

# CHAPTER LEADER NEWS

Building Relationships Between Chapter and District Leaders

August 15, 2024

**What's in this newsletter:** (listed in order)

- President to President - Bill Hickman
- Presidents' ZOOM Meeting Link
- Grant Writing - Zoom class, Aug. 19th, 6:00pm
- Guests & New Members - what to say?
- WANTED: Convention Reporter for Facebook
- District Convention / Contest information
- Thank you to the BLMF - HU was wonderful!
- August: Great time to expand on your project
- Leaders - Past, present & future - Bob Cox
- Planning, planning, planning - Bob Thomas
- Report from Harmony University - Chris Powell
- Get in Touch & Stay in Touch
- Chapter Leaders - Syd Brown
- Cyber Risk Management for Chapters - Larry Breitbarth
- Sharing In Our Communities - Bellevue & Seattle Chapters' picnic
- Review, review, review - Marketing
- Everyone isn't Everyone - Greg Kronlund
- Free Music - Ken Galloway
- Reminder: 2024 Region 13's Summer Enrichment Time - Pasco WA
- Let EVG Advertise Your Non-Show Events
- BIG IDEA - sign your chapters up now!
- Staying Connected



**Bill Hickman**  
EVG President

## **PRESIDENT TO PRESIDENT - August**

Are you having fun? Strange question I know, but are you? Are you enjoying your chapter activities? Do you leave rehearsal energized? Do you look forward to the next opportunity to get together?

I ask you these questions because these are some of the questions we should be asking our members. Are they having fun?

Are they enjoying the chapter activities? Are they energized and looking forward to the next get together?

If you don't know, ask the members of your board. Then start asking the members. Listen actively, which means listening with both ears to what is said, how it is said, and even more importantly, what is *not* being said. Listen, and then ask a follow up question based on what you heard. It can be a clarifying question, or it can be a question seeking further information. At any rate, this is the start of an important conversation. It can give you clues to what you can, should, or need to do to improve the barbershop experience for your chapter.

Teach your board members to do the same thing. It will very quickly pay dividends...I promise you.

I am at your service. Bill

## **PRESIDENTS' ZOOM MEETING**

Bill Hickman is inviting you to the next President's Call Zoom meeting. The meetings are scheduled for the fourth Sunday of each month at 7:00 PM Pacific Time.

Join Zoom Meeting:  
[https://us02web.zoom.us/j/88132547633?](https://us02web.zoom.us/j/88132547633?pwd=UGQ3eE5CYzIDZFFxUFV5RXVCQkhudz09)  
[pwd=UGQ3eE5CYzIDZFFxUFV5RXVCQkhudz09](https://us02web.zoom.us/j/88132547633?pwd=UGQ3eE5CYzIDZFFxUFV5RXVCQkhudz09)

Meeting ID: 881 3254 7633  
Passcode: 229613

## ZOOM CLASS: WRITING GRANTS

### Special Announcement – Introduction to Writing Grants – August 19

Does your chapter need more money?

If so, please consider joining a Zoom call for a one hour **Introduction to Grant Writing** at 6:30 PM Pacific time on Monday August 19.

The Zoom session will be hosted by Evergreen District President Bill Hickman and his wife Evie Davis, former Executive Director of the Washington Chapter of the American Parkinson's Disease Association. They are both successful grant writers, having raised significant funds for their respective organizations over the years.

Most people are intimidated by grant writing, but like most things in life, it is merely a new skill to learn. As Bill and Evie will show, the process is straightforward.

In the Zoom call you will learn how to seek grant opportunities, how to ensure you are eligible for the grants, what information you will need to have in order to apply, and how to write a successful grant application.

