



The Voice of Rushmore



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

Volume 13

October 2011

Number 10

Performances are public relations



Del Beck
VP of Marketing & PR

"... good singing is what attracts new people."

The latest issue of the HARMONIZER contained an interesting article featuring the guys in **STORM FRONT**. Jim Clark was quoted as stating that good singing is what attracts new people. I have always believed that idea. Whether it's attracting an audience to a show, an organization hiring a chorus for entertainment or recruiting new members; the outsider is drawn in by the quality of what is going on in the chapter.

We can look at two public relations activities in our chapter which can provide that draw. The first is accomplishing a really good performance for the public. Returning just hours ago from a chorus performance in the town of Wall and facing an Editor-in-Cheap deadline, I offer the Wall performance as a public relations example which can draw outsiders to our shows and perhaps to our chorus. Thanks to John Elving, Jim Price and a bunch of chorus members, we delivered a fine performance for the folks from **Golden West Telephone**. This large audience gave us their undivided attention, good focus and great response. This was the very kind of opportunity we needed in order to bring people to our shows and men to our rehearsals. We need more experiences like this one.

The second huge activity we have waiting for us is the **Christmas caroling project**. I cannot think of a better time

to invite men who can sing and enjoy doing so, to join us for caroling this Christmas. The timing is perfect because everyone is familiar with Christmas songs, they can use music, and the initial commitment is from now until Christmas. Sure, we want to get them hooked on Barbershop harmony and add new members.

I have spoken with several men, both young and not so young, who have expressed interest in learning and performing Christmas carols. Make it a goal to speak with ten men of any age. Invite them to attend and learn the carols and then join us in delivering those carols. After all, caroling is probably [one of] the best thing[s] we do for this community. Anyway, I admit that it is the most satisfying time of the year for me.

Del

Nominating committee selects new slate for 2012

The nominating committee, Wayne Anderson, chairman; Jim Olson and Jim Price fulfilled their responsibility of coming up with what appears to be competent men to lead our chapter in the coming year (2012). Here are the men who have been nominated:

- | | |
|-------------------|-------------------|
| President | Jim Olson |
| Secretary | David L'Esperance |
| Treasurer | Ron Evenson |
| VP Music/Perf. | John Elving |
| VP Membership | Rex Field |
| VP Marketing & PR | Todd Schultz |
| Members-at-Large | Jim Price |
| | Alan Schulte |
| | Gary Welsh |

Voting will take place soon, so if you have other names to add to the agenda, please contact Wayne Anderson.

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

Music Director:

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 fellowship hall at South Canyon Lutheran Church on 44th Street in Rapid City, S.D.

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!



Chris Pelczarski Oct. 12
Loren Lintz Oct. 27
Dwight Edstrom Oct. 28
Ron Evenson Oct. 28

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



Success in not a single victory, but a series of a few victories repeated every day.

Dave Ramsey

"You have achieved success when you don't know if what you are doing is work or play."

From Concho Capers San Angelo TX, Paul White, Editor

Tune that 'off the shelf' note

BY J. MARK ROBERTS, MUS. & PERF.
Des Moines, Iowa Chapter

In preparation for our weekly rehearsals, it is important that we continue to work on our individual skills. A focus that our director has had over the last few weeks is for us to visualize picking the right note. While this is something that he can teach us, he can't do it for us.

He has provided the visualization of selecting the right note "off the shelf." We need to think about picking the note, not scooping to the note, knocking down other notes on the shelf. I have noticed, though, that the note selected by some people is not quite in tune.

I would like to offer another visualization to help tune the note that we pick "off the shelf." Since we have just started working on a song arranged by Joe Liles, it seems fitting to introduce a visualization method that I learned from him a couple years ago at Harmony University.

To create your own visual representation, hold your left hand up in front of you in the shape of the letter "C." All of the space inside the letter C can be the range of that particular note, depending on tuning. If you are playing a perfectly tuned piano, for example, your notes would strike pretty much in the center of this open space.



