



# 2014 ANNUAL REPORT



# The Joy—and the Power—of Singing



Singing is at the root of our passion. For us, that passion is applied to a style of Americana music called Barbershop. But we never forget that our passion is rooted in singing.

Have you ever had a time where you can't get one of those songs out of your head and you want to go to sleep? Or a tag (end of a song) that you could sing 100 times over and over and never get tired of ringing every chord, perhaps a little differently than before? (Apologies to my wife!) But after you sing, you feel recharged and invigorated again. That singing helped you be a better man and a better support for your spouse, parents, siblings and co-workers!

All of this is rooted in the joy of singing. Isn't that why we sing along to music in the car? When we work out? When we are hosting a little neighborhood get-together? Do you have music in the background, and then occasionally someone starts singing along? What if all of that went away?

Our 2014 annual report demonstrates just some of the value of activities that our 22,000 member/artists share through lifelong singing in our nearly 800 communities in North America. We love to sing and especially ring that barbershop chord. So much so that we've all been known to sing all night long, even when we are in our 80s! Now there is wellness!

**For the Joy—that comes from singing.** We all love to hit the stage and wow the crowd. It's what we do. It's what we're known for. And every time we do—trophy or no trophy—we're making a difference in people's lives.

**For the Joy—that comes from joining together.** We come from different places and different backgrounds. Yet when we come together, we share something that is bigger than any of us alone. Something that is making a difference in people's lives.

**For the Joy—that comes from genuine friendships.** Real friends are forged, not forced. Growing and learning from each other binds people together in powerful moments. It makes a real difference in people's lives.

**For the Joy—that comes from making a difference in people's lives.** We're a worldwide movement of Barbershoppers who are passionate about singing and performing, and who take great joy—and unabashed pride—in touching people with our music, and making a difference in their lives.

For those 22,000 members, pat yourself on the back. We had a fantastic year, and the future looks bright. For those reading about us for the first time, we welcome you with open arms. And remember, if you're interested in getting more people singing in your community, give our organization an opportunity. We are here to help.

A Better World. Singing.

A stylized, handwritten signature in black ink that reads "Marty". The signature is fluid and cursive, with a long, sweeping underline.



Since 1938, the Barbershop Harmony Society has been at the forefront of encouraging the joy of singing and fellowship, primarily in four-part barbershop harmony. For all its history, Society members have served their respective communities in song and in charitable activities. Now more than ever, Society members (with financial support from Harmony Foundation International) are particularly focused on working with all people and organizations that wish to improve their communities through the power of singing—with no strings attached. Join us as we cover a mere slice of Society happenings during 2014.



Society staff introduced several **innovative communication tools** such as discussion blogs, email management platforms, online magazines, video storytelling, and social media. Social media ended 2014 with **15,401 "likes"** on its Facebook page, **5,104 Twitter** followers and reached **8,039,823 YouTube** views.



## MEMBERSHIP

Budget dedicated to **membership services increased by \$339,000**—to nearly **\$1,240,000**. This was largely allocated to the roll-out of a new customer service call center. In 2014, this team averaged:

- **3,743** monthly customer service calls
- **1,899** monthly email conversations

Other membership activity in 2014:

- **Four new chapters formed:** **Thunder Bay, Ont., Fayetteville, N.C., Black River Valley, N.Y., Rome, N.Y.**
- Seven choruses applied to participate in the pilot Open Board program, which allows up to two non-Barbershopper community members to serve on the chapter board: **Alexandria Harmonizers (Va.), High Country Chorus (Ariz.), Arlingtones (Ill.), Ambassadors of Harmony (Mo.), Upper Yoopers (Mich.)** (pending PIO chorus), **Research Triangle Park (N.C.), OK Chorale (Okla.)**. More choruses have applied in 2015.

## EDUCATION

Harmony University moved to Belmont University and saw a **45% increase in attendance**. Total **enrollment was 618**, the highest total in many years. This included dozens of music educators (23 with no prior BHS affiliation). Most educators attended on scholarships provided by Harmony Foundation, Sing Canada Harmony, and by districts and local chapters.

In 2014, all 17 districts likewise hosted regional leadership and/or music education events, some of which hosted hundreds of attendees.

The 2014 Directors Chorus rehearses at Harmony U. Improving director quality is a high priority, which is why in 2014, **Harmony U director scholarships grew by nearly 30%**. Scholarships in 2015 will more than double the 2013 grants.







