny Appleseed District

Greater Kanawha Valley
(Charleston), WV [Speakeasy](#)
Greater Pittsburgh, PA
[The Pitchburgh Press](#)
Mansfield, OH [Chordsmen Chronicle](#)
Miami-Shelby, OH [NotePaper](#)
(2008 is the latest)
Zanesville, OH [Upbeat](#)

Land of Lakes District

Appleton, WI [Fox Tales](#)
Green Bay, WI [News & Notes](#)
Hilltop, MN [GNU's News](#)
Regina, SK [Sharp Notes](#)

Mid-Atlantic District

Alexandria, VA [The Echo](#)
Bryn Mawr, PA [Harmony Local](#)
Dundalk, MD [Charivari](#)
Easton, MD [Bay Country Chorus](#)
(Newsletter)
Harrisburg, PA [KCC Notes](#)
Hunterdon, NJ [In Tune](#)
Lansdale, PA [Excerpts from Bulletin](#)
Montgomery County, MD
[Hometowne News](#)
(2004 is the latest)
Red Bank Area, NJ [Atlantic Gazette](#)
Westchester County, NY
[Notes From the WC](#)

Northeastern District

Burlington, VT [The Undertone](#)
 Concord, MA [The Juice](#)
 Hanover, NH [Chips](#)
 Hartford, CT [Policy Notes](#)
 Montreal, CA [Pitch](#)
 (latest is 2006)
 Nashua, NH [Keynote](#)
 Natick, MA [The Assembly Line](#)

Ontario District

Brockville, ONT [MelodyLine](#)
 Kitchener-Waterloo, ONT [Hi-Notes](#)
 (should be www.twincityharmonizers.com/about-us/hi-notes/)
 Simcoe, ONT [Scoops & Slides](#)
 Toronto, ONT [Northern Lights Bulletin](#)

Pioneer District

Detroit-Oakland, MI [Hi-Notes](#)
 Huron Valley, MI [Voice](#)
 Kalamazoo, MI [The Bulletune](#)
 Pontiac-Waterford, MI [Smoke Signals](#)

Rocky Mountain District

Albuquerque, NM [Serenader](#)
 Rapid City, SD [Voice of Rushmore](#)
 Ogallala, NE [BULLetin](#)

Southwestern District

Beaumont, TX [TAG](#)
 Fort Worth, TX [Treasury Notes](#)
 (webpage but no newsletter)
 Greater New Orleans, LA [The Doubloon](#)
 Little Rock, AR [Diamond STATEment](#)
 (January 2009 is latest)
 San Angelo, TX [Concho Capers](#)
 Tulsa, OK [The QuarterNote](#)
 (February 2005 is latest)

Sunshine District

Jacksonville, FL [The Orange Spiel](#)
 St. Petersburg, FL [Scoops & Swipes](#)
 Tampa Bay, FL [The Tampa Herald](#)

If you know of other online publications, please let us know, we'll be happy to add them! Mail to [PROBE Webmaster](#)

From page 3

Patrick's Trivia Quiz Answer

The Sunshine of Your Smile, was performed in competition during their winning year by

The Four Hearsemen (1955), **Confederates** (1956), **Innsiders** (1976), and **Power Play** (2003).



Thomas Woodall
twoodall@eiu.edu
The Morning After

BEHIND THE SCENES

One of the reasons the **Coles Country Chorus** (CCC) is so well known in the community and surrounding areas is the wonderful community service articles that **Beth Heldebrandt** uses in her role as coordinator of the Features Department at the Mattoon **Journal Gazette** and the Charleston **Time/Courier**. She is sensitive to the needs of our not-for-profit chorus and most always is able to use our news releases in a timely fashion. She has been in the newspaper business for more than 20 years. Here she sits at her office computer. Note the picture of the CCC on the monitor. If you ever get a chance, make it a point to tell her thanks.



Later the quartet visited the Laboratory to sing for friend and former member Dr. Brett Bartlett. Suddenly, he recruited a dozen or more employees to listen. Standing amongst numerous analytical devices (each humming at their own frequency) the quartet performed a quickly prepared version of *Christmas Chopsticks*. Maybe Dr. B (who is the director of the lab) can help us sell tickets to our next show....then again, after the preview last week, it might be a hard sell.

CHARLESTON VOCAL MUSIC IN GOOD SHAPE

Juliane Sharp has been in Charleston for only three years but administrators, parents and students are already singing (sorry for the pun) her praises. On Dec. 20, she directed 5th and 6th grade choirs and the Jefferson Show Choir. In addition, her high school a cappella group, the **Treblemakers** performed. Here this 19 student group sings with more than 130 elementary school youngsters on the risers behind. Talk about a feeder system. Thanks and congratulations are due to Mrs. Sharp. She's been a strong supporter of the CCC YIH Festivals in the past.

www.colescountrychorus.com



At the last minute, four **Coles Country Chorus** men (**Hull, Tom Woodall, Leathers and Clausing**) decided to contribute to a special Christmas party hosted by the Sarah Bush Lincoln Hospital Cardiac Rehabilitation Program.

Each Christmas, **Shelia Smith** (seated and former RN for the program) brings her musical skills and the bells (she allowed us to us for our Christmas Concert) and spends the day providing musical entertainment for the patients as they exercise. This year, she brought four wonderful grandchildren, who sing very well. A good time was had by all.



MEMBERSHIP APPLICATION



NOTE: * indicates required field

First Name:* _____ M.I.: _____ Last Name:* _____

Address1 * _____

Address2: _____

City:* _____ State:* _____ Zip:* _____

Home phone: _____ Work phone: _____

Cell Phone: _____ Email:* _____

Society Member #: * _____ Chapter # (if known): _____

Chapter:* _____ District:* _____

Chapter Bulletin Name: _____ Current Position: _____
(if Editor)

Offices: _____

PROBE Member Since: _____

Dues are still just \$10 per year

Make check payable to PROBE and send to:

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NEXT DEADLINE IS MARCH 20TH - THANKS!

Looking for a 2011 New Year's resolution that will improve your quartetting skills?

How about eXtreme Quartetting in Reno, Nevada?

DON'T MISS THE FIRST

HIGH SIERRA HARMONY BRIGADE



in the Far Western District. Go to www.harmonybrigade.org/hshb

for registration information. Registration deadline is March 1, 2011

Don't be left out of the fun! Try it once and you'll be hooked!

Those not on email will receive a printed copy. Membership in PROBE is open to all. Payable by individuals or chapters, dues are \$10.00 per year; please send to PROBE Secretary/Treasurer David Wagner.

Correspondence about *PROBEmoter* content and contributions for publication should be sent to the editor Steve Jackson.

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