

CHAPTER LEADER NEWS

Building Relationships Between Chapter and District Leaders

February 15, 2025

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PRESIDENT TO PRESIDENT - BILL HICKMAN



Oh my! I have been barbershopping for 45 years, a chapter leader in 7 different chapters, and now am serving as a district officer, but I am living proof that no matter how much you know, or rather, how much *you think* you know, there is always something more, something better to learn.

Your Evergreen District Board sent a team to the Big Leap in Dallas Feb 7-9 to listen for new ideas. We wanted to find new ways to help you make your chapters better.

Each of us came away with a boatload of ideas that we will be sharing over the coming weeks, but the one that resonated the most clearly with me was the importance of Mission and Vision statements to our chapters.

I will be sharing more about these in the near future, but for now, do you have them? Don't worry, most chapters don't, but as I will share in the coming days, they are critically important. If you have them, take a good look at them. Are they just words or are they...relevant? Do they reflect what you and your chapter want to do? We will explore this together very soon.

I am at your service. -Bill

PRESIDENTS' ZOOM MEETING

Bill Hickman is inviting you to the next Presidents' 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?pwd=UGQ3eE5CYzIDZFFxUFV5RXVCQkhudz09>

EVENTS TEAM UPDATE - DEENA WOLFE



Make sure these dates are on your calendars. Current information is below; stay tuned for additional details as they are confirmed.

2025 Convention Oct 3-4 in Surrey, BC

2026 Convention Oct 2-3 in Boise, ID

2025 Convention Oct 3-4 in Surrey, BC

- Contest events at Chandos Pattison Auditorium.
- Primary Hotels: Sheraton Vancouver Guildford Hotel & Civic Hotel, Autograph Collection.
- The Harmony Platoon and HOD Meetings will likely be held at the Civic Hotel. Location of the Presidents reception/afterglow is TBD.
- We are in the process of contacting other local hotels in the area as our two primary hotels will sell out quickly. We will provide information about other hotels as soon as we have that information.



2026 Convention Oct 2-3 in Boise, ID

- Contest events at the Morrison Theatre.
- Hotel is TBD. We should have that information in the next few weeks and will provide that as soon as we know.
- The 2026 EVG convention is at the same time as the combined FWD & Pan Pacific convention in Hawaii. We will be inviting anyone from FWD who does not want to travel to Hawaii to join us – so get these dates on your calendar!



2025 Chapter Boards:

Now is the time to get your new Board Members through BHS Youth Training.

Send a list of the emails to BHS - customerservice@barbershop.org and they will send a link for the training. This is a requirement for all youth events and if you have any youth members/prospects!

CHAPTER DEVELOPMENT - BOB THOMAS



For all choruses willing to share their board minutes, please forward to bthomas@northwestsound.org . Much appreciated. Also, please feel free to share any success stories that your chapter is having.

Thanks to the following chapters for completing the President's survey. If you're not listed, please take the time to fill out [this short survey](#). Thank you very much.

- | | | |
|--------------------------|-----------------------|------------------------|
| Oregon Trail Pitchpipers | Bridgetown Singers | Two Town Tuners |
| Vocal Summit/PDX Voices | Bellevue | Anchorage |
| Chilliwack | Tacoma Vocal Standard | Vancouver Thunderbirds |
| Langley First Capital | Boise | West Sound Chorus |
| Salem | Juan de Fuca | Star Harmony |
| Tualatin Valley | South Island Harmony | Grove City |
| Calgary Foothills | Seattle Seachordsmen | Columbia Gorge |
| Flathead ValleyAires | | |

About 50% of our chapters participated in the President's Survey, and gaining new members is a common theme.

Sunday March 2nd, at 7pm, I'm hosting a Zoom round table discussion to learn what's working and what's not in recruitment. What will you do differently this year to get better results?

Please RSVP bthomas@northwestsound.org to receive the ZOOM link for this important conversation.

As a reminder, there is still money in the Chapter Development budget to help with attendance at HCNW, Harmony U, and Community Outreach.

As always feel free to reach out to me with any concerns or questions.

Join me **Sunday, March 2nd at 7:00pm**, for a Zoom call to discuss Membership.

THE BIG LEAP - RECAP FROM EVG



Executive Vice President Sid Brown's perspective:

The Big Leap to me is encouraging and providing examples of ways to think outside the box and stop being the "best kept secret"! Discusses ways to think about engaging in your community, other singing organizations and the benefits of doing it. If we can move toward externally thinking, it will help us become more infinite and less insular. We tend to expect an answer from above and forget that "all Barbershop is local"! If we can build relationships and partner with others in our community, it helps build a symbiotic relationship and betters your chapter and community!

Past President Bob Cox's perspective:

The SenateAires have for many years been looked upon as a well-run organization with lots of successes, but in this workshop, I realized the potential for growth isn't locked within the four walls of our rehearsal space or organizational structure, it is in our community outreach, support and partnerships.

We learned the importance of Mission and Vision Statement and keeping them updated with our current culture, goals and plans. We learned that philanthropy isn't something we give money to, it is the ability to touch someone, and they in turn give back to you. We learned the importance of not just being "community oriented," but being community involved and partners with other arts, choral and performing arts organizations. We learned how to open doors that were often overlooked and burying the "Best Kept Secret" by seeking professional guidance from other successful community leaders to help us better serve our community, which in turn will better serve our members.

