



THE VOICE OF RUSHMORE

Mt. Rushmore Chapter "Shrine of Democracy Chorus"
Rapid City, South Dakota

Volume 13

December 2011

Number 12

From the entire Mt. Rushmore Chapter Board of Directors
Merry Christmas to all SOD Barbershoppers, their families and all chapter guests!
Also, an extra special Holiday Season to all of our patrons and sponsors. Without your support we couldn't continue doing what we love so much.



Installation of Officers looms ahead

Yes, we will be installing our newly elected board of officers soon. Date of the banquet is January 7, 2012. This year's event will be held at the Radisson Hotel in some little cubby hole just for us.

IPP **Wayne Anderson** has lined up an awesome evening of food and festivities sure to cut through the boredom of the early January doldrums of post Christmas and New Year festivities.

On the menu for this year is your choice of Prime Rib, Chicken Imperial or Orange Roughy. Cost of the meal, excluding drinks, is \$24 a plate. (*Slightly more with food on it.*)

There will be an open bar, which Pete Anderson has graciously offered to have Black Hills Blend cover at least two thirds of the required costs so we don't have to pay the bartender.

Make sure you invite your wife or significant other (*don't let one know about the other*) to this fine evening of fellowship together. There will be plenty of time for singing, so bring your pitch pipe!

Welcome Guests!



Floyd Prezler
(guest of Jim Olson)

Dillon Beach
(brought by his mother after being recommended by HS choir director)

Shrine of Democracy

2011 Board of Directors

President:

Jim Olson

VP Music & Performance:

John Elving

VP Member Development:

Bob Melvin

VP Marketing & PR:

Del Beck

Secretary:

David L'Esperance

Treasurer:

Ron Evenson

Immediate Past President:

Wayne Anderson

Members at Large:

Alan Schulte

Gary Welsh

Jim Price

Appointments

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Clayton Southwick

Assistant Directors:

Jim Price

John Elving

Chorus Manager

Pete Anderson

Chorus Contact:

Pete Anderson

Bulletin Editor-in-Cheap

John Elving

Webmaster

John Elving

The Voice of Rushmore

is published monthly and is the official publication of the Mt. Rushmore Chapter of the Rocky Mountain District (RMD) of the Barbershop Harmony Society.

The Mt. Rushmore Chapter is the home of the Shrine of Democracy Chorus. The chapter and chorus meet each Thursday evening at 7 p.m. in the choir room at Central High School on Mt. Rushmore Rd. in Rapid City, S.D. (Look for the banner.)

For more information visit our website, www.shrineofdemocracychorus.org, or contact the editor.

Correspondence about content and contributions for publication should be sent to the editor. All material in The Voice of Rushmore may be reproduced without permission; please credit the author and The Voice of Rushmore in all reprints, thanks.

John Elving

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Print off two copies
of this newsletter
to share—one with
your family and
one with someone
you are bringing to
a chapter meeting.
Let them know they
belong here!



Jeff Elving
Pete Stach

Dec. 3
Dec. 11

SUPPORT YOUR QUARTETS!

Black Hills Blend

Al Kelts, tenor
Pieter Wouden, lead
Wayne Anderson, baritone
Pete Anderson, bass

High Mileage

David L'Esperance, tenor
Jim Olson, lead
Al Pitts, baritone
Del Beck, bass

Vintage Reserve

Dwight "Digger" Edstrom, tenor
Doug Andrews, lead
Clayton Southwick, baritone
Gary Welsh, bass



Visit Us Online At:

www.shrineofdemocracychorus.org

EasyDues solution

Last month we discussed the **Pay-As-You-Go-Joe** program instituted by the Mt. Rushmore Chapter Board of Directors. That has been put in place to help those who need a boost in paying their dues, usually on a one-time basis.

This month we'll introduce you to the **EasyDues Payment Plan** put in place by the Society. It works on much the same way as the Pay-As-You-Go-Joe plan in that you are making monthly payments, but in this case you are paying ahead.

