

BARBERSHOP BEAT

ATLANTIC BAY - MOUNTAIN REGION 19 | AUGUST 2019



WHAT CAN YOU DO FOR REGION 19 IN 2019?

BY MELISSA HUNNEFIELD

In every lifetime, each of us wears many different hats...friend, mother, sister, wife, supervisor, caretaker, etc. You may wear one (or many) hats within your chorus. Would you be interested in wearing a hat, figuratively speaking, for Region 19? One of the easiest and most fun ways to do this is to volunteer working with and supporting the efforts of the Regional Management Team. To find a fit with your skill set, visit page 17, and check out the Region 19 job board!





REGION 19 PHILOSOPHY

WEBSITE: WWW.REGION19SAI.ORG

FACEBOOK: WWW.FACEBOOK.COM/REGION19SAI

Women join Sweet Adelines because they love to sing. They stay because of the musical challenges, the rewards of individual achievement, the rewards of performance, and the sense of belonging.

Therefore, Region 19 is a progressive women's organization which: 1) Promotes excellence in performance of barbershop harmony through education, 2) Creates an atmosphere of camaraderie among its membership, and 3) Provides opportunities for individual growth.

Edited Barbershop Beat submissions (MSWord, PDF, jpg) are due the 27th of each month to barbershopbeat@gmail.com.

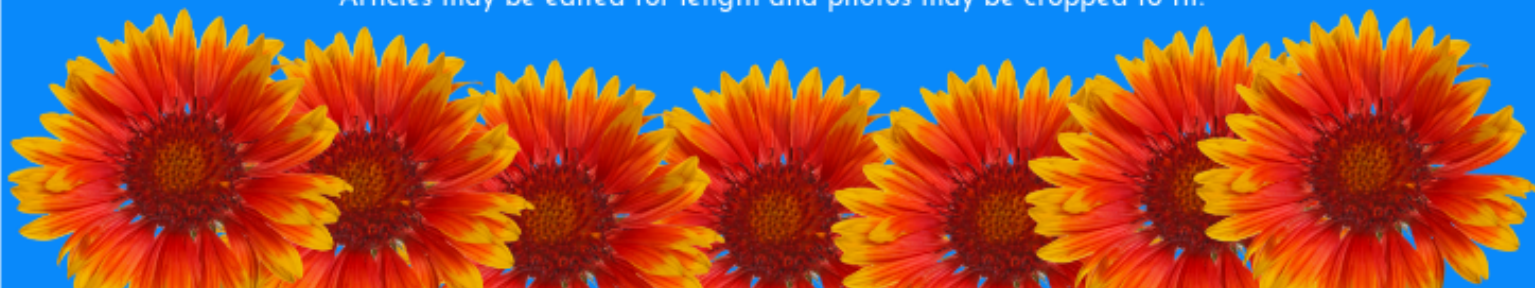
BARBERSHOPBEAT@GMAIL.COM

THANKS FOR YOUR SUBMISSIONS!

We welcome your photos, chapter and quartet news, flyers, announcements, and other items of regional interest.

Melissa Hunnefield, Regional Technical Writer

Articles may be edited for length and photos may be cropped to fit.



REGION 19 CALENDAR OF EVENTS

THIS SECTION INCLUDES CHAPTER EVENTS, REGIONAL EVENTS, EDUCATION EVENTS, AND INTERNATIONAL EVENTS.