Movement down would be flat; movement up would be sharp.

In barbershop, it's pretty common that we need to tune our notes on the sharp side. To provide this image, take the index finger of your right hand and place it inside the open space, resting at the top, just under your uppermost knuckles.



This is where you need to tune the notes as you take them off the shelf.

So, as you are singing, visualize picking the right note off of the shelf. Then, as you pick that note, tune it to that point at the top of the C. Once you have done this for a while and continue to visualize tuning your note to this spot, you will find that you will improve your tuning, and you will be less likely to go flat.



MY TWO CENTS:

David L'Esperance

For many weeks now, an issue during Chapter meetings which has been grating upon me is the habit that several members have of deciding to talk/discuss/argue among themselves during a session when we are working on a song. Whichever of our fine directors is up front has stopped us to discuss or correct an issue such as wrong notes, improper phrasing, point of breath control, etc, and certain individuals immediately start talking, interrupting the director and making it impossible for the rest of the men to hear and digest the director's points. Not only, as John said the other night, does this waste everyone's time, it is plain RUDE and shows significant disrespect for the person whose sole goal is to make us better singers and make the song the very best it can be for both us and our audience. The practice also shows great disrespect for every other member of the Chorus.

I urge each and every one of you to examine your conduct on the risers (and in the chairs) and honestly ask yourself, "Could he be writing about me?" If the practice continues, I hope the directors will not hesitate to call you out individually, in front of the full chorus, and demand that you stop it!

Respectfully,

DAVID



Mount Rushmore Barbershop Festival

By Tony Pranaitis

Officially known as the "**Harmony Happening in the Hills**" (you would have to know the name is referencing the Black Hills), I personally prefer to call this the "**Mount Rushmore Festival**." This was my fourth year attending this spectacular event.

If you have even a drop of patriotic blood coursing through your veins, it's really a thrill to sing in the amphitheater just below the majestic carvings of Washington, Jefferson, Lincoln, and Roosevelt. Repertoire includes **America the Beautiful** (with **Overlay**), **This Is My Country**, **God Bless America** and various selections by the clinician.

This year's clinician is an icon in the Society, one of the greatest teachers, chorus directors and quartet gold medalists, **Dr. Jim Henry (Ambassadors of Harmony, Gas House Gang, Crossroads)**. It was an honor and an inspiration to study under and sing for Jim.

Songs he selected to round out the repertoire were **Gonna Build A Mountain, River Of No Return**, and **Swing Down Chariot**. Of course, he inspired us with much of the philosophy that has been the source of his greatness and success. He is well known for his "**Gold-medal Moments**" keynote address that focused on his belief that "*this is not a hobby, it's a ministry.*"

Most of us think of a ministry in a religious context, and Jim Henry is a devoutly religious man who infuses his faith into his work (he teaches music at the college level for a living). But a ministry is defined as a "service," and what Dr. Henry means is that people are not just watching us do something that we use to occupy our spare time (like fly fishing or bowling) but that we are changing lives through the power of music, especially music produced by the human voice.

Humans are emotional beings and life can be harsh and painful, so we look for beauty and order to help us heal from our traumas and celebrate our joys. Music does this like nothing else can, especially when it is performed beautifully and from the heart. He also taught us that achieving a level of artistry that changes lives requires hard work, and "hard work is fun when improvement is evident" (he had us repeat that phrase a few times).

You know, it is possible to work hard and NOT improve (which is not fun at all). It takes a lot of energy to raise the temperature of water to 211 degrees. A little more energy will raise the temperature one more degree, and when water reaches 212 degrees it boils and produces steam. Steam can move a locomotive across a continent or move a ship across an ocean, but if the water temperature is only 211 degrees, neither will move an inch. Forward progress is fun, but it takes effort and energy, sometimes a little more than we want to dedicate.

