

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



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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



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.

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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.



BECCA GRIMMER

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

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.



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/BHSposters>

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@
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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.

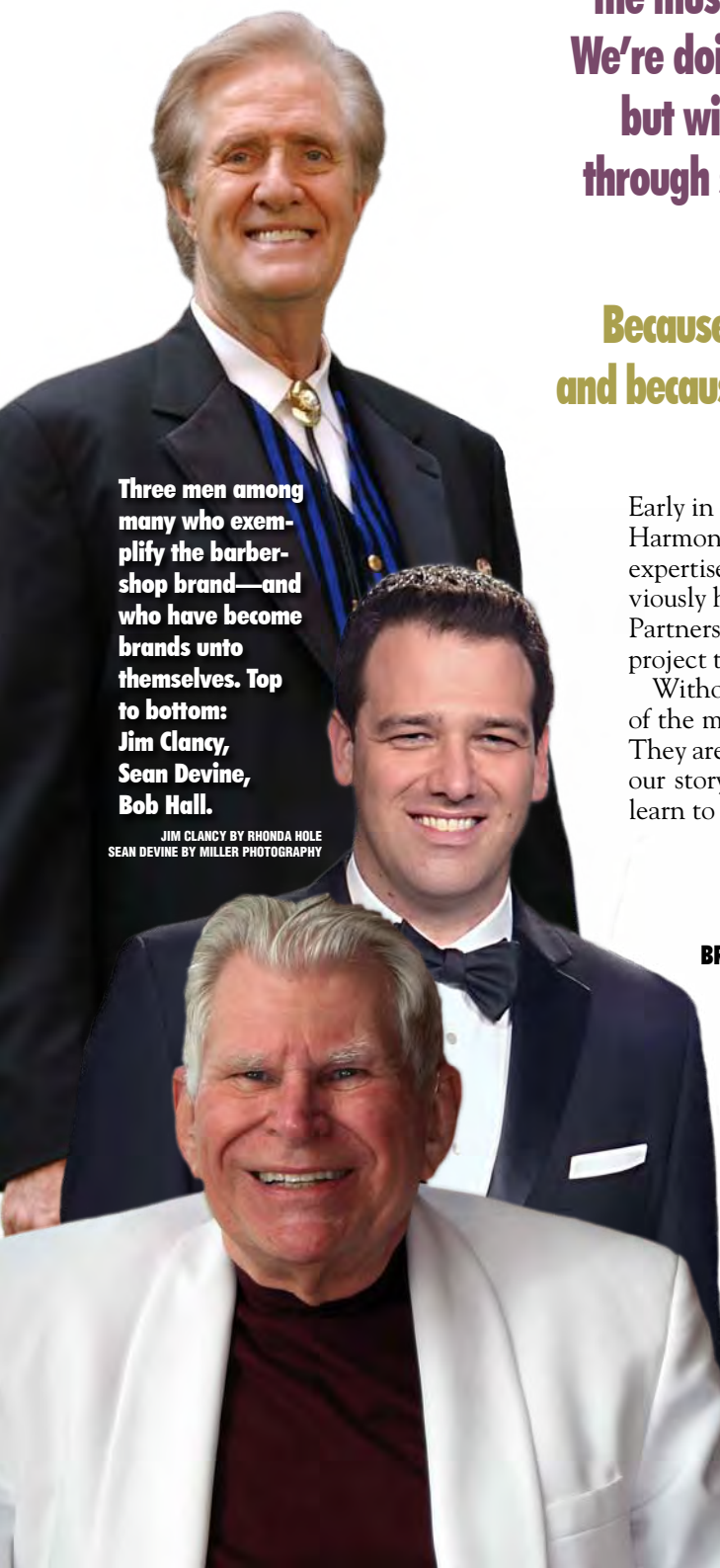
“Our underwriting of the Barbershop Harmony Society’s outreach programs will help reach the Society’s goal of 100,000 singers each year,” said Harmony Foundation CEO Clarke Caldwell. “The growth in music needs, the expansion in understanding the opportunities, the readiness and commitment to make a difference 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, wearing a dark suit and 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 exemplify the barbershop 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."

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

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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.

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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.



LORIN MAY

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



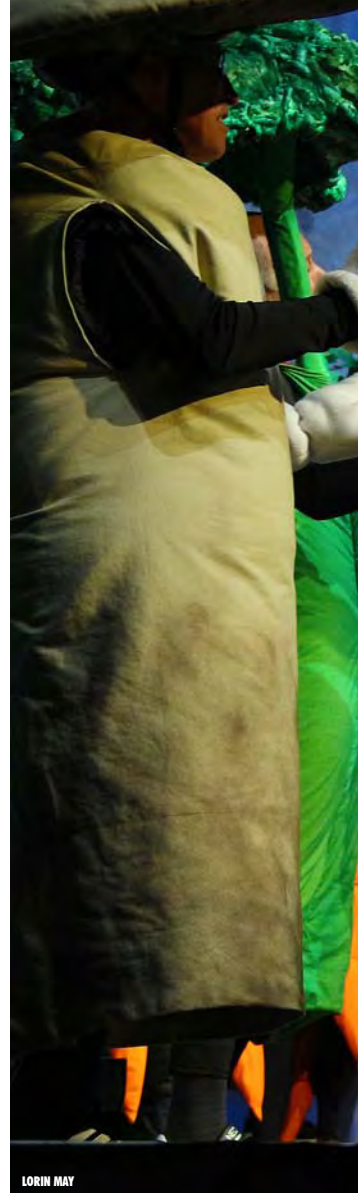
John Mallett
Presentation judge, parody writer, onion
john@mallett.ca



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

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.

