

The Pitch Piper

63 YEARS OF BARBERSHOP HARMONY

OVER 714,089 SQUARE MILES

Volume 63, Number 5

A Bulletin for Barbershoppers in the LO'L District

September - October 2011

Benson Family Singers and Minhua Chinese Chorus To Make History with Boomington, MN Chorus

In two Fall performances, the Bloomington, Minnesota Good Times Chorus ("GTC") will make barbershop choral history.

October 29th, the GTC will guest star for the Minhua Chorus at its 20th anniversary show in the O'Shaughnessy at St. Catherine University in St. Paul. Minnhua will return the favor, joining the Benson Family Singers on the GTC annual show, "Wild About Roses," at Armatage School in Minneapolis.

Composed of up to 60 singers, and founded in 1991, Minnhua is a volunteer-driven, mixed chorus of Chinese singers, with professional musicians as Conductor and Artistic Director. Minhua has brought Chinese vocal music to Minnesota in over 60 performances to diverse and appreciative audiences, singing both Chinese folk songs and vocal Masterworks.

The joint shows are part of Minhua's mission "...to promote cultural exchange and understanding between people of different ethnic backgrounds. Minhua's website is <http://www.minhuachorus.org>.

As far as anyone in the Barbershop Harmony Society knows, the two joint Minhua/GTC shows will be the first time any American barbershop chorus has sung in Mandarin Chinese or with a Chinese choral group. Another first is the appearance of classical Mandarin Chinese singers in a barbershop show. At both shows, Minhua and GTC will sing their usual music alone and will also sing together in both Mandarin and English. The English language highlight of their collaboration may be "Lida Rose" with the women of Minhua singing the part of Marian the Librarian.

Headlining the GTC Annual Show on November 5, 2011 will be the Benson Family Singers. Fresh from directing the silver medal performance by GNU/Hilltop at the 2011 Contest in Kansas City, Peter Benson is joined by his wife, Rachele, and their three sons, already veteran performers at ages 11, 8, and 6. Musical roots include barbershop, spirituals, blue-grass, Legos, and PowerRangers. Singers' website: <http://bensonfamilymusic.com/index.html>.

The Good Time Chorus celebrated its 50th anniversary in 2007. Its 22 men singers, ranging from 36 - 87 years old, have raised their musical and performance standards while remaining an unauditioned chorus. That goal is being achieved under the direction of Patricia Rygg since June 2010. She is the lead singer in 4Star Collection, 1997 Sweet Adelines International

Champions, <http://www.singers.com/barbershop/4star.html>. Rygg directed the Vallee de Croix Sweet Adelines chorus for 24 years before coming to the GTC. Also appearing with Minhua and the Benson Family are chapter quartets Random Sample and Wizards of Ahs. The Bloomington Chorus web site is: www.sing4u.com.

If one is interested in the history of barbershop music in China, a search of the Society's *Harmonizer* magazine yielded articles dating back as least to 1981. <http://www.barbershop.org/search.html?cx=000445104743670992213%3A3fzqqwnxne&cof=FORID%3A11&ie=UTF-q=china&sa=Search&siteurl=www.barbershop.org%2Fresources%2Fthe-harmonizer.html#1651>

Inquiries about tickets for GTC fall show to: John Gribble, GTC President, (952) 736-3604 or juanbritespirit@comcast.net; or by text or e-mail to GTC Show Chairman Steve Aldrich, (612) 599-2546 (text) or stevealdrich41@gmail.com. For Minhua show on 10/29 please contact Minhua Ticket Master Lin Liu (651)765-2404 or email linxx062@yahoo.com, or Minhua President Zhen Zou (612)625-4826 or zouxx009@umn.edu.



Quartet and Chorus
Competition
October 21-23, 2011
ROCHESTER, MINNESOTA



Pitch Piper

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IS A PICTURE REALLY WORTH MORE THAN A THOUSAND WORDS???

Submitted by Larry Lewis
LO'L District President



I have often wondered how many people actually read the President's Column in the Pitch Piper. My suspect tells me probably not too many.