One of the little technical tips that Dr. Henry shared was the "secret" to successfully jumping from a low note to a high note (on pitch, without straining). This is so simple, as are most ingenious solutions. The trick is to go to your "head voice" on the low note BEFORE the high note. It's not easy to produce that transition when in the middle of your "comfort zone" (it's easy to

be lazy in your comfort zone), but this is just another opportunity to do some extra work that makes singing fun because improvement is evident (when you land on the high note effortlessly).

The performance itself at Mt. Rushmore is the "pre-show" to the lighting ceremony that the National Parks Department conducts every evening. We had ideal weather this year, and there were hundreds in the audience. Also performing were the **Shrine of Democracy Chorus**, our host chapter, and a local Sweet Adeline chorus; this year we had three quartets: **Black Hills Blend, Checkpointe** from Billings, and **Ignition!** from Denver.

The Billings chapter decided to attend the festival in lieu of the RMD Fall Convention, quite honestly because the chapter did not have the finances to assist with some of the expenses of traveling to Colorado Springs. Over 90% of the chapter members (and some wives) came to Mt. Rushmore, but their director was unable to attend, and therefore the **Big Sky Chorus** did not sing on the show.

They came a LONG WAY for the fun of singing in the massed chorus under Jim Henry, but had their Director been there they would have performed (which I personally would have enjoyed).

Jim Henry had never been to Mt. Rushmore or the Black Hills before, and he was truly overwhelmed by the awesome experience. Four years ago was my first visit, as it was for Curtis Terry, and both of us have been back every year since. **Ignition!** headlined the show the first year, **McPhly** the second year, and **Ignition!** has headlined the past two years. Obviously, they love it too.

My wife Nancy looks forward to this excursion every summer, and this year we hiked around Sylvan Lake after a gourmet lunch at the Sylvan Lake Lodge restaurant, then drove through Custer State Park, visited a local winery and stocked up, and on our way home we drove Spearfish Canyon and hiked Roughlock Falls. There is a tremendous amount of natural beauty in the Black Hills, only six hours from home. Nancy also walked through the shops in Keystone, a quaint village near Mt. Rushmore, while I was in rehearsal. Next year she and Paul West's wife (a Longmont barbershopper who comes to the Festival every year) and Lyn Gogolin, wife of Shrine of Democracy barbershopper Jim Gogolin, who lives in Keystone, will get together to visit local quilt shops, as they are all quilters.

About 50 guys were in the massed chorus, one of them a blind guy (blind from birth) in his late 30's whose parents drove him (about 350 miles) from Sioux Falls to participate. He comes most years, and I got to chat with him and sing a couple songs at the afterglow with him. Since I roomed with a blind guy from the Sound of the Rockies in Kansas City, I learned a lot about the challenges of daily living and singing in a chorus with no sight, and I have a deep admiration for their tenacity.

I'm also strongly supportive of and grateful to these small chapters (also Boulder and Durango) that take on the project of hosting festivals in the Rocky Mountain District (Boulder: **Chautauqua**, and Durango: **Silverton**). The guys in the Mt. Rushmore chapter are the epitome of friendly barbershoppers, and it has often been said that festivals such as these are "what barbershop is all about."

There's more to barbershop than words and notes. Singing is a ministry for your OWN life as well as for others. This is one of the handful of special places where barbershop harmony meets fun and inspiration; let me know if you're interested.

Forward progress is fun, but it takes effort and energy, sometimes a little more than we want to dedicate.



Armpit barbershop quartet.




We get Mail

Hi Guys,
Thanks for
the chance to
sing at Mt. R.
- Maria
Thanks for inviting us.
- Janice
I had a
wonderful
time. Maria

Thanks for the opportunity!
- Angie
Had a blast! - Marcia

The Guys
Many
Thanks for
inviting us to
join you at
Mt. Rushmore! It
was wonderful.
- Pam V.

It was so much
fun to sing with
you at Mt Rushmore
God Bless!
- Margaret
- Stephanie
- Jodie
- Renee
- Keech

Thank you for
having
us sing with
you at Mt.
Rushmore.
- Janet
- Matuska

Thanks very
much for
inviting
us to sing!
- Esther C.

