

INSIDE: The new Harmony University • Toronto's sweet smell of success • \$915,000 from Harmony Foundation

March/April 2014

THE HARMONIZER

OFFICIAL PUBLICATION OF MEMBERSHIP HARMONY SOCIETY



A SHARPER FOCUS

WE'RE GREAT AT SINGING FOR OURSELVES
NOW WE CAN FOCUS ON THE LIVES WE CHANGE

CRESCENDO!

a joint concert of THE ALEXANDRIA HARMONIZERS and THE AMBASSADORS OF HARMONY

JUNE 21, 2014 @ GEORGE MASON UNIVERSITY CENTER for the ARTS - FAIRFAX, VA

featuring:

CROSSROADS

VOCAL SPECTRUM

DA CAPO

for tickets visit IS.GD/CRESCENDOTIX or call 888-945-2468

harmonizers.org

aoh.org



THE HARMONIZER

OFFICIAL PUBLICATION OF THE BARBERSHOP HARMONY SOCIETY

March/April
2014
VOLUME
LXXIV
NUMBER
2



LORIN MAY

ARE WE HAVING FUN? The foundation of Toronto's hard-won victory in 2013 was set in 1997, in which a chapter was established that was dedicated to equal parts risk-taking, fun and excellence.

On the Cover
Music City Chorus,
Becca Grimmer
PHOTO BY LORIN MAY

Features

- 11** Harmony Foundation awards \$915,000 for 2014
The generosity of many donors yields great results
- 12** A Sharper Focus
It's time for a clearer view of what we do best, learning how we can change more lives and expand our influence over the next 75 years
- 14** Pointing cameras the other way
Are we changing others' lives through our singing? Yes! And the world will believe it when they see it.
LORIN MAY, EDITOR, THE HARMONIZER
- 15** Rebranding the Society
Telling people who we are and what we have to offer the world means understanding it better ourselves.
JOHN KASPER, JEFF NAUGHTIN, TATTOO PARTNERS
MARTY MONSON, CEO, BARBERSHOP HARMONY SOCIETY
LORIN MAY, EDITOR, THE HARMONIZER
- 25** The All-New Harmony U
We're not only moving, we're expanding our vision.
MIKE O'NEILL, DEAN OF HARMONY UNIVERSITY

Departments

- 2**
THE PRESIDENT'S PAGE
A great start for the New Year
- 3**
STRAIGHT TALK
Why mission comes before membership
- 4**
LETTERS
Down with black and gray "herd mentality"
- 6**
TEMPO
Faces 4 Radio, BYU men soar in Long Beach
Change one letter in a song title, change everything
- 9**
HARMONY HOW-TO
How to have a great guest night (every week!)
- 28**
STAY TUNED
RSVP Chorus memorializes MLK in Memphis
A children's hospital performance that keeps giving
- 30**
MEMBER SERVICE DIRECTORY
Where to find answers
- 32**
THE TAG
"The Sunshine of your Smile"

A great start for the New Year

As I write this, our chapters and quartets are busy with annual show planning and contest preparation. And of course, we are all working on our financial audits and IRS Form 990s, right?

40 years of barbershop in Great Britain

And here's something else significant. On February 16, 1974, a group of men met at the Skyways Hotel in London's Heathrow Airport and agreed to form the British Association of Barbershop Singers (BABS). Thanks to the vision and dedication of Gerry Holland, Pete Powell, George Beer, Den Tyrell, John Booth, Bert Grimshaw, Don Amos, Bob Walker and Eric Evans, BABS is celebrating its 40th anniversary this year. With 61 clubs, 100 registered quartets and nearly 2,500 members,



the Barbershop Harmony Society's first overseas affiliate is today a thriving organization that has awarded more than £100,000 in grants to "help develop musical skills, increase the understanding of barbershop harmony and to encourage the general public to take up singing."

Happy anniversary and well done, ladies and gentlemen!

I am encouraged by the passion many of you have to step up and help make a difference, including at the chapter level, where all that makes barbershop great happens.

Long Beach congratulations

Becky and I had a great time at our Midwinter Convention in Long Beach. Kudos to the staff and convention teams who worked so hard to make this a really special series of events. Special thanks to the **South Bay Chapter** and all their volunteers for being such excellent hosts.

The opening gala aboard the Queen Mary was an incredible first event for our 2014 season.

I'm not sure how the staff and convention volunteers will be able to top that in the future. Also, I hope you will find time to go to the website and view the Midwinter Keynote address by John and Sharon Miller. It is an outstanding story of the transformational power of barbershop.

Congratulations to our new Seniors Champs, **Faces 4 Radio**. And what can I say about the Youth Chorus Festival? All participants were terrific, with the **Ontario Youth A Cappella** chorus (O YA), **52eighty** and **The Recruits** taking home top plateau honors. Congrats also to **Mountain West Voices** for landing the Audience Favorite award. I could go on but I think Carol Stephenson said it best in her below note:

"I am the director of 3rd St. Sound. I brought a rather ragtag band of 15 young men to this festival after only four months of working together. Although I kept trying to tell them how amazing the world of barbershop is, I don't think any of them were prepared for what they shared this weekend. They cheered loudly for their fellow youth choruses, sang their hearts out on stage, attended the Saturday morning reading session to get ideas for new songs, and were there to support the senior quartets before going to their chorus rehearsal. And, of course, they sang tags every time they had a chance.

"I am so very proud of my young men. They saw and experienced what good people Barbershoppers are, and they reflected that in their own behavior. I assure you that this is just the beginning of the journey for 3rd St. Sound, the barbershop program at ULV, and me as an active Associate of BHS and supporter of the Harmony Foundation. Lives were changed this weekend. What a difference we are making together!"

I hope you will be able to join Carol, Becky, me and thousands of others in New Orleans for Midwinter 2015. I can't imagine a better way to kick off the New Year.

MGM Vegas: as great as advertised

Speaking of conventions, we added some personal vacation days to our Long Beach trip and stayed at the Las Vegas MGM Grand to get a feel for what it will be like in July. The complex is very large, but it did not take us very long to get oriented to the important locations (elevators, escalators, arena where the contest sessions and shows will be held, food court, buffet, etc.). The only time Becky and I will have to go outside will be to walk down the Strip for our cheeseburgers at Margaritaville.

Finally, thank you for the positive comments on the "Year of the Volunteer" article. I am encouraged by the passion many of you have to step up and help make a difference. Although it was nice to have a few guys say they would help with the larger projects, the most encouraging comments were from those of you who said you would pitch in at your chapter level. After all, that is where barbershop, and all that makes it great, happens.

Happy (continuing) 75th Anniversary!
'Shop 'til you drop!

shannon@rareblendquartet.com



Why mission comes before membership

We can't make everyone love Barbershop harmony, but we can make everyone love Barbershoppers.

— “No Strings Attached”

The Harmonizer, Nov./Dec. 2013 issue

I get to work with some amazing people whose insights startle me every day. The other day, Ashley Torroll, a fine singer and musician but not a Barbershopper, bowled me over with this thought: “Barbershop harmony is like food,” she said. “Everyone has personal tastes. Some people will like barbershop and some people won’t. But singing, that’s like water. We all need water.”

This got me thinking about two articles I recently read in *Associations Now*, titled “Why Mission Comes Before Membership” and “The Future of Membership.” Author of the article “The Future of membership,” Mark J. Golden suggests:



None of our organization founders ever got together in a room and said: “What we need to do is collect a bunch of money so we can hire a staff to sell us stuff.” What is needed is to get our heads out of membership models and back into a focus on mission: What specifically does our organization exist to accomplish? Then, and only then, ask: What role (if any) could membership play in achieving the goal?

Everyone has personal tastes. Some people will like barbershop and some people won’t. But singing, that’s like water. We all need water.

Elsewhere in this issue of *The Harmonizer*, you will see discussion of branding efforts taking place in our Society that will help us define this mission for others. At the center, however, is our brand promise, our contract with the world: “Together, the Barbershop Harmony Society brings joy to the lives of those we touch.” This is not just *barbershop joy*, but joy, the very water of life. *Everybody needs joy.*

First, teach them to love singing

As Barbershoppers, we advocate all kinds of singing, because we know from personal

experience that singing makes us better men in our communities, better employees, better spouses and fathers. We may be biased towards barbershop harmony, but is our purpose to get everyone to like barbershop harmony? Or is it to get our communities singing because we are living proof that singing makes our local communities better?

If we support the entire ecosystem that supports singing, we will be served. The vicious circle cannot be, “We need more members to pay more dues to help us get more members,” but rather, “We need more lives touched by music to help us touch more lives with music, because lives touched by music are better lives.”

This, by the way, goes directly back to our discussion in the January/February issue of our business goals and budget objectives. We specifically aim to rebalance ourselves financially and reduce our dependence on dues to carry out our mission in the world (touching lives). The less we have to worry about the dues model and revenues, the more opportunity we have to enlist more marchers in the cause.

On top of that, if we demonstrate good, healthy, quality singing as part of that mission, it produces an even greater role model that will attract energy into your community and chapter.

We are the leading advocates for lifelong male singing and are living proof of that statement. Let’s get as many men singing as possible (water) and have confidence that barbershop harmony (food) will get its fair share of members because we are living proof it works.

Singing advocacy lifts barbershop’s profile

While attending the Western ACDA conference in Santa Barbara, the **Westminster Chorus** sang for more than 1,200 music educators and singers and received two standing ovations—a very big deal for this audience. Having had this joy myself twice

What’s in Marty’s Daytimer?

- March 7, Host National Museum of African American Music Board meeting, Nashville
- March 8, Atlanta Vocal Project strategy session, Atlanta
- March 28-29, Annual Planning Cycle committee meeting, Nashville
- April 3, Pittsburgh Convention & Visitors Bureau Annual Meeting, Pittsburgh
- April 10-12, JAD Spring Convention, Pittsburgh
- April 24-26, PIO Spring Convention, Grand Rapids, Mich.



What is Marty reading?

- *Why Quitters Win*, by Nick Tasler





before while singing with the **Great Northern Union** chorus, I knew not to watch Westminster, but instead I watched the audience members' reaction to each song as they sang. Westminster nailed all five songs, and although only two of the songs were barbershop arrangements, the audience was left wanting more barbershop. Choral conductors came by our booth asking us about how we teach tuning chords. Our advocacy for great singing generally brought them an appetite for our special flavor, barbershop harmony.

Regardless of where your chapter membership stands, understand you always have the ability

to be advocates of singing—good singing. Create more local experiences where people can get a taste of singing again or for the first time. If you are missing a director or need assistance to help organize such a singing event, let your district leadership know as well as send an email to info@barbershop.org.

Keep the Whole World Singing,

mmonson@barbershop.org

LETTERS

harmonizer@barbershop.org

Down with black and gray “herd mentality”

I've been barbershopping since the early 1960s, and now as an Associate, I have a question: has anyone but me noticed the proliferation of black and gray as the color of choice for quartet and chorus outfits? In the Jan./Feb. issue of *The Harmonizer*, 15 of the 17 district champs were wearing black or gray! It's similar for the choruses. The curtains open and it's black black black, gray gray gray—*gag gag gag!* Black just sucks the life out of any quartet/chorus.

Remember the days when the curtains would open on, say, the **Masters of Harmony** in those dazzling white uniforms? The audience would almost gasp, and they would sit up straighter, lean in and be involved before the chorus sang a single note. That rarely ever happens now. The black and gray are just sooooo boring and lifeless. I can't tell you how disappointed I was when the **Musical Island Boys** chose not wear their stunning magical white outfits for the finals in Toronto.

I can remember the days when half the fun in going to Far Western District Conventions was to see what the **Golden Staters**, among others, would wear! When did the Society become so stuffy with all this black? If you saw the display of International Champ outfits in Toronto, you can see the shift from fun, fun, fun to dull, alike and repetitive.

My hope is that somewhere, there are choruses and quartets that don't want to be part of the “herd mentality” anymore and will once again become creative in their attire.

JOANNE NEWMAN
Redondo Beach, Calif.

Correction: In the Jan./Feb. issue on page 6, the picture caption for current Harmony, Inc. quartet champ **Spot On** should have been labeled: Maggie McAlexander (T), Kris Wheaton (Bs), Jennifer Wheaton (L), Joy Coleman (Br).



THE HARMONIZER

OFFICIAL PUBLICATION OF THE BARBERSHOP HARMONY SOCIETY

March/April 2014

Volume LXXIV Number 2

Complete contact info: pages 30-31

The Harmonizer (USPS No. 577700)(ISSN 0017-7849) is the official publication of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc., dba Barbershop Harmony Society. It is published in January, March, May, July, September and November at 110 7th Ave N, Nashville TN 37203-3704.

Periodicals postage paid at Kenosha, Wisconsin, and at additional mailing offices. Editorial and advertising offices are at the Society headquarters.

Advertising rates available upon request at harmonizer@barbershop.org. Publisher assumes no responsibility for return of unsolicited manuscripts or artwork.

Postmaster: send address changes to editorial offices of The Harmonizer, 110 7th Ave N, Nashville TN 37203-3704 at least 30 days before the next publication date. (Publications Agreement No. 40886012. Return Undeliverable Canadian Addresses to: Station A, PO Box 54, Windsor ON N9A 6J5. Email: cpcreturns@wdsmail.com)

A portion of each member's dues is allocated to cover the magazine's subscription price. Subscription price to non-members is \$21 yearly or \$3.50 per issue; foreign subscriptions are \$31 yearly or \$5 per issue (U.S. funds only).

© 2014 The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. dba The Barbershop Harmony Society.

Printed in the USA

Swipes 'n' Swaps

"New director" ads are free in *The Harmonizer* (first 50 words) to Society chapters. Send to harmonizer@barbershop.org.

DIRECTOR WANTED

The Hernando Harmonizers of Spring Hill, Fla. is a 40-man chorus dedicated to entertaining our community and bringing enjoyment to our members; we regularly compete, but this is not our main focus. A remuneration package will include opportunity to attend Harmony University/Director's College. Contact Music VP Gene Schuh, at: Gschuh6@gmail.com; 513-703-8965.

Cyber-Tune Classic

The New Electronic PitchPipe

Maintains pitch with computer accuracy, but still delivers that familiar "reed pipe" sound. Measures 1" x 2-3/8" x 3-3/4". Uses 9-volt battery.

Available in C and F keys.

\$59.95 + \$5.00 Shipping

Optional belt clip available



INDEMAC, Inc.
Computer Products Div.
10615 Monroe Drive
Keithville, LA 71047
318-925-6270

Now on Stage...