## HARMONY MARKETPLACE

Spreading the joy of singing means making sure singers can find our charts through us and elsewhere. In 2014, the Society:

- Entered into a **partnership with the world's largest sheet music distributor**, Hal Leonard, to distribute 58 Society singles and 5 songbooks through its **network of more than 30,000** North American music stores & 30,000 choral directors.
- Expanded female arrangements, expanded quartet kits, created new vendor relationships while testing new market strategies.
- Published **29 new arrangements** (3,097 now in catalog) and began selling **152 new "unpublished" arrangements**.
- Created 34 new learning track CDs; **83% of top 200** and 55% of top 500 selling charts **have learning tracks**.
- Shipped **13,000+ sheet music orders**.
- Cleared **copyrights for 545 songs** on behalf of Society quartets and choruses.



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## EVENTS

Our conventions showcased the best competitors from around the world. **Educational and non-competitive offerings** helped boost overall attendance.

**Midwinter Convention.** Held in Long Beach, Calif., the **1,780 attendees** included **29 Senior quartets** and **565 young men in 19 choruses** for the Youth Chorus Festival. Registrations and hotel rooms for Festival youth were provided at no cost thanks to support from Harmony Foundation.

**International Convention.** Held in Las Vegas, more than **7,000 competitors and enthusiasts** showed up for a week of contests and shows. 30 hours of webcast programming were **provided for free to 1,200 music educators and students** who were encouraged to watch for free. The week featured over **7,100 total streams** and a **25% growth in viewership**.



**Harmony Marketplace distributes more than 7,000 musical arrangements.**

**The Society's Old Songs Library holds more than 125,000 pieces of music—one of the world's largest private collections.**



**LONG-LASTING IMPACT.** Working to create greater local impact before and after international conventions, a **new staff member dedicated to educational tours** organized multiple Pittsburgh visits for 2013 Collegiate Champ Newfangled Four (below) and 2014 champ The Academy. They met with **nine local chapters**, with many local performing groups and **arts organizations**, and performed for **community leaders** and for multiple **schools and civic events**.



## OUTREACH GRANTS

Society outreach touched thousands, with underwriting by Harmony Foundation International. In 2014, the Society:

- **Increased Outreach funding by 30%**, with plans to double outreach grant funding in 2015.
- Funded **90+ scholarships to Harmony University**.
- Distributed **thousands of copies of free sheet music** to schools and music educators.
- Provided **clinicians** for youth barbershop camps and festivals.
- Reviewed grant requests from **102 applicants** for 2015 and **funded 60 grants**—a **30% increase over 2013**. In the fall 2014 window, \$104,743 was granted to help chapters and districts reach **322 music educators** and **7,306 students**.
- Hosted dozens of quartets in the international **College Barbershop Quartet Contest** plus hosted 20 Youth Choruses representing 500+ young men and their directors at the annual **Youth Chorus Festival**.



## OUTREACH

Working with others to promote the power of singing. "Youth Outreach" has been broadened to "Outreach."

- **Relationship with the American Choral Directors Association (ACDA)** increased. Staff conducted workshops, reading sessions and exhibits at **seven regional ACDA events**, returning each time with dozens of contacts with interested music educators and students.
- Developed relationships with the even larger **National Association for Music Education (NAfME)** along a similar trajectory to ACDA relations.
- Strengthened staff collaboration with the **National Museum of African-American Music**; members of the NMAAM have ongoing use of the Society HQ building for meetings and for video production as they prepare to become literal backyard neighbors and collaborators with the BHS.
- In a new **staff position for Music Educator Outreach**, a close relationship with Nashville's **Choral Arts Link** is developing a curriculum to "bridge the gap" between elementary and high school choral education for under-served children.



Year	HFI to BHS <sup>1</sup>	HFI to Donor's Choice	BHS operating expense (outreach)	Total outreach-oriented expenditures
2013	\$373,000	\$360,000	\$492,000	\$1,225,000
2014	\$483,000	\$481,000	\$440,000	\$1,404,000
2015 <sup>2</sup>	\$850,000	\$500,000	\$415,000	\$1,765,000

<sup>1</sup>Includes HU Scholarships and direct grant payments to chapters & districts