Always a
thrill!!
- Vonnie

Thank you for
inviting us to sing
on your program
- Lynne

You guys are the
Best
- Deb

Attitude is everything Striving to be the best that we can be

By Michael J. Werner
From Fullerton, Calif. BB Clippin's bulletin
Dick Cote, Editor

There is no denying the fact that we are a part of the Society because we enjoy singing Barbershop harmony. We chose the Fullerton Chapter and its credo "We're Number Fun." It is what identifies the chapter and gives it a unique approach to what we want to achieve. However, when it comes to performing in shows or contests, we have to be focused in the right mind set.

Anything worth doing is worth doing well. It is hardly conceivable that we will become another **Masters of Harmony**, but we should still make out best effort with the resources that we have available.

Doing things like practicing our music at home between rehearsals is a start. If we apply this, then we won't have to start back at square one every time we meet on Tuesday evenings.

When the director is up front leading us, let's give him our 100% attention. This means **no talking**, especially after he stops us in the middle of a song. Something important may be missed if conversation breaks out. All it takes is a little self-discipline from everyone. A little bit can go a long way to help this chapter.

Let's get to work (and have fun, too)!

Note: How do the above comments apply to us?

GOODBYE - - - - - - - - - - FROM THE BACK ROW

I am taking space in this newsletter to voice my appreciation for the opportunity to sing with you guys the past four-plus years. The back row is not conducive for a realistic chorus sound, but when i had the opportunity to direct the closer, i experienced what barbershop really sounds like.

Thanks to everyone who has made my association with the chorus enjoyable. I haven't participated in many of the extra functions, but I cherish the rehearsals and performances I have been a part of.

Bon and I are moving to Dakota Dunes, S.D. which is just across the river from Sioux City, Iowa. I plan to join the chorus there. I have talked to one of the lead singers who gave me a few details concerning their organization. They are a group of about 25 members. They sing at a couple of churches one Sunday a month and a few other community functions from time to time. I got the impression they sing a lot of gospel music.

I will keep in touch by E-mail with "leaderman."

So Long,
Argyl Ullestad

THE JOY OF QUARTETING



Al Kelts
Tenor, Black Hills Blend

...we are a better quartet than we were three months ago.

As I was listening to an interview with the lead singer in **Willco**, a rock group, I wondered: "Do they have a coach?" As **Black Hills Blend** is preparing for competition, I find myself focusing on the importance of coaching—I remember the amazing improvement in a recent winner of the District Seniors Quartet Competition, **Four Keeps**, after Chris Vaughn, lead for **Gotcha!** started conducting their chorus!

BHB has had three coaches in the last 3 months:

- **Vonnie Houchin** focused on sequencing the words right, presentation of the song, starting out each song well, and ringing chords.
- **Jim Henry** focused on sound production—i.e., breathing well and together, lifting our soft palates, singing in unison with our lead, and duetting with our lead—singing the first phrase again and again, synchronizing our parts with the lead, and ringing chords.
- **Al Pitts** is focusing on words—sing the right sounds (your, not yer); matching vowel sounds with the lead; ending words (heart, not hear-); moving the song along in some places and slowing it down in others (increasing the excitement of the song); making it softer here and LOUDER there; and ringing chords.

I have to say that Al Pitts has always been there for us for years—patiently listening, telling us the same things over and over again, demanding the very best from us, NEVER losing patience, and ALWAYS enthusiastically supporting us with an AMAZING kindness.

I don't know if we will get to sing four songs in Colorado Springs or not—we're competing against 24 other district quartets, most of them from the Big Cities. I do know that we are a better quartet than we were three months ago and that the skills which our coaches have taught us are beginning to spread into our other songs.

Al



FROM THE EDITOR'S DESK



John Elving
Editor-in-Cheap

As you have seen in this publication, and have gotten from your weekly SOD Notes as well as have been given information in other ways, there is a slate of officers which you, as members of the Mt. Rushmore Chapter, will vote into office. They will, then, take office in January and will then lead the chapter in the next year.