It's BLAZERS!

16 EXCITING COLORS!



- Royal Blue • Gold • Red
- Camel/Beige • Burgundy
- Kelly Green • Brown
- Augusta Green
- Hunter Green
- Carolina Blue
- Orange • Navy
- Purple • Gray
- Black • White

IN STOCK
and PRICED
RIGHT!



BlazerDepot.com

888-322-7469

For Formal Wear from Tux to Tails,
Etons, Hats, Shirts and More, go to...
HarmonyOnStage.com



casualuniforms.com

1-800-591-7063

www.casualuniforms.com

CASUAL, EMBROIDERED & FORMAL
UNIFORMS FOR BARBERSHOP
GROUPS

Imagine.. a website with everything
your chorus needs, all in one place:

- ✓ email groups (members & fans)
- ✓ member management
- ✓ rehearsal planning
- ✓ attendance tracking
- ✓ online store/ticket sales
- ✓ repertoire management
- ✓ online riser placement
- ✓ a public website & much more!

BHS Chapters
Receive
20% Off

Recharge your director and leadership.
Engage and motivate your members.
Breathe deeply and sing.

 **groupanizer** *Sing!*
CHOIR TECHNOLOGY
www.groupanizer.com





Faces 4 Radio, BYU men soar in Long Beach

Defending silver medalist **Faces 4 Radio** from the Mid-Atlantic District bested 28 competitors to capture gold in the 2014 International Seniors Quartet Contest. Meanwhile, **Mountain West Voices**, a new Society chapter at Brigham Young University in Provo, Utah, took Audience Favorite honors at the Youth Chorus Festival with a “Peter Pan” medley that would have stood out even on the International stage.

Singing “It All Depends On You” and “It’s You,” Faces 4 Radio pushed past a tight field that included 2014 medalists **St. Croix Crossing**, **Velvet Frogs**, **Youth Reclamation Project**, and **Take Note**. The quartet represents the **Bryn Mawr, Harrisburg, Reading, Penn.** and **Hamilton, N.J.** chapters. Members of the quartet are: Bob Bristow (T), Brad Brooks (L), Mark Sanders (Br) and Jeff Winik (Bs).

Mountain West Voices, a 28-man chorus, was



BECCA GRIMMER

one of seven groups among 20 that achieved a “Superior” rating at the Youth Chorus Festival. (Rather than using the Society’s scoring, Society judges applied a standard choral rating system, which awards no outright winner.) The Audience Favorite performed a varied set, including Irving Berlin’s “Always,” a stirring performance of “How Great Thou Art,” and a rollicking “You Can Fly” medley.

Each chorus performed two barbershop songs and a third from any style; songs ranged from barbershop standards like “Aura Lee/Love Me Tender” to contemporary hits such as Michael Buble’s “Still Haven’t Met You Yet” to art music such as “Lux Arumque.”

The May/June issue of *The Harmonizer* will include competitor photos and full details on all Midwinter events. Get Seniors and Youth Chorus Festival score sheets at www.barbershopconvention.com/longbeach.

Twelve choruses have already registered for the 2015 event in New Orleans, a sure sign of the continuing growth of this program. The yearly event has been underwritten by Harmony Foundation International to the tune of nearly \$1 million over the past seven years. This funding enables young men of any demographic to participate in an experience not matched anywhere else in the world.



Mountain West Voices

LORIN MAY

Barbershopping in your bathrobe: Harmony U courses now available online

Barbershop education has always been very direct, person-to-person experience—picture a great tag teacher in a corner mobbed by eager disciples. A teacher/apprentice model is a big part of our culture.

That’s why we’re excited to introduce Harmony University Online. These hour-long seminars bring great teachers into live, interactive sessions with students all over the world. Follow by web browser or iPad to follow along; many classes include notes, live examples and audio.

Since launching in January, the first

half-dozen events have gotten enthusiastic reviews:

- Basic Music Theory
- Plan a Great Guest Night
- Voice Lessons for Barbershoppers – What YOU Really Need To Know
- Facebook For Dummies
- Basic Music Theory – 2nd Edition
- PR/Marketing For Your Chapter
- Visions of Excellence – Book Review

Our online students are loving it! “Fantastic webinar!” wrote one. “There were loads of tips from not only the presenter but also from the other par-



Harmony University Online

ticipants who were using the chat box to exchange ideas.”

In these early days, we’re experimenting across a wide range of content, presenters and technologies. Thought about what you’d like to see online? Drop a note to harmonyu@barbershop.org or visit online at www.harmonyuniversity.org.

World's most famous barbershop singer today? It's Jimmy Fallon by a mile



THE RAGTIME GALS: A.D. Miles (Br), Tom Shillue (Bs), Jimmy Fallon (L) and Chris Tartaro (T)

quartet, **The Ragtime Gals**. While the group covers some territory you may have seen on late night television before, they do it with gusto and affection—and the joke is not at our expense.

The quartet's rendition of R. Kelly's hip-hop hit "Ignition" is a good example. (<http://bit.ly/FallonIgnition>) The singing is actually above par, and the arrangement sounds like another gem from BHS member Bob Martin (bari in Shillue's **Scolley Square** quartet). They sing the song straight up and without mugging for the cameras; the

Among people who are currently well known for singing barbershop (sorry, Dick Van Dyke!), nobody else even comes close. Do you know any other quartets with 11 million live viewers and millions more online? And the world's most famous BHS quartetter may be Jimmy's bass, Tom Shillue, who as a professional comedian may be the most famous even without Fallon.

On Feb. 17, for Fallon's second night as the new host of NBC's *The Tonight Show*, he brought back one of his most popular recurring bits from his previous *Late Night* hosting gig: his barbershop

only cheesy things about the quartet are the outfits and song choices. The laughs come from how cringe-worthy the lyrics and melody sound when delivered with such upbeat earnestness.

The quartet was Jimmy's own idea, and its uninterrupted streak of big ovations suggests he may bring it back for more encores. Watch NBC's *The Tonight Show Starring Jimmy Fallon* for more, assuming you can stomach the sometimes edgy lyrics. Thanks, Jimmy, for keeping our musical style in the public eye, even if it's with a wink and a smile.



The Vocal Majority



Great Northern Union



Masters of Harmony

We said it once before & we were right then, too: Best chorus contest ever!

Not to cheapen the meaning of "best ever," but everything points to Vegas topping them all. Look at the epic field filled with recent medalists choruses, all of which have something to prove:

- 11-time champ **The Vocal Majority** wants to prove it's still the best chorus ever, especially after Jim Clancy's last contest came up silver thanks to ...
- Justin Miller, still directing those younger Californians but also first-time director of 8-time champion **Masters of Harmony**, who have never before faced the VM, and who in 2011 barely beat ...
- **Great Northern Union**, which outsourced the

Masters one year too late in 2012 but showed enough talent to win it all in Vegas, however ...

- **zero8** is out to prove the Swedes can win chorus championships, too, but not if ...
- **Sound of the Rockies** strikes it rich in the group's final contest with director Darin Drown, who is hoping to overshadow ...
- **Kentucky Vocal Union** and its eye-popping dancing to ear-bending Aaron Dale charts, but it's hard to top a performance by ...
- **The Alliance**, which will have had a year to perfect its 2013 medal-winning Circus set. Register at www.barbershopconvention.com.



CONVENTIONS 2014

LAS VEGAS
June 29–July 6

2015
PITTSBURGH
June 28–July 5

2016
NASHVILLE
July 3–10

2017
MINNEAPOLIS
July 2–9

2018
ORLANDO
July 1–8

2019
SALT LAKE CITY
June 30–July 7

MIDWINTER
barbershop.org/midwinter

NEW ORLEANS
Jan. 6–10, 2015

RENO
Jan. 26–31, 2016

HARMONY
UNIVERSITY 2014
Nashville, Tenn.
July 27–Aug. 3, 2014



"The Heathen on the Hill" Meanwhile on Facebook ...

On a private Facebook group for Barbershoppers, Society staff member Adam Scott asked members of this invitation-only group to completely change a song title by adding, subtracting or changing only one letter. In less than a day, there were more than 700 replies. Many were hilarious, if not always clean. Here are some of the better ones we can print:

Dan Austin Sweat Adeline
Matt DeMartino Bill Grogan's Gout
Nate Pipkin Sweet and Lonely
Emily Faalasli Mona Lisp
Jacob Simpson Somebody Stone My Gal
Michael Black 6 Trombones
Jim Kenealy Loser, Come Back
Benjamin Mall Back in the Old Poutine
 (how was this not a parody in Toronto?)
Anthony Bartholomew There've You Been
Sam Hubbard Just A Cottage Smell
Andrew C Barber The Sadder But Wider Girl
Dave Carlisle Ain't That a Tick in the Head
Jim Kenealy I've Grown Accustomed to
 Her Mace
Eric Callagher What Kind of Food Am I?
Nick Pan Put Your Heads on My Shoulder
Patrick McAlexander I Won't Send Moses
Dinesh Gurpur Five Foot Toe
Dave Carlisle I'm Gonna Live 'Til I Diet
Tim Casler Eh Canada!
Adam Scott Bring Tim Home
Jeremy Connor Blue Skiis
Emily Faalasli All the Wax
Jim Kenealy The Heathen on the Hill
David Poll My Idea
Emily Faalasli P.S. I Love Lou
Sean Christopher Stork Their Hearts Were
 Full of Springs
Emily Faalasli My Bromance
Jim Kenealy Let a Simile Be Your
 Umbrella
Jim Kenealy Strangler In Paradise
Dominik Schaller My Old Kentucky Homie
Chris MacMartin Liver, Come Back
Emily Faalasli Oily You
Sean Christopher Stork Say It's Only a
 Paper Moron
Jason Lee Bring Ham Home

Society Briefs



First ever Harmony Brigade Scholarships awarded. The late Chuck Greene's dream to provide dynamic opportunities to young, ambitious singers became a reality this January at the 22nd North Carolina Harmony Brigade, an organization he helped create. Eight talented young men received the first Chuck Greene NCHB Memorial Youth Scholarships at a weekend of nearly nonstop quartet singing among the other 120+ experienced quartet singers in attendance. Scholarship Recipients: Justin Mauney, Anthony Notaro, Chris Kirkland, Matt Gorman, Justin Donegan, Tyler Carpenter, Stephen Barrie, Jeffrey Arians.

Scholarships are available to men aged 18-27 with strong musical experience, even if not in barbershop. *Contact: NCHB.Scholarships@gmail.com.*



New Board members elected, installed. At its Midwinter meeting, the Society Board elected Doug Brown of to fill a vacancy created by David Calland's resignation to embark on a new career at Harmony Foundation. Doug was installed alongside Skipp Kropp and Dick Powell, who were elected at last summer's meeting, and Randy Loos, who was elected in November to fill the one-year vacancy from Joe Cerutti's move to the Society staff.

2014 ASCAP and SESAC forms available. Staging a show? Thank the composers who make it possible. We sing to share joy and occasionally to raise funds to keep our chapters viable. Songwriters compose to satisfy an artistic urge, to share their thoughts with the world, and sometimes to put bread on the table for their families.

These intersect at the ASCAP performance license you need to file for your shows. Yes, there is a straight line connecting your chorus selling out an auditorium

and the just compensation due a composer for his intellectual property. The ASCAP form for 2014 has been posted on barbershop.org for your immediate use (shortcut: <http://bit.ly/ASCAPforms>), and you'll find the 2013 edition for catching up, plus the SESAC form for Canadian chapters.

More new music publications than ever!

Regular readers of *LiveWire*, our weekly email newsletter, are familiar with the Song of the Week feature, where Music Publications editor Adam Scott mines gold from our catalog of more than 7,500 barbershop arrangements. You can catch up with all these notes on the blog at bit.ly/bbsongoftheweek

In 2014, you can look forward many, many more new releases than before. "We had been on a cycle of releasing 12 per year in two bundles," said Adam. "We want to publish and promote way more than 12 songs a year. It's only March, and I've submitted more than 20 licenses for publication." Responding to customer demand, a modern series is planned, a Christmas collection, and some gospel charts are in the mix.

Watch *LiveWire* and www.barbershop-HQ.com for exciting new titles as they are released. ■



How to have a great guest night (every week!)

Adapted from a Harmony U Online course, taught Jan. 24, 2014. More at www.harmonyuniversity.org.

Many chapters find that a guest night or open house can be an effective way to increase the number of men on their risers. It can be a fun event for guests, an exciting evening for your chapter, and leave a lasting impression on people who might not otherwise have known about your group. Here are a few ideas on how to conduct a successful guest night so that your chapter members feel proud of their efforts, and your guests walk away having experienced something special.



Prepare for guest night success

The “why” affects the “how.” Nobody spreads the word about a great restaurant because the chef told diners about his goal to “boost revenue”—and nobody gets pumped to invite someone to a guest night because someone announced the need to “boost membership.” You invite someone because you enjoy the chapter and believe others will, too. If your guest night is grounded in this desire to share the joy of singing with others, you’ll plan it differently, sell it differently and get better results.

It’s all about the guests. Your guests are likewise not motivated by your desire for more members. They’ll accept an invitation because they might want to sing and sample what’s on your chapter’s “menu.” Plan an evening that fills him up and increases his appetite for coming back.

Don’t pin all hopes on one night. Guest nights are only *one* tool. Plan the kind of evening after which any man who didn’t bring a guest will catch the excitement and want to invite someone to the next guest night.

Set goals. Set specific goals that are realistic but which will require concerted effort to achieve. Design a plan with a clear path to achieve those goals.

Plan first, then present. Develop the guest night plan from start to finish before you present it to the entire chapter.

Plan the roll-out. While planning the night itself in advance, plan the initial communication and follow-up with chapter members:

- Block out time in your chapter meeting to focus on this presentation.
- Come prepared with all materials/instructions associated with the guest night.
- Clearly communicate the goals and seek feedback on whether they feel the goals can be accomplished.
- Be flexible. Some goals may need to change.
- Talk about the event every week.
- Provide an opportunity for each member to commit

to a specific number of guests he’ll invite.

- Share and celebrate any weekly successes.
- Conduct communications exercises with your members.
- Continue to encourage members to use the tools.

Promoting the guest night

Asking members to invite their circle of friends isn’t enough—many may have largely exhausted their personal networks. Your plan *must* determine how to promote the night beyond current acquaintances.

Social media. It’s free! Create an event on your chapter Facebook page and have members “attend” and then invite their friends. Make regular updates to the event page so attendees stay informed. Tweet about your event every other day or so. Link to your event page on your website or Facebook.