EVENT	DATE
2019	
SAI International Directors' & Visual Leaders Seminar, San Antonio, TX	Aug. 8-10
HCMC International Friends & Family Performance, Severna Park, MD	Sept. 4
Regional F.L.A.S.H. (Faculty Lori Lyford & Becki Hine), Hunt Valley, MD	Sept. 6-8
RMT Meeting, Hunt Valley, MD	Sept. 8
International Convention, New Orleans, LA	Sept. 16-21
Jersey Sound's Beef & Beer, Marlton, NJ	Sept. 21
Freedom Valley Chorus, Chambersburg, PA "Cruising to Paradise" Tea	Oct. 19
Chesapeake Harmony Show, "Be Our Guest," Millersville, MD	Oct. 20
Diamond State Annual Show, Newark Senior Center, Newark, DE	Nov. 9
Valley Forge Holiday Show, Player's Club of Swarthmore, PA	Dec. 14
2020	
Area Days (Regional Faculty), DE, PA and MD	Jan. 11
Regional Convention and Competition, Marriott in Lancaster PA	April 30-May 2
Regional F.L.A.S.H. (Faculty: Kim Wonders & Natalie Allen), Location TBD	Sept. 11-13
International Convention (75th Anniversary), Louisville, KY	Oct. 12-17
2021	
Region 19 Quartet Coaching Weekend, Location TBD	Jan. 15-17
Region 19 Convention & Competition, Location TBD	April 15-18
Region 19 F.L.A.S.H. (Faculty: Britt-Helene Bonnedahl), Location TBD	Sept. 10-12
International Convention, St. Louis, MO	Oct. 11-16

SUBMIT ADDITIONS AND/OR CORRECTIONS TO THE REGIONAL CALENDAR TO IRENE HERSHEY, TEAM COORDINATOR, IHERSHEY@AOL.COM
CHORUS SHOW DATES DO NOT HAVE TO BE "CLEARED" WITH THE REGION, HOWEVER, THIS CALENDAR MAY BE USEFUL FOR PLANNING EVENTS.

REGIONAL MANAGEMENT TEAM (RMT)

SWEET ADELINES INTERNATIONAL, INC.



Communications Coordinator

DONNA VINCENT ROA

Harbor City Music Company

donnavincentroa@gmail.com

Liaison to: Vocal Harmonix, Freedom Valley, Clustered Spires



Directors Coordinator

PATTY WEEKS

Cape Shore, Greater Harrisburg

patty.weeks@comcast.net

Liaison to: Greater Harrisburg, Shades of Harmony, Philadelphia Freedom



Education Coordinator

LORI JO WHITEHAUS

Vocal Harmonix

ljwhitehaus@gmail.com

Liaison to: Ocean Bay, DelMarVa, Pride of Baltimore



Events Coordinator

SALLY KELLY

Harbor City Music Company

sallykelly@verizon.net

Liaison to: Capital Accord, Heart of Maryland, Lehigh Valley



Finance Coordinator

CATHY SCHUMAN

Harbor City Music Company

clschuman@gmail.com

Liaison to: Dundalk, Harbor City Music Company, Sing! Shenandoah



Marketing Coordinator

DIANE BARTEL

Harbor City Music Company

hcmclead@gmail.com

Liaison to: Chesapeake Harmony, Upper Chesapeake, Arundelair



Membership Coordinator

JENNIFER NEWMAN

Chapter-at-Large

vfclead@yahoo.com

Liaison to: Cape Shore, Diamond State, Jersey Sound



Team Coordinator

IRENE HERSHEY

Vocal Harmonix

ihershey@aol.com

Liaison to: Valley Forge, Altoona, Ringing Hills



**FUN! LAUGHS!
HILARITY!**

DOUBLE QUARTET COMEDY CONTEST



**F.L.A.S.H. | SEPT. 6-8, 2019 | MORE INFO:
ROSE HERSHEY DNCLVER350@GMAIL.COM**



REGION 19 NEWS



PVI OR PSI AT F.L.A.S.H?

New at this event are two opportunities for individual education. In addition to a PVI (Personal Vocal Improvement), members can sign up for a PSI (Personal Showmanship Improvement), or a PAWs (Personal Arm Waving session). Sign up with registration. Already registered? Contact Registrar Sarah Nainan-Newhard at syuki63@gmail.com to add this opportunity.



