



REGION #19 MAILING

AUGUST 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
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
F.L.A.S.H. Information + History Book, Scholarship, Boutique	All Mailing Recipients	Various
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

*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
Ringin' 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

*Upper Chesapeake Chapter Show with The Buzz.....	February 28, 2015
*DEADLINE for articles, etc., for <i>Hi-Lo's</i>	March 12
Regional Convention and Competition, Ocean City, MD	April 23-26, 2015
*Quartet School (Faculty: t/b/d)	July 2015
Regional F.L.A.S.H., Holiday Inn Harrisburg East, Harrisburg, PA (Faculty: Lori Lyford).....	September 11 – 13, 2015
International Convention, Las Vegas, NV	October 6-10, 2015

2016 AND BEYOND

*Singers' School (Faculty: Darlene Rogers)	January 8 – 10, 2016
Regional Convention and Competition, Hershey, PA.....	April 7-10, 2016
*Administrative Resource Day/Directors' School (Faculty: Sharon Babb).....	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: Karen Breidert)	January 22 – 24, 2017
Regional Convention and Competition	April 6-9, 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.

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

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!!"

Get ready to step right up, Region 19!

Philadelphia Freedom Chorus is preparing for the **Hot FLASH Carnival**, a great weekend of song, education and friendship from September 5th - 7th!

Experience PFC's **Menopausal Midway** where you'll find delicious treats and drinks, got-to-have-it gifts (for yourself and others), as well as unique raffles. Plus you have the chance to win individual prizes at fun carnival games... and get tattooed!

I'm Feeling Bloated Balloon Game
Where's My Wine? Ring Toss
Incontinence Island Toilet Paper Game

Night Sweat Splash Rubber Ducky Pond
The Bearded Lady & Friends Photo Booth
#Tattooed@Carnival Temporary Tat Parlor

Temperature's Rising 50/50 Raffle (guess how many matchsticks in the jar)

Carnival game tickets will be on sale in the Menopausal Midway. Best of all, there will be a **special bonus raffle** for fabulous coaching prizes!

Menopausal Midway Raffle*

♪ **The Hot Flash Prize:** One 3-hour chorus coaching session with the dynamic mother/daughter duo of Claire Domenick and Nicki Hartshorn!

♪ **The Hour Glass to Water Glass Prize:** One 3-hour chorus coaching session with the incomparable Melissa Bomben!

♪ For every carnival game played, you get one Menopausal Midway Raffle entry.

♪ Designate a chorus name on the raffle ticket (this also allows dual and at-large members to support a chosen chorus with each entry).



The more games played, the more fun and the more chances to win!

Menopausal Midway Raffle winners will be drawn at the Saturday evening show, as well as winners announced for the **Temperature's Rising 50/50** and the other flamin' raffles. Step right up for the **Hot FLASH Carnival** & discover how life changes on the **Menopausal Midway**! PFC will start fanning the flames at 3 p.m. on Friday!

*Scheduling must be coordinated by the winning chorus with the coaches before the end of 2015. Coaching fees have been waived by these generous coaches – *appreciative hugs to Melissa, Claire & Nicki!!* Travel expenses within Region 19 will be handled through an anonymous donor. Any additional expenses are the responsibility of the winning chorus.



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

Celebrate Barbershop in Baltimore!



*Special
early-order
discount:* **\$12** *plus tax*
~~**\$15.00**~~ *plus tax*

Order now and save 20%!

Discount good for orders received by
August 29, 2014

Orders taken after this date, and in the
FLASH boutique, will be full price plus shipping.

Order now and also save shipping costs!
Pre-orders will be delivered at FLASH, Sept. 5-7

Can't be there?

Ask a fellow chorus member to pick it up for you

UPPER
CHESAPEAKE
CHORUS

*Show your support
for the 2014*

Sweet Adelines International convention & competition

*with this classy-looking tote bag
featuring a musical Maryland blue crab!*

Offered by Region 19's own

Upper Chesapeake Chorus

Contestant #24 in Baltimore

This keepsake tote bag is sturdy polyester in royal blue with black trim. It features a Maryland blue crab sporting the state's distinctive flag in red, white, yellow, and black. The bag has a tri-panel front, top zipper, and two side pockets each large enough for a bottle of water.

Care: spot clean and air dry.

Dimensions: 19"w x 14"h x 3"d

At 26", the reinforced handles are long enough to swing over your shoulder!