If your dues are current and would like to get a jump on things so that your yearly dues aren't all of a sudden jumping up to bite you in the face, you might consider this program. Here's how it works. Once signed up, your monthly dues are taken monthly out of your checking account, savings account or billed to your credit card or debit card. That means your dues are spread out over 12 months and you really don't notice things until you get your renewal card.

If you are just joining the Society there is a great **Easy-Dues Payment Plan** for you. If you sign up for this plan at the beginning, your first year's dues will be taken out in five easy payments, plus a one time \$10 registration fee. In return for doing it this way, you will be given 18 months of membership for the price of 12. After that first five months the monthly dues will be taken out so that when it comes time to renew your dues will already be paid. Such a deal!

It's easy to sign up. Just talk to either **Bob Melvin**, the incoming **Membership VP Rex Field** or our **Secretary David L'Esperance** to get started. They have all the paperwork you need.

This is a great way to get your dues paid and on time. I know. I use it for two of us. And it's almost painless.

This, along with the **Pay-As-You-Go-Joe** plan the chapter has put in place should help all of us in planning our finances in these hard times.

Singers Wanted



May I take this means of thanking all you guys for the phone call from **The Anchorage** party on the 29th of Oct.

Marge and I were both down with the intestinal flu or would have otherwise been there with you all. I had been feeling pretty bummed out for several days, but the phone call and the singing you guys did lifted my spirits. It felt so good to be remembered and to think that even tho I am getting on in years, you guys thought enough to allow me to be a part of the party. So I thank you and wish each of you the best.....

Oh one last thing, we just gotta learn all the correct notes and then sing and move together.

Just call me *AL (Pitts)*

BBS ACTIVITY IN NORTH DAKOTA AND MINNESOTA

In my travels as both a Barbershopper and a traveling pharmacist, I sang twice in Fargo, ND. It is a chorus of 35 singers, has a good director and is a well balanced, good singing chorus. They are competition oriented which placed third out of 17 choruses at the Land O' Lakes competition this fall. They're not singing Christmas songs this year.

I also sang twice with the Pelican Rapids chorus. They have 35 good singers and a good director. They are singing Christmas concerts in the area with an invitation to communities around area. Ten men showed up. They're a good sounding group and fun with which to get involved.

Chuck Knowlton



Singing Valentines Are Coming Soon





From the editor's desk

APATHY! A noun meaning:

1. absence or suppression of passion, emotion, or excitement.
2. lack of interest in or concern for things that others find moving or exciting.
3. absence of interest in or enthusiasm for things generally considered interesting or moving.
4. uncaring attitude, lack of interest.

It seems to me that we as a chapter are suffering from this dreaded word. Why do I think that? Let's take a look at the things that give rise to that.

- When asked for someone to take on the chairmanship of things like Singing Valentines, the annual show, other committee positions, there has been a deafening silence from the membership.
- When presented the opportunity to sing for the public in any kind of performance, we can't get more than 3/4 of our chorus membership to commit to it, and sometimes less than 1/4 will commit.
- When given new music to learn, we still have people who haven't taken the time individually to learn what they need to. This even includes music which we performed on our show, and subsequent performances. There are still people who need the music in front of them to be able to sing it.
- When asked to "perform" during our rehearsal times, it is as though many of us are sleep-walking our way through the music. *"I'll perform only when I'm in front of an actual audience."*

More than one person has talked with me about this. They see a general lack of interest in what we do as a chorus. Some of them have even talked about this to the entire chapter during our meetings. However, apathy set in even more—an absence of interest in what is being said or done.

Do we as a chapter and chorus want new men to be excited about what we do and joining in with us? Then we need to completely get rid of that word—APATHY—and let them see how excited we are to be singing together and entertaining our audiences. There needs to be such an air of excitement when we get together that they just can't stand to not be a part of it.

