
EVG: Chapter Leader News - Sept. 2022

1 message

Chris Powell <Secretary@evgdistrict.com>

Fri, Sep 16, 2022 at 9:00 AM

Reply-To: Secretary@evgdistrict.com

To: jhgalloway47@gmail.com

**September 16, 2022****Chapter Leader News!!**

The Chapter Leader News is a monthly email filled with timely information and reminders. It is emailed to all chapter leaders identified in the BHS's Member Center.

This issue includes information and reminders for what is to be happening this Fall: Chapter's Annual Meeting (including elections), HOD meeting (Oct 22nd), September's Marketing Workshop on "Promotion and Advertising," and we've added a bonus: Six Steps for welcoming guests to your chapters.

Chris Powell, EVG Secretary

DISTRICT CONVENTION & HOD MEETING

EVG District Contest & Convention
October 21-23, 2022 in Federal Way, WA.

HOD MEETING:

October 22nd, Saturday, 3:00pm after the chorus contest.

District Board election ballots can be expected
via email about 2 weeks prior to the HOD meeting.
Check your inbox!!

<https://evgdistrict.com/2022-district-convention/>

CHAPTER CALENDAR REMINDERS

- **TOOLS:** There's an EVG webpage full of CHAPTER LEADER TIPS with links to many BHS and other resources for YOU -- and for your SUCCESSOR. Now, is a good time, to revisit what is available as your chapter starts to build new plans. If you need more information, do not hesitate to let us know: webmaster@evgdistrict.com
- Share information with your members and make sure to announce your Annual Chapter Meeting two weeks ahead of time.

- **ANNUAL CHAPTER MEETING** - per our Standard Chapter Bylaws, this must be held before October 15th of each year.
- **Plan to attend the EVG House of Delegates meeting - October 22nd following the chorus contest in Federal Way. Location of the meeting will be announced soon,**
- **CHAPTER ELECTIONS**
- **If you haven't been able to yet, send a chapter story (about your chapter) along with any pics to Ken Galloway (historian).**

MARKETING WORKSHOP:

“Let’s Talk Promotion and Advertising”

Greg Kronlund has put together another great workshop which will be offered at two different times at the end of this month.

Friday, September 30th, 6:00-7:30pm PT

Saturday, October 1st, 10:00-11:30am PT

The workshops will center around a presentation by Joe Hawe about his successes with promotional/fund raising events. Greg will also provide suggestions on how to stretch your ad dollars... and the basic concepts of advertising. Lynn Pauls will be co-hosting the workshops.

Class size is limited to be able to answer a lot of questions. If you want to signup to attend one of these workshops, email Greg Kronlund at:

marketing@evgdistrict.com

NOTE: This is Greg's 10th Marketing ZOOM workshop this year! If you haven't attended one yet, you should!



TIMBRE
Quarterly Newsletter of the Evergreen District of the Deleters Haircut Society
September 2, 2022 "Which One Wins?" Volume 76, Number 3

"THERE'LL BE SOME CHANGES MADE"

HEY EVERGREEN READERS!!

Notice something different about this issue of the TIMBRE? It is coming to you in a neat, new format called "Flipmag". Now you can view two pages at a time and "flip" them just like a magazine. It comes directly to you that way so you won't have to look to it via the Evergreen website. All you Evergreen members can take advantage of this quick and easy way to find out about what is happening in our Evergreen District.

Thanks for reading - and enjoy!!

AND THE WINNER IS.....

WANT TO WIN A FREE REGISTRATION TO OUR FALL CONVENTION ??

IT'S EASY:

- SEARCH ON THE TIMBRE (WHILE YOU ARE READING IT - OR COPY/PASTE)
- CLICK ON A DISPOSITIONS LINKING BACK TO ENTER THIS CONTEST
- WAIT UNTIL BALLS TO BREAK FOR A DRAW AT THE END OF SEPTEMBER

Web - It is just that easy. You get convenient registration are being offered and you could win one of them. All you need to do is Click on the special icon (now you've found it hiding somewhere in TIMBRE), to get your name into a draw for one of two free convention registrations to the Evergreen Fall Convention, to be held in Federal Way from Oct 22 to 22, 2022. The winners will have to register for the convention and then each of two winners will receive a check for an early bird registration worth \$45.00. Or just check...

CHECK OUT
THE LATEST TIMBRE

LEARN ABOUT WHAT'S HAPPENING
IN EVERGREEN
&
ENTER TO WIN A
FREE DISTRICT REGISTRATION

WELCOMING GUESTS - SIX EASY STEPS

Now is especially a great time to guests to "check out" you chapter -- as many people start looking for something new and meaningful to do. Give your members some simple tools and encouragement to invite friends and strangers to visit your chapter.

Evergreen Barbershoppers:

Welcome friends and new guest in 6 easy steps...

Step 1: Define your chapter.

Every Member should be able to describe your chapter in 30 seconds or less. If not, begin developing a chapter vocabulary.

Step 2: Define your goals.

Every Member of should know the chapter goals, and the plans to achieve them.

Step 3: Membership Buy-in.

Every member of your chapter should understand why new friends and new members are important to chapter GROWTH.

Invite your members to develop their own natural 20-sec "elevator speech" about what the chapter means to them.

Step 4: Plan an Attractively Compelling Chapter Meeting.

Your guests should experience a normal chapter rehearsal... so they know what to expect on their next visit. Make your meeting compellingly attractive. Have rehearsal materials ready and easy to use if you invite guests on the risers.

Step 5: Practice welcoming guests.

Have your members practice greeting each other as new guests. Create a warm atmosphere, so when guests show up, you can greet them without overwhelming them. Have follow up documents prepared to capture names, addresses, email addresses, phone numbers, and other important information.

Step 6: Follow-up.

Call, email, or visit with a follow-up. Let the guest know how much you appreciated their visit and encourage them to return. Offer your guest a ride to the next rehearsal.

Not all guests will join you, BUT you can make them Friends of the Chapter. Win the hearts and minds of your guest. When you do it right Guests can soon become members.

WHAT'S COMING

- CHECK OUR [WEBSITE CALENDAR](#) FOR SHOWS!!!
- September 30th and/or Oct 1: Marketing Class: Promotion and Advertising
- October 1 - Check your INBOX: GreenSheet
- October 15 - Check your INBOX: Chapter Leader News
- October 20-21 - [Harmony Platoon in Federal Way](#)
- October 21-23 - [District Contest and Convention - Federal Way](#)

YOUTUBE CHANNEL

Target: Help us get over 100 subscribers
(we are at 91 today - so close)

FACEBOOK

Get ideas from others and post what you're doing for others to see

HOLIDAY and SPRING SHOWS?

Get your show approved and on our calendar with your flyer and ticket info!!!

<https://evgdistrict.com/show-approvals/>

For Show Marketing Tips - go to: <https://evgdistrict.com/marketing/>

If you need additional help, please contact:

Chris Powell

Evergreen District Secretary

secretary@evgdistrict.com

www.EVGDistrict.com

[Update Profile](#)

This message was sent to jhgalloway47@gmail.com from Secretary@evgdistrict.com

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