It has often been said that a picture is worth a thousand words so this time I decided to try a picture. The picture is of my mailbox which was purchased at the Harmony Market Place and was given to me as a birthday present from my wife, Alice. It is sort of my way of telling my neighbors that I am a barbershopper and proud of it.

How do you let your friends and neighbors know about your hobby? At any rate, I am running a little personal survey about the President's Column in the Pitch Piper. If you see the picture and read the column, let me know so I can satisfy my own curiosity about a picture being worth more than a thousand words.

In closing out this column, I want to say that I am excited about the fall contest and convention in Rochester. We have more choruses and quartets participating than in the past several years. As usual, Del Ryberg and his committee have worked hard to organize everything in detail. Thanks to the Rochester Chapter, it promises to be a great weekend. I hope you are planning to attend.





PARADE OF CHECKS

Submitted by Richard Staedt
LOL District VP -
Financial Development



As you read this issue of the Pitch Piper we are only a few weeks from our Fall Convention in Rochester. That means only a few weeks to get your

Chapter Connect form and Check made out for the PARADE OF CHECKS at the House of Delegates meeting. If the 45 state side chapters all sent \$250.00 we would cover the \$10,000 sponsorship from Land O' Lakes for the Youth Chorus Competition in Tucson. If 20 members of those 45 chapter's would put one dollar a week in the Barbershop Mug times say forty rehearsals that would be \$36,000. That dollar is less than a cup of coffee a week. We could do that!

Since the first of the year our Ambassador of Song members has grown to 79 and President's Council to 31. That means we now have 6.2% of LO'L members involved in contributing to Harmony Foundation.

Thank you to all members, old and new, for your support. Congratulations to the Friday Lunch Bunch That Meets On Thursday for their \$6,500 contribution to Harmony Foundation from the Harmony Open golf outing.

Another means of contributing to Harmony Foundation is the Founder Club. Membership can be obtained by a direct donation, assigning an insurance policy to the Founders Club, a bequest from a will, etc. For more information on the Founders Club membership, contact Ryan Killeen at Harmony Foundation. Email: rkilleen@harmonyfoundation.org Subject - Founder's Club.

LO'L currently has two Regional Representatives for Harmony Foundation.

Rudy Zaring and I will be calling on chapters and making presentations on behalf of Harmony Foundation. The message is twofold, first to explain just what Harmony Foundation is doing to **preserve the Society** and second to **encourage members to become members of Ambassador's of Song or President's Council.** Our presentations take about 10 minutes and are for a very good cause.

See you in Rochester.

Share the wealth of music as an Ambassador of Song for \$10.00 a month or President's Council member for \$84.00 a month.

EXPEDITION

Barbershop Quartet

Jeremy Ganswindt Tenor
Jay Fahl Lead

Bryan Ziegler Baritone
Jake Umhoefer Bass

Contact Jake at 262.719.0163
bbrshopper@yahoo.com

Wireless

Harmony With No Strings Attached

Contact: Jim Puffe
3030 14th Ave S
Moorhead MN 56560
218-236-7480

Visit our website at www.wirelessqt.com jimpuffe@wirelessqt.com

GRAND DESIGN

Barbershop Quartet

Contact: Matt Hall
Phone: 715-410-8818
matthewjhall08@yahoo.com

Tenor - Leonard Huls
Lead - Don Hettinga
Bass - Matt Hall
Baritone - Derek Glenna

The Bottom Line www.thebottomlinequartet.com Barbershop Quartet

Booking:
Caleb Berge 701.388.4894
www.thebottomlinequartet.com

Justin-Tenor Sam-Lead Caleb-Bass Jacob-Bar

Benson Family Singers

Contact Pete
612-210-5537

bensonpd@yahoo.com

www.bensonfamilymusic.com



THANK YOU!! FROM GREAT NORTHERN UNION

The Great Northern Union Chorus would like to extend a huge thank you to all the Land O' Lakes District members who supported and cheered for us at the International Competition in Kansas City this past July.

Your support and enthusiasm for our performance was truly appreciated and helped lift us up to a level we have never achieved before.