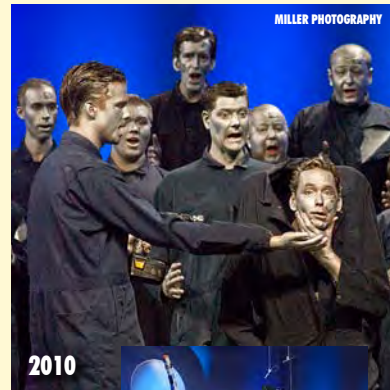
"For the longest time, I think the chorus was looking for that 'thing' that was going to take us to the next level," Jordan said, "not realizing that the 'thing' was actually going back to basics and really nailing them well." ■



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.

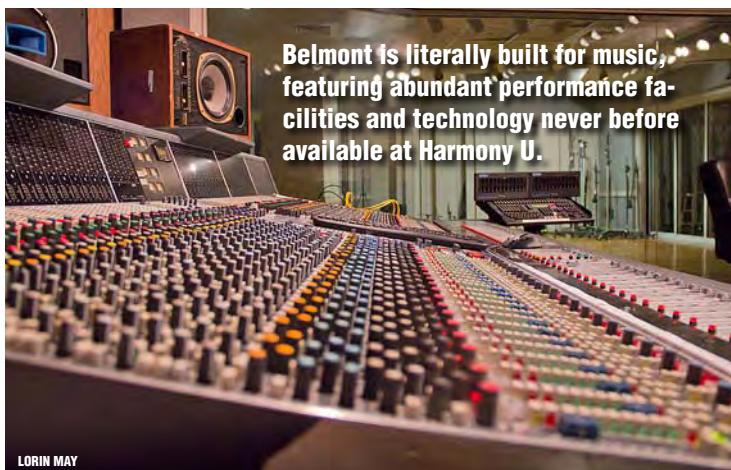
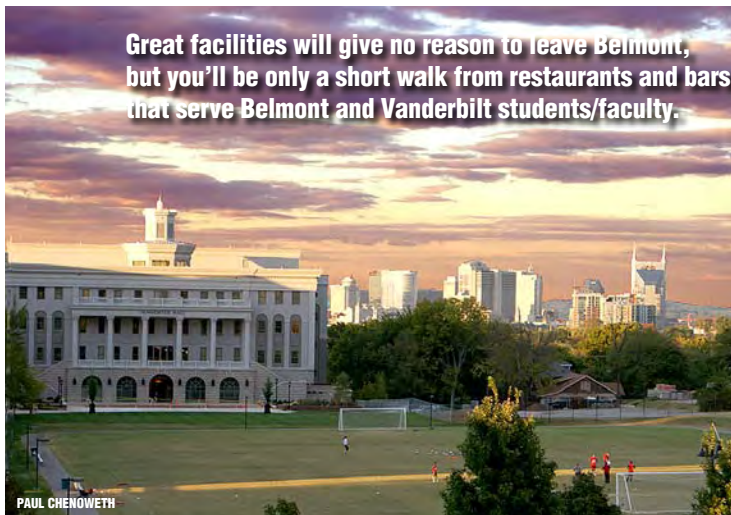
Gearing up for young women barbershoppers. We are capitalizing on the success of the young men’s Next Generation Chorus and inviting young women to participate in our first ever Young Women in Harmony Chorus.

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.



- 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.



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.



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

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.

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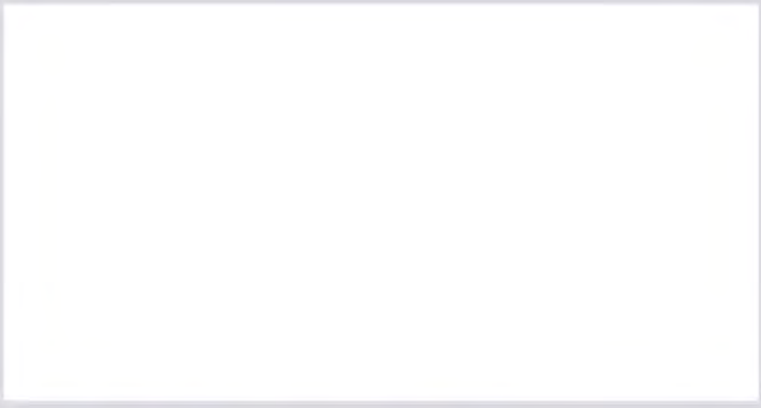
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