



REGION #19 MAILING

JULY 2014

The Region #19 mailing contains vital information to be shared with all members.

- ♪ Presidents/Team Leaders are reminded to make appropriate reminders at rehearsals.
- ♪ Chapter REC's are reminded to distribute this mailing to the proper committee chairs and officers.
- ♪ Directions and their addenda are to be kept by the Secretary.
- ♪ Flyers should be posted.

<i>ITEM</i>	<i>ACTION BY</i>	<i>FROM</i>
Regional Calendar	Presidents/Team Leaders/REC's	Sarah Nainan-Newhard, Team Coordinator
Coordinator's Corner	Presidents/Team Leaders	Marge Grossman, Communications Coordinator
A Fond Farewell	All Mailing Recipients	Pat Gasper, Membership Coordinator (Immediate Past)
New Opportunity on Education Team	All Mailing Recipients	Donna Halley, Education Coordinator
Silver Sorority	All Mailing Recipients	Jenny Harris
2014-15 Marketing Plan	Marketing/Public Relations	Brenda Cunningham, Marketing Coordinator
Member Events	All Mailing Recipients	Various
Information from SAI	All Mailing Recipients	Various International Coordinators

Region #19 Philosophy

Women join Sweet Adelines because they love to sing. They stay because of the musical challenges, the rewards of individual achievement, and the rewards of performance and the sense of belonging. Therefore, Region #19 is a progressive women's organization which:

- ♪ Promotes excellence in the performance of barbershop harmony through education
- ♪ Creates an atmosphere of camaraderie among its membership
- ♪ Provides opportunities for individual growth.

Region 19 Website: www.region19sai.org

All submissions for the monthly mailing are due on the **27th OF EACH MONTH**. All submissions should be submitted in electronic form (Microsoft Word, or any graphic format – jpg, bmp, etc.), and sent to maggysings@verizon.net.

ATLANTIC BAY-MOUNTAIN REGION #19
CALENDAR OF EVENTS – updated JULY 2014

Key: ■ =Chapter Events; ■ =Regional Events; ■ =International Events

* = newly added/modified events

2014

*DEADLINE for articles, etc. for <i>Hi-Lo's</i>	July 24
*Regional F.L.A.S.H. (Faculty: Dale Syverson/Peggy Gram), Hunt Valley, MD	September 5-7
Greater Harrisburg Chapter Annual Show.....	September 13
*Capital Accord Benefit Show	September 21
Chesapeake Harmony Chapter Annual Show & Tea	September 21
*Harbor City Music Company Chapter Show	September 27
*Cape Shore Chapter Annual Show.....	October 4
Pride of Baltimore Chapter Harmony on the Harbor	November 3
International Convention, Baltimore MD.....	November 4-8
Ringling Hills Chapter Show.....	November 15
Harmony on the Bay Chapter Show	November 22
Heart of Maryland Chapter Show.....	November 22
Greater Harrisburg Chapter Holiday Show.....	December 13
Pride of Baltimore Chapter Holiday Show.....	December 14
Red Rose City Chapter Holiday Show	December 20

2015 AND BEYOND

*Upper Chesapeake Chapter Show with The Buzz.....	February 28, 2015
Regional Convention and Competition, Ocean City, MD	April 23-26, 2015
Regional F.L.A.S.H., Holiday Inn Harrisburg East, Harrisburg, PA (Faculty: Lori Lyford).....	September 11 – 13:
International Convention, Las Vegas, NV	October 6-10, 2015
Singers' School (Faculty: Darlene Rogers) CANCELLED	January 23 – 25, 2016
Regional Convention and Competition	April 7-10, 2016
Administrative Resource Day/Directors' School (Faculty: Sharon Babb & Mary Rhea) CANCELLED	June 4, 2016
Regional F.L.A.S.H. (Faculty: Betty Clipman)	September 10 -12, 2016
International Convention, Las Vegas, NV	October 18-22, 2016
Singers' School (Faculty: TBD) CANCELLED	January 22 – 24, 2017
Regional Convention and Competition	April 6-9, 2017
Administrative Resource Day (Faculty: TBD) CANCELLED	June 3, 2017
Regional F.L.A.S.H. (Faculty: Judy Posgay & Sandy Marron)	September 8 -10, 2017
International Convention, Las Vegas, NV	October 10-14, 2017
Regional Convention and Competition	April 12-15, 2018
Regional F.L.A.S.H. (Faculty: Jim Arns & Renee Porzel).....	September 7 – 9, 2018

Please Note:

- If there are any additions and/or corrections to the regional calendar, please notify Sarah Nainan-Newhard, Team Coordinator: syuki63@gmail.com
- Chorus show dates do not have to be "cleared" with the Region; however, choruses should contact the Team Coordinator to add your show date on this calendar. This will also help you learn when other choruses are planning their shows, and share your plans with other choruses.