Craigslist. It’s free! Be professional and specific about your event.

Brochures/fliers. Create marketing resources and equip your members at least 30 days prior.

Society resources. The Society has a ton of them (see the resource sidebar, next page).

Focused marketing. You don’t have to call it a guest night. For example:

- Advertise open auditions.
- Need more tenors? Advertise for more tenors.
- Make it event driven (Holiday Chorus or seasonal participation)



Download customizable tri-fold brochure at <http://bit.ly/BHSpsters>

Help your members be successful

Not everyone is a natural salesman. Help all kinds of men be successful:

- Plan training activities to help members feel more comfortable talking about your upcoming event.
- Script the talking points for them and then have them practice in teams of two.
- Let your better “salesmen” demonstrate how they invite guests during fun, non-threatening portions of business meetings. It keeps focus on the event and provides good models for “the rest of us.”

Create a welcoming meeting environment

While the following principles are geared toward a



Rick Spencer
Music judge,
director, coach
[rickspencer1@
gmail.com](mailto:rickspencer1@gmail.com)



guest night, most are important elements for every chapter meeting.

Signage. When guests arrive, signage should show where they need to go. Use parking lot greeters if necessary.

Greeters, name tags. Have a door greeter ensure that each guest signs in, gets a name tag and provides contact info for follow-up. The greeter should provide any member not wearing his official name tag with a temporary tag as well.

Drop the barbershop jargon! “Did you hear that awe-

some overtone when the lead posted on that tag while the other three swiped to that Chinese 7th?” Guests of BHS chapters often report feeling like an outsider because of a “secret language” and “cult”ure feel. Be sensitive to that.

Guest folders. Prepare folders containing any music you’ll be singing that evening. Singing a Barberpole Cat? Include it.

Info sheet. Prepare an information sheet about the chapter. What are you all about? What do you do in the community? Tell them! Provide a brief chapter history ... if it’s important. Include a bio of your director(s) and a list of your chapter officers. Include a repertoire list and your performance schedule.

Share the wealth. Provide info about other area chapters—collaborate with them to describe their focus. If you are a highly competitive chapter with a demanding rehearsal schedule and a nearby

chapter is less intense, guests will want to know that.

Practice friendly behavior. Prior to the guest night, break members into teams and have them practice meeting a guest: shaking hands, smiling, eye contact, etc. Practice introducing yourself to the guest. Remind members to wear their name tags.

Voice placement, buddies. Have at least one person designated to determine a voice placement for any guest who would like to sing. Assign a chorus member “buddy” who will assist the guest for the evening.

Programming the guest night

There are many ways to plan your evening. Get creative! Here are a few starter ideas:

Vocal instruction. Be sure there are some elements of quality vocal instruction incorporated into your event. No one qualified? Bring in an outsider (local music educator or other local expert). Reinforce throughout the evening any concepts taught in this section.

Introduce the style. Present a short introduction to what’s unique about the barbershop style, *but don’t get too fancy*:

- a cappella
- ringing chords

- melody in the second tenor voice (lead)
- easily sung melodies with natural ear harmonization

Brief video. Present a video if possible. This YouTube shortcut is a good option: bit.ly/BBSshopHist

Tag singing. Consider making tag singing part of your weekly meeting so the guys are used to this process. Have a tag leader teach a tag or two during the guest night. Sing the tag in quartets or small ensembles. Need tag ideas? Visit www.barbershop.org/tags or search the Internet or your mobile app store for tag resources created by other Barbershoppers.

Quartetting. We’re a quartetting Society! Tags are a great way to get the guest involved in quartets. Have a great chapter quartet? Feature them after you’ve done some pickup quartets with the guests.

New music for everyone ... and a way to learn it quickly. Guests can feel intimidated when the members already know all of the music. Level the field by introducing a not-too-challenging new “ear candy” song during the guest night. Make the learning fun and productive, and move on soon enough that everyone is left wanting more. (Maybe some guests will want to return the next week to polish it!)

Community outreach. Is your chapter active in the community? Tell your guests about it! Invite the local school choir you work with to perform. Give a short presentation of the good you’ve done in your community in the last 12 months. Present what you have planned for the next 12. Demonstrate to your guests that you play an important role in your community.

Follow-up

Give follow-up the same attention you’ve given everything else. You’ve worked hard to get the guests there—keep the pedal down and give your guests every opportunity to turn their great night of singing into a lifetime of singing.

Communication. There are a number of means (email, postcards, phone calls) to ensure the guest knows that you enjoyed having *him* there. Thank him for visiting and invite him back.

Participation survey. Consider using a survey for feedback on your event. How else will you get better? Learn what you have that excites them. Celebrate that! Learn what turns people off to your ensemble. (How else will you get better?) There are free survey tools online to help you with this. Suremonkey.com and Google Survey Tool are a good place to start.

Make every night a guest night

The positive and welcoming environment you strive for on guest nights should be present at *every* chapter meeting. Many of the ideas in this article can be incorporated into your weekly meeting. They can make your meeting more enjoyable for even your members, and keep the chapter fresh enough to ensure that *any* meeting night can (and should) be a guest night. ■



BHS Resources

- **Guest Night Resources:**
tinyurl.com/chapterguestnight
- **Pre-made posters and fliers:**
bit.ly/BHSposters
- **Social Media Resources:**
tinyurl.com/socialmediaforbarbershop
- **Brief History of Barbershop:**
bit.ly/BBSshopHist

Harmony Foundation awards \$915,000

Thanks to grants, 14,000 students to experience “mountaintop moments” in music

More than 14,000 lives will be changed forever in 2014, thanks to a series of grants awarded by Harmony Foundation International to support vocal music education at the college and high school levels. More than \$138,000 in grants will fund more than 70 Youth Choral Workshops and Harmony Explosion Camps across the continent.

Harmony Foundation Grants

“Each time we make an investment in arts programs in school systems and communities, we affirm the value that music educators bring to our North American culture,” said Barbershop Harmony Society CEO Marty Monson. “They are at the front line of music education, and our aim is to back them up with both funding and quality instruction and performers that celebrate harmony singing as a lifelong form of expression. Life readiness? What’s more important than learning to be a happy, expressive person, in community with peers and other generations?”

A competitive grants evaluation process directed funding to events that demonstrated viable plans for delivering high quality musical experiences. The 2014 grants represent a funding increase of 28% over 2013 and more than 30% more locations than previous years.

“Our expanding partnerships with the American Choral Directors Association and other professional organizations allow us to bring to bear our passion and expertise to make our communities better places to live,” said Monson. “We are privileged to be able to make a direct impact of dollars and hours of volunteer service in so many places at once. Together, we are making the music that’s making a difference.”



\$415,000 directly to chapters & districts

The grants process is just one facet of the joint effort of the Barbershop Harmony Society and Harmony Foundation International. In 2014, Harmony Foundation will contribute \$500,000 directly to the Society’s outreach efforts. An additional \$415,000 is channeled through Donors Choice to chapters and



The Society’s historically successful youth outreach activities will grow into a subset of

“Outreach,” which will reach out to a spectrum of ages and communities. As stated in the Jan./Feb. issue, outreach efforts will soon reach 100,000 a year, or roughly the capacity of the Rose Bowl.

districts of the Barbershop Harmony Society to support their music development, training and outreach programs, reaching this year’s \$915,000 total.

In addition to the \$138,000 granted to youth camps, the \$500,000 contribution directly to the Society will go toward a variety of outreach programs, including:

- \$200,000 in program support allocated to bring 20 male choruses to the International Youth Chorus Festival at the Society’s Midwinter Convention.
- more than \$40,000 in grants to support the Collegiate Barbershop Quartet Contest, which engages more than 50 quartets each year.
- 20 Director’s College scholarships for music educators to receive advanced instruction in barbershop choral techniques at Harmony University.

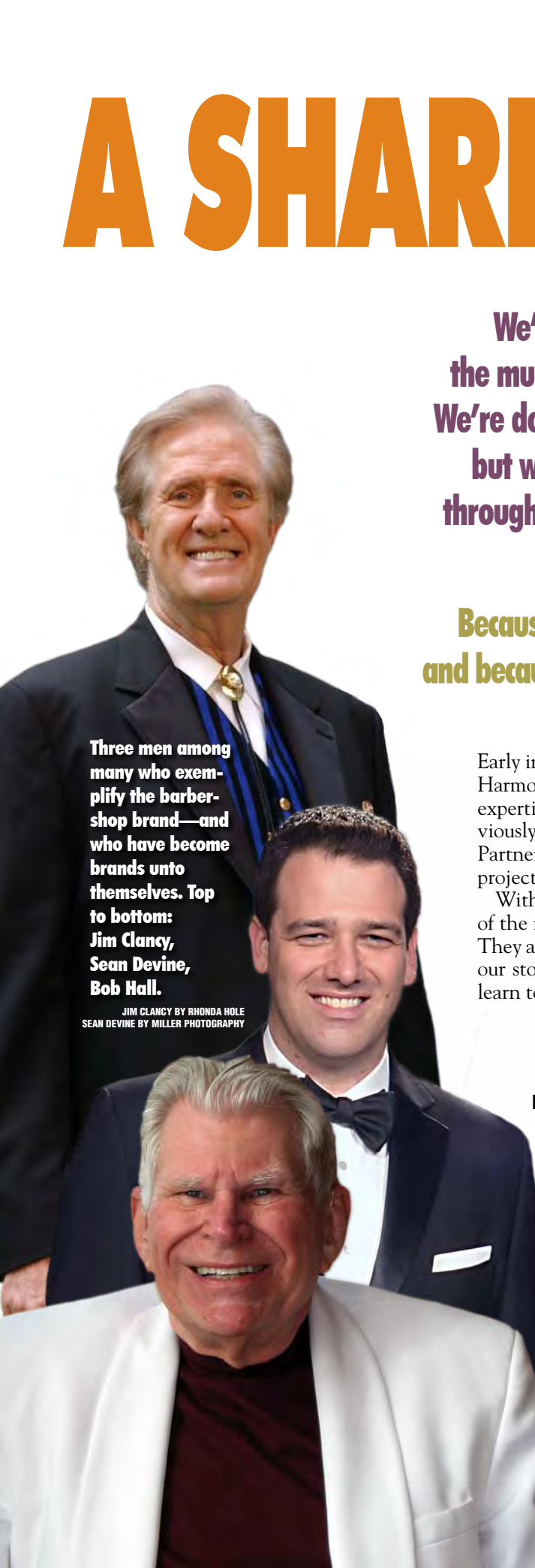
“Our underwriting of the Barbershop Harmony Society’s outreach programs will help reach the Society’s goal of 100,000 singers each year,” said Harmony Foundation CEO Clarke Caldwell. “The growth in music needs, the expansion in understanding the opportunities, the readiness and commitment to make a difference and the dramatic advancement in funding all help assure us that the program is working.” ■

A SHARPER FOCUS

**We're not changing our name, our logo,
the music that we sing, or who or what we are.
We're doing what we've always done—almost—
but with a renewed mission to change lives
through singing ... and with no strings attached.**

Why?

**Because it's what's right, it's what we do best,
and because what we have is what the world craves.**

A photograph of three men in formal attire. The man at the top is older with grey hair, wearing a dark suit and a blue sash. The man in the middle is younger with dark hair, wearing a dark tuxedo with a bow tie. The man at the bottom is older with grey hair, wearing a white jacket over a dark shirt. They are all smiling.

**Three men among
many who exem-
plify the barber-
shop brand—and
who have become
brands unto
themselves. Top
to bottom:
Jim Clancy,
Sean Devine,
Bob Hall.**

JIM CLANCY BY RHONDA HOLE
SEAN DEVINE BY MILLER PHOTOGRAPHY

Early in 2013, only months after becoming CEO of the Barbershop Harmony Society (BHS), Marty Monson went looking for outside expertise on how to improve the Society's external image. He'd previously had good corporate success with Minneapolis-based Tattoo Partners, which specializes in helping organizations discover and project the essence of who they are, and sharing it with the public.

Without getting into too much detail, what follows are highlights of the most important points for the Society's branding initiative. They are the first steps in a ever-growing campaign to tell the world our story for years to come. And in the meantime, perhaps we'll learn to appreciate that story better ourselves.

BRAND PERSONA. You'd be seeing pictures of Tom Hanks or Matt Damon here if the photo royalties weren't so steep, but these three BHS members should more than suffice. You recognize the top two, but who is Bob Hall? He's the president of the Rogue Valley, Ore. Chapter, which has gotten 4,000 Oregon kids singing and now offering the only choral program available to students at an area high school. (See Nov./Dec. 2013 issue, pages 16-17.) Jim Clancy and Sean Devine are known both for their musical excellence and for their selfless and inspiring leadership.

Ask yourself if the characteristics on the opposite page don't perfectly describe each man in his own way. According to Tattoo Partners, what you just read is pretty much the persona of EVERY Barbershopper. For Hanks, Damon and Barbershoppers in general, the persona you see in performances is pretty much what you'll see 24/7—men who are genuinely likeable, gracious, grounded, and less enamored by fame than by the chance to make a difference in others' lives. That's what is meant by "living the brand."

The BHS Brand

Not just about *barbershop style*
Not just about *contests*
Not just about *where we've been*
Not just about *singing songs*
Not just about *4 voices*

It's also about *harmonizing*
It's also about *joy of singing*
It's also about *where we're going*
It's also about *transforming lives*
It's also about *23,000 voices*

Value of Brand Persona:

Helps personalize and put a face or more recognizable framework around the brand, who it is, how to describe it and how it acts

Challenge:

- Today's successful service organizations focus on both internal and external benefits
- Consumers support and demand more from businesses & brands than just a product or service
- BHS under-leveraging current mission and strengths

Strategic Opportunity:

Help others while helping ourselves

Brand Promise:

Together, the Barbershop Harmony Society brings joy to the lives of those we touch

Brand Essence:

ENTHUSIASTIC. GENUINE. COMMITTED.

BHS Brand Characteristics:

- Strong and true to themselves
- Spirit of independence
- Enduring heritage, established
- Survived test of time, remains relevant
- Current, contemporary thinking
- Likeable, everyman

Brand Manifesto:

Together, making the music that's making a difference.

Four strong voices, united in song, have the power to change the world.

So we join our voices together, four by four, to forge a dynamic chorus of 23,000 strong. All singing in harmony. Each dedicated to enhancing our lives and the lives of all those who hear us.

With one voice, we inspire one another by sharing the transformative beauty of music.

With one voice, we support and encourage our individual artistic and personal growth.