Use your smartphone camera
to order with PayPal*

Or, go to

<http://uccsai.com/product-catalog>

Questions? Contact:

Linda Brown

tpoycbass@comcast.net

443-996-0611

* No PayPal account required; debit or credit cards accepted

Be a Part of the Next...

GLOBAL POWERHOUSE!

Your continuous dedication and passion for Sweet Adelines International is making a difference. Let's keep the momentum going and start planning your event NOW for September 2014. Here are five ways you can get involved:

1. On your website, create an open event page for your Global Open House and ask each member of your chapter to post the link to their social media pages and invite their friends and family.
2. Use Meetup.com to invite guests to your rehearsal.
3. Use your list of prospective members (former members, guests, friends, fans, etc.) and send personal invitations through social media, email, postcard or even by phone.
4. Write a brief press release and distribute to your local media – follow-up with a phone call.
5. Make a simple flyer and post them in your local community center, grocery stores or in the parking lot during a women's event.

Register today for the next live webinar to jumpstart your September Global Open House.

<https://www2.gotomeeting.com/register/681757354>

Creating Sweet Adelines Evangelists

August 14, 2014

12:00 Noon CDT

(Please click here to find the correct time for your time zone:

<http://www.timeanddate.com/worldclock/converter.html>)

Featuring:

Connie Light, International Membership Committee, Region 25 Team Coordinator and Rich-Tone Chorus, Region 25 Sharon Carlson, Director, Song of Sonoma (24 new members in the last year), Region 12 Annamarie Murray, President, Festival Sounds (33 percent growth rate in the last year), Region 2 Members of Sweet Adelines International radiate a passion for singing, performing and for this organization. It's your thing and telling your story comes naturally. In this era of communication overload, you have transformed into a walking, talking advertisement! Online communication and social media has changed the face of marketing, where the majority of customers or members are now generated by referrals, ratings, reviews, blogs, posts, tweets, pins, etc. Traditional advertising does not have the impact it once did. The power is in YOUR hands!

This webinar will review how you can be the ultimate resource in the success of your chorus and the overall organization as a Sweet Adelines Evangelist! Over the past year, Festival Sounds chapter increased their membership by more than 33 percent and Song of Sonoma recruited 22 new members. Members from both chapters will share the secrets to their success. Please join us for this insightful presentation on August 14. We hope to see you there!

Register Now!

<https://www2.gotomeeting.com/register/681757354>

For more information on the Global Membership Drive – please click here for a complete spread on **page 16 of the July issue of *The Pitch Pipe*:**

<http://bit.ly/W4wPi4>

And join the new September Global Open House Facebook Event page! Encourage others to get involved, share your experiences and be creative.

<https://www.facebook.com/events/1504484133114605/>

Are you ready to teach the world to sing?

The logo for Sweet Adelines International, featuring the word "Sweet!" in a stylized, cursive script. The "S" is large and loops around the "weet!". The exclamation point is also stylized.



*Chesapeake Harmony Chorus
Invites You to Attend an Afternoon of*

Tea & Harmony

Sunday, September 21st

Historic Baldwin Hall

Old Rt. 178 & Millersville Rd. - Millersville

Doors open at 2:00pm, Show begins at 2:30

A Three-course Afternoon Tea will be served

Featuring Chesapeake Harmony Chorus

And Guest Quartets

Sweet As Sugar

Euphonix

Tickets \$28.00 – advance sales only

For more info or to purchase tickets visit

www.chesapeakeharmony.org

This event sells out quickly & seating is limited so order your tickets today!



**Harbor City
Music Company
Show Chorus
Proudly Presents...**

LOL

**Special Guests
Lustre
Escapade
&
more...**

SEPT. 27, 2014

7:30PM

At the Chesapeake Arts Center

194 Hammonds Lane, Brooklyn Park, MD 21225

This award-winning a cappella chorus will share with you an evening filled with wonderful harmonies, special guests and laughter galore.

Admission

\$25

CAC Members

\$22.50

Student/Seniors

\$20

Children under 12

\$4

Buy Tickets Online: www.chesapeakearts.org



Mark your calendar.

You won't want to miss the fun!



Visit Us Every Wed. at the
Severna Park Elks Lodge
160 Truck House Rd
Severna Park, Md 21146

Harborcitymusiccompany.org

info@harborcitymusiccompany.org

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