Other Important Deadlines:

- Regional Mailing: submit to Marge Grossman (maggysings@verizon.net) by the **27th** of each month
- *Hi-Lo's*: submit to Marge Grossman, maggysings@verizon.net, by the deadlines indicated within the calendar.

Region 19's *Harmony Hi-Lo's*

Marge Grossman
Communications Coordinator

I would like to explain what we are about to do with the *Harmony Hi-Lo's*, as it seems that not everyone has received this information. If you receive the mailings for your chorus, please make sure that the person who writes for your chorus receives this. Thanks!

First, the *Hi-Lo's* will only be issued **twice a year** – in time for F.L.A.S.H., and in time for Regional Competition. Issues will now be printed in **COLOR**, and must be picked up for your chorus at these two events (you will be picking up copies for your *entire* chorus). Deadlines for each issue will be noted on the Regional Calendar.

For now, if you would like to advertise in the *Hi-Lo's* (remember ... it will be a **COLOR** ad!), we are keeping prices the same: full-page, \$50; half-page, \$25; quarter-page, \$15.

In addition, we will have a “high-five” section, where you can wish your favorite quartet good luck or congratulations, wish your friends a Happy Birthday, thank your director/ chorus for a great rehearsal, etc. The cost of these will be \$5 each; however, for the first issue we are offering these high-fives at two for \$5.

Please remember that this is a work in progress. We welcome your input!

A FOND FAREWELL

My time on the Regional Management Team came to a close at the end of April. Starting May, Michele Woodward became your new Membership Coordinator on the RMT. I have enjoyed my last 7 years (yikes!) serving Region #19.

I took over the last year of Bev Lachat's term when Membership/Marketing split, and then served three 2-year terms. During those years I have made many friends and had the chance to visit a number of choruses.

Some of those choruses have chartered during my term! The chartering parties were always fun! Recognizing these choruses at FLASH with a cake and gift was something I'll always cherish.

We had membership success and rewarded the choruses when Region #19's membership recruitment program 10-10-10 ran and then 11-11-11 the next year. Many choruses took advantage of the program and made lots of \$\$ for their chorus.

Region #19 is a premier region in SAI. We are in Pennsylvania, New Jersey, Virginia, Maryland, and Delaware. Even with the new boundary changes in SAI, we were not changed much except for adding the Shenandoah Valley Chorus from Virginia. Our membership numbers have remained constant while other regions are seeing diminishing numbers because of finances and other interests. We are 6th in numbers in SAI and that says a lot for our region and members!

I had the opportunity to give certificates and gifts to many 50-year members! What fun it was to meet these wonderful ladies! Many more members received 25-year charms at FLASH and most recently at Singers' School.

I give many thanks and my gratitude to Michele Woodward, who served as my chapter liaison, and Carol Shriver, who served as the CAL liaison, these many years. They made my job so much easier to do!

We are part of a great supportive Region and I wish success to all the choruses now and in the future!

In Harmony,
Pat Gasper
Region #19 Membership Coordinator
(Immediate Past)

New Opportunity Available On Education Team

The Region 19 Education team has a new opportunity opening up for someone to work closely with the Education Coordinator and also the Regional Webmaster to further develop and update the educational section of the Regional website.

The highly motivated candidate will have familiarity with WordPress or similar types of blogging platforms (desired but not critical); comfort with computers and the web; and willingness to learn a new skill and experience with websites are a must!

Interested candidates should contact Donna Halley, dhalley1@comcast.net.

SILVER SORORITY IS SEEKING ELIGIBLE MEMBERS

The Region 19 Silver Sorority is an organization made up of Quartet Champion members from Region 19 and beyond. Our purpose is to support Region 19 by sponsoring initiatives that help quartet singers. We are gaining momentum and have some fun things in the works. For example, this summer we are sponsoring a Novice Quartet Mentorship Program, and we have lots of ideas for future initiatives as well. But one thing we are missing is members!

Despite our best efforts, even with all the resources available to us, we have not been able to identify all those individuals who are eligible for membership in the Silver Sorority. Can you help us spread the word? We're specifically looking for singers who meet one of these criteria:

- ♪ **Current member** of Region 19 (in a Chorus or as Chapter-at-Large) who has previously won a Regional Quartet Contest in **any region** of SAI.
- ♪ **Current member** of Region 19 (in a Chorus or as Chapter-at-Large) who has finished in the Top 10 of the SAI International quartet contest (even if she was not a member of a regional champion quartet – e.g., she was in a regional wildcard quartet, or was a replacement member of regional champion quartet).