F.L.A.S.H. COACHING UNDER GLASS

The Region 19 chorus with the greatest percentage of their membership registered for F.L.A.S.H. by the August 16 deadline will have a FREE Coaching Under Glass opportunity with Becki Hine on Sunday morning. This is a great opportunity to get coaching personalized to your chorus from an outstanding educator.



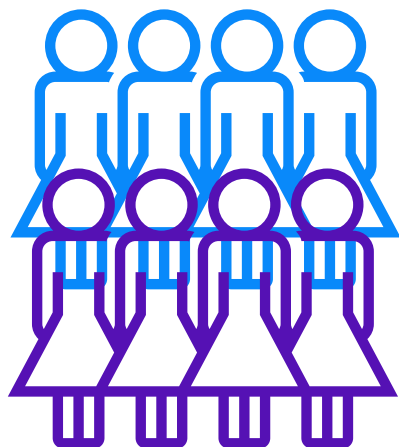
REGISTER FOR F.L.A.S.H.

Registration is open for F.L.A.S.H. Sept. 6-8 at Delta Hotels Baltimore in Hunt Valley, MD. This year's faculty will be Scottsdale director Lori Lyford, Song of Atlanta director Becki Hine, and members of Region 19's deep educational bench. There will be a double quartet comedy contest on Friday night. Deadline for registration: **August 16, 2019.**

Register for F.L.A.S.H.

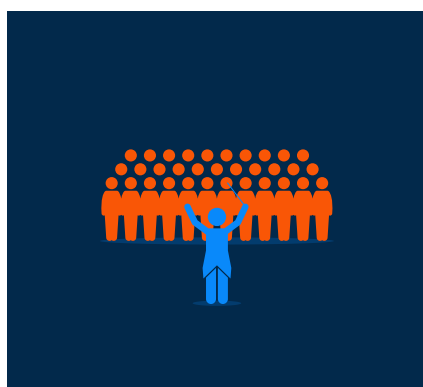


REGION 19 NEWS



COMEDY DOUBLE QUARTET

The 2019 F.L.A.S.H. will feature the biennial Comedy Double Quartet Contest! It's the perfect opportunity to gather eight singers and prepare one song that will make us laugh. Wow us with your music choice, performance excellence and creativity, and your outrageous costumes. Comedy Quartets will perform on Friday night at F.L.A.S.H.! Contact Rose Hersey dnclver350@gmail.com to register.



THE F.L.A.S.H. CHORUS

The F.L.A.S.H. Chorus under the direction of Master Director Stephanie Bricston will be a demonstration chorus for a class on Saturday. The F.L.A.S.H. Chorus also will be singing on the Saturday Night Show. The song? Sweet Caroline. Once enrolled, singers will receive the chart and tracks. If you haven't received the tracks and are interested in participating, send a note to Stephanie Bricston sbrictson@aol.com.



ARRANGERS' CERTIFICATION

Hot off the press! The new Arrangers Certification Program (ACP) is ready to roll in Region 19. Kate Morrical Towne is the ACP Coordinator. Enroll in the program [here](#) through Sweet Adelines International. You can start taking the ACP tests on Friday night at F.L.A.S.H. at the same time as the DCP testing. Take advantage of this learning opportunity to further develop your arranging skills/expertise.



REGION 19 NEWS



F.L.A.S.H. BOUTIQUE

At 2019 F.L.A.S.H., make time to visit the Upper Chesapeake Chorus Bourbon Street Boutique. In addition to registration, you can find: a photo booth, buy Riser Buddies, crystal lanyards, cool scarves, lighthouse ornaments barbershop pins, unique purses, totes shopping bags, raffles, snacks, and more. The boutique will be in Salons C/D.



NEW JOBS: REGION 19

The new Barbershop Beat includes a Region 19 Job Board section. Each month, we will post volunteer job openings. If you are interested in applying your outstanding talents, please apply. We've been gearing up for a number of new and exciting activities and welcome your inputs and participation. We look forward to working with you! Visit **page 17** of this month's newsletter for some exciting opportunities.

