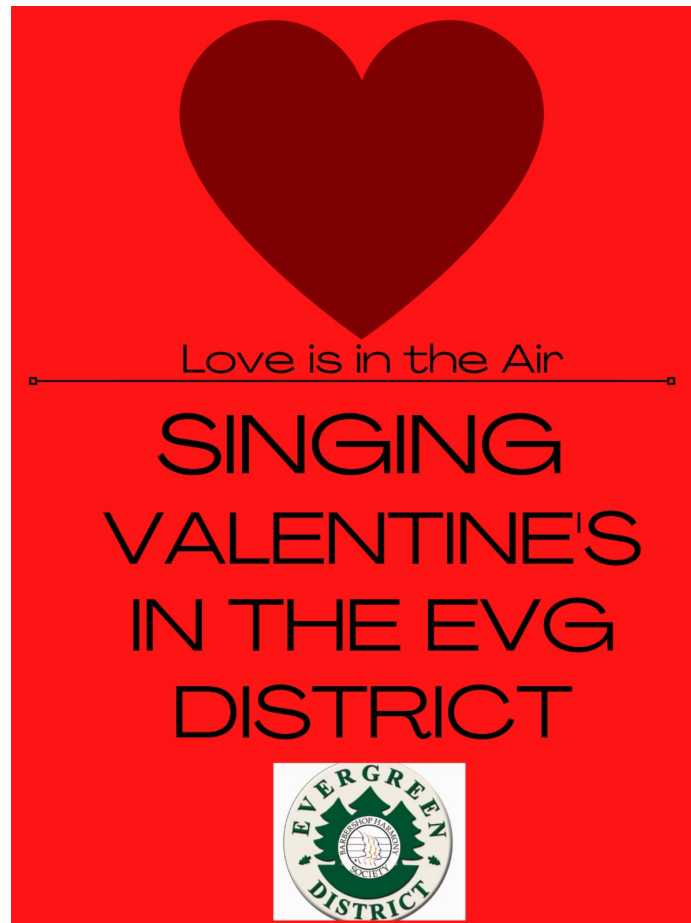




Green Sheet February 1st 2022 Issue 2



For a lot of our Quartets, this is our first time singing live
for people in almost 2 years!

If you have videos or pictures, please send to the link
below:

[Email Greensheet](#)





Hello Harmony College Northwest Family!

Your HCNW planning team has been hard at work on plans for this summer. As you can likely imagine, our primary focus over the last few months has been creating a safe and enriching experience for our students, faculty, and staff in the midst of continued COVID exposure concerns, limitations on travel, and changing protocols. With so many variables beyond our control and as much as we had hoped to meet in person, it has become clear that HCNW should be held virtually in 2022.

MANAGING LOGISTICS & LIMITATIONS

After reviewing state and local COVID safety policies, researching best practices and health guidelines from similar events, and communicating with University of Puget Sound event staff, it has become clear that holding an in-person event that allows us to gather to sing, even in small groups, just isn't possible. As much as we want to reconnect as friends and fellow singers, the on-campus requirements for masking, social distancing, and room capacities will significantly limit class sizes, coaching opportunities, options for shows - including restrictions around singing on campus. We just wouldn't be able to do the things that make Harmony College Northwest so wonderful. We do know, however, that we can create a fun and fulfilling virtual event, so that's what we are going to do!

LOOKING AHEAD

Making a firm decision about holding a Virtual HCNW means that the HCNW team can move full speed ahead with our plans! Last summer, we offered multiple learning tracks, online coaching, specialized workshops, a great closing show... and you can expect more of that in 2022. We'll be incorporating your feedback, making improvements, and getting everything ready for another fantastic virtual event.

Stay tuned for more information about registration, classes, faculty, and more... coming your way soon!



Midwinter Convention 2022

Although only about 700 people registered for the 2022 Midwinter Convention in Pasadena, it was a complete success for those of us who were there. Of course, it was great to sing tags again, including two sessions with a tag master and about 40 male and female singers, and it was even better to hear really good barbershop performed on the stage.

Only three high school choruses were able to participate in the Next Gen festival, but they were enthusiastic and quite good, as usual. Those three performances were augmented by three quartets, including an excellent female quartet featuring BHS Board member Maria Christian on bass. Maria travels once a month from Michigan to Kansas City where the other three ladies live. I expect we will be seeing them on the International stage!

Unfortunately, the reigning quartet champions, Signature, had to cancel their appearance on the Saturday Night Show, but Wildfire, the reigning Next Generation quartet champions, more than compensated in terms of entertainment value. If you have a show on the horizon, I would recommend these young men, who would also be wonderful ambassadors to your local high schools or colleges in addition to headlining your show. Their presentation in a Harmony University class to a mixed audience of high school students and us older barbershoppers was indeed impressive.

It was great seeing Evergreen barbershoppers Deena Wolfe, Drew Osterhout, and Edi Rebhahhn at the convention. Former Evergreen Board member Deena, who is now on the district Events Team, even served as a volunteer to experience firsthand how BHS operates their conventions. During the dinner break before the Saturday show we came across Drew teaching tags to a half dozen men and women in the parking garage!

Although getting barbershop back on track is taking longer than we expected, the 2022 Midwinter Convention showed that with appropriate safety measures we can indeed gather to enjoy our wonderful hobby. Everyone was required to show proof of vaccination and to wear masks at all times except when performing on stage; Westminster Chorus, reigning chorus champions, even sang in masks during their stellar performance. The much lower number of performing participants than in recent Midwinter Conventions also shows that it may be a while before enough of us are ready to sing at our previous levels. Nevertheless, it was wonderful to see old friends and I look forward to our first post-COVID Evergreen convention, whenever that may be.