(Bob's full report in the upcoming Timbre)

Board Member at Large Duncan Gilman's perspective:

Your EVG team will be sharing more of what we learned over the coming months, but one of the immediate takeaways is shifting the chapter mindset from "barbershop chorus" to "community arts organization." In 2019, most choruses relied on a certain way of operating, and as tempting as it is to try to return to that time, the world has changed. Let's face it, many of our tried and true barbershop traditions were out of date even then. But imagine the possibilities that open up to your chorus if you explored ideas like seasonal membership, community board members, or having other performing arts organizations as partners. Our choruses

provide significant value to our communities, so why don't we act like it? When you approach non-profit work like other arts organizations do, access to grants, media, and patrons suddenly becomes much more attainable. Please take the time to reach out to the EVG board so we can help you tap into this enormous potential in your local community.

FEATURES & BENEFITS - GREG KRONLUND



Features and Benefits Marketing

Finding features and benefits helps understand your differentiation. All products have features and benefits and the more you understand your chorus or events the better you can articulate what sets you apart. It's useful in determining copy points for advertising. It builds a chorus vocabulary, so all members talk about the same differentiation.

1. **A feature: what something has**
2. **A benefit: what something does for the customer.**

When you look at your chorus can you name the features and the accompanying benefits? A simple way to start pick a topic:

Singing Valentines	
Feature:	Benefit:
Unique, one-of-a-kind gift	Will be Remembered forever.
Two songs, a rose, and a card	An inexpensive way to create a lasting memory.
Singing Valentines come to you	Don't have to spend time searching in a retail store
Single Rose provided more roses are available	Added roses are only \$2.00 each
A two-hour window and on-time deliveries	Allows flexibility, e on hand to see the surprise
We deliver anywhere in the metro area	Flexibility to surprise your special someone anywhere....

Your features and benefits: Developed by a small group brainstorming ideas or an individual, it helps your chapter to decide the best **features** and **benefits** to use in your advertising. It answers the questions: What sets you apart? What makes you unique? What is your differentiation?

DISTRICT REALIGNMENT - BOB COX



The District Board is looking at realigning our organization to better serve our members.

We tend to focus our boundary's based on conventions and contest. We should focus on all the other benefits of members: community outreach, shows, festivals, fund raising opportunities, inter-chapter activities, social gatherings, leadership training, improved communications, representation, finances and more.

We are discussing downsizing from the current five geographical divisions. The Board will present an official proposal at the HCNW HOD Meeting in June for implementation in Jan 2026.

Here are the suggested options we are looking at.

Option 1: Div I) Western OR/WA/AK Div II) BC, Alberta, ID, MT and Eastern WA/OR

Option 3: Leave everything as-is with our current 5 Divisions.

Option 4: Your ideas?

Each Division will have a District Board VP. The VP will also create a team of volunteers to serve as Division Chapter Advisors who will assist with communications, event planning, membership development and other projects as determined by the VP.

As Chairperson for this realignment project, I am looking for your input, ideas and concerns on these options. Please reach out to me via email, text or phone - I look forward to your input.

CALGARY FUNDRAISER - JOHN SIMPSON



Choruses Reaching Out To The Calgary Community

By John Simpson, Chorus Manager, Acappella Road

On January 22nd, 2025, 12 barbershoppers from Acappella Road men's chorus and Rhythm of The Rockies women's chorus worked a shift of sorting and bagging fresh produce at the Calgary Food Bank. The end of the shift was highlighted by a donation of \$13,800.00, the proceeds from our very successful joint Christmas concert.



The concert was performed as a fundraiser benefit for the Food Bank, our largest and most successful to date. The 2024 Christmas concert was our sixth such benefit. The eighty barbershoppers from these two choruses combined to entertain over 600 people with Christmas music and memories.

Starting with a \$5000.00 donation in our first concert, Acappella Road has now donated some \$58,000.00 to the Calgary Food Bank, which serves over 800 client families every day. Thanks to their shrewd procurement methods, the Food

Bank purchases \$3.50 worth of food with every dollar donated. They have converted our \$58,000.00 in donations into over \$200,000.00 in food for needy families.

MIDWINTER CONVENTION 2025



EVG President Bill Hickman and Executive VP Sid Brown represented the Evergreen District at the 2025 Midwinter Convention. This year MidWinter had nearly 500 High School students from around the country competing in the Nextgen Quartet and Chorus Contest. Solo deo Gloria from Westside Christian High, directed by Will Fox represented the Evergreen District beautifully. Judged to be outstanding, Solo deo Gloria won the Plateau A contest.

NOMINATE A BARBERSHOPPER OF THE YEAR

Do you know someone in the district who made a significant contribution to the Evergreen District in 2024? If so, why not [nominate that person](#) to be the 2024 Evergreen District Barbershopper of the Year?

For questions about the nomination process or the form, [contact Duncan Gilman](#), Chair of the Barbershopper of the Year Committee.

EVG HALL OF FAME NOMINATIONS

District Hall of Fame Nominations

The Evergreen District Hall of Fame is filled with our Evergreen heroes, people who have given so much of their time and talent over the years. Do you know someone in the district who made a similar long-term contribution to the Evergreen District? If so, why not recommend that person for the evergreen Hall of Fame?



Send your recommendations along with their contributions and accomplishments to a member of the District Board or to the Chair of the Hall of Fame Committee, Kendall Williams (kendall.a.williams@frontier.com). Your recommendations will be taken into consideration when an honoree is selected. The award will be presented at the District Convention in October.

Who will join the Hall of Fame in 2025?

SINGING VALENTINE SUCCESSES



Love is in the air... and we'd like to tip our collective hat to all the singers who brought love to people's homes, offices, restaurants, coffee shops, grocery stores, and street corners this weekend.

Please send your Valentine pictures to communications@evgdistrict.com

WANT TO KNOW WHAT'S HAPPENING -- AND ANY LAST MINUTE CHANGES??

STAY UP TO DATE!

Go to your APP Store and add "EVG DISTRICT"



STAY CONNECTED

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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