Prospective Chapter Coordinator

Responsibilities:

- Responds to inquiries about organizing a Prospective Chapter of Sweet Adelines
- Guides prospective chapters through the Steps Toward Chartering program
- Tracks both education and membership visits from regional personnel during the Steps Toward Chartering process
- Assigns Mentors to guide Prospective Chapters and their leadership through the Steps Toward Chartering
- Maintains records of Inactive Prospective chapters
- Reports to the Membership Coordinator

50 WORDS & A PHOTO

Over the past few weeks, through consultation with a number of Region 19 stakeholders, we've developed a new, streamlined process for choruses to submit news and information about performances, coaching, and achievements to the Region 19 Barbershop Beat. The link below accesses the "Chorus Submission" Google form. Try it out and bookmark this link! Submissions due the **27th of each month**.

[Learn More](#)



LINES FROM LORI JO



F.L.A.S.H.

Hosted by Upper Chesapeake Chorus

F.L.A.S.H. - It's *the* place to be for some terrific education in September. Not only are we learning from two amazing Sweet Adeline icons (Becki and Lori), but we are also offering lots of free personal education in the form of a lot of acronyms. Our Acronym Coordinator (Nikki) has a separate article in this issue that explains all of the options.

This F.L.A.S.H. will be featuring a chance to really laugh as the Comedy Double Quartet Contest is back. This and all quartet opportunities are the responsibility of the QPC (Rose).

We are also rolling out the new Arranger Certification Program (Kate) along with continuing the Director Certification Program (Cheri) with time to take the assessments. Our membership guru (Jennifer) also has a class for those who want inspiration and tips from the choruses who are experiencing membership growth.

And if you just want to sing, we have a new song for those in the F.L.A.S.H. Chorus (Stephanie). All of this and lunch for only \$65. I know you can't get a deal like this anywhere else! See you there.

Free Chorus Visits SHOUT OUT - Kudos to the eight choruses who have already taken advantage of this program in the first quarter of the year. Cape Shore, Chesapeake Harmony, Heart of Maryland, Ocean Bay, Shades of Harmony, Sing! Shenandoah, Upper Chesapeake, and Valley Forge have all used the talents of our amazing Regional Faculty.

Don't wait until the last minute when everyone's calendars are full. Get those visits scheduled now!

[Register for F.L.A.S.H.](#)

MEMBERSHIP CORNER



Eileen Grier, Diamond State Chorus | Joined Sweet Adelines: 2018

I Googled adult choruses after seeing my nephew sing in a school recital. It reminded me of the joy I felt when I sang with a group. So, I went home and did a search for a group I could join. The last time I sang with a group was in high school, and here I am at 49 singing with an amazing group of women. It's brought such joy to my life. Sweet Adeline's is a worldwide sisterhood, and we are connected by our love of singing. What a blessing.