With one voice, we empower all of us to be the best we can possibly be. As men, as musicians and as members of our communities.

With one voice, we enrich the lives of everyone we touch with our inspiring songs of harmony, optimism and goodwill to all.

Together, we're making the music that's making a difference.

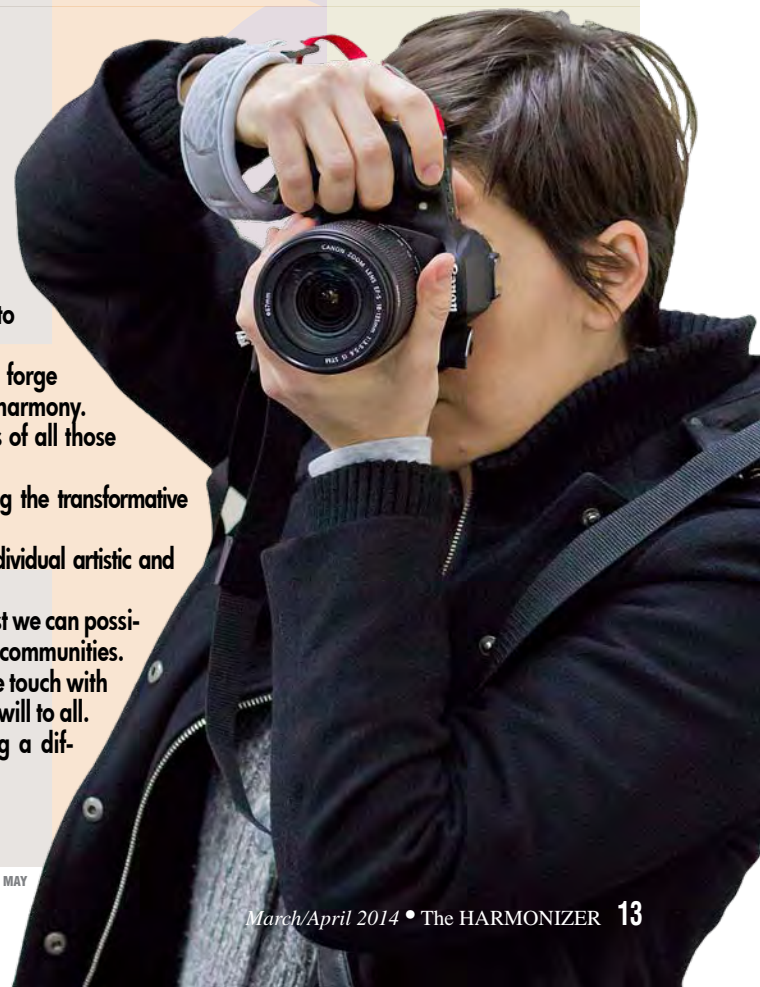


PHOTO BY LORIN MAY

Pointing our cameras the other way

It's not only about what we sing—it's about the people for whom we are singing

I had an epiphany while preparing this issue: We've literally been pointing our cameras in the wrong direction.

No, make that *almost* literally. Otherwise, a good portion of the Toronto contest photos would have been telephoto shots of my Mt. Rushmore-sized nose magnified to the size of Mt. Everest. What I mean is that we, collectively, take way too many pictures of Barbershoppers singing. That's not always bad, and while I know that y'all are the best-looking men this side of a pitch pipe, I have photographic evidence that we've been, to paraphrase our CEO, Marty Monson, doing "too much singing to ourselves."



Lorin May
Editor, The Harmonizer
LMay@barbershop.org

Doing the right thing while facing the wrong way

When I interviewed Marty and branding experts John Kasper and Jeff Naughtin of Tattoo Partners, (see next page) I also asked them for advice on this feature's visuals. It's tough, because we're not asking our members to do something totally different, and

yet we are. Dovetailing with the "no strings attached" paradigm, we're executing a shift in the way we see ourselves and the way the public sees us. I was looking for the perfect image to convey this.

"The perfect shot would be a cross-section of real, happy people from the community," Jeff said, "reacting to what your members do."

I told him this could be a challenge. We see faces like that all the time when we're out in public; the thing is, the camera is usually pointed at us instead. And that, figuratively and literally, is what needs to change.

Strap that GoPro camera where?

My external backup drive contains, by rough estimate, 2.86 bajillion digital photos, mostly of quartets and choruses on stage. Yes, we've got a lot of other standard barbershop shots: people tagging, choruses singing the National Anthem, unsolicited shots of four middle-aged guys posing with Hooters girls

Members of Nashville's Music City Chorus pivot to focus on lives changed by singing



LORIN MAY

that I'd never publish in a million years, etc. We sometimes publish youth outreach reaction shots, but youth outreach isn't all we Barbershoppers do. And while we do have a bunch of audience reaction shots from our international events, really that's still "singing to ourselves."

What are *you* going to do about this? I'm not asking you to strap a GoPro camera to the back of your director's head during performances, although now that I've said it, I'm buying dinner for the first director who does. But I am suggesting a pivot. Instruct whoever is taking your pictures to remember that your chapter or quartet's performances aren't all about you. While asking them to pivot toward the audience a lot more, tell yourself the same thing—a thousand times, if that's what it takes.

We all know how singing has changed our own lives; let's pivot and focus on who's being changed by our singing. Who is being changed because we helped them sing ... no strings attached? And then let's join

with like-minded people and see just how many more lives we can change.

We take pictures of what we value most

Here at headquarters, we've already started using phrases like, "No Strings Attached" and "Together, Making the Music That's Making a Difference." Great words that can guide our actions, and I hope they do.

Here's an old maxim: "A picture's worth a thousand words." We can write the perfect slogan, but what matters is what we do. Are you focused on singing for your own amusement, or do you aspire to use the power of singing to change someone else's life? If the latter, don't just say it: do it.

I believe that the world will start believing our message—and even start joining us—after we can show them the pictures. But we need to point our cameras and our minds in the other direction. ■

Rebranding the Society

Who we are won't change, but this effort means far more than putting a fresh coat of paint on the status quo



John Kasper
Tattoo Partners



Marty Monson
CEO
Barbershop
Harmony
Society



Jeff Naughtin
Tattoo Partners

Tattoo is a full service strategic brand and creative consultancy from Minneapolis, MN. Branding is the underpinning of everything we do; yet, we layer it with actionable thinking. Our Mission: to create transformational ideas to accelerate commerce. Because we believe the marketer who responds fastest, the most comprehensively with the smartest ideas stands to gain the most in market share, business advantage and real results. www.tattoopartners.com

What is this rebranding effort all about? And for those of us not aware of the jargon, what does "branding" mean?

Marty: Branding is a marketing term that's about recognizing what makes you distinct, identifying what you have to offer that others desire, and then being widely associated with your distinctive strengths. In the BHS effort, we're not changing anything like our name or our logo or who we are. This is a slight redirection of the brand, and we'll be focusing and expanding on things we've always done.

John: A lot of branding is peeling away the onion, getting to the essence of what you stand for and what

you are truly about. You're looking for that transformational idea that defines you as a brand and that helps you represent yourself to the marketplace.

Jeff: A brand is a living and breathing entity. Like a person, it has attitude, shape and form about it. Established brands like BMW or Apple automatically conjure up a persona—the characteristics or personality traits that the brand exudes when it interacts with people. We're trying to humanize the barbershop brand so that strategies and communication support a true, well-articulated persona.

Marty: Not to bury you with slogans, but everything we've been talking about over the past few issues of



"What we have is what the world craves"

*There are these two young fish swimming along, and they happen to meet an older fish swimming the other way, who nods at them and says, "Morning, boys, how's the water?" And the two young fish swim on for a bit, and then eventually one of them looks over at the other and goes, "What the *&%\$ is water?"*

— David Foster Wallace

Toronto. Dawn. Sunday morning following the conclusion of the international convention.

People still singing in the lobby (it's only 5:15, for Pete's sake!) are waving farewell to folks dragging luggage to the waiting airport shuttles. Despite returning to work tomorrow, to "real life,"



everyone is at peace, exhausted, satiated, refueled with barbershop joy. It's a happy, safe place to be.

We are so privileged, so accustomed to this gift, that we forget that not everyone in

the world receives a portion of it. **Everyone deserves to feel this good.** Everyone deserves to be surrounded by people who are passionate about something, reckless with love for their shared art, free in sharing their knowledge and traditions and culture. What we have—without even knowing it—is what the world craves.

Every week, we get social contact, improve our health and our mood, stimulate our minds and our bodies. We set aside the stress of the day and join our voices with friends

in song. Many times a year, we get to go out in our communities and make a difference through our singing. (See "Oakville Entertainers, opposite page.) All because we sing.

Making the music that's making a difference is what we do. Where we're heading is toward a better world. Singing.

— Brian Lynch, PR/Communication/Brand, blynch@barbershop.org



The Harmonizer is a piece of the rebranding: We're "looking out the window," we are "sharing the joy of singing" with "no strings attached." Rather than each chapter working in its own silo, we want to make all 23,000 of us more consistent in both our focus and in how we present ourselves to the outside world.

Why are you working on revitalizing the BHS brand or persona?

John: We've looked a lot at what was said by and about the BHS over the past 20 years, looking for elements that can be attractive to members, prospective members and those from the outside. We were surprised at times. A lot of great things are embedded in your DNA. But you are missing some opportunities and need to present who you are in a way that today's demographic will understand and support.

Jeff: This is about casting a wider net, beyond prospective members. You also want to reach people who might want to get involved in your mission, who appreciate who you are.

Marty: This is not a revolution but an evolution. We're looking at what we've done for the last 75 years and focusing on the actions that will make the next 75 years even stronger.

You mentioned presenting ourselves in a way that resonates with today's demographic. What's behind the shift?

John: Over the past 15 years, or at least since 9/11, there has been a change in society and demographics. People, especially younger people, want to be connected to brands and businesses that make a difference in their communities. Brands that haven't adjusted to this new mentality have been burned a little bit.

Marty: What that means to Joe Barbershopper is that we've mastered self-entertainment, and now we need to do a better job of taking that joy of singing into our communities. Our mission and vision is about making a difference in the world. Turn away from the mirror and look out the window, then *take action*.

You'd said a lot of great things are part of our DNA but that we're missing some opportunities. Can you elaborate?

John You can better share the *experience* of the joy of singing and what you're doing in many communities. The world needs to better understand your camaraderie and the support that comes from singing together. We've seen Barbershoppers who have a wonderful way of looking at social responsibilities, like going to children's hospitals or a patriotic presentation or sharing music with people who otherwise wouldn't be exposed to it.

Marty: Over the past 18 months, I've been bringing promi-

"We've been catching fewer fish because we've been content to fish in a very small pond. If we want more people singing with us, we've got to make our light shine brighter."

WHERE CAN YOU FIND THE
MOST **CHORD-CRUSHING**
HEART-PUMPING
SOUL-STIRRING **MEGA**
ENERGY-BLAZING
EPIC
CHORUS **SHOWDOWN**
IN VEGAS?



WE THINK YOU
ALREADY KNOW.

JUNE 29 - JULY 6, 2014
www.barbershopconvention.com/vegas

**WAIT...
WHAT DO YOU MEAN,
YOU STILL
NEED A REASON
TO GO TO
VEGAS?**



Masterpiece, 2013 International Quartet Champion

www.barbershopconvention.com/vegas

photo credits: Lorin May, BHS, Las Vegas News Bureau

some other cool
THINGS TO DO
AROUND IN
NEAR **VEGAS**
(besides the convention, of course)

WORD ON THE STRIP

There is no doubt the **2014 Barbershop Harmony Society International Convention** is the reason for your trip to Las Vegas.

I, MEAN, COME ON! The most **EPIC** chorus contest on the PLANET is happening and the gold medal will come down to (literal) tenths of a point. And don't even get us started on the quartet contest. It's ridiculously good. The caliber of these groups is otherworldly.

But, this is stuff that we all already know, right?!

You want to know what else is happening in Vegas. How you can make it a full-fledged family trip?

Well, you're in luck because Las Vegas is chock-full of fun, exciting, and different adventures to experience every day. EVERY HOUR! Thrill-seekers, theater-lovers, tree-huggers, non-stop shoppers, EVERYONE can all find fun things to do!

THRILL-SEEKERS: You love the rush of a roller-coaster, the thrill of hanging 1000 feet in the air, spinning at 3 Gs, and barbershop.

NATURE-LOVERS: You want to see the world, experience nature and hug a few trees!

SHOWS & ATTRACTIONS: People risking their lives 40 feet in the air for my entertainment? You bet!

SHOPPING: Two words. World. Class.

There's something for everyone! We can't wait to see you there!

Register for Vegas today!
www.barbershopconvention.com/vegas

**NATURE
LOVERS**

**THRILL
SEEKERS**

**SHOWS
and ATTRACTIONS**



**MORE
THINGS TO DO IN VEGAS**
www.barbershophq.com/vegas

#BHSLV

MGM GRAND GARDEN ARENA, THURSDAY JULY 3rd, 2014
THE ASSOCIATION OF INTERNATIONAL CHAMPIONS PRESENTS
CHAMPS NIGHT OUT
Las Vegas 2014



Featuring: 2013 • Masterpiece
2012 • Ringmasters
2011 • Old School
2010 • Storm Front
2009 • Crossroads
2008 • OC Times
2007 • Max Q
2006 • Vocal Spectrum

AND THE MIGHTY AIC CHORUS
UNDER THE DIRECTION OF TONY DE ROSA

1989 • Second Edition
25TH ANNIVERSARY PERFORMANCE

1964 • Sidewinders
50TH ANNIVERSARY TRIBUTE

TICKETS
\$80 - PLATINUM | \$45 - GOLD | \$30 - SILVER | \$20 - BRONZE
10% savings on orders placed by april 1st

www.AicGold.com
(800) 877-6936

IS THERE A BETTER WAY OR DAY TO CELEBRATE THE NATIONS AROUND THE WORLD?

JAMBOREE

The MGM Grand Hotel in Las Vegas, Thursday July 3 2014, 4.15 PM - 6.30 PM

Ticket pricing: \$39 only! Get your tickets NOW!



Masterpiece, BHS
Toronto Northers Lights, BHS
Vocal FX, NZABS
Musical Island Boys, NZABS
TLA quartet, BHA
Celebrity City Chorus, SAI
Cottontown Chorus, BABS
Reckless, BABS
Epic, Harmony Inc
Zero8, SNOBS
The EntertainMen, SNOBS
Sounds of Aloha Chorus, BHS Hawaii
and SNOBS quartet/s to be determined!