John Rettenmayer
Immediate Past President EVG



Midwinter Convention 2022

Midwinter Convention in Pasadena, Ca was a huge success! It was great to hear live barbershop - on stage, in the halls and parking structure, and in large rooms set aside for Tag singing. Covid precautions were strictly enforced, with proof of vaccination required for entry.

Masking was required at all times, with the exception of performers on stage. The audience, albeit small with approximately 700 attendees, was brought to its feet numerous times with the fantastic performances that were heard in the Pasadena Civic Auditorium.

It is great to know that it is now possible to hold live barbershop events again, and we can look forward to attending many more conventions!

Edi Rebhahn, Assistant Editor of the Greensheet

**Note: from your District Marketing Director
Greg Kronlund**

February Marketing TidBits

Discovering the 4- P's

1. **The Four P's**— The first concept to grasp is that Advertising is NOT marketing... but is part of the marketing plan. The key to successful marketing is understanding the 4-P's (Principals) of market planning.
2. **The First P-** If you asked three of your members separately to describe your chapter would they say the same thing?
3. **The Second P-** When you make a purchasing decision does price ever influence your buying decision? With inflation you may change brands based on price. You may substitute your favorite brand for a store brand or a competitive brand. You may switch from high priced gasoline to a more generic brand.
4. **The Third P—** This seems simple enough. It means the location of your performance, the location of your ticket outlets, the location of your audience. So- Location, Location, Location, or is it something more?
5. **The Fourth P-** the blueprint for promotion comes from the first three P's.

[<<<Read More>>>](#)



Note from EVG Treasurer...

The BHS accounting system is not linked to the BHS Member Center where we update our officers. This came to my attention when a former treasurer received the 2022 liability insurance invoice this week and forwarded it to me as a courtesy.

If you have recently changed your treasurer, you may want to send an email to BHS Customer Service to request updating your BHS accounting system record to reflect your change.

Treasurers be aware, you should be writing this check early in your calendar year.

Evergreen YouTube

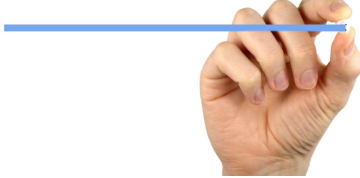
There are tons of fantastic old videos of quartets and choruses already posted ... and there are more to get posted... This is



EVG's history in live format! If you have videos to include please use the link below.

[Contact EVG History](#)

PLANNING



Planning Shows?

We can help you advertise them in a GreenSheet, on the website, and EVG calendar. [Click here](#) to make sure your Show Approvals are done. Please do this early!



Contributions to the EVG website

If you have any contributions for the EVG website send an email to our webmaster at the link below.

[Email Webmaster](#)



KEEP CHAPTER INFO UP-TO-DATE

EVG Communications downloads member data monthly from BHS's Member Center to update our email lists for the GREENSHEET and other EVG emails. It's important to keep your information up to date.

Check Out HFI's 2021 Successes & Their Plans for 2022!



Though the pandemic continued to confound plans on the Chapter, District, and International levels, with the help of our amazing donors, Harmony Foundation International (HFI) was still able to make a remarkable impact in

2021 - Take a look!

- HFI awarded scholarships for virtual Harmony University 2021.
- Harmony Brigades received over 3 times more dollars from HFI in Spring 2021 than Spring 2020.
- Under our New District Direct model, HFI distributed an INCREASE of nearly \$108,000 more to Districts in 2021 than in 2020.
- Power of Harmony (our Youth Anti-Recidivism Program) has now raised nearly \$100,000, and provided for multiple Livestream events into youth incarceration facilities, utilizing such talent as professional a cappella ensemble, Naturally 7, as well as 2018 Quartet Champs, After Hours.
- Power of Harmony recently received a grant from Josh Groban's 'Find Your Light' Foundation.
- HFI has already raised over \$200,000 via the Miller AIC Outreach Challenge, continuing that campaign to try to raise at least \$250,000 for the program to bring champ quartets to Chapters & Districts to help you reignite your chapters and communities, with a heavy focus on outreach to your communities.
- The AIC Outreach Fund provided funding to bring After Hours to the ILL District convention and Storm Front to the LOL District convention. Both quartets connected with & coached youth ensembles at the conventions, and topped off the events with concerts concluding the conventions.
- The AIC Outreach Fund enabled 5 Champ Quartets & 5 Clinicians from across North America to travel to Southern California. On Oct 28 & 29, the groups visited 16 SoCal schools, introduced barbershop harmony to nearly 2,000 middle school and high school students, provided sheet music and learning tracks to the music educators, and prepped them all for the upcoming 'Close Harmony' festival in 2022.
- HFI has provided nearly \$65,000 in COVID Relief grants to Chapters & Districts since 2020, including a \$30,000 COVID Relief grant to Sunshine District, a direct result of the pandemic interfering with this year's LDJ/SUN/AIC event.

And looking forward to 2022...

- HFI is partnering with more and more Districts on what programs they want to focus on to benefit YOU, the barbershopper, in your local chapter, and what we can do (through District Direct) to raise money for your local/regional outreach programs/campaigns.

· HFI plans to attend as many District Conventions and Events as possible in 2022, to meet you in person, and to be sure we are where you are, working to support your programs in your own home districts. Keep your eyes peeled for Jim Clark (Director of Development) or Brian Nelson (Donor Care Center Associates) at one of the upcoming EVG events or at a chapter meeting near you! ([Contact Jim Clark](#)) if you have questions about what HFI can do for you! www.harmonyfoundation.org



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**See Evergreen & BHS websites for lots of great info.
Click on the logos and go right to the sites.**



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