However, there are other positions that need to be filled—show chair, Singing Valentines chair, among others. For some reason we have had trouble with people wanting to take these positions as their administrative contribution to the good of us all. IF we are to continue as a thriving chapter we do need to have these positions filled and fully functioning.

This is not a phenomenon solely with the Mt. Rushmore Chapter. It is prevalent in all organizations including those associated with the Barbershop Harmony Society. The amazing thing is that every person who invests in whatever organization with time and talents, will make it more profitable for themselves. Amazing—the more you do, the more you get.

We all have time constraints. That's just part of life. The amazing thing is that we always seem to find time for the things that mean the most to us. How much does the Mt. Rushmore Chapter mean to you? How much would you like it to mean to you? Are you willing to put forth the extra effort to make it what you want it to be? How can you make this chapter a better chapter?

It's time to get rid of that dreaded six-letter word—APATHY! It's now time to get involved—all of us—and make this the great chapter it can and should be. Contact on the BOD members to ask what you can do to make this chapter—your chapter—the ideal chapter in which to have membership.

Sing-cerely & Humm-bly,

John



Rod P. is at it again!

UP

Read until the end ... you'll laugh.

This two-letter word in English has more meanings than any other two-letter word, and that word is **UP**. It is listed in the dictionary as an [adv], [prep], [adj], [n] or [v].

It's easy to understand **UP**, meaning toward the sky or at the top of the list, but when we awaken in the morning, why do we wake **UP**?

At a meeting, why does a topic come **UP**? Why do we speak **UP**, and why are the officers **UP** for election and why is it **UP** to the secretary to write **UP** a report? We call **UP** our friends, brighten **UP** a room, polish **UP** the silver, warm **UP** the leftovers and clean **UP** the kitchen. We lock **UP** the house and fix **UP** the old car.

At other times, this little word has real special meaning. People stir **UP** trouble, line **UP** for tickets, work **UP** an appetite, and think **UP** excuses.

To be dressed is one thing but to be dressed **UP** is special. If you argue, you can kiss and make **UP**.

And this **UP** is confusing: A drain must be opened **UP** because it is blocked **UP**.

We open **UP** a store in the morning but we close it **UP** at night. We seem to be pretty mixed **UP** about **UP**!

To be knowledgeable about the proper uses of **UP**, look **UP** the word **UP** in the dictionary. In a desk-sized dictionary, it takes **UP** almost 1/4 of the page and can add **UP** to about thirty definitions.

If you are **UP** to it, you might try building **UP** a list of the many ways **UP** is used. It will take **UP** a lot of your time, but if you don't give **UP**, you may wind **UP** with a hundred or more.

When it threatens to rain, we say it is clouding **UP**. When the sun comes out, we say it is clearing **UP**. When it rains, it soaks **UP** the earth. When it does not rain for awhile, things dry **UP**. One could go on and on, but I'll wrap it **UP**, for now ... my time is **UP**!

Oh. . .one more thing: What is the first thing you do in the morning and the last thing you do at night?

U
P!

Did that one crack you **UP**?

Don't screw **UP**. So when we show up to chorus practice, lets be **UP** about it.

Now I'll shut **UP**!



BOARD SCRIBBLINGS



DAVID L'ESPERANCE
Chapter Secretary



The September 2011 meeting of the Board of Directors of the Mount Rushmore Chapter of the Barber-shop Harmony Society convened on September 6, 2011 at the offices of President Jim Olson, with the meeting called to order at 7:02 p.m. The secretary certified the presence of a quorum, and the proposed agenda was approved. The minutes of the August 2011 meeting were approved as presented.

VP and COMMITTEE REPORTS:

Treasurer Ron Evenson reported the chapter remains sound financially. Expenses from Harmony Happening in the Hills (HHitH) resulted in more "outflow" than "in." The chapter still has a significant refund due from Keystone Community Center. The treasurer's report was accepted.