Visit: www.barbershop.tix.com

"This is not a revolution but an evolution. We're looking at what we've done for the last 75 years and focusing on the actions that will make the next 75 years even stronger."

nent outsiders to attend our events and meet our members. Without exception, they are saying, "I had no idea!" They come in with these preconceptions and come away so impressed. I can't emphasize enough how excited people are to work with us once they realize what we're really all about. We want to see a lot more of that in 800 communities across

North America.

Jeff: I had no idea of the quality of men here before we started working with the BHS. We just see a lot of great guys who are a great benefit to their communities. The story that people don't know can be as simple as singing to people in a retirement home, sharing the love of music with other organizations—things that bring a true smile to people's faces.

Some might wonder whether this effort could distract us from getting a better handle on our membership numbers.

Marty: That's getting it backwards. Read my column (page 3). We've been catching fewer fish because we've been content to fish in a very small pond. If you want more fish, make the pond bigger, cast a bigger net. We're not going to sing any less barbershop ourselves, but we're going to expand our influence by focusing on our outwardly focused mission: to *change lives through singing*, no strings attached. If we want more people singing with us, we've got make our light shine brighter.

John: You could be a Barbershopper who sings for himself, and then there's the richness and reward of singing that makes a difference for others. It's combining efforts with others to create the power of $1+1=3$. It's a broader lens that appeals to more people.

Marty: There are two parts of the equation for every Barbershopper: (1) The joy of singing and (2) helping others. This rebranding is an effort to make sure those two are in balance. If they are, a lot more people will want to join with us, either as partners or as members.

Some of our members might reply that singing well will always be the best thing we can do for our public image.

John: It's not an "either/or"—it's an "and." And realize that not every scout is going to be an Eagle

Playing to your strengths—a tale of two viral videos

Two of the most popular barbershop videos on YouTube demonstrate the way singing changes lives—and the reasons we need to be out in our communities doing what we do best. Both groups, playing to their own strengths, exemplify the brand and show how singing changes lives.



The **Ambassadors of Harmony's** 2009 gold medal-winning "Seventy-Six Trombones" went viral because ... well, you've probably already seen it, so no explanation is necessary. (If not, why in the world haven't you? Put this magazine down and watch it! YouTube link: <http://bit.ly/76Tromb>.) Here are some representative comments from among more than 2 million viewers:

- "Yep ... my next husband WILL be a barbershopper!!!!"
- "I watch this several times a month and it gets better each time!"
- "This makes my choir look like *#%\$! These guys; how did they do it?"
- "Holy *#%\$, this is glorious."



Then there are the **Oakville Entertainers** (Ontario), who went viral last year after a Tim Horton's coffee shop patron posted a video of about a dozen chorus members singing in their usual post-rehearsal afterglow spot. There are many versions of this video on YouTube and other video sites; one YouTube page (shortcut: <http://bit.ly/BbshopHortons>) has well over a million views by itself.

The reaction to the video is a good example of how we Barbershoppers sometimes have no comprehension of how much the world craves what we have to offer. To some of us, this could be seen as nothing more than typical Barbershoppers singing "Can You Feel The Love Tonight" at a typical barbershopper singing level. To the rest of the world, it was so much more:

- "I'm 17 and I listen to this whenever I feel down, it's such a sweet thing and makes me appreciate the older generation. Just wonderful <3"
- "I don't think anything has ever made me smile so much before."
- "Barbershoppers ... will sing at any time, for any reason, often just for the simple enjoyment of singing. They're not trying to be filmed or get famous, they're singing because that's what they love to do."
- "This should be the new Canadian Anthem."
- "This is the most perfect thing I've ever heard."

"Let's make this easy. We're not looking for a slam dunk—we're looking for a lay-up. Get out there in your community, show them who you are and how singing has changed your life. They're going to like what they see."

Scout and not every student will take high school AP classes. There's a place for the other guys who buy into the mission and vision and who score higher in other areas.

Jeff: I'm impressed by the high-end groups, but I don't know if a less confident singer like me would see a place for himself in such a group. It's not just about contests, it's about the joy of singing. No matter your musical level, here's the strategic insight: don't be one-dimensional.

Marty: It's true that when you sing well you'll open more doors and be more effective advocates of singing. Never stop improving your craft. But I hope that this effort touches some lives in some of our struggling chapters. This is permission to go make changes. This isn't about putting on a fresh coat of paint while we maintain the status quo—we really mean this.

Could you talk about the connection between the brand and the way we view ourselves?

John: Every organization has its challenges, and maybe some members are too self-conscious about the challenges the BHS or your specific group faces. The impressions from the outside are quite positive. I see an organization that should be really proud of its heritage, of who they are. The opportunities for more are sitting on the doorstep.

Jeff: BHS members shouldn't feel marginalized by the outside world. Have great pride in this special organization you have and display that out in your community 24/7. You should be walking, talking, living examples of this mission and brand and promise. You should be really excited about where we're going to be in five years.

So, what will the BHS look like in five years with a strengthened brand?

John: It's a bit early to be answering that. What I love is that you asked the question. It's not like this is some five-year plan where BHS leadership dictates every step. There's already some buy-in among members who have heard this mission and vision; many are beginning to embrace it. But the broader membership still needs to understand what the brand is and where it's going.

Marty: We're bringing in our members near the front of the process. The best plans have and will come from our broader membership, and also as we share this vision with our outside partners over the next year or two.

Jeff: Still, there's a huge opportunity here. Your impact and place within your communities can be much greater than it is now. You have an opportunity to be somewhere between the Rotarians and Country Music. Music that's really popular and successful and emotional and rich and, from the Rotarian side, be helpful and beneficiary. The sky is the limit.

Besides a style of singing, what do Barbershoppers have to offer the world?

Jeff: The hood was lifted up a bit at the Leadership Forum in November. A lot of people would be surprised in a good way if they were to experience you as people. Not just the singing, but that you are good guys, impressive people. Any one of you guys could go up in front of a hundred guys and teach a song. I don't know anybody else who does this kind of stuff.

John: It's really about being and promoting the everyday Barbershopper as he impacts other's lives with the joy of singing. It's not just about your organization singing, it's singing that makes a difference.

Marty: Our biggest gift is *the*

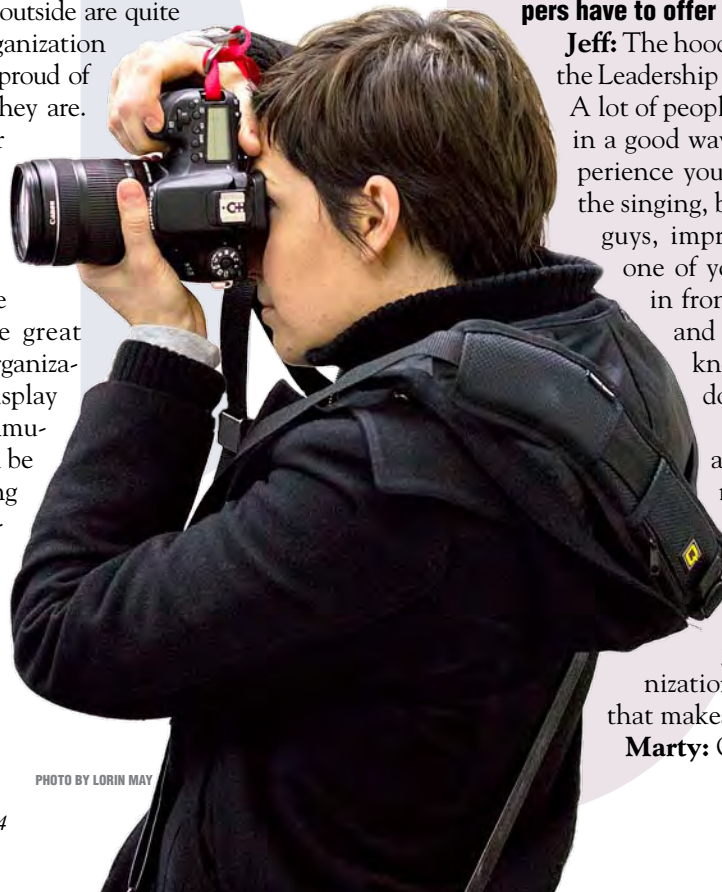


PHOTO BY LORIN MAY

joy of singing. Never do a performance without having the audience sing with you. Whether it's them singing melody while you sing harmony or some other kind of interaction, they will experience the joy of singing only when they sing. They can't get that by only watching.

What should Barbershoppers do next?

Marty: Write your own marching orders! We're only getting started at the international level, and we will give further direction and model the behavior we're looking for. But if you think you have some understanding of our mission and vision, consider yourself empowered to go out right now and make those "no strings attached" connections that help you share the joy of singing. And share with us what you're doing! You never know whose modest idea could catch fire.

John: Every member, quartet and chapter should think through that question. We need to get to the point that Barbershoppers are just so in tune that they can make decisions on their own without having to ask. Think about the best opportunities you have. Can you respond to things on YouTube with a video

of your own? That can be an area you can share and be more external. How can you be perceived as a representative of a respectable organization and act in a manner that is appropriate to the brand?

Jeff: Be confident in who you are and in what you have to offer. This is all about sharing random acts of singing. It shouldn't be just about yourselves, but looking out the window and sharing with others.

"Your impact and place within your communities can be much greater than it is now. You have an opportunity to be somewhere between the Rotarians and Country Music. The sky is the limit."

And don't just think about it—do it.

Marty: Don't let my enthusiasm paralyze you into thinking we're only going for big and bold ideas. Let's make this easy. We're not looking for a slam dunk—we're looking for a lay-up. Get out there in your community, show them who you are and how singing has changed your life. They're going to like what they see. ■

His words, not ours: This description of the need for a brand refocus sums it up

Marty Monson, along with John Kasper and Jeff Naughtin of Tattoo Partners, presented the first public description of the Society's coming rebranding effort at the opening session of the Leadership Forum on Nov. 1, 2013. Attendee Rob Macdonald took notes and provided a summary in his own words for members of the Evergreen District. We couldn't have said it better.

Our CEO and Executive Director Marty Monson initiated a review of the "Barbershop Brand" to add clarity and relevance for the future. While BHS is celebrating its 75th anniversary with a tremendous heritage and success nationally and internationally, the organization has hit a plateau. It has become narrowly focused on self-entertainment. From our audiences' perspective, we lack legitimacy beyond singing and



we are too focused on the barbershop art form.

Other peer group service organizations (such as Rotary, Lions, Boy Scouts) are supported because they provide both internal and external benefits to their "target markets." BHS chapters have four target audiences:

- members
- prospective members
- general audiences
- donors/patrons/alliances.

Each of these target audiences demand a corporate social responsibility attitude of supporting a cause outside of ourselves. We know the Barbershop Harmony Society stands for more than singing, but we are not given credit for all the good that we do. We are not viewed as being civic-minded. We have under-leveraged our current mission and strengths. We are not given credit for our good works. We must reset our message/brand for our target audiences.

Joe Cerutti wrote in the *Harmonizer*; "...our emphasis on giving, not getting, looking outward, and acting as a true arts group... will be a brighter, more varied and more interesting future than even we can imagine."

— Rob Macdonald
Executive Vice President, Evergreen District
bassrgm@gmail.com

the SWEET SMELL of success

The Northern Lights like the color of their new medals, but are happier to belong to a chapter that has a variety of flavors in its stew ... like a culture that values fun as much as excellence

It was July of 1997 that 15 men assembled for the first time in the empty management office of a soon-to-be demolished shopping mall. As the last few rich chords of “Their Hearts Were Full of Spring” died out, they looked at each other and smiled with surprise and pleasure. Dave Wallace spoke first. “Just think, you guys. That’s the *worst* that’s ever going to sound.”

In the 1980s and early ’90s, Ontario District chorus competitions were dominated by the **Scarborough Dukes of Harmony**, who won international gold in 1977 and 1980 and stayed near the top of the International leader board throughout the 1980s. But their numbers had fallen a long way by the mid-1990s, by which time many of Ontario’s top singers had transitioned exclusively to quartetting.

Meanwhile, further south, the **Louisville Times** chorus was causing a sensation. A younger group of only about 30 men, they sang with a beautiful precision and clarity—and they were having a heck of a great time while sounding more like a large quartet. Toronto quartetters saw them up close in the mid-’90s, when the Times performed twice on Toronto’s **East York Barbershoppers** annual

shows. Ontario quartetters decided to form a chapter of their own modeled after the Louisville Times.

Instigators included initial directors Steve Armstrong, Chris Arnold and Rob Scott, while Scott McCarthy and Wayne Porteous offered coaching expertise from within. A high standard was expected from the start. The name **Northern Lights** was chosen, despite Toronto being too far south to see the Aurora Borealis!

The chorus was not only to be a top-notch ensemble but a quartet incubator that would dedicate part of every chapter meeting to develop the skills

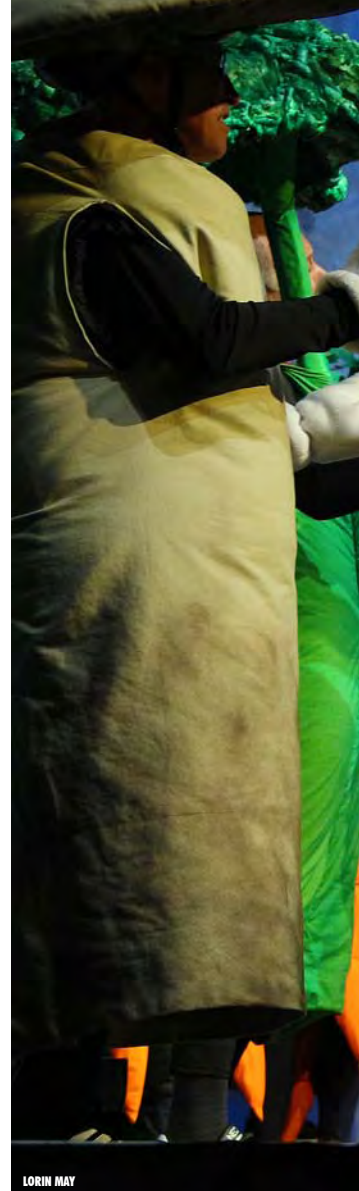


John Mallett
Presentation
judge, parody
writer, onion
john@mallett.ca



The champagne flowed when TNL received their first medals in 2000. The broken top of one of those Kansas City bottles was fashioned into “The Chalice,” which has since been an integral part of every year’s medal presentation ceremony. Here, new member Matt Minnick joins the club in 2010.