I challenge each one of us to get excited, show that excitement, and then we can and will grow.



A Barbershopper's Night Before Christmas

From Smoke Signals
Pat Close, Editor

'Twas the night before Christmas,
and all through the Society,
Old Yule hymns were sung with sonorous piety.
Chapter rosters were hung by the chimney with care
In hopes that Old Santa would add more names there.

The Director had just finished blowing a "C" —
A nod to the Leads and then – Holy Gee!
Right thru the door burst Old Santa himself,
Chins dropped at the sight of the merry old elf.

He skipped 'cross the room and loudly cried, "Stop!"
I came to hear some of that Old Barbershop.
Every choir in town has had hymns to sing
I'm dyin' to hear those old sevenths ring.

Let's sing of Old Dixie – and Ireland too,
I dig "My Gal Sal" and "Wearyin' For You."
St. Nick's mellow bass sang every note clear —
All too soon his time to leave had drawn near,

Then he looked at the Chapter Roster and grunted,
"It looks to me like your growth has been stunted.
Get on the ball! Share you fabulous spirit!
Send harmony forth for all to hear it.

"Preach the Gospel of Barbershop far and wide,
Keep zest and enthusiasm close by your side.
A song can keep a guy young and alive,
The world needs harmony if it is to survive.

"So stick to your bag as I've stuck to mine,
Your roster will grow in a very short time."
As he sped out of sight, they heard him sat this:
"Yours is the Brotherhood most kindred to His."

W. F. Wrongfellow



Mission Statement

The Mt. Rushmore Chapter and the Shrine of Democracy Chorus shall promote, encourage and perpetuate barbershop-style singing in both chorus and quartets. We will recruit and welcome interested and motivated men who like to sing four-part a cappella harmony. We shall continually strive to improve our singing and performance skills, through the use of proper resources and opportunities. An attitude of fun, fellowship and teamwork will always guide our activities.

It's Showtime! (well, almost)

With our newly named Show Chair ready to go to work, and much of the music chosen (*learning tracks are on the Members Only section of the website*), it's time for each of us to think of how we are going to help out the chapter by taking on jobs other than singing in the chorus.

There are many things that need to be done. Some of them require chairmen along with "worker bees." Others already have chairmen but still need those "worker bees." Don't fight over them. There will be enough to go around and everyone **WILL** have a duty of some kind to do. (*I have this on good authority from the Show Chair.*)

Here is a list of the most of the duties that will need to be done by us, the chapter members:

- Ticket Sales Committee
- Publicity Committee
- Sponsorship Sales Committee (Advertising)
- Program Layout Committee
- Script Committee
- Staging Committee
- House Committee
- Wardrobe Committee
- Hospitality Committee
- Make-up Committee (maybe)
- Afterglow Committee

There will be more information distributed about all these committees in the near future. (We'll each receive a sheet to fill out.) For now, though, just be thinking about where each of us can help the most using our talents and giftedness.

If you have questions or suggestions about these jobs and how to help, please contact **Show Chair Barbara Elving** either by email (hcm.kerchel@yahoo.com) or by phone (605-545-0836).

Remember that many hands will make for light work for everyone (*see Del Beck's article*).



What about your New Years Resolutions?



Del Beck
VP of Marketing & PR

"...why would I change just because we turned over the calendar page and four a different number on it?"

While paging through some old copies of the **VOICE** I came upon an editorial which I wrote and published back in December of 1998.

After reading it again, I couldn't help but ponder the old adage, "some things don't change". So, after 13 years I am asking John to run this same message in the current issue.

Del

"It was my hope to catch your attention with the word "resolution." In reality I don't much care for the word and the concept it represents. The reasons for my lack of positive feeling about this term are:

- "It's a weak word, doesn't mean much, not assertive enough. I believe people use it as a conversation starter rather than as a plan of action. Based on my own personal poll, most people who offer "New Years Resolutions" are mostly show and no go.
- "I would rather talk in terms of visualizing, planning, and goal setting; doing things that are high priority at the time they need to be done rather than waiting for the new year. If I'm not disciplined and motivated at the proper time when action is needed, why would I change just because we turned over the calendar page and four a different number on it?"