Music and Performance VP John Elving noted we have ordered several learning CDs for the Christmas music numbers, and some are already posted on the web site. Silver Bells is instrumental only, since no "vocal" CD is available for the arrangement we have in the library.

Completing the charts for the Polecat Song Book has been slow to catch on with many members. Todd Schultz is well on his way for qualifying on all four parts for the entire book.

Chapter Development VP Bob Melvin says he's at a loss to understand why the Chapter has been unable to attract guests and new members, despite some significant efforts by several members. John Elving offered the thought that we need to advertise and publicize more.

Marketing and PR VP Del Beck noted he had revised the Chorus "bio" and provided it to the USS Halsey Powell Reunion and the Golden West meeting organizers. He plans to at least get notices in the Hills Happenings section of the *Rapid City Journal* announcing both performances.

OLD BUSINESS:

Harmony Happening in the Hills: The weekend was viewed as one of the best we've had. The 16 folks from Billings Big Sky and their quartet **CheckPointe!** were a great addition, and of course the incomparable **IGNITION!** were "on their game". The Secretary will get a card and craft a letter of appreciation to Barbara Elving for her superb efforts for the Afterglow. Since Pete Anderson has tendered his resignation as Chair of HHitH after 25 years, Alan Schulte volunteered to ramrod the event; Wayne Anderson volunteered to assist, as did David L'Esperance. Future clinicians suggested for 2013 and beyond include Mike O'Neill, Rick Spencer and James Estes from BHS and Chris Vaughn from Longmont Chapter and GOTCHA! fame.

Youth Chorus: John Elving has had fliers printed, and has distributed them to area middle and high schools. He already has talked with South Canyon Lutheran Church about using their fine facilities as a rehearsal hall. He envisions holding sessions once or twice a month.

Wall Performance: uniforms are to be black dress slacks, black shoes and socks and red satin shirts with black T-shirt underneath. Sound system and risers need to be in place by 10 a.m. on Saturday, September 24. Performance is to begin between 1:30 and 2 p.m.

2012 Show: still no takers for Show Chair and Vice-Chair. A contract has been drawn up with Elks Theater for May 5 2012 plus two other rehearsal dates. The Board approved authority for President Jim Olson to sign for the Chapter.

NEW BUSINESS:

Director Clayton Southwick said he's very pleased and impressed with the progress the Chorus has made this summer, and with the way we have taken the teachings of incomparable **Jim Henry** to heart. **Assistant Directors Jim Price and John Elving** echoed those thoughts.

Officers for 2012: It's that time again, and a nominating committee of IPP Wayne Anderson, Jim Olson and Jim Price was appointed. Bob Melvin and Del Beck noted their desires to not stand for re-election to their VP posts.

BUSINESS from the FLOOR:

IPP Wayne Anderson offered the opinion that the Board needs to lead by example in terms of posture, decorum, attentiveness, etc. He also feels the Board should be leaders in support of the Polecats Qualifying Program.

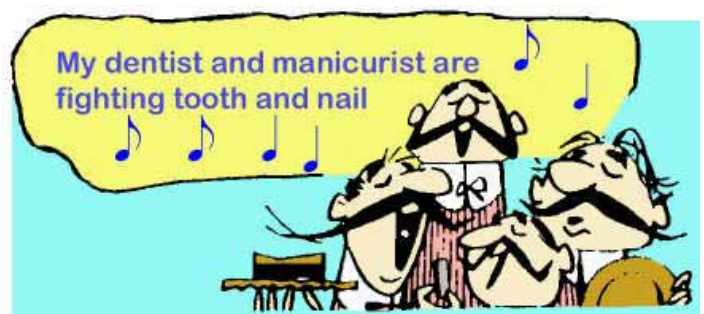
Because of various conflicts, the next Board Meeting will be held on October 11, 2011, convening at 7 p.m. at President Olson's offices.