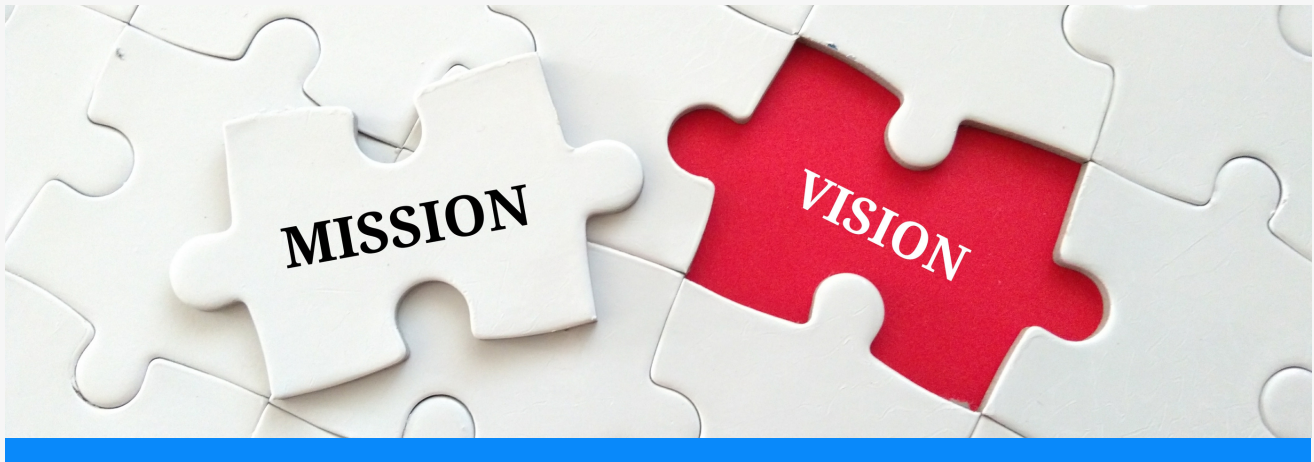


Practical application: Strong Online Presence – It's not enough to have a website for your chorus, it needs to be current and easy to find. Embedding keywords like "women," "a cappella," "singing," "chorus," "choir," "music," and "barbershop," will ensure that your website shows up in search engine results. High quality pictures are a necessity for capturing the immediate interest of site visitors, but make sure they are compressed so they load quickly. Here are 10 key recommendations for building a strong online presence shared with me by Region 19 Communication Coordinator Donna Vincent Roa:

1. Produce high quality content.
2. Update your site often and give visitors a reason for coming back.
3. Reduce the size (resize or compress) of your photos to allow for faster page loads.
4. Embed key words (e.g., a cappella, music, singing, barbershop harmony, etc.) in your text, meta-description, page titles, and with every image.
5. Use internal and outbound links. It increases the credibility of your website.
6. Include social share buttons on your page and have everyone in the chorus share your website with their communities.
7. Have each member of your chorus bookmark your chorus website on a Chrome browser.
8. Use infographics and videos.
9. Start blogging. It improves your website rankings.
10. Get your chorus set up on Google business.

Have an interesting story of how YOU found SAI? Email to vfclead@yahoo.com.

MARKETING MUSINGS



In this month's Membership article, Jenn talks about a member who found her chorus through a Google search. Let's talk about that. Suppose a potential member decides that she is ready to try something new. Turning to Google, she searches for 'Female Chorus,' or 'A Capella choruses' nearby. This search lead her to YOUR website ! Now.. .what's going to make her walk thru the door at your next rehearsal ? What does your website say about your chorus ? Does it convey an inviting picture ?

In this segment, let's focus on your mission and vision statements. Are they prominently displayed on your website? If your mission statement has certain "key" words (e.g. a cappella, music, singing, barbershop harmony) right on your home page, it will help drive searches to your site.

At our leadership academy in June, Therese Antonini lead a discussion on branding, mission, and vision statements. You may wonder about the difference between a mission statement and a vision statement. A Vision statement focuses on tomorrow and what you want your chorus to become or your chorus goals. A mission statement focuses on today and what your chorus does. It is important to have both a mission statement and a vision statement - they work interchangeably. Recently, Sweet Adelines International revisited their mission and vision statements and a task force reviewed and revised the organization's mission and vision. Here is our newly revised Mission and Vision statements -- taken from the SAI website:

Mission Statement

Elevating women singers worldwide through education, performance, and competition in barbershop harmony and a cappella music.

Vision Statement

Inspiring and empowering voices to joyfully harmonize the world.

I hope this inspires you or your chorus leadership to take a look at your Mission and Vision statements -- is it time for a refresh of yours?

GET A JOB!



Hi Ladies,

Just wanted to try again this month to spark some interest in helping with Events Coordinator jobs.