### Join Grant Writing Zoom Meeting

[https://us02web.zoom.us/j/87539347668?](https://us02web.zoom.us/j/87539347668?pwd=gDrALN2csFqLf0yOxl7uHeihyCoutL.1)  
[pwd=gDrALN2csFqLf0yOxl7uHeihyCoutL.1](https://us02web.zoom.us/j/87539347668?pwd=gDrALN2csFqLf0yOxl7uHeihyCoutL.1)

Meeting ID: 875 3934 7668  
Passcode: 755495

There is no limit on how many may participate in the Zoom session, so please ensure someone from your chapter is on the call.

## GUESTS & NEW MEMBERS? What do I tell them?



Do you have guests coming to your rehearsals? Are they asking questions about our hobby?? and wondering what in the world you're talking about.....

If so, quickly grab yourself a copy of the EVG District's **New Member Orientation** handbook!!!

You can download copies for guests and new members - and you could even include it on your website for people to find when they are looking for groups to sing with.

<https://evgdistrict.com/membership/>

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## CONVENTION REPORTER -- IS THAT YOU?

Evergreen Communications Team 2024  
In Search of Facebook Admin



2024 COMMUNICATIONS

Facebook Admin

Join the Team to support local Chapters

Phone: 206.265.9706

Email: [marketing@evgdistrict.com](mailto:marketing@evgdistrict.com)

Website: [www.evgdistrict.com](http://www.evgdistrict.com)

How would you like to cover the 2024 District Convention for Facebook? We are looking for an energetic assistant for the District Facebook page... If you are interested contact Greg at 206.265.9706..... or send email to [marketing@evgdistrict.com](mailto:marketing@evgdistrict.com)



Schedule of Events for 2024 EVG District Convention		
Date /Time	Event	Location
<b>Thursday Oct. 3, 2024</b>		
		<b>Hilton Hotel</b>
5:00-8:00pm	Registration	Lobby
7:00- 9:00pm	Bud Leabo Board Meeting	Skyline III -23 <sup>rd</sup> Floor
7:00-10:00pm	Harmony Platoon	Broadway I/II (Plaza Level)
<b>Friday Oct. 4<sup>th</sup>, 2024</b>		
		<b>Hilton Hotel</b>
9:00-12 Noon	Harmony Platoon	Broadway I/II (Plaza Level)
9:00-12 Noon	EVG Board Meeting	Skyline III (23 <sup>rd</sup> Floor)
10.00-2:00pm	Registration	Lobby
		<b>Newmark Theatre</b>
9:30-12:30pm	Tech Set Up – Judges set up- Sound check	
12:30-2:00pm	Quartet/Director Walk through	Auditorium
2:00-7:00pm	Registration	Lobby
2:00pm	Doors Open	Auditorium
2:30-6:00pm	Quartet Contest Session 1	Auditorium
6:00-7:00pm	Dinner Break	
7:00-10:00pm	Quartet Contest Session 2	Auditorium
		<b>Hilton Hotel</b>
10:00pm - ??	Woodshedding-Tagging, etc.	3 <sup>rd</sup> Floor Conference Room
10:30-12:00am (apx.)	Quartet Evals (30 minutes)	Judges Rooms
<b>Saturday Oct 5<sup>th</sup>, 2024</b>		
		<b>Hilton Hotel</b>
9:00am	Chorus Warm-ups begin	3rd Floor Conference Room
		<b>Newmark Theatre</b>
As directed	Chorus Warm-ups continue	Brunish Room
9:00am	Doors Open	Auditorium
9:00am	Registration	Lobby
9:30-2:00pm	Chorus Contest	Auditorium
		<b>Hilton Hotel</b>
3:00-5:00pm	Chorus Feedback Session	3 <sup>rd</sup> Floor Conference Level
3:00-5:00pm	EVG House Of Delegates	Broadway I/II
5:00-6:30pm	Dinner Break	Your Choice
		<b>Newmark Theatre</b>
6:30pm	Doors Open	Auditorium
7:00-10:00pm	Quartet Contest Finals	Auditorium
		<b>Hilton Hotel</b>
10:30-11:30pm	Quartet Evaluation	Judges Rooms
10:30-1:00am	Woodshedding- Tagging etc.	3 <sup>rd</sup> Floor Conference Level
10:30-1:00am	President's Afterglow	Skyline I/II

The October Portland Convention and Contest Registration  
now available at  
[www.evgdistrict.com](http://www.evgdistrict.com).