"So—what's my point? Actually, I seem to have forgotten with all this rambling about resolutions. O.K., gotta get serious.

"We'll forget about semantics. No matter what we call it or when we do it, we need more people in the chapter; we need more people doing more work rather than just a few doing more work.

"Also, there are those members who are getting burned out from carrying a big load year after year. This is a good time for self assessment. It is not only a new calendar years coming up, but a new barbershop year. We have new officers, a new show to prepare, new opportunities for singing to explore, new _____ (you add to the list). Every member has a special place in the future of this chapter. Take the initiative to find your place to invest your time, your talent, your expertise. The new officers will be providing articles in this bulletin telling of their ideas, their plans and hopes for the chapter. (***That is a direct hint, fellow officers.***) Help them out, give them your support, be at rehearsal. It's great to be a Barbershopper!"

HECK, THIS AIN'T NO HOBBY

by Herb Bayles
from *ProbeMoter*

I get a little bit perturbed when I encounter a barber-shopper speaking or writing of his participation in the Society's activities as his "hobby." Perhaps it's only a trivial matter of semantics, but to me the word "hobby" just doesn't do the job. "Hobby" brings to my mind pictures of some fellow patiently gluing stamps in an album, building ship models, daubing paints on a square of canvas; doing something to pass the time during the doldrums of the sports seasons or when it's too wet and cold to get out on the golf course.

To my way of thinking a "hobby" is an activity one turns to when the evening's TV log lists nothing but re-runs; something that provides an excuse to escape from the clamor of the kids; something to divert one for an hour or so from the tensions and cares of the workaday world we inhabit. In short, a "hobby" is something to pursue when it pleases and when it does not.

How can "hobby" describe the forces that cause four men to give up a full weekend, travel long distances from home, dine on rubber chicken and sleep on strange, lumpy beds—all for the dubious pleasure of singing a free, 20-minute concert to a rowdy crowd of conventioners who were expecting four go-go dancers?

How can "hobby" explain the chorus member who hitches the tired, old, family station wagon to the chapter's equipment trailer and dutifully plods across three states hauling risers, uniforms and chorus paraphernalia to the district competition, knowing full well that they're likely to finish last, again?

How can "hobby" begin to describe the anxiety suffered by the natural-born introvert who, when called upon to fill a sudden void in the front row of the chorus, conquers the tremors of voice and knees and convinces the audience that

he is a seasoned performer? It is just not fair to lump the ordinary "hobbyist" together with the barbershopper who endures the countless rehearsals, the harsh criticism from his friends, the humiliation of makeup, the silly costumes and finally the agonizing suspense, waiting to learn if his quartet has reached the finals of the novice quartet contest.

DICTIONARY PROVIDES ANSWER

What we need is another word that better describes why we do what we do! In search of such a word, I toyed for a while with consecration which my Webster's dictionary defines, in part, "to devote to a purpose with deep solemnity or dedication." Well, that's fairly close but it does sound a bit sanctimonious so I switched to dedication. Webster defines "dedication" as "self-sacrificing devotion" but cautions that it "implies investing with a solemn and sacred character." So okay, scratch "dedication." It simply wouldn't do at afterglows.

This left me with devotion and turning again to my dictionary I found the definition, "to center the attention or activities of oneself, applies chiefly to personal activity and suggests motives as impelling as a vow." Now that's more like it! Webster further defines "devotion" as "ardent love or affection" (right on!) and goes on to tell us that a devotee is "an ardent follower, supporter or enthusiast" (you bet).

So there it is, you "hobbyists!" I've found my word. And the next time a stranger stops me in a hotel hallway to ask, "What's with the funny clothes and all that glop on your face? Are you weird or something?" I'll hand him my card, neatly inscribed:

H.W. BAYLES
Devotee 1st Class
S.P.E.B.S.Q.S.A.