We'd like to ask you to spread the word around your chorus! Please help these Region 19 members identify themselves to us, so that we can include them in this special service-oriented organization.

Members who meet these criteria should contact **Jenny Harris**, Silver Sorority Communications contact, jennysingsbass@gmail.com.

Marketing Plan Region 19

2014 – 2015

Brenda Cunningham
Marketing Coordinator

The Region 19 marketing plan for 2014-2015 includes combined internal/external plans along with separate pushes for both.

Communications and Marketing are continuing to work on updating and improving our regional publication, the *Hi-Lo's*. Part of the costs will be paid with the marketing budget. It is hoped that the final product will not only appeal to members while giving them lots of needed information, but be something that when seen by non-members will stimulate interest in the SAI organization.

We are using candid chorus photos to have "pop up banners" made for use at regional events.

For the third year, we are giving away two "scholarships" to first time F.L.A.S.H. attendees. F.L.A.S.H. is Region 19's primary education event which will be held in September 2014; faculty will be Dale Syverson and Peggy Gram. The scholarships will cover registration and accommodations.

Because Region 19 is this year's host region for International Competition in Baltimore, we are purchasing giveaway items for Region 19 members to hand out to attendees from other regions as a way to welcome them, along with showing a Region 19 presence.

We will be particularly aggressive with press releases and contacting media outlets and sources making them aware of International Competition in Baltimore.



HISTORY BOOK CONTEST

at F.L.A.S.H.!!

Pat Gasper
Membership Retention



The History Book Contest is fast approaching! It will be held at F.L.A.S.H. this Fall.

Bring your Chorus History Book or electronic one (you must provide the equipment to view the pictures and any cords to attach to the wall), either Friday night between 6-9 pm or by 9 am Saturday morning.

Judging to take place Saturday morning with the results being announced during the Saturday Night Show!

So start getting a book together if you want to enter this year! It's not too late! Show what fun your chorus had over the last year! If you just want to bring your book to show and not be judged, that's OK too!

The guidelines and rules are listed. If you have any questions, send them to ghlvcbass@rcn.com.

Thanks, and I hope to see lots of you at F.L.A.S.H.!



WIN A "SCHOLARSHIP" TO FLASH

Brenda Cunningham
Marketing Coordinator

Ladies, have you been meaning to take the time to attend F.L.A.S.H. but just haven't been able to make it? Or maybe you're new to Sweet Adelines and this is the first time you've even heard about it? Well, the Regional Management Team is offering another reason for you to make this the year that you take advantage of this terrific opportunity to build your barbershop skills, learning from the best, Dale Syverson and Peggy Gram.



Two lucky first-timers will be awarded "scholarships" that will cover the cost of registration and one-half the cost of your hotel room. All you have to do is click the first-time box on your registration form – the two winning names will be drawn at the Saturday Night Show.

Each "scholarship" is worth approximately \$150. So for all of you out there who decide to make F.L.A.S.H. 2014 your first F.L.A.S.H., you could be one of the lucky ones – but as they say, "ya gotta play to win!!"

FLASH 2014

September 5-7, 2014

(weekend after Labor Day)

Mark your calendars **NOW** for this phenomenal opportunity to learn from two of our organization's best!



DALE SYVERSON



PEGGY GRAM

With over 43 years as a Sweet Adeline, **DALE SYVERSON** has garnered an impressive list of achievements. Here are a few of her many honors:

* Master Director | Master '700' Director * *Richtone Chorus* Director (1976 to present) * Certified Expression Judge; Approved Candidate–Sound Judge * International and Regional Faculty Member * Appointed to serve on the SAI Education Direction Committee * Elected to SAI International Board of Directors * Recipient of the 2004 SAI President's Lifetime Achievement Award * 5-time international gold medal winning chorus director * 2-time international gold medal winning quartet singer (*Tiffanys* – 1973; *Rumors* – 1999).

PEGGY GRAM also has a long list of accomplishments including:

*Master Director * Past President, Sweet Adelines International * Certified Showmanship Judge and International Faculty * Worldwide chorus and quartet coach * 1999 International Quartet Champion - *Rumors* * 1987 International Champion Quartet – *Ginger 'n' Jazz* * Baritone/Bass for *Ark Angels* – 25 years

HUNT VALLEY INN
245 Shawan Rd, Cockeysville, MD 21031
(410) 785-7000

Quartet Coaching, Great Classes, PVIs, Fabulous Boutique,
Saturday Night Show with International Competitors,
Novice Quartet Contest, DCP Testing and Classes & so much more!