We would also like to thank the LO'L District leadership for their support. As you might imagine, competing at this level takes a huge financial commitment from each member and the chapter. The financial assistance from the LO'L District was integral in helping many of our younger members experience a wonderful International.

It was an honor to represent the LO'L in the contest and at the convention.

Thank you again for all of your support. We look forward to competing in Rochester this fall.



**MUSIC GROWTH
PROMOTES
MEMBERSHIP GROWTH**

Submitted by **Dave Sylte**
LO'L Director Music and Performance



**Lakes Chord College
Classes at the
Leadership Training
Academy**

We're having a lot of discussion at all levels of the Society about how to turn around our membership decline and stimulate growth. Sorting through all the solutions, the one that keeps coming to the top of the list is that we need to continually strive to improve how we sing and how we present our style of music to the general public. We have so much musical and other expertise within our ranks and within our Society staff, so how do we share and spread this wealth to accomplish this improvement and growth?

It was unfortunate that it was necessary to cancel the **Lakes Chord College**, this year's version of a mini-HEP which was scheduled for June 17-18 at the University of Wisconsin-River Falls. It appears that this reflected a nationwide trend of a decreased participation in some Barbershop Society activities including mini-HEPs in other districts. A number of factors seemed to have impacted this trend such as increased travel costs. One factor that has been suggested in the LO'L District is the fact we have a very successful **Leadership Training Academy (LTA)** each year which includes many non-administrative classes that were previously offered at mini-HEPs.

With that in mind, we have decided to expand next January's **LTA** schedule to include many of the classes that were scheduled for the **Chord College**. So with the Chord College added to the LTA, activities will start at noon on **Friday, January 6, 2012 at the University of Wisconsin-River Falls**. There will be a noon meal on that date and then classes will start at 1:00 p.m. and continue into the afternoon and evening. **Saturday, January 7** will have the usual schedule of officer classes with more Chord College

classes thrown into the mix. In other words, there will be classes all weekend for every man in a chapter. And as we learned last year, UW-River Falls is a great location for these activities. Chapters will receive mailings with more details.

Some of the **Lakes Chord College classes** planned are as follows:

- **Fundamentals of Better Singing**
- **Better Chorus and Quartet Singing**
- **Gestures that Make Sense**
- **Showmanship How to Grab an Audience**
- **Creating a Visual Plan Making Comedy Work**
- **Beginning Arranging**
- **Music Fundamentals for Barbershoppers**
- **What Stage is Your Annual Show At/On?**
- **How to MC for Your Chorus or Quartet**
- **Social Media for Choruses and Quartet**

**Take the Coaching
to the Chapter (TTCC) and
Standing Ovation Program (SOP)**

The Barbershop Society also is looking at ways to bring music education directly to our members at the chapter level. In the LO'L District, we already have several programs to accomplish bringing music education to the local level. Two of these are the TTCC and the SOP. Participation in the SOP has increased this year. But even more impressive has been the increase in chapters who have requested help from the TTCC program. This year to increase participation, we expanded the guidelines to include any chapter that wanted to improve its performances rather than tying the TTCC to contest activity. As a result, to date we have had 12 chapters request this coaching. If you want some TTCC help for your chorus or an SOP review of your annual show, just e-mail me at sylte0004@msn.com.

**Adam Scott's Visit to the District
and the Return of Town Meetings**

Many of us who joined the Society years ago remember chapter visits by Society

Music Staff members where we also invited our Barbershop neighbors. They were called "Town Meetings." These were great evenings of music education and good four-part fellowship. **The good news is Town Meetings are coming back.** With the cancellation of the Chord College, it was necessary to postpone the first visit to the District by **Adam Scott, Members Services - Music Staff** from Nashville. But we will have a chance to get acquainted with Adam when he comes through the District in November in a series of Town Hall Meetings at chapters in the Twin Cities' area and western Wisconsin. Adam's schedule is as follows:

- **Monday - November 14
Faribault, Minnesota**
- **Tuesday - November 15
Dunn County, Wisconsin**
- **Wednesday - November 16
Stillwater, Minnesota**
- **Thursday - November 17
Black River Falls, Wisconsin**

All chapters that are within driving distance of the above locations should make plans to participate in these events. Some music education and good fellowship are a good blend.