The registration form (downloadable pdf) allows you to register your entire ensemble at the same time.

Early Bird Prices are in effect now until August 31st. Prices after September 1st are \$135.00 for adults and \$67.50 for youth.

2024 District Convention Regular Pricing		
	Adult	Youth (25 and under)
<b>Participant</b>	\$135.00	\$67.50
<b>Non-Participant</b>	\$110.00	\$55.00
<b>Participant (Oct 4<sup>th</sup>)</b>	\$185.00	\$92.50
<b>Non-Participant (Oct 4<sup>th</sup>)</b>	\$130.00	\$65.00
<b>Individual Events</b>		
<b>Fri Quartet Semi-Finals</b>	\$40.00	\$20.00
<b>Chorus Contest (Sat AM)</b>	\$30.00	\$15.00
<b>Quartet Finals (Sat PM)</b>	\$40.00	\$20.00
<b>Afterglow (Sat PM-Late)</b>	\$20.00	\$10.00

*Thank you to the Bud Leabo Memorial Fund!*

**HARMONY UNIVERSITY WAS UNBELIEVABLE!!!!**



I want to thank the BLMF trustees for giving me a scholarship to attend Harmony University 2024 in Denver, CO at the end of July.

I headed to Denver with some rather simple goals for the week: learn about the complexities of barbershop arranging, tips to help my chorus by watching Northwest Sound Chorus's coaching, search out new faculty possibilities for HCNW, and get ideas that might be useful in EVG.

What I came home with was not only tons of great information (to be processed over the weeks and months ahead) but also a great appreciation for those barbershoppers who so willingly were there to share their "why I'm a barbershopper!!" Whether teaching a class, walking down the halls, singing a tag, or visiting during meals ... I was surrounded by many phenomenal people – both as faculty and fellow students - willing to share!!!

HU2025 will again be in Denver! Make your plans now to attend! EVG was nicely represented with faculty members, directors, and singers -- but Denver is so close -- let's try to double our numbers next year!

Judy Galloway, webmaster

**August is a great time to think about expanding your proven Projects...**

## Expanding on Current projects

Are there any chapter events you can expand on right now? Here's some thoughts:



Due to incredible technology advances **Singing Valentines** can produce more revenue than ever. Your chapter now has a global market. Why turn down a chance to do a singing Valentine in New York when Zoom, Facetime, and Microsoft's Meet Now is available. For that matter smart phones can work just as well. Why not produce a digital Valentine and sell the link for \$5.00? You can perform live, or digitally and cover a huge geographic area for next to nothing.

**Christmas** usually means events or shows. Why not give your Quartets, VLQ's or your chorus an opportunity to expand your chapter visibility with the Salvation Army? Sing around a kettle, help raise money and practice your Christmas songs. Pass out invitations to your show and win the hearts of community members and Salvation Army leadership.



**Bob Cox**  
EVG Past President

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### LEADERS - PAST, PRESENT, FUTURE

I was recently asked, "What does a Past President do on the Board?" Great question.

A Past President, during their terms of service, helped to update or create the organizational and administrative model and goals for chapter modification, chapter/chorus policies, membership inclusion, marketing exposure, musical growth, community involvement and financial stability.

These goals set the standard for future leaders to continue the progressive posture of the organization moving forward. They established the vision and mission statements that identify the chapter and chorus.

Their role on present and future Boards is to help the current administration with the modification and updates to the administrative/organizational objectives, policies and procedures.

As a resource of chapter/chorus history, their knowledge of achievements and lessons learned can help in mentoring and counseling. They should be on the lookout for future leaders and should be actively involved in the nominating process.