DISCONTINUING USE OF INTERNATIONAL HEADQUARTERS POST OFFICE BOX

Due to an increasing use of email throughout the organization International headquarters no longer needs to maintain its post office box. Forms, stationery and online resources are being changed to reflect the street address. Please use the following address when mailing to International headquarters:

Sweet Adelines International
9110 South Toledo Avenue
Tulsa, OK, USA 74137

Sun & Sing 2015

Where fun in the sun meets beaches and barbershop! Experience the joy of barbershop harmony, exhilarating activities and one of the world's most beautiful beaches at the first ever Sun & Sing event to be held January 14-18, 2015, at the luxurious Grand Lucayan Hotel on Grand Bahama Island. With a small deposit of \$250 you can hold your space and pay out this exclusive trip of a lifetime in monthly installments. For more information go to <http://www.sweetadelineintl.org/index.cfm?id=485> or contact us at headquarters: 800-992-7464. Only 200 registrants will be accepted. Register today!



You can fill out the following [registration form](#) and mail, fax or email back to International HQ.

Bowling for Barbershop

Striking Chords & Raising Funds

In 2013, 48 Sweet Adelines International chapters and quartets, along with International Board members and HQ staff, raised nearly \$92,000 in the first ever Bowling for Barbershop campaign.

Let's do it again! Bowling for Barbershop 2014 will kick off on May 1 and will run through August! Start planning now!

It's easy to get started. Every chorus and quartet is eligible to participate — even prospective choruses! Your chapter or quartet can enter the campaign anytime between May 1 and August 31, 2014, but the longer you participate, the more money you will raise and the more fun you will have. Sign up here:

<http://bowlathon.sweetadelineintl.org/>.



Bowling for Barbershop gives your chorus/quartet an opportunity for team building, fun, involving your family and friends, physical activity, raising awareness for your chorus/quartet in your community, potentially recruiting members, singing in public, raising money and supporting the International organization!

Tools and marketing materials to help you throughout the campaign are now available in the Members Only Marketing Center.

What is Bowling for Barbershop?

- A fundraising and awareness campaign to support the organization's mission and goals. Each participating chorus/quartet receives a 50 percent portion of the proceeds.
- A fun and easy way to engage your fans and cultivate new members and supporters.
- A viral peer-to-peer fundraiser. People can tell their friends who in turn tell others, so that more people are reached than ever before!

Top 12 Reasons to Participate in Bowling for Barbershop 2014

1. FUN
2. Raise money for your chapter/quartet
3. Help support Sweet Adelines International
4. Membership recruitment
5. Team building
6. Community awareness
7. Public singing opportunity
8. Off-stage competition with other chapters
9. Bragging rights
10. Prizes
11. Blinged out bowling shirts and shoes!
12. It's EASY

International Convention in Baltimore

Some exciting new educational events are scheduled during International Convention in Baltimore. A sell-out crowd is expected for this convention and we hope you are planning to attend. You may click on the following link for information on convention registration.



Educational Events

All events take place at the Baltimore Convention Center (BCC) unless otherwise noted.

Saturday, November 1

**YWIH Festival Chorus Rehearsals
with Bev Bruening & Ali Hauger**

9:00 a.m. — 6:00 p.m.
North Point Government Center
in Dundalk, Maryland
(10 miles from the BCC)

Monday, November 3

Arranging for Chorus Directors

with Marge Bailey
9:00 a.m. — Noon
**Arranging for Quartets and
Chorus Members**

with Jean Flinn
1:00—3:00 p.m.

Demonstration Stations
Collect “pearls of wisdom” from
our top faculty members
and organization’s leaders.
Rotate through 10-minute
interactive demonstrations
on topics such as vocal skills and
performance techniques.
3:00—5:30 p.m.

Tuesday, November 4

**YWIH Festival Chorus performs
during Harmony Classic**
6:00—10:30 p.m.

Wednesday, November 5

YWIH Coordinator Breakfast
7:00—8:30 a.m.
Hilton Baltimore
by invitation only

Friday, November 7

Education Class
with 2013 Champion Quartet
TOUCHÉ
9:00—10:30 a.m.

Saturday, November 8

Education Class
with 2014 Chorus Champion
Rönninge Show Chorus
9:00—10:30 a.m.

Coming to Baltimore in Fall 2014

The One-Time-Only Musical Event
You Won't Want to Miss

HARMONY ON THE HARBOR

FEATURING

Bling! ★ Frenzy ★ Growing Girls ★ GQ

Lunch Break ★ Lustre

MAXX Factor ★ Rönninge Show Chorus

Speed of Sound ★ Spritzer ★ Vocality



Monday, November 3, 2014

8:00 p.m.

Joseph Meyerhoff Symphony Hall

Preceding the SAI International Convention

HOSTED BY

Pride of Baltimore Chorus & The Alexandria Harmonizers

TICKETS ON SALE SUMMER 2014

www.prideofbaltimorechorus.com/events/harmonyharbor2014