I got some emails from folks interested in emceeing shows and contests but I would like to build a deeper team of qualified emcees. I also need someone to help with AV equipment setup at FLASH and other schools.

Please drop a note to **sallykelly@verizon.net** if you are interested in either of these areas.

Learn more about openings on the Events Team (and more) on **page 17** of this newsletter.

Thanks,
Sally

CHAPTER NEWS



PRIDE OF BALTIMORE

We had a blast at our “pajama party” in June, as we welcomed our Summer Singers once again. Rehearsals for the Summer Singers graduation show on August 19th are underway!

Facebook



NEED A RISER BUDDY?

Stay steady on the risers! Get a Riser Buddy from Upper Chesapeake Chorus for only \$85 + shipping. Order now and pick up your new Riser Buddy at F.L.A.S.H. Contact Carol Klein at 410-688-9631, or email sweetad_57@yahoo.com to order or get additional details.



UPPER CHESAPEAKE

On Aug. 4, we will sing for the Bel Air Summer Series in the Park. On Aug. 19, we will sing "The Star Spangled Banner" for the Orioles game. In September, we are hostesses for F.L.A.S.H. In the picture, Dottie Vinopal is holding up some musical kitchen supplies sewn by our talented co-director, Beth Rupert, created for the kitchen raffle basket at F.L.A.S.H. Also, thank you to Region 19 for sending former UCC director, Cyd Wentzel, to us for coaching!

Facebook

CHAPTER NEWS

CAPITAL ACCORD



This month, Accordians welcomed our newest baritone, Chloe Margarita Danes. Above is a photo of Chloe (front/center) between guest coordinator Barb Cooper and assistant director Kate Towne. On July 13, we sang the National Anthem at the Orioles vs. Tampa Bay Rays game (sadly, the Orioles didn't win). Our quartet Pearl sang a beautiful rendition of "America the Beautiful" at the 7th inning stretch. We sang our new repertoire at Ring House Assisted Living in Rockville on July 30 to one of our favorite audiences, who enjoy singing along at the end of our performance.



Orioles game, preparing to sing Star Spangled Banner.

CHAPTER NEWS



Larger than Life, Lynne Smith!

HARBOR CITY MUSIC COMPANY

What do you do when your coach can't fly in from California at the last minute? You use technology to bring her in virtually. That's what Harbor City did to make our all day visual coaching session with our skyped in coach Lynne Smith a great success. She even posed for a virtual picture. We finished the month off having a "ball" at our annual golf event fundraiser.

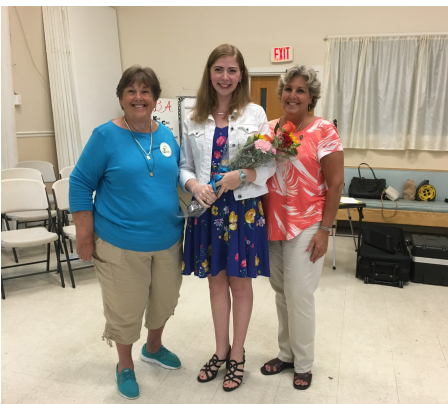
[Facebook](#)



ARUNDELAIR CHORUS

Our summer rehearsal location is St. Margaret's Church at 1601 Pleasant Plains Road, Annapolis, Md., 21401 in the main meeting room building at 7:00 pm until August 27, 2019. Management Team reps attended the Leadership Academy on June 22, 2019. The Annual Chorus Yard Sale is scheduled for August 17, 2019 in Millersville, Maryland.

[Facebook](#)



JERSEY SOUND

Each year, Jersey Sound awards the Betty Albrecht scholarship to a talented female high school graduate who plans to major in vocal music. Winner Aria Walker visited our rehearsal in late July and performed two songs for us. Our chorus is proud to offer this scholarship each year to ensure the continuing vocal education of young women.