Good leaders, let leaders lead and offer input only when asked. They had their term of service, now it's time for them to help the future leaders in the growth and development.

Again, a great question. The lines of communications are always open...sing out if you have questions.

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## Planning, Planning, Planning: Tis the Season

It's that time of year when chapters start to gear up after their summer. If you haven't already planned to do so, you need to plan to have a holiday community chorus.

You'll find more people singing during the Christmas holidays than probably any other time of the year. Why? It's a joyous time of the year and most everyone knows the songs. So... invite community members to join you for your holiday show. Invite them to attend the six rehearsals prior to your show.



**Bob Thomas**  
[Chapter Development](#)

Provide music and learning tracks. They will get to experience the fun of 4-part harmony and the camaraderie that barbershop offers.

If your chorus does not have a holiday show planned, perhaps you have several performances scheduled like a tree lighting, or a mall or senior centers. These holiday choruses have proven to be an excellent recruitment tool as many community attendees want to join after the performances.

Even for those who don't join, they have been exposed to barbershop and more people in your community are aware of your chapter, just by the advertising that you did.

There shouldn't be any pressure to join, but if your members are welcoming and your chapter meetings are organized and fun, why wouldn't they want to be a part of it.

## CHRIS' REPORT FROM HARMONY UNIVERSITY



**Chris Powell**  
[EVG Secretary](#)

### Mixed vs. "All Voices" Ensembles Notes from Blair Brown's HU class

With Everyone In Harmony, BHS chapters have created new singing ensembles that include men and women, often calling them "Mixed" ensembles to differentiate them from our men's choruses. The term seems much less common outside the barbershop world given that such ensembles have existed for centuries and are considered the norm. A more common label is to call them "SATB" ensembles, identifying them by their voice parts.

In a Harmony University class taught by Blair Brown (lead of Double Date quartet), she identified the term "All Voice" as the preferred term as opposed to "Mixed." The term frees us from any specific gender expectations for participants, allowing cis-gender males and females, and LGBTQI+ singers to join on equal terms. All Voice ensembles can be SSAA, TTBB, and SATB depending only on the capabilities and interests of the ensembles and singers involved.

All Voice ensembles at this year's International included 3rd place chorus Gotham, our own PDX Voices, and 9th place quartet Smoke Ring.

## GET IN TOUCH & STAY IN TOUCH

**It's for you and it's FREE!**

**You'll have at your finger tips:  
Access to District Leaders  
Chapter Locations / Directors  
EVG's calendar  
Convention updates as they happen!  
and more!**

**EVG DISTRICT APP**

*"like having EVG in your pocket"*

**Go to your APP Store  
and add "EVG DISTRICT"**

**STAY IN TOUCH!!**

**EVG DISTRICT APP**  
*"like having EVG in your pocket"*  
**Go to your APP Store  
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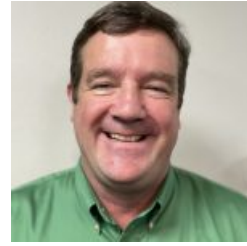
## CHAPTER LEADERS

2024 is over halfway gone! Have you identified or thought about any turnover of your Board members? Your Chapter Nomination Chair will need some time to identify, encourage or Voluntold if vacancies are forthcoming.

With Summer, Fair Season winding down, school starting soon, EVG contest focus, Christmas Shows being focused on, now is the time to get your 2025 Chapter Board lineup in shape!

As always, your EVG Board counterparts are here to assist and lean on so no one must go it alone!

Carry your part!



Sid Brown  
[District EVP](#)

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## CYBER RISK MANAGEMENT

### for Chapters

As a Chief Financial Officer, I help organizations manage risk, including cyber risks. There are basic common sense steps that can minimize this growing threat. As a chapter leader using your personal computer for chapter business, consider adopting the following policies.