ADJOURNMENT:

With no further business to be offered for the good of the Chapter, President Olson declared adjournment at 8:35 p.m.

Respectfully submitted
In Perfect Harmony,

DAVID L'ESPERANCE, Secretary



Harmony Happening memories



Jim Henry directing mass chorus in ***Gonna Build A Mountain*** with Curtis Terry on the solo.



Ignition! again wows the audience with their superb song styling.



The *Shrine of Democracy Chorus* under the direction of Clayton Southwick.

The *Shrine of Democracy Chorus* sings Denny Malone's arrangement of ***Young At Heart***



Visit Us Online At:
www.shrineofdemocracychorus.org



The 25th of
 each month

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.

The **Mt. Rushmore Chapter** and the **Shrine of Democracy Chorus** meet every Thursday evening at 7:00 p.m. Summer meetings and rehearsals are held at South Canyon Lutheran Church (look for the banner), 700 44th St. All guests are welcome. All men are welcome to come sing with us. For more information, call (605) 209-3701.

MARK YOUR CALENDARS

RMD Fall Convention Colorado Springs, CO	Oct. 7-8
Meeting of the Board Jim Olson's Office – 7:00 p.m.	Oct. 11
Music Team Meeting TBA – 6 p.m.	Oct. 17
Leadership Academy Denver, CO & Eden, UT	Nov. 12 & 19
International Midwinter Convention Tucson, AZ	Jan. 17-22
Rocky Mountain Harmony College Estes Park, CO	Feb. 3-4
RMD-CSD Spring Convention Omaha, NE	May 18-19
SOD Spring Show Elks Theater, Rapid City, SD	May 5

MARKETING TO ATTRACT NEW MEMBERS

In order to attract new members, you must market your chorus to the public. You've heard people talk about "marketing," but what is that, exactly?

Many choruses make the mistake of "telling"—instead of "selling." For example, "The Podunk City Chorus is having a guest rehearsal," that's telling.

"Learn the art of singing barbershop harmony with the award-winning Podunk City Chorus," that's selling. It's giving prospects a reason to "buy."

SUCCESSFUL MARKETING

Successful marketing is an interlocking, step-by-step process with four key phases:

Phase 1 – Situation Analysis

Phase 2 – Development of a Marketing Plan

Phase 3 – Execution (advertising, PR, promotions, events, etc.)

Phase 4 – Evaluation and Adjustment

Many choruses do only **Phase 3**. They jump to sending out flyers or press releases. Your marketing efforts will be much more effective if you analyze, plan, evaluate and refine. Since it takes time to do all four phases properly, chapters are encouraged to make a two-year commitment to the plan. Also, it's vital that marketing efforts should build from year to year.

IDENTIFY YOUR BIGGEST OPPORTUNITY

To help determine your chorus' biggest marketing opportunity, gather some facts and figures. Poll a random sample of men in your community. What percent know about your chorus or the Barbershop Harmony Society? What's their impression? Would they ever consider coming to a meeting? Look through your Membership VP's records. How many guests have you had in the past year? How many of those guests came back a second time? How many actually joined? How do your current-year figures compare to previous years and to other choruses in your region? Start collecting data so you can utilize the learning and establish benchmarks for the future.

You will also want to survey some former members, one-time guests, other vocalists in your community, the media, etc. In marketing to attract new members, outsiders' perceptions are more important than insiders' viewpoints. What do they see as your chorus' strengths and weaknesses? Their perception is their reality. For example, you may know that deep down your director is a warm and loving individual. But if first-time guests perceive your director as unapproachable, that's reality to them...and a chorus liability. Some of the findings from these surveys may help not only with new member recruitment, but also with member retention.

As you complete your situation analysis, you'll see where your biggest opportunities lie. Blend this learning with what you know about your chorus' advantages and disadvantages. Think about how to capitalize on your strengths and correct or minimize your weaknesses. This will help build the foundation for formulating an effective marketing plan.

From the SAI Members Count Toolkit