The late Brian Etmanski (L) was one of the true “heart and soul” guys of TNL, and he’s dearly missed. Here he is getting his final medal with TNL, for the Robot set in 2010.



LORIN MAY



Author John Mallett was the main lyricist for the Northern Lights' vegetable-themed comedy medley; he also brought the chorus to tears as "the onion."

For 2013's winning set, director Steve Armstrong initially envisioned a "Welcome to Canada" parody followed by a song of peace and brotherhood. John Mallett was skeptical about the idea, having himself already written two "unfunny" Canada parodies. Then in 2011, David McEachern told John his idea of the chorus as a huge pot of soup, "colourful vegetables and meat bobbing around in broth." In a four-hour car ride, they morphed Steve and David's ideas into a story of snarky, bigoted foodstuffs forced to live in

close quarters, but learning that together they could make a delicious stew.

Initially, each food had a nationalistic character: French onions, Irish potatoes, and as a nod to some prominent quartets, New Zealand lamb and Swedish pickled herring! That version even had learning tracks, but proved too complicated to stage. Rick LaRosa (who also played the rabbit) helped them craft the vegetable garden version that hit the stage.

of Ontario's quartets. That ambition was curtailed somewhat when it became apparent that no quartet belonged exclusively to the new chapter, while many chapter members had lower quartetting ambitions. Nevertheless, TNL really did feel more like a large quartet and wanted to be different from the larger competing choruses.

TNL's rapid rise from 11th in Anaheim (1999) to a medal the next year in Kansas City (2000) was a shock. The jubilant gang of 34+ held a very loud medal ceremony in the only space available—a sweaty, cramped hotel suite. Director Steve Armstrong said



a few words about each man as he received his medal, a tradition that continues while it reinforces the conviction that each man plays an important role in every performance. (And with our two-point margin in Toronto, every man can say that *his* extra effort just might have made the difference!)

After Kansas City, Steve felt the group was ready for an arrangement he'd had up his sleeve for several years.

Pete Hamlin's infectious energy and outstanding chapter bulletin helped create a cohesive chapter culture early on. Pete died the summer of 1998 at the age of 36, months after the chapter received its charter and won its first district championship. A chapter quartet called "For the Love of Pete" entered every Ontario contest for several years thereafter. Its ever-shifting membership always included at least one novice quartet singer.



The spectacular “Brother, Can You Spare a Dime?” ballad in the 2001 international contest put the little chorus from Toronto firmly on the barber-shop map, and esteemed coaches started travelling north. David Wright, Brandon Guyton, Jim Henry, Royce Ferguson, Greg Lyne, Cindy Hansen-Ellis and many others helped shape the sound of the chorus and improve its theatrical style.

Steve and David have been the common thread in chorus leadership, with others taking highly prominent roles. Chris Arnold won five silver medals as Associate Director and returned to help us win gold. Jordan Travis joined in 2006 and since becoming Associate Director in 2009 has helped lead TNL to new heights of singing artistry. Bobby Gibson and Pat Brown have been choreographic taskmasters and performance coaches. Darryl Marchant and his father, Bruce, have put incredible effort and resources into prop building and general chorus logistics, including hosting epic post-International summer barbecues! The list goes on; so many men have contributed to the culture of the group over the years.

“Brother, Can You Spare a Dime?” was immortalized by Ontario’s most famous quartet, **The Nighthawks**. Steve’s arrangement harnessed the emotional power of the lyric, from the haunting unison opening to the unusual use of a minor chord to conclude the tag. Meanwhile, David McEachern was plotting with former comedy quartet partner John Mallett to parody not only the current chorus heavyweights but to parody the parody-makers of the **Big Chicken Chorus**. It took a bit of arm-twisting to marry these two songs in one contest set, but the risk paid off with a 2001 silver medal.

TNL has benefitted from an unconventional approach and “outside the box” thinking, primarily from David and Steve, to stretch the chorus members’ abilities and build a stronger performing unit. Here are some examples; is there any reason why your chorus couldn’t try these too?

- **The intra-chorus contest:** Split the chorus into groups of about 10 guys each, and have them perform the contest tunes to each other in a friendly “competition.” There’s no hiding in a group of 10; every guy needs to step up!
- **The distraction exercise.** Sing a song in full “performance mode,” but have an accomplice member create some sort of ridiculous distraction midway through. Fall off the risers, turn off the lights, throw objects at the front row; anything goes ... as long as the performance continues uninterrupted and unaffected. The book “The Inner Game of Music” identified the equation “Performance = Potential minus Interference.” Minimize the interference that distractions create, and you’ll have a better chance of performing to your full potential.
- **Shoved from a comfort zone.** Assign your weakest visual performers to the front row for an annual show set or even a contest performance. Why not? Most people are galvanized into action by a fear of failure. (Or by deadline pressure; it’s 2:00 a.m. as I write this.) Forcing guys out of their comfort zone by giving them additional responsibility and exposure often reveals abilities they didn’t know they had.
- **Sing in a quartet!** A chorus of experienced quartet singers is a smart chorus. There’s no leaning allowed in a quartet, so why should there be in a chorus?
- **Last-minute change.** Contest day is tomorrow? “Here, let’s just make this one little change.” Making a change re-awakens the brain and therefore engages the performer. The performance has a better chance of coming alive.
- **Let go of perfection.** “Your task in this performance? You *must* make three mistakes.” Your ego won’t be



Marchants BBQ: A TNL tradition; Bruce and Mary Marchant host the TNL family every August. It is often the first time the chorus gets to watch the video of its most recent International performance together.

HAPPY GIBSON

EXPRESSION TRAINING CHART

Northern Lights



HINT 1 - Energy and Stamina. If you are tired, you are tired. It's more important that you save your energy rather than blowing it all on each practice run-through. Presentation people know that all that really matters is the one time you perform in front of a paying audience. So take my advice and just use the minimum amount of energy on the risers just so the director can get the idea.

Happy says: "If it feels like work, it ain't no fun."

HINT 3 - Teaching moves to groups. It is important to keep it simple when teaching new moves to any group. Most people will learn best if they are taught at a slow pace. Sometimes you may find, however, that even the most elementary moves being taught ... just don't happen. To the right I have outlined my four-step choreography improvement system. Experiment with different techniques as I have and you will find that some work better than others.

Happy Says: "Drive it home!"

HINT 5 - A Face has its place. Smile, Smile, Smile ... this is the most annoying part of my job. Who cares if the guy smiles or not? Have you seen the size of a stage lately? They are big--no one can see that far anyway. If you are

The worst performance tips available

HAPPY GIBSON 2002 FACE CHART: Inspired by the famous Bill Myers Vowel Chart, Bob "Happy" Gibson and Darryl Marchant prepared this helpful guide for the TNL visual team. This idea was later spun off into the brochure "Happy's Hints," sections of which appears below. At the 2003 International Convention in Montreal, director Steve Armstrong took Happy along to make short instructional presentations to a couple of competing choruses. It was the chapter's way of sharing its gifts with the world, but for some reason they just laughed. Don't take them seriously yourself!

concerned about your face, use more makeup!

Happy says: "A mirror is for shaving your face, not practicing your face."

HINT 16 - Timing. The importance of every man doing all the moves at exactly the same time is overrated. You don't really need to learn when all the moves are, and you probably can't anyway. (That's why you are not in the front row!) It's fine just to do the move after the guys in front of you do it. The audience always enjoys ripple moves better anyways.

Happy says: "It's about time!"

HINT 34 - Talking on the risers. You've got an opinion, too! Why shouldn't you share it with others? If you think the guy beside you is doing a crappy job, let him know! Better yet, why not teach the correct way it should be done? A good time to teach others is when the presentation coach is talking to the rest of the chorus. That way you can fix it in time for the next run-through.

Also, if you think that a move doesn't look very good from your point of view, let the choreographer know, but make a clear public statement that you are against it. (This will increase the speed to which the choreographer will agree with you). If you think that the move the presentation coach is trying to teach to the chorus sucks, better nip it in the bud before he or she makes you learn it.

Happy says: "If you don't like the move, revolt!"



1. Demonstrate



2. Identify Problems



3. Address Problems



4. Monitor Improvement

happy, but ego gets in the way of realistic performances. Judges are unlikely to notice or care about one individual's performance error; they tend to judge holistically. A truly heartfelt performance that has technical glitches provides a more pleasing result than a perfectly executed plan.

- **Get totally in character.** Put on some shabby clothes, head to the downtown core of a major city without your wallet, and beg for bus fare to

get home. Okay, this one has a pretty specialized purpose, but it worked for TNL in preparing to sing "Brother Can You Spare a Dime." In general, though, any performance is enhanced if a performer can create in himself the thoughts and feelings of his character.

- **Be unpredictable.** "Brother" was hugely effective and refreshingly different in 2001. Three years later, TNL sang it at International again. The emotional

impact was not the same, even though the technical execution may have been better. Lightning rarely strikes twice; enjoy your experiences, but keep looking for new ones. Improvement only comes when you move outside your comfort zone, and you can't move outside that zone without having the courage to fail.

- **Take your music seriously, but not yourselves.** Enjoy each other's company and cherish the contributions of every member. The journey is far more fun than the destination.

Building the TNL sound

The Northern Lights' long-time reputation for a clean, powerful sound begins with Director Steve Armstrong's emphasis on tuning and precision (rooted in his brass band background) combined with the vocal background of Associate Director Jordan Travis. Many observers commented that TNL sounded better than ever in Toronto; so, what made the difference?

In the fall of 2012, Steve and Jordan held 30-minute one-on-one vocal assessments with each man in the chorus. They identified one skill for each man to improve on and taught him how to build that skill. The individual improvements started to show up in the chorus sound. Meanwhile, Brandon Guyton's visits to the chorus emphasized fundamentals such as the key components to every word

sound: a crisp attack; an immediate hitting of the vowel target; dynamic shape applied to the full duration of the note; and a synchronized application of the closing diphthong or consonant. The lessons from Brandon were reinforced by Steve and Jordan at every rehearsal.

"For the longest time, I think the chorus was looking for that 'thing' that was going to take us to the next level," Jordan said, "not realizing that the 'thing' was actually going back to basics and really nailing them well." ■



TNL has made good use of those years where they didn't appear at International. This shot was taken on the China tour in September 2012.

Risk-takers: the TNL International sets

- **Anaheim 1999:** *When Day is Done/South Rampart Street Parade*. Street scene, smallest chorus in the contest. "Who are these guys?" (11th)
- **Kansas City 2000:** *It Had to Be You/Lover Come Back to Me*. Black tuxes, bronze medals. "No really; who ARE these guys?" (5th)
- **Nashville 2001:** *Brother Can You Spare a Dime?/"Set of Mental Gentlemen" Parody*. We cried, we laughed, we almost pulled it off. (2nd)
- **Portland 2002:** *Polka Dots and Moonbeams/Alabama Bound*. Wow, a David Wright masterpiece of an uptune. Why were they dancing with their handkerchiefs in the first song? (2nd)
- **Montreal 2003:** *Impossible medley(parody)/Song for the Little Guy*. Yes, it was impossible to beat those guys from Dallas, but it was fun trying. (2nd)
- **Louisville 2004:** *Brother Can You Spare a Dime/Make Them Hear You*. Mental note: "Geez, lighten up next time." (2nd)
- **Salt Lake City 2005:** *Right from the Start/All the World Will be Jealous of Me*. The mime set. Well THAT was different! (2nd)
- **Indianapolis 2006:** *Everything's Coming Up Roses/When You Wish Upon a Star*. No, we're not vampires ... we're Magicians! (3rd)
- **Denver 2007:** *When I Look at You/Cross the Mason Dixon Line*. Okay, let's try this tuxedo thing again. (4th)
- **2008:** Let's go to England!
- **Anaheim 2009:** *I'll Get By/Alexander's Ragtime Band*. I paid good money for this tux; I need to get some wear out of it. (5th)
- **Philadelphia 2010:** *Robot Parody/Over the Rainbow*. Actual comment from a fan: "Robots!! Fantastic!! I'm SO glad you came back to International!" Steve Armstrong: "Um...we won a medal last year. Tuxes, remember?" (3rd)
- **Kansas City 2011:** *I Got Rhythm-Farewell, Farewell to Love/The Party's Over*. Tuxedos, umbrellas, and an on-stage bar. (3rd)
- **2012:** In lieu of travelling to International, held tuxedo-burning parties all over Ontario. Oh great; NOW what do we wear?
- **Toronto 2013:** *Veggie Medley/If I Can Dream*. Gold.





The new location is only the beginning of a broader educational vision

You may have heard by now that Harmony University (HU) is undergoing major upgrades in both location and content. While keeping the history and tradition of a week-long program, we are morphing the HU brand into a year-round educational experience for Barbershoppers and anybody looking to take advantage of lifelong learning.

The week-long event largely stays the same. With only one exception, from 1975 to 2013, Harmony University (formerly Harmony College) was held at Missouri Western State University towards the end of July. While we change locations (more on that in a minute), many things about the Harmony U Event will stay the same:

- Sunday Night opening general session highlighted by a Keynote Address
- Six days beginning with a morning general session before heading off to our respective classes in Harmony College (general studies), Directors College, or Quartet College
- Optional Wednesday Gospel Sing
- Thursday night "Mid-Week Bash"
- Friday night Quartet Parade
- Saturday night big show finale
- Endless ice cream and tagging at the end of every night!



Mike O'Neill
Dean of
Harmony
University
moneill@barbershop.org

New offerings for the week-long event

Belmont is built for musicians. You have probably already heard we are moving to Nashville's Belmont University. Belmont is a perfect example of why we

moved headquarters to Music City, and the campus is equipped to help us grow both our enrollment and our offerings. You'll notice right away that the campus—located next to Nashville's Music Row—is literally built for musicians. We are looking to have hands-on experience in their world-class recording studios, and will make good use of their four performance halls equipped with full stage lighting and sound.

Next up: Chorus College. The experience that has boosted so many quartets is now available for choruses. Four choruses have already filled up this year's available slots, where they will get an in-depth, focused, intensive week of expert coaching and guidance in the areas of performance, singing, artistry, and chapter leadership. There will still be plenty of time for chorus members to get their fill of other HU classes throughout the week.

Expanded chapter leadership courses. New course offerings will include goal setting, short- and long-term planning, how to create a vision, and much more.