**Delete suspicious or unexpected emails:** Cyber thieves run “phishing” email scams to trick the unsuspecting into providing credit card or other personal information.

Check where the email is coming from by hovering your cursor over the address – it could be a foreign country address (e.g., “.ru” is from Russia). If you weren’t expecting an email from the sender, it’s probably fake. And whenever in doubt, call the sender.

**Protect passwords:** Cyber thieves that are able to gain access to a chapter officer’s personal computer will look for a list of passwords, sometimes kept in an Excel spreadsheet. To thwart this, maintain a handwritten list or use a password-locking service to store your passwords. Change your passwords frequently, at least quarterly.

**Ignore unexpected download instructions:** File downloads can include malware that can give cyber thieves access to your computer. Don’t download any program that you did not request. Also, don’t “click through” on hyperlinks embedded in an email.



Larry Breitbarth  
EVG Treasurer  
[finance@evgdistrict.com](mailto:finance@evgdistrict.com)

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**SHARING IN THE COMMUNITY!**



On Saturday August 10 the Bellevue Chapter and the Seattle Chapter held a joint summer picnic event with members of St Luke's Lutheran Church of Bellevue. The choruses sang for the church members and each other, wowing the non-barbershop attendees with their harmonies and rhythm. The church members all now want to attend coming concerts from both choruses. Several promised to visit one of the choruses to see what this barbershop thing is all about. The event was partially supported by the Evergreen District Chapter Development fund and was free to attendees. All in all, it was a great day!



## REVIEW, REVIEW, REVIEW

It's August and things slow down. Preparation is underway for fall conventions and Christmas. But it's also a great month to review your plan, your goals, your accomplishments, and your setbacks.

Review your Marketing plan. Does your action plan remain the same or does it need modification?

Did the first seven months go as planned? If it did, **Celebrate**, if it didn't, acknowledge the mistakes and work on plans for improvement for the future. Take time to check in with your leadership team and see if they are on track. How did your membership help or hinder your events? Do they need more buy-in?

How are you shaping up for the final four months of the year? Do you have a team in place? Is the Christmas show completed? Are you on track or behind? Perhaps you should check in with the Christmas and Singing Valentine chairs and encourage them to stay on task.

If you have a two-year term, look ahead to next year for improvements!

Review your SWOT report to see if your Strengths and Opportunities still are the same. Has there been a shift in the market? Does it look like all is well, or do you need to tweak it? Have your threats changed? Have you improved your weaknesses and made them strengths?

There are hundreds of trivial things to consider before they become MASSIVE. The end of July and the beginning of August are opportunities to see if you are on track, or if you need to adjust.

Building the Marketing Plan and the SWOT analysis is "upfront work", once in place all you need to do is steer the ship. If you built a two or three-year marketing plan you can "cruise" for a little while, but you can never stop striving for innovative ideas

**EVERYONE ISN'T EVERYONE**



Everyone likes to read! Everyone uses their phone for communications! Everyone is a visual learner! Everyone hears a message once and locks it into their memory!

Every sentence above is false. As individuals we have varying skills, learning styles, and personalities. This means we learn and retain information individually.

Some key thoughts:

1. Communication to your group relies on learning styles because you're "teaching your message."
2. Information requires repetition to become memorable.
3. It is wise to duplicate your message using multiple platforms. This allows you to use oral, visual, and written information for different learning styles.

There is a fine line between customer service and obnoxiousness so don't over-communicate. There is a learning technique called space - repetition which recognizes space between your messages allows the mind to absorb the information.

Helpful ideas:

1. Get to know your members personally.
2. Use members communication preferences.
3. Use a multi-channel approach.
4. Automate basic communications.
5. Be sure not to over-communicate.



**Greg Kronlund**  
Communications

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### FREE MUSIC - you just pay the postage

Our Evergreen Historian has a large collection of FREE music that is legal to "pass on" to choruses, quartets, and individuals. Check out the FREE MUSIC list (titles, arrangers, and # of copies available) on our EVG website, then email Ken Galloway a list of the songs you'd like, and he will pull them out of the files and mail them to you... all you need to do is then mail him a check for the postage. It's a great way to fill in missing copies or to check out new titles.