Great Northern Union to Perform at American Choral Directors Association Conference

The Great Northern Union has been selected to perform for hundreds of vocal music educators and enthusiasts at the upcoming conference of the North Central Division of the **American Choral Directors Association** in February, 2012.

This is the second time the chorus has been invited to perform at the conference. The first time was in 2008. Says **Pete Benson**, GNU Musical Director, "We are very proud and honored to be invited back to the NCACDA conference. It is a wonderful opportunity to connect with many influential people in vocal choral music." Congratulations GNU! You make us proud!





Society Dues Increase Scheduled for 2012

It has been no secret that for the last 25 years the Society has experienced a steady membership decline. As a result, the organization has adapted in recent years by reducing expenses in as many areas as possible, seeking opportunities to increase revenue, and prioritizing its education programming to ensure our mission is best accomplished within our financial means. With the organization's recent attention to membership as "Job One," trends indicate that the decline is slowing down. In 2012 we are re-launching the membership recruitment campaign, **Operation Harold Hill**, which was the most successful recruitment event the Society has ever seen.

With the declining membership and ever-increasing costs to do business, the Society, in order to balance its budget, will be implementing a \$5 dues increase per member effective January 1, 2012.

As we look towards 2012 we are excited about the success that chapters will be able to experience through Operation Harold Hill. By working together across the Society, we can make 2012 the year the Society grows again!

Thank you for your continued support of barbershop harmony and the Society's mission to "bring men together in harmony and fellowship to enrich lives through singing."

Keep the Whole World Singing!

Larry Deters
Interim Executive Director
Barbershop Harmony Society



What kind of chorus are we?

In reading through a newsletter from a distant chapter in a distant district, I found this interesting information. Admittedly it influenced my thoughts and I thought I would pass the information along.

What are your reasons for singing with the Shrine of Democracy Chorus? I know this can have multiple answers—almost as many as there are members of the chorus. Let me give you just six options. Non of these are outlined by the Society, but they pretty well identify all chapters/choruses within the BHS.

First is the **Social Club**. These are people who just come to sing and have a great time socializing with all the "buds." They may or may not know all the notes and words, generally don't care about vocal technique, and don't use any form of stage presence.

One step up from that is the **Emerging Chorus**. This would be a chorus that is happy with singing for the public, but wouldn't consider themselves as entertainers (they might smile once in a while). Vocal technique is something they are just getting started on. They still sing for themselves but are willing to share.

Our third level is the **Mid-Level Chorus**. They consistently sing at a "C" level, knowing most of the notes and words, enjoy singing for others, but are probably still just singing mostly for themselves. They might think they are entertainers, but really haven't gotten the grasp of that yet. Audiences will encourage and applaud them.

Next is the **Accomplished Chorus**. They sing pretty well and are generally at a high "C" or low "B" level. They know what it is to be a good chorus, knowing almost all the correct word and notes, but haven't quite merged the singing and entertaining. They are selling the song most of the time and show they have a plan for the song and are doing the plan.

The **Competitive Chorus** is the chorus that sings in the upper "B" and lower "A" level. They sing pretty well, executing most of the correct vocal techniques, and sell the song almost all the time, showing continuous emotion. They also use presentation very well. Audiences respond very strongly. Their contest scores are 70 to 80 and are consistent district competitors.

Finally, the **Championship Chorus** does everything right. Audiences go wild when seeing their performances. All these chorus score 85 and above in contests and are usually competitive for district championships and in the hunt for International competition.

So how do most choruses see themselves within this picture? Amazingly, most think of themselves as **Accomplished Choruses**. They also want to be more than competent and working toward being a **Competitive Chorus**.