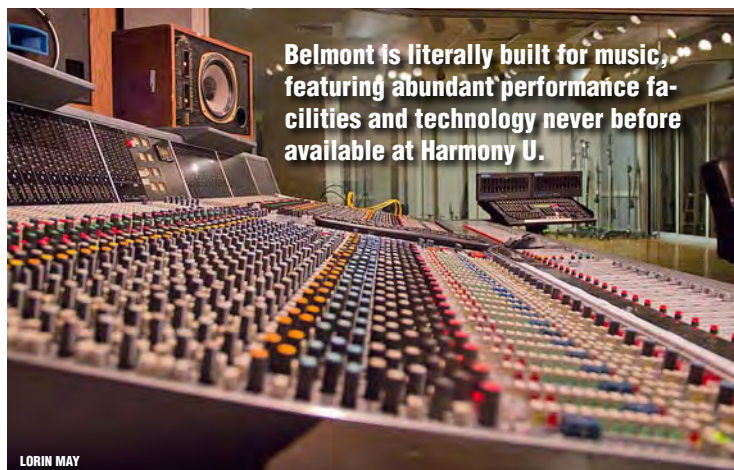
Gearing up for young women barbershoppers. We are capitalizing on the success of the young men's Next Generation Chorus and inviting young women to participate in our first ever Young Women in Harmony Chorus.

So as you can see, we are always looking to make HU The Event an even better experience than what you have grown accustomed to. You can rest assured, the same great quality and premiere education will continue as we move forward.

Harmony U all year long

As director of Harmony University, I have been tasked to not only continue the traditions of our week-long event but to significantly expand our ongoing curriculum. Below are some of our first steps into making Harmony University an ongoing learning experience beyond the week-long event.

Harmony U Online. Although in its infancy stages, Harmony U online has already delivered content on music theory, voice building, social media, and chapter operations (all content that has been taught at HU The Event at some point in time). Currently using a platform called WebEx, anyone in the world with an internet connection can participate in the LIVE webinars. Participants can interact with the instructor, ask questions, seek clarity, and provide immediate feedback as if sitting in an actual classroom. We will continue to build on the early successes of HU Online by varying and expanding our curriculum to make it attractive for a variety of skill levels and scheduling demands. Keep your eyes peeled for future HU Online offerings.



Past praise for Harmony U

I won a scholarship at ACDA this last spring for HU. I was initially apprehensive about spending a week on one style of music, but my attitude changed very quickly. The classes blew my mind hour after hour. There was so much to learn, hear, and understand that I found myself swimming with water way over my head and loving every moment of it. I felt like I was involved in something great, but more than that, I felt like I belonged. I will owe much of the musician and teacher I will be to what I learned and experienced that week.

— David Robinson

*Music Education major, University of Wyoming
2013 ACDA Harmony U Scholarship winner*

You surpassed our expectations for the week on the first day.

— Rob Mance

*Director, Central Standard Chorus (CSD)
(Chorus attended HU en masse in 2013)*

I went to Harmony U and became a Barbershopper. I cannot nail down the moment it happened—there were so many people and so many connections that it would take pages to explain all the great sharing of joys, music and fun that happened just person to person. This amazingly positive environment that was created by the instructors I have not experienced in 30 years of music making. I have been energized more than I thought I could be and look forward to attending next year.

— Michael Callahan

Director, Davenport (Iowa) Chordbusters

Harmony U at conventions. We're expanding Harmony U's reach to ensure that attending a Society convention means not only *watching* great shows and contests, but an opportunity to *participate* in improving your own barbershop craft and abilities. In Toronto, we greatly expanded on the regular Tuesday educational offerings by essentially turning Saturday into a day of Harmony U! In addition to a variety of vocal and musical courses, Harmony U at our international convention in Toronto and Midwinter Convention in Long Beach, beefed-up course offerings included:

- "Successful Stories from Successful Chapters," which brought leadership from some of our top chapters to talk about strategies they use for success.
- "Coaching Under Glass," a course in which attendees got to sit in on a coaching session with one of our best barbershop coaches and one of our top quartets.
- "Renewed Hope For Chapters," presented by the **Fremont, Neb. Chapter**, wherein they discussed how they went from a mediocre chapter to a thriving, healthy organization.
- "Bridging the Gap," in which the **Westminster Chorus** showed how to expand your chorus' repertoire to include traditional men's choral music.
- "Barbershop for Music Educators," which showed

local music educators how to introduce barbershop into the classroom.

Building more than skills—building leaders

The continued expansion and development of the HU brand will include other important areas:

- We plan to build virtual communities where Barbershoppers can share success stories as directors, quartets, chapter leadership, etc.
- We will strengthen the curriculum of the Society's annual Leadership Forum to build not only *officers*, but more importantly, *leaders*.
- We aim to align much of our coursework and curriculum with local HEP schools around the country.



"It's drive-across-the-country great!" People have been saying that for years. Barbershop Harmony Australia member Ian Miller would call Harmony University "Fly-across-the-globe great!" As the first BHA member to be honored as an official BHS Certified Director, the musical director of the Novatones Harmony Chorus started his study for this qualification in 2007 and completed it in 2013.



Headquarters staff were impressed with the facilities at the exclusive private school that will now host Harmony U.

- We will expand our Certification programs beyond just Directors and judging.

I have always marveled at how many Barbershoppers out there who do not have a single credit hour of *formal* music education are somehow more skilled and knowledgeable than many of my music educator colleagues.

My time on the BHS staff has allowed me to fully realize the scope of the educational programs the Society offers, yet it has also given me a unique perspective on how we can move forward strategically. Let's look forward to some great and exciting new chapters for education in the BHS! ■

Apply for 2014 Harmony University scholarships

Dozens of Harmony University scholarships are available. The first three below are offered through the Society and Harmony Foundation. Online applications for all the below are available at www.harmonyuniversity.org. (Shortcut to scholarship page: <http://bit.ly/HUScholar>)

Bring your baritone for free. The first 20 Barbershop Harmony Society (registered) quartets to sign up for Harmony University / Quartet College will receive a full tuition scholarship for one of their members. Note on the registration form that you desire to receive the "Bring Your Baritone Free" scholarship.

Directors College. For front line directors, assistant directors, section leaders—anybody who stands in front of a chorus, as well as affiliate directors or aspiring directors who have not received a scholarship in the last five years. Must be a BHS member, Associate, or affiliate member. Members and Associates must also commit to becoming a Certified Director. (Include Director Certification application with the scholarship application.) Submit between March 1 and April 1 by email or regular mail. Priority given to front

line directors. Contact jcerutti@barbershop.org for information.

Music educators. Available to music educators and directors of community youth choirs. Apply online or contact Mike O'Neill at moneill@barbershop.org.

Earl Moon Scholarship. The Whittier, Calif. Chapter offers full tuition to an active and involved Society member who has never attended Harmony University and would be unable to attend without this scholarship. Apply online at www.harmonyuniversity.org.

Larry Ajer Quartet Scholarship. A free ride to Harmony University for an entire quartet that has been registered at least two years, has placed in the district top 10 and attending an international preliminary contest, and which aspires to reach the next level. Submit a performance video electronically (Dropbox, etc.; contact

ascott@barbershop.org or mail a DVD to Harmony University, 110 7th Ave N., Nashville, TN 37203 by May 18, 2014. Video recordings should be delivered along with the application.

AISQC Scholarship. Two youth chorus directors will receive scholarships for Directors College thanks to the Association of International Senior Quartet Champions (AISQC). ISQC intends to be a part of that continuing effort. Contact John Fynmore at jfynmore@sunrisemortgage.com by March 31.

Jim Miller Scholarship. For educational advancement in directing barbershop music, submit one- or two-page essay explaining what barbershop means to you and how you plan to preserve barbershop for the generations to come while not compromising the style. Send to: *Jay. Hawkins@insightbb.com* by June 15.



RSVP Chorus memorializes MLK in Memphis

Members of **RSVP Chorus (Germantown, Tenn., Chapter)** were honored to perform at a prestigious event at the National Civil Rights Museum on Martin Luther King Day, Jan. 19. About 50,000 people from all over the United States attend this one-day event, making it one of the largest annual events in Memphis, Tenn., where Dr. King was assassinated in 1968.

The chorus sang one of Dr. King's favorite songs, "Precious Lord, Take My Hand." They also had the opportunity to explain who they are and what they do. This was truly a "no strings attached" opportunity to give back to their community.

Every year for the past 22 years, the National Civil Rights Museum hosts an event honoring the life of Dr. Martin Luther King, Jr. to "unite our community



Dr. Martin Luther King, Jr. was assassinated April 4, 1968, on a balcony at The Lorraine Motel in Memphis; the motel facade has been preserved as the site of the National Civil Rights Museum.



and extend awareness of the many art forms, voices, and talent in our community," said Barbara Andrews, Director of Education and Interpretation for the National Civil Rights Museum. Having always enjoyed barbershop harmony, she simply searched online for barbershop harmony groups in Memphis. "The RSVP website came up and the rest is history," she said.

"They performed masterfully," Barbara continued, adding that next time she'll book them for more than 20 minutes. The group returned her enthusiasm.



A children's hospital performance that keeps on giving

Two quartets of the **Downeasters Chorus (Portland, Maine, Chapter)** teamed up with famed children's songster Rick Charette to lift the spirits of patients and staff at the Barbara Bush Children's wing of the Maine Medical Center. **Back Bay 4** and **The Senior Discount**, performed barbershop ar-

rangements of songs by the nationally known singer, writer, and arranger. Both quartets joined for "Teddy Bear" while each child received a teddy bear to hug.

The evening was capped off with Rick singing "There's An Alligator In The Elevator" with children, parents, nurses, and visitors all singing along.

This night truly made a difference in the lives of the children and melted the hearts and brought joy to both quartets and to Rick.

Three years earlier, Downeasters member and 48-year Society member Bob Turner had gotten Rick's permission to arrange "Bubble Gum," "Grandpa's Riding Lawnmower," "I Love Mud," and "Amos the Moose." When he learned Rick would be performing at the children's hospital wing on Sept. 19, 2013, Bob arranged for the two quartets to join him.

Back Bay 4 Quartet is Dave Brown (T) Walt Dowling (L), Jay Wiley (Br) and Cy Kendrick (Bs). The Senior Discount is Marshal Wagner (T) John Gross (L), Dave Sweet (Br), Wally Duplessie (Bs).

The above songs are all available at www.harmonymarketplace.org. For information on associated skits and/or learning tracks, contact Bob Turner at 207 725-8147 or email Bob at bob-con80@yahoo.com.

Beetlejuice can sing!

Beetlejuice is a Very Large Quartet that invades the Fantasy Fest celebration in Key West, Fla. each Halloween. All dressed like the title character of the classic 1988 movie, this past year they sang from 2 p.m. to 2 a.m., mostly for people who said they have never heard barbershop harmony. What an introduction! (Maybe if we say "Beetlejuice" three times they'll show up and sing for us!)

"I felt like a rock star," said one of the group's first-timers. "I think I sang to as many people that day as I did on the International Stage in Toronto last July. It's all about the music."



L-R: Danny Roberts (Br), Ron Carnahan (Br), Scott Bolstad (Br), Steve Moody (Bs), Tim Stewart (Bs), Roger Smeds (L), Jay Lautzenheiser (L), Rich Restaino (L), David Hanser (L), Joe Collum, Dan Smyth (Br), Frank Savino (T), Steve Rosen (T), and Bill Winkleman (Bs)

Trivia: One of the singers was Joe Collum, an award-winning investigative journalist credited with coining the term "racial profiling."

They even brought joy the day before the festival, when they made their waitress cry. "I am 52 years old and have

never been serenaded," she told them. An impromptu gig for a bridal party brought more happy tears, hugs and kisses all around—proof that you can make music that makes a difference anywhere you go! You just have to know who to sing for ... *which is everyone!*



OF ALL THE AUDIENCES for which The Vocal Majority has performed, one of their most memorable was for an audience of one. Nathaniel Tavaréz was a victim of a shooting at middle school in Roswell, N.M. While in a Texas hospital, Nathaniel's cousin played Vocal Majority music to help him through this difficult time. When the VM found out, they dedicated a video entirely to Nathaniel and sang "The Lord Bless You And Keep You." Nathaniel had surgery and recently returned home to New Mexico. Scan the QR code or follow the link to watch the dedication video. Even though it was meant for Nathaniel, it could make difference in your life as well. ■

CHAPTER ETERNAL

Society members reported as deceased between Dec. 1, 2013 and March 1, 2014. Email updates to customerservice@barbershop.org.