<https://evgdistrict.com/free-music/>

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## 2024 SUMMER ENRICHMENT TIME

To our friends in the Evergreen District of BHS-Sweet Adelines Region 13 formally invites you to SET (Summer Enrichment Training) 2024, **August 22-24**, in Pasco, Washington at the **Red Lion Inn**.

Come enjoy a packed weekend of education and fun! **Thursday, August 22nd** starts with a kickoff Thursday Night. **Friday**, we have **five tracks available**: Admin Leaders; Directors; Visual Communications; General Membership as well as Quartets. **Saturday**, Caitlin Castelino! Caitlin will be leading four classes in the main ballroom: The Vocal Mechanism: How Does It Work?; Calibrate Your Sound; *then lunch on your own* PVIs Under Glass; and Keep that Voice Young and Healthy. Saturday Night is filled with talent and fun. To register for the Novice Quartet/VLQ Extravaganza, please send your request to: [SET@sairegion13.org](mailto:SET@sairegion13.org). **Register now at:** <https://sairegion13.org/2024SET> Your SET registration includes your Saturday Night meal-more information coming on that. **Any questions regarding SET can be sent to:** [SET@sairegion13.org](mailto:SET@sairegion13.org)



**Caitlin Castelino**

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### LET US ADVERTISE YOUR NON-SHOW EVENTS

If Your Chapter is having an Open House - Guest Night - FREE Family and Friends Performance - Youth In Harmony Weekend- collaboration event with another singing group - or a special **free event** send the information to [marketing@evgdistrict.com](mailto:marketing@evgdistrict.com)

We will add it to the EVG Calendar and post the item on Facebook... Send banner/poster and a three-sentence invitation....

(Not available for shows until cleared by the District Secretary)

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## JOIN PAUL ELLINGER'S 2024-25 SERIES



If your chapter really wants to get serious about growing in numbers and growing musically, now is the time to sign up to be one of the five chapters to work with Paul Ellinger starting in August. Paul's beta series, last year, had choruses involved from across the country joining together to share successes and challenges.

If your chapter is interested, email Paul Ellinger now at: [ellinger.paul@gmail.com](mailto:ellinger.paul@gmail.com)

## STAY CONNECTED

LET US KNOW: If Your Chapter is having an Open House - Guest Night - FREE Family and Friends Performance - Youth In Harmony Weekend - or special free event send the information to [marketing@evgdistrict.com](mailto:marketing@evgdistrict.com) We will add it to the EVG Calendar and post the item on Facebook... Send banner/poster and a three-sentence invitation. Shows must be cleared by the District Secretary.

**PLEASE CHECK TO MAKE SURE YOUR OFFICERS RECEIVED THIS ISSUE!**

Note: All Chapter and District Leaders are included in this contact list which is pulled from the current information in the BHS Member Center database.

## EVERGREEN EDITORIAL PRACTICES

- Show Policy: Chapter Show Posters and information must have district clearance to appear in Evergreen Publications and Social Media.
- Publications editors reserve the right to edit content for length.
- Submissions must meet or beat the deadline of the 10th of the month.
- Maximum word count for Chapter Leader News 175 – 225 words.
- The Evergreen Communications team may hold over generic content to the next publishing date when appropriate

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[www.EVGDistrict.com](http://www.EVGDistrict.com)

[history.evgdistrict.com](http://history.evgdistrict.com)

[harmonycollege.net](http://harmonycollege.net)

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This message was sent to [email@example.com](mailto:email@example.com) from [judyg@evgdistrict.com](mailto:judyg@evgdistrict.com)

Judy Galloway  
EVG District of BHS  
2520 Montello Ave.  
Hood River, Oregon 97031

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