Take a look at the following graph and see how little it

BOARD SCRIBBLINGS



DAVID L'ESPERANCE
Chapter Secretary



The November 2011 meeting of your Chapter Board of Directors was convened by **President Jim Olson** at 7 p.m., November 8 in his offices. The secretary confirmed the presence of a quorum, and the proposed agenda was approved. The minutes of the October meeting were approved as corrected. The treasurer's report was accepted, showing we remain in sound financial condition.

VP and COMMITTEE REPORTS:

Music and Performance VP John Elving noted learning tracks for seven selected songs for next year's show, all except **Zip-A-Dee-Doo-Dah**, are available for download on the website. He also reported on the early schedule for caroling throughout December, and said there may be an added evening performance downtown.

Chapter Development VP Bob Melvin noted we were not singing as part of the Veteran's Day events November 11. An animated discussion, during which the proper protocols of referring all contacts for Chorus performances to **Chorus Manager Pete Anderson** were reiterated, ensued.

OLD BUSINESS:

The banquet celebrating the Installation of Officers and presentation of awards is scheduled for the **Radisson Hotel** on January 7, 2012. Cost per person will be \$24, with prime rib, chicken imperial and a fish selection as the entrees.

The **RMD Leadership Academy** is this coming weekend in Denver, and **Rex Field, Todd Schultz** and **John Elving** (faculty) will be attending.

Barbara Elving has graciously volunteered to be the Administrative Show Chairman for the 2012 Show. Each and every member of the chapter will be expected to assist and accomplish any task she assigns to you.

Caroling will begin December 1, and each Thursday through December 22. At least one visit is scheduled for each night, and thus far two each are booked for the 15th and 22nd. "Festive attire" is the uniform.

IPP Wayne Anderson and **Secretary L'Esperance** "volunteered" to assist Barbara with show preparations. An extensive discussion about the benefits and negatives about bringing in guest quartets resulted in no real consensus.

President Olson has possession of the **Singing Valentines** banner. It will be used for next year's promotion. The city's "hanging charge" was \$375 this year.

ADJOURNMENT:

With no further business for the good of the chapter, **President Olson** declared adjournment at 8:36 p.m. The next Board meeting is tentatively scheduled for December 13.

Respectfully submitted
In Perfect Harmony,

DAVID L'ESPERANCE, Secretary

Sad News

We have sad news to report to and about our membership. Unfortunately, we continue to dwindle in size, not only with our active members, but with our dues-paying membership.

We have several members who, although they have current paid dues, are no longer singing with us. That is sad news indeed. The **Shrine of Democracy Chorus** needs them, but more importantly, they need the chorus and chapter.

Even sadder is that fact that we have six members who have let their membership lapse for one reason or another, although some have decided that they are either too busy or have aged out of the need for singing.

Apparently we aren't offering what they need. We need to discover what it is so that we can make sure they are getting the three things necessary in each rehearsal—ahhh, ah-ha and ha-ha. Perhaps it's time to do an exit survey of our own, along with a chapter survey to make sure we are offering what is necessary to not only attract members, but to keep them once they join us.

One unfortunate side effect of men not paying their dues and having a lapsed membership is that, according to not only the Society, but also our own policy, they are not allowed to sing with us at any of our performances. This has to do with insurance problems, among other things. The chapter policy adopted several years ago states:

- **To be accepted into the performing chorus, the member must pay all chapter, district and Society dues, as well as any uniform purchases and miscellaneous fees determined by the board. (Such as convention expenses.)**

Unfortunately we have been lax in this policy and it has hurt us in the long run. And yes we, the Society, Rocky Mountain District and the Mt. Rushmore Chapter, do need the payment of dues to operate. Each of them has cut their expenses and budgets to a bare minimum but are still dealing with a dwindling membership and subsequent dues.

In the slogan used many years ago by the Society, Membership begins with ME. Each of us need to be aware of what it is that prospective members want and need. (Our CACM books give us some great clues to start with.)

