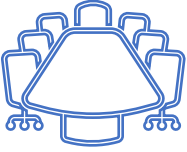


Ready for October elections: How to find the next Marketing VP for your Evergreen Chapter



Optimistically 2023 will be a better year! Chapters will begin doing more performances, fund raisers and events. Another upcoming project is the **2022 October elections**. So, it's time to think about board structure, new officers, and new energy. What are your plans?

For the past 8 months we've been working to offer chapters simple marketing concepts they can use right away. I have offered articles, opinions, experience, and workshops. This brings me to the next step for all [Evergreen Chapters](#).

Now is the time to consider your marketing situation. The Barbershop Harmony Society requires Large chapters to have a Vice President of Marketing and Public Relations. But even small chapters should have one. Now is the time to start looking for your chapter marketing VP. Who are you looking for?



You're looking for a person with a deep-rooted passion for... your chapter mission and programs.

- ✚ Passion for the goals of the district and society.
- ✚ Desire to study simple concepts, learn and apply them to chapter life.
- ✚ Excellent communication and relationship building skills.
- ✚ The ability to reject the phrases "we've never done it *that* way" or "We've always done it *this* way." Is willing to ask WHY.
- ✚ To be a chapter leader and help the show and event committees.
- ✚ Lead the chapter in out-of-the-box thinking.
- ✚ Willing to be accountable to the Board.
- ✚ Ability to think outside the box.
- ✚ Marketing and/or public relations experience is a plus, but not needed.



When you find someone with at least 4 or 5 of these abilities, they are a suitable candidate for the position. If they are new to the position, encourage them to seek help, ask questions and research. The [Evergreen District](#) is supplying more help than ever...through publications, website and direct contact. For marketing help write to [Greg Kronlund](#). The Marketing VP is an important asset for chapters of all sizes. Now is the time to add them to the LEADERSHIP mix if you haven't already. [BACK to Marketing](#)