**Planning for 2012
Society Staff Visits**

This is why the Society is reviving the Town Hall Meeting trips by their music staff. We are starting to make plans for more of these trips in 2012 by members of the Society Music Staff. We expect to have two trips in the LO'L District. In setting up the schedule, we want to target those parts of the District where there has not been a Staff visit recently. In addition, these trips can include activities besides the chapter Town Meetings. Some examples are meetings with chapter officers, visits at high schools and colleges, and workshops/seminars for specific groups. If you have any ideas or suggestions for an activity, just e-mail me at sylte0004@msn.com.



IS GOOD MARKETING STILL BEING DONE?

Submitted by Ken Mettler
LO'L Director Marketing and Public Relations



Welcome to this issue of **Marketing the Magic of Barbershop Harmony**. If there is one marketing scheme that has really been successful lately, it has been from Apple. How do I know? People are sure buying those ipods. I see them everywhere. First, they start with a good product, then they market it well, and then follow up every year to let you know that their newest model is so much better that you now need one of them. They do this by showing you what you can't do with your current device. They make you feel like your ipod – which was fine until a moment ago has suddenly become inadequate. To me, that's really good marketing. Now, you feel you need your new fix. How many people do you know who MUST have the newest model?

For us, the chorus marketing team needs to work in lock-step with the music team, which is your product development team, to showcase our newest developments and thus find ways to tap the emotions of those whom we invite to be a part of the musical experience.

When you use the newest iTouch, you feel empowered, cool, and complete. You wouldn't have reached that conclusion without the help of marketing to get you there. When your musical product is presented well, people will feel that powerful rush of emotion that the music team felt as they worked the songs and developed it in chorus rehearsal. The marketing team also catches the same thrill and puts it out there through the media to the watching world.

The lesson that I've learned is that marketing, if done correctly, helps us to define how we feel about our product. Once we have prospects and customers attaching emotions to our product, we develop loyal customers. The next time that you're thinking about a marketing campaign, consider how you want your customers to feel about your musical product.

Learn what will encourage the "ticket purchase decision process" and you will reinforce the desired feelings that will keep people wanting more. Once you've been able to do that successfully, your creative, marketing messages and promotions should be relatively easy to produce. Now that's what I call marketing the magic of barbershop harmony!

Note'orious
A Barbershop Quartet

Duane	Steve	Ron	Grant
Bari	Bass	Lead	Tenor

Contact: Ron @ 612-670-9668
email : rongerir@q.com

CHORUS DIRECTOR'S PAGE IS NOW ON THE WEBSITE!

Submitted by John Plazek
LO'L Chorus Director Development



Hello Chorus Director's and those interested in directing. I have instituted an LO'L District Chorus Director Development link on the LO'L webpage. (www.loldistrict.oeg)

What's in it you ask?

- A photo of the Directors who attended Director College in St. Joseph, MO this summer is posted. I would love to see more Director's there next year.
- The list of the Certified and Master Directors in our fantastic District is posted. Also, a link to the Society's website showing what it takes to become a Certified and Master Director in our organization. At the present time, we have 11 Directors that are certified. Starting at the District Contest in Rochester, MN this fall, all of the directors that are either a Certified or Master Director will have that noted after their name in the convention program. Check it out!
- The application for the 2012 LO'L Scholarship to Directors College in St. Joseph, MO. Every year, the LO'L District awards a scholarship to Directors College. It covers tuition, meals and lodging for that week. All you have to do is get there and back. You have the opportunity to be coached by the best Directors in our Society. In addition to the scholarship that LO'L offers, the Society offers 100 Scholarships to Front Line Directors, Assistant Directors and Music Educators. I will have the link for that application added when the time comes. This is by far the best Barbershopping week of your life. You get a chance to sing the tags and songs that were written and arranged by the composer himself.
- Watch the Pitch Piper for the information regarding the Leadership Academy in River Falls, WI to be held next January. There will be Directors Classes offered at that time.