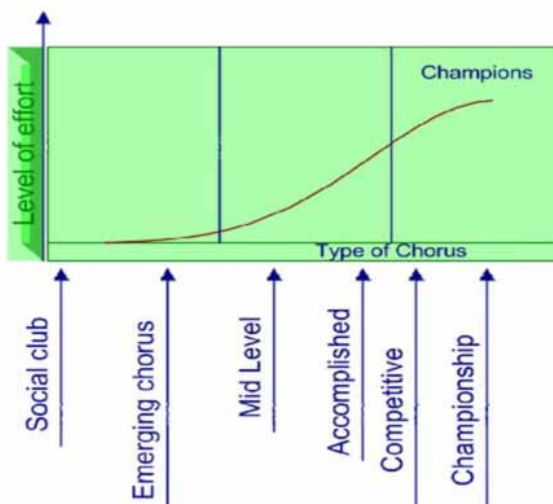
Let's make this the chapter and chorus it needs to be, complete with retaining our members and bringing in new ones. That may mean we need to change what we're doing somewhat to fit their needs (not ours), but isn't it worth it to **Keep the Whole World Singing?**



The 25th of
each month

What kind of chorus are we? *Continued from Page 7*

would take to do that. It really is very little. The difference translates, in general, to greater individual effort and a little



higher group effort.

What will it take for each of us to reach the next level, whatever that next level is for each of us? What will it take for the SOD to reach the level at which they consider they should be?

As has been mentioned by others in the past few months, we, as a chorus, seem to have lost a lot of what we used to be (even before I come to the area). In years past we were a competitive chorus, thinking nothing of travelling as far away as St. Louis, Missouri for conventions and competitions. When a performance came up, there was no question as to our taking part in it.

So what will it take to get back to that position as an Accomplished Chorus working its way to being a Competitive Chorus? That's the kind of chorus the younger people are looking to become a part of—the kind of chorus many of you joined.

Think about what it will take for you individually to move to the next step.



In Pursuit of Excellence...

Looking at performance in a new way

By Tom Jackson, performance coach

Used by permission

The correct attitudes of the performer are the foundation of a good performance. Let's look at laying that foundation.

Who you are is more important than what you do. What I'm dealing with here is who you are on stage being more important than what you do on stage. The most important attitude as a performer is to love your audience. By loving your audience, I mean having an attitude of wanting to give anything you can for the benefit of each individual in your audience.

A performer should not be on stage thinking of other things. You're giving. You have a giving attitude. You need to love your audience because people respond to love more than anything. Anything! There are many things we, as performers, have to offer. People respond to them. Advertisers use sex, for instance, it to sell their products; it's a stimuli. People respond to rebellion or hatred. That will draw them in. But I guarantee you that people will respond to **LOVE** more than any of those things. People need to be loved. Today's world uses people up and then spits them out. So if we're there to meet them with love, not just give them "songs," but to really communicate love, they will respond.

What I'm trying to get to is that we as artists want to think that our music and our voice is what captures everybody. That's fine, but in the course of musical history, when we compare ourselves a hundred years from now to musicians like Beethoven, I'm not sure that what we're singing is going to go down in history as world changing in terms of artistic abilities.

There are many people in the audience and they will like what's happening on stage for many different reasons, not just the music. Many times I will like what's happening on stage because of the person. Musicians who say "I'm just going to play my music because I'm an 'artist'," will lose a large percentage of their audience. The true goal of reaching people and communicating a message is lost when an artist fails to relate to their audience on the human level. People will respond to people, not just to the music. Sometimes you may not even like an artist's style of music, but there's something special about them on stage. They're loving and they're fun, so you accept them. This may be true in our cases also, when we're on stage.

WOW! *Something to think about when we go out and sing for audiences anywhere and anytime. We need to love them enough to give them the very best—and show it. When we perform for anyone, we are not singing for ourselves, but we are there because we love to sing, and we love to make our audiences feel that love as if it were for each individual there. —Ed*