Cardinal

John Lehnen
Lafayette, IN

Central States

Howard Burns
St Louis Suburban, MO
Marvin Wollen
Olathe, KS

Dixie

Frederick
Bender
Huntsville Metropolitan, AL
Central Alabama, AL
Samuel
Frankhouser

Greater Atlanta, GA
Lake Lanier, GA
Henderson Hood
North East Tennessee, TN

Evergreen

Peter Gibson
Victoria, BC
Paul Kauffman
Kalispell, MT
Gerry Walkey
Victoria, BC

Far Western

Ronald Chick
Las Vegas, NV
Allen Coe
Walnut Creek, CA
Ralph Denny
Carson City, NV
Robert Harshberger

El Cajon, CA
Alex Kozloff
Conejo Valley, CA
Floyd Thaller
Whittier, CA

Illinois

Fred Henninger
Collinsville, IL
Springfield, IL
John Langie
Peoria, IL
Jesse Soper
Chicago Metro, IL

Johnny Appleseed

Thomas
Bruggeman
Middletown, OH
Uri Carpenter
Pittsburgh North

Hills, PA
Pittsburgh
Metro, PA
Bob Cremering
Greater Kanawha Valley, WV
Joseph Lapmarado
Warren, OH
George Mayer
Greater Pittsburgh, PA
Pittsburgh
Metro, PA

Land O' Lakes

Harold Carpenter
Oshkosh, WI
Robert Storm
Madison, WI

Mid-Atlantic

Bix Doughty
Fairfax, VA
Mt. Vernon, VA
Clifford Ely
Easton, MD
William Fuller
Easton, MD
Tony Kirchgesner
Honesdale, PA
Robert March
Reading, PA
Joseph Spanpinato
Bryn Mawr, PA

Northeastern

Joseph Ciriello
Central, CT
Waterbury/
Derby, CT
Robert Colanto

Beverly, MA
Michael Strianese
New Haven, CT

Ontario

J Peter Hughes
London, ON
Gilles Lacelle
Cornwall, ON
Ted Schwenker
St Catharines, ON

Pioneer

Paul Cooper
Battle Creek, MI
David Donnelly
Saginaw Bay, MI
Flint, MI
George Jackson, III
The Motor City
Metro, MI
Huron Valley, MI

R. Richard Johnson
Pontiac-Waterford, MI
William Kenney
Livingston County, MI
Victor Long
Windsor, ON

Rocky Mountain

Don Teske
Scottsbluff, NE

Sunshine

Ed Allen
Martin -
St Lucie, FL
Pasco County, FL
Hernando County, FL
Jack Drennan

Cape Coral, FL
Ed Finertie
Hernando County, FL
Samuel
Frankhouser
Jacksonville Big O, FL
Richard Krizan
Melbourne, FL
John Lehnen
Sebring, FL
Jerome Lunkes
Sarasota, FL
Walter Schlicht
Sarasota, FL

Southwestern

William
Southerland
Permian Basin, TX

MEMBER SERVICES DIRECTORY

How can we help you barbershop today? Get answers from your staff

Society Headquarters

110 7th Ave N • Nashville, TN 37203-3704 • 800-876-7464 (SING)
615-823-3993 • fax: 615-313-7615 • info@barbershop.org
Office hours: 8 a.m.-5 p.m. Central or any time at www.barbershop.org

Executive Offices

Marty Monson

Executive Director/CEO
mmonson@barbershop.org

Patty Leveille

Executive Assistant/HR/Office Manager
2630 • pleveille@barbershop.org

Ashley Torroll

Finance & Outreach Program Support
4118 • atorroll@barbershop.org

Lorraine Seta

Administrative Assistant
4114 • lseta@barbershop.org

Douglas Gordon

Administrative Assistant
4114 • dgordon@barbershop.org

Sherry Lewis

Harmony U & Contest Program Support
4122 • slewis@barbershop.org

Stephanie Ruhl

Administrative Assistant
4114 • sruhl@barbershop.org

Finance

Jama Clinard

Controller
4134 • jclinard@barbershop.org

Information Technology

Eddie Holt

Webmaster
4140 • eholt@barbershop.org

Nick Fotopoulos

Programmer
4141 • nfoto@barbershop.org

Sam Hoover

Cloud/LAN/Software Project Manager
4142 • shoover@barbershop.org

Joe Traughber

Programmer
4119 • jtraughber@barbershop.org

Customer Service

Caki Watson

Customer Service Manager
4137 • cwatson@barbershop.org

Jacqueline Robinson

Service Representative
4113 • jrobinson@barbershop.org

Michelle Hankins

Service Representative
4145 • mhankins@barbershop.org

Danny Becker

Service Representative
4129 • dbecker@barbershop.org

Laura Tracy

Service Representative
4144 • ltracy@barbershop.org

Music/Education

Mike O'Neill

Harmony University
4126 • moneill@barbershop.org

Adam Scott

Music Publications
4125 • ascott@barbershop.org

Joe Cerutti

Outreach/Chorus Director Development
4121 • jcerutti@barbershop.org

Music Library

Janice Bane

Copyright / Music Librarian
4127 • library@barbershop.org

Conventions

Dusty Schleier

Events
4116 • dschleier@barbershop.org

Merchandise Operations

Harmony Marketplace
4430 • customerservice@barbershop.org

Pam Cervantez

Shipping
4143 • pcervantez@barbershop.org

Production Center

Justin Gray

Production Center
4147 • jgray@barbershop.org

Joe Rau

Production Center
4147 • jrau@barbershop.org

Communications

Marty Monson

Director of Marketing (Interim)
mmonson@barbershop.org

Lorin May

The Harmonizer
4132 • lmay@barbershop.org

Becca Grimmer

Social Media/Editing
4120 • bgrimmer@barbershop.org

Brian Lynch

PR/Communication/Brand
4131 • BLynch@barbershop.org

Jeremy Gover

Video Production
4139 • jgover@barbershop.org



Board of Directors

PRESIDENT

Shannon Elswick • Clermont, FL
407-948-9599
shannon@rareblendquartet.com

EXECUTIVE VICE PRESIDENT

Don Fuson • Leawood, KS
913-897-0625
donfuson@kc.rr.com

TREASURER

Dwayne Cooper • Austin, TX
512-633-3031
dwaynecoop@aol.com

IMMEDIATE PAST PRESIDENT

Alan Lamson • Manchester, CT
860-647-9523
janlam314@cox.net

EXECUTIVE DIRECTOR/ BOARD SECRETARY

Marty Monson • Franklin, TN
800-876-7464
mmonson@barbershop.org

Clarke Caldwell • Nashville, TN
(Ex Officio, Harmony Foundation)
ccaldwell@harmonyfoundation.org

BOARD MEMBERS AT LARGE

Gerry Borden • Abbotsford, BC
604-850-0789
gborden@uniserve.com

Doug Brown • Cranford, NJ
908-276-5811
dbrown607@comcast.net

Skipp Kropp • Indianapolis, IN
317-855-3093
skipp.kropp@steptoe-johnson.com

Randy Loos • Lecanto, FL
352-746-1498
RandyLoos@gmail.com

Dick Powell • Crofton, MD
410-451-1957
rpowell74@verizon.net

Gary Plaa • Montclair, VA
703-868-5152
gplaa@bhs@gmail.com



110 Seventh Avenue North, Suite 200
Nashville, TN 37203
866-706-8021 (toll free), 615-823-5611
Fax: 615-823-5612, hf@harmonyfoundation.org

Staff

Clarke Caldwell

President/CEO
3044 • ccaldwell@harmonyfoundation.org

Carolyn Faulkenberry

Chief Financial Officer
3041 • cfaulkenberry@harmonyfoundation.org

Ryan Killeen

Senior Director of Development
3051 • rkilleen@harmonyfoundation.org

Sean Devine

Director of Development
3048 • sdevine@harmonyfoundation.org

Jim Clark

Director of Development
3042 • jclark@harmonyfoundation.org

David Calland

Director of Development
3052 • dcalland@harmonyfoundation.org

K.J. McAleesejergins

National Development Officer
3043 • kj@harmonyfoundation.org

Dixie Semich

Donor Relations Manager
3047 • dsemich@harmonyfoundation.org

Jennifer Otto

Finance Administrator
3040 • jotto@harmonyfoundation.org

Wayne M. Grimmer

Development Assistant
3049 • wgrimmer@harmonyfoundation.org

Board of Trustees

Peter Feeney – Chairman

702-655-9064
peterfeeney@embarqmail.com

Sharon Miller – Vice Chairman

203-254-9594
sewmiller@gmail.com

Fred Farrell – Secretary

239-590-0498
fred.farrell@interoptotechnologies.com

Don Laursen – Treasurer

559-733-1496
monyman@sbcglobal.net

Mike Deputy

801-733-0562
mikedeputy@utility-trailer.com

Chuck Harner

703-938-3001
CACheck@cox.net

David Mills

813-786-4381
Proclamation56@gmail.com

Arne Themmen

305-854-6654
Art2@ntrs.com

Lynn Weaver

616-485-3392
rhoda297@aol.com

Clarke A. Caldwell • Not board member
President/CEO**

Marty Monson

Society Executive Director/CEO**

James C. Warner, General Counsel*
901-522-9000
jwarner@martintate.com

** Ex-officio

Sing Canada Harmony Board of Directors

Chairman and CEO

J. R. Digger MacDougall (ONT)

Vice Chair

I. Murray Phillips (NED)

Directors-at-Large

Gordon Billows (LOL)
Trinda Ernst (HI)
Judy McAlpine (SAI #26)
Doran McTaggart (PIO)
David Pearce (LOL)
David Smith (ONT)
John Wilkie (ONT)



Secretary /

President's Council
Sharon Townner (SAI #16)

Treasurer

James Thexton (EVG)

Awards Chair

Gerry Borden (EVG)

Legal Counsel

Ted Manthorp (ONT)

Founder's Club

Charles and Karen Metzger

www.SingCanadaHarmony.ca • 613-446-2734 • info@SingCanadaHarmony.ca

Society Subsidiaries (partial list)

Association of
International Champions
www.AICGold.com

Association of International
Seniors Quartet Champions
www.aisqc.com

Harmony Brigade
www.harmonybrigade.org



Barbershop Quartet
Preservation Association
www.bqpa.com

Ancient Harmonious
Society of Woodshedders
www.ahsow.org

Public Relations Officers and
Bulletin Editors (PROBE)
www.probeweb.org

Allied organizations

Sweet Adelines International
www.sweetadelinesintl.org

National Association
for Music Education
www.nafme.org

Chorus America
www.chorusamerica.org

Harmony, Incorporated
www.harmonyinc.org

American Choral
Directors Association
www.acdaonline.org

Phi Mu Alpha Sinfonia
www.sinfonia.org



Official Affiliates

Barbershop Harmony Australia

www.barbershop.org.au
Michael Donnelly: mvdonnel@bigpond.net.au

BABS (British Association of Barbershop Singers)

www.singbarbershop.com
Derek Parmmenter: chairman@singbarbershop.com

BinG! (Barbershop in Germany)

www.barbershop-in-germany.de
Roberta Damm: roberta.damm@barbershop.de

DABS (Dutch Association of Barbershop Singers)

www.dabs.nl
Wim van der Meer: wjvdmeer@solcon.nl

FABS (Finnish Association of Barbershop Singers)

www.fabs.fi
Juha Aunola: juha.aunola@gmail.com

IABS (Irish Association of Barbershop Singers)

www.irishbarbershop.org
Micheál Mac Giolla Ri: iabsexecutive@gmail.com

NZABS (New Zealand Association of

Barbershop Singers) www.nzabs.org.nz

Ian Davidson: president@nzabs.org.nz

SABS (Spanish Association of Barbershop Singers)

www.sabs.es
Gail Grainger: gail@sabs.es

SNOBS (Society of Nordic Barbershop Singers)

www.snobs.org
Henrik Rosenberg: henrik@rospart.se

SPATS (Southern Part of Africa Tonsorial Singers)

Simon Barff: sbarff@telkomsa.net



General correspondence/editorial:

harmonizer@barbershop.org

Editorial Board: Marty Monson, Eddie Holt,
Becca Grimmer, Brian Lynch, Lorin May

Copy Editing: Jim Stahly (Bloomington, IL),
Bob Davenport (Nashville, TN)

Lorin May, Editor

Associate editors: Becca Grimmer, Brian Lynch

The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. (DBA Barbershop Harmony Society) is a non-profit organization operating in the United States and Canada.

Mission

The Barbershop Harmony Society brings men together in harmony and fellowship to enrich lives through singing.

Vision

To be the premier membership organization for men who love to sing.



THE TAG

Joe Liles, Tagmaster!!



A great one from the great Confederates

The tag in this issue brings back memories of the 1956 international quartet champion, **Confederates**, the 1962 international chorus champion, **Louisville Thoroughbreds** and the composer/arranger of the Barbershop Harmony Society's motto song, "Keep America (the Whole World) Singing," Willis A. (Bill) Diekema. The Confederates were from Memphis, Tenn. George Evans (T), Dave LaBonte (L), Wally Singleton (Bs); Bill "Buz"



Busby (Br). The Louisville Thoroughbreds, under the direction of Jim Miller, were electrifying performers. Bill Diekema was a fine arranger and member of the **Holland, Michigan Chapter**.

The extraordinary renditions of Diekema's arrangement of "The Sunshine of Your Smile" by these two famous groups sealed their championship status in those years. This tag has become one of our all-time favorites. Just for fun, baritones, you might optionally hang on to your note in

measure 4 and not resolve it until measure 6. You know the routine, right? ■

THE SUNSHINE OF YOUR SMILE

as sung by the Confederates, 1956

Music by LILLIAN RAY

Arrangement by BILL DIEKEMA

Words by LEONARD COOKE

Musical score for "The Sunshine of Your Smile" featuring Tenor Lead and Bari Bass parts. The score is in 4/4 time with a key signature of one sharp (F#).

Tenor Lead:

- Measure 1: My
- Measure 2: world
- Measure 3: for
- Measure 4: -
- Measure 5: ev
- Measure 6: -
- Measure 7: er:
- Measure 8: the

Bari Bass:

- Measure 1: Your
- Measure 2: smile,
- Measure 3: sun
- Measure 4: -
- Measure 5: shine
- Measure 6: of
- Measure 7: your
- Measure 8: smile.

The score includes a tag in measure 4 where the baritone part hangs on to its note and does not resolve until measure 6.

ALL BHS MEMBERS AND ASSOCIATES ARE INVITED TO THIS EXCLUSIVE EVENT!



SUN^{AND} SING

GRAND LUCAYAN • GRAND BAHAMA ISLAND

JANUARY 14-18, 2015

WHERE *Fun in the Sun*
MEETS *Beaches and Barbershop*

Enjoy the thrill of barbershop harmony in an intimate setting as you work one-on-one with the world-renowned Master Director 700 JIM ARNS and Choreographer Extraordinaire RENÉE PORZEL.

This amazing resort sits right on the shores of one of the most beautiful beaches in the world. The Grand Lucayan is a four star property directly across the street from the Port Lucaya Marketplace — a vibrant, open-air shopping and entertainment hub set on a five-acre peninsula overlooking the waterfront.

YOUR REGISTRATION WILL INCLUDE:

Luxury, Oceanfront Accommodations ★ Roundtrip Transfers ★ Gourmet Breakfast Every Morning
Casino Night Experience ★ Beach BBQ With Unlimited Food And Drinks ★ Oceanfront Opening Reception
Grand Closing Event With Multi-Course Dinner, Open Bar And Live Entertainment
\$50 Excursion Credit To Use As You Choose ★ Three Hours Of Vocal And Choreography Training Each Day



Space is limited for this exclusive event.
With a small deposit of \$250 you can reserve your space TO-DAY,
and pay the balance in monthly installments.

Double Occupancy Ocean-View Room: \$1,250

Single Occupancy Ocean-View Room: \$1,750

Upgrades available at additional cost.

For more information, visit www.sweetadelineintl.org.
To register, call International HQ at 918.622.1444 or
800.992.SING.





Harmony University

July 27 - August 3, 2014

Five Colleges to meet the needs of every student

Quartet College, Directors College, Chorus College, Music Educators College, and the Harmony College General Studies. **Scholarships are available! Act fast!**

Learn more and register at
www.HarmonyUniversity.org



Together, Making the Music
that's Making a Difference.

Next Generation Chorus
and Young Women in Harmony Chorus

Special performance by
Masterpiece

Honors Chorus
Lead by Doug Harrington



New venue and city
Belmont University
Nashville, TN

Visit downtown Nashville and
experience the world famous nightlife!