[Facebook](#)

CHAPTER NEWS



GREATER HARRISBURG

We're doing what every NOLA competitor is doing: "Sing it again and make it better." Repeat. Sound familiar? Thanks to our most recent coaches - Lori Lyford, Leslie Shoenhard, Kim Gray. Amazing ladies. As always, our Claire has us on track and always moving forward. G.H. Chorus Is ENERGIZED!

[Facebook](#)



RMT Regional Technical Writer/Graphic Designer

A key member of the RMT communications team, the Regional Technical Writer/Graphic Designer has three areas of responsibility: 1) Barbershop Beat – newsletter production, layout, and light editing; 2) Regional Convention Program – production and layout; 3) Region 19 Regional Directory – updating and layout.

Duties:

- Organizing submissions for the Barbershop Beat and general edit and layout of those submissions in the new template. Work is produced on 27th of each month through first of each month when the newsletter is published. This task includes maintaining the barbershopbeat@gmail.com mailbox, where we receive newsletter submissions.
- Experience in graphic design and newsletter layout would be exceptionally useful, but we are willing to train tech-savvy, artistically-minded people who also know how to write and edit.
- Sending the newsletter out on the first of each month using MailChimp.
- Creating the regional convention program using an existing template and coordinating the production with a printer.
- Annually (and as needed), updating the regional directory. This usually done in early July after choruses have reorganized for the year.
- Occasional posts (if needed) to the SAI Region 19 website and on Facebook regarding submission deadlines and requirements.
- Periodically writing short articles on an as-needed basis.

We would be open to hiring several people to handle the variety of tasks required for this position. The regional tech writer/graphic designer gets free registration to all events (schools and contest). For more information or to express your interest with a resume, write to Donna Vincent Roa, RMT Communications Coordinator at donna Vincentroa@gmail.com.

JOB BOARD

Prospective Chapter Coordinator

Responsibilities:

- Responds to inquiries about organizing a Prospective Chapter of Sweet Adelines
- Guides prospective chapters through the Steps Toward Chartering program
- Tracks both education and membership visits from regional personnel during the Steps Toward Chartering process
- Assigns Mentors to guide Prospective Chapters and their leadership through the Steps Toward Chartering
- Maintains records of Inactive Prospective chapters
- Reports to the Membership Coordinator

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Thorough knowledge of the Steps Toward Chartering
- Ability to work independently and within groups
- Problem-solving and decision-making skills
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; travel expected

To apply or for more information, contact Jennifer Newman, Regional Management Team Membership Coordinator at **vfclead@yahoo.com**.

JOB BOARD

Revitalization Specialist

Responsibilities:

- Delivers assessment tools to chapters in danger of losing their charters due to loss of membership/declining numbers
 - Helps chapters make a decision whether to enter revitalization or to dissolve
 - Develops a plan, in conjunction with the Regional Education Team, to teach chapters in revitalization ways to attract new members and retain existing ones
- Reports to the Membership Coordinator.

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision-making skills
- Working knowledge of revitalization process
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; some travel expected

To apply or for more information, contact Jennifer Newman, Regional Management Team Membership Coordinator at **vfclead@yahoo.com**. This position is open until filled.

Legacy Club Liaison

Responsibilities:

- Coordinates pictures and bios for members celebrating their 50th anniversary for inclusion in the Barbershop Beat and spring Convention slide show.
- Prints certificates for 50th anniversary members and purchases flowers to be presented at the Saturday night show at convention.

JOB BOARD

Legacy Club Liaison (cont.)

- Keeps inventory of Legacy Club pins and reorders stock as needed.
- Contacts members of the Legacy Club each spring to confirm participation in the induction of new members and “class photo” during the Saturday night show at convention.
- Reports to the Membership Coordinator.

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision-making skills
- Working knowledge of revitalization process
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; primarily Spring Convention

To apply or for more information, contact Jennifer Newman, Regional Management Team Membership Coordinator at **vfclead@yahoo.com**. This position is open until filled.