<sup>2</sup>Estimated 2015 full-year results



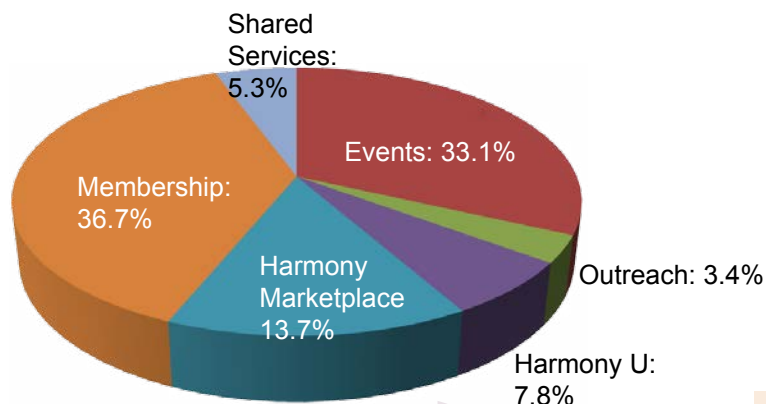




## VOLUNTEER-DRIVEN

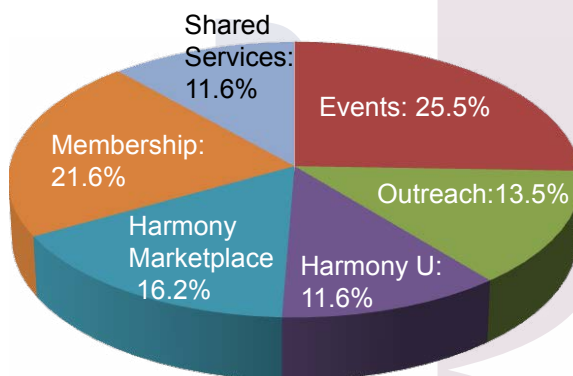
Virtually all Society activity is led or executed by volunteers. For tax purposes, Society staff counted the hours dedicated to a limited slice of professional activities provided by volunteers at major international events, multiplied by the average music educator's modest salary. (These activities were International convention judging & show production, Harmony University instruction, and Music Publications & Judging Committee activity.) This small slice represented more than **7,827 hours, or \$293,000 worth of volunteered services**. It is estimated that the **total worth of volunteer services (in-kind) provided by members exceeds \$1 million** at the international level and within our 17 districts and nearly 800 chapters.

## 2014 Program Revenues



\$6,172,525 Total Revenue

## 2014 Net Program Expenses



\$5,748,653 Total Expense



**FOR EVERY KNOWN STORY, MANY OTHERS GO UNTOLD.** The scale of activity among nearly 800 chapters and thousands of quartets is unmeasurable—and indeed, only a fraction is known. For example, in 2014, Oregon comedy quartet **Tone Deaf** (left) embarked on a mostly self-funded trip to the Cook Islands, spreading the joy of harmony with most of the island nation's children. Outside of local Oregon schools, few knew that the quartet has provided similar shows for hundreds of local children every year.

Countless untold stories deserve wider exposure. The Storytellers project began in 2014 to proactively identify and collect such stories. Between June and December of 2014, more than **300 grassroots stories** were identified or collected, most of which pertained to Society groups unselfishly giving within their respective communities. ■

## Board of Directors

### President

Don Fuson • Leawood, KS

### Executive Vice President

Skipp Kropp • Indianapolis, IN

### Treasurer

Dwayne Cooper • Austin, TX

### Immediate Past President

Shannon Elswick • Clermont, FL

### Executive Director/ Board Secretary

Marty Monson • Franklin, TN  
Clarke Caldwell • Nashville, TN

### Board Members at Large

Gerry Borden • Abbotsford, BC

Ed Bittle • West Des Moines, IA

Doug Brown • Cranford, NJ

John Donehower • Monroe, WI

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John Santora • Bel Air, MD

## Friends in Harmony

### Harmony Foundation International

[www.harmonyfoundation.org](http://www.harmonyfoundation.org)

### Sing Canada Harmony

[www.SingCanadaHarmony.ca](http://www.SingCanadaHarmony.ca)

### Sweet Adelines International

[www.sweetadelineintl.org](http://www.sweetadelineintl.org)

### Harmony, Incorporated

[www.harmonyinc.org](http://www.harmonyinc.org)

### World Harmony Council

[www.worldbarbershop.com](http://www.worldbarbershop.com)

### American Choral

### Directors Association

[www.acdaonline.org](http://www.acdaonline.org)

### National Association

### for Music Education

[www.nafme.org](http://www.nafme.org)

### Chorus America

[www.chorusamerica.org](http://www.chorusamerica.org)

### National Museum for

### African-American Music

[www.nmaam.org](http://www.nmaam.org)

### Phi Mu Alpha Sinfonia

[www.sinfonia.org](http://www.sinfonia.org)

### Ladies Association of British Barbershop Singers

[www.labbs.org.uk](http://www.labbs.org.uk)

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