



## *Greensheet Special issue*

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### Meet Greg Kronlund, New M&PR Advisor for the Evergreen Communications Team

Welcome to almost 2022.... Hopefully, a turning point in the pandemic. But with, or without the pandemic it should be the planning season for all barbershop Chapters. When the district asked me to write a series of marketing and publicity tips and tools I was thrilled. So, I dived in feet first, with an article designed to scare anyone from taking on the job in the first place. But don't be scared! You eat the elephant one bite at a time.

By way of introduction, I'm a 41-year commercial radio broadcaster with 24 years of experience in helping small businesses plan marketing and built radio ad campaigns. I'm a 17-year barbershopper and have served as VP of Marketing

for 5-years in two chapters. The pandemic has interrupted two years of my singing activities so this is a wonderful time to share what little wisdom I have with current Marketing VPs... Upcoming will be tips on writing a marketing plan for your Chapter and Chapter activities, the elements of a SWOT report, and thoughts about how to stretch a dollar. If you have an immediate need or question or want to brainstorm don't hesitate to contact me and set a one-on-one appointment, I'm contented to help at [thebarber\\_shop@msn.com](mailto:thebarber_shop@msn.com)

*Northwest Sound Choruses*  
present **Believe**  
*A Celebration of Christmas*

**1<sup>st</sup> Half** - Musical Production  
**2<sup>nd</sup> Half** - Traditional Christmas Songs

**When**  
**Sunday, Dec 12th**  
Matinee: 2pm  
Evening: 7pm

**Where**  
**Federal Way PAEC**  
31510 Pete von Reichbauer Way S.  
Federal Way, WA 98003

**Tickets**  
Reserved seats  
\$20-\$40

PAEC  
PERFORMING ARTS  
EVENT CENTER

For tickets and health and safety information, visit: <https://fwpaec.org/nw-sound-believe/>

Or simply scan the QR Code:



# TIMBRE

Evergreen District

*"With One Voice"*

Read the Timbre

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