A big Thank You to our fantastic LO'L Webmaster, Tyler Smith, for his help in creating the CDD webpage. Watch for updates!

If you have any questions or need any help, please let me know and I will do whatever I can to get an answer or the help you need.

And Remember... It's What's Up Front That Counts!

Thanks for listening!

Be sure to schedule your chapter officer elections this fall. All results must be submitted to International by October 30th for inclusion in the 2012 LO'L District Directory.



STEP FORWARD NOW! LO'L MEMBERSHIP 2011

Submitted by Steve Zorn
LO'L Director Membership



'STEP FORWARD NOW' has been my slogan for 2011 as the Membership director. LO'L certainly "stepped forward" in the Barbershop Harmony

Society with the Great Northern Union winning the silver medal in the chorus competition and five LO'L quartets competing in quartet contest. When you read this, the Fall LO'L convention will be history and as many as 27 quartets and 18 choruses will have competed. There are a lot of men "stepping forward" enjoying the Barbershop Harmony Society in the Land O' Lakes District.

Most of our time each year is spent in Chapter Meetings alongside friends who enjoy singing. LO'L "stepped forward" this year to host the Compellingly Attractive Chapter Meetings Workshop at the January Leadership Academy. Many chapters have taken the ideas and implemented them. I hear reports of an upswing in interest and enthusiasm as a result. This is where the key to membership is found. In the Chapter Meeting where men get good singing and good fellowship. Has your Chapter "stepped forward" in this area?

The Barbershop Harmony Society has 24,368 members as of September 1, 2011. LO'L has 1723 members. This is down 100 members from January 1st, due to current members either dropping out or simply being late in paying their dues for the next year.

Members continue to join us and they are welcome. Here is a profile of our 2011 67 new members:

Age at Join Date	Number
Less than 20	17
20-29	14
30-39	3
40-49	3
50-59	17
60-70	8
70+	5
No DOB	0

Chapters with new members:

Chapter	New Members
Saskatoon Minneapolis Greendale	5
Madison Hilltop Fargo Moorhead	4
Winnipeg St. Croix Valley	3
Green Bay Wausau Regina Frank Thorne Greater Grand Forks Willmar Fergus Falls Dunn County St. Cloud Appleton West Allis	2
Minnetonka Rock Valley Polk County Manitowoc Greater St. Paul Area Racine Lake Geneva La Crosse Stevens Point Delta County Mankato Bismarck/Mandan	1

others repeatedly; don't just mention it in passing. Be enthusiastic and challenge yourself to STEP FORWARD NOW!

Please contact me with any membership questions or ideas. What can we do in Land O' Lakes that will get more men in to our Chapter meetings? What are you doing in your Chapters? Please let me know so I can use this column to show how we can all STEP FORWARD NOW!



How can we increase our numbers? I think we know the answers. Create great music, don't accept second best. Create enjoyable gatherings for each other, don't just sit there. Reach out to



CONTEST AND JUDGING REPORT

Submitted by Jack Ryback
LO'L Director Contest and Judging



The fall convention weekend in Rochester, MN is shaping up to be a great one. We have 17 Choruses and 26 Quartets registered and it is the first time in a long time that we have hosted a "Triple" Judging Panel. The LO'L is very healthy musically and fortunate to have all these men that enjoy competition! Also, you won't want to miss the Saturday night performance of our current District Champion Quartet, Main Street Station singing their "Swan Song" right after the Quartet Finals.

At the District Board Meeting, our Board will approve our contest scores for the 2012 contest season per District Policy 12.03. This is a customary fall vote because our scores must be submitted to the Society each year to be entered into the scoring program used at every contest. The qualifying scores submitted are the same as in 2011:

- Quartets - 390 (single panel) 780 (double panel)
- Novice Quartets - 360 (single panel) 720 (double panel)
- Seniors Quartets - 340 (single panel) 680 (double panel)
- Choruses - 360 (single panel) 720 (double panel)

There is a very important issue regarding your contact information listed on the Society Ebiz web site. It's very important to make sure that if your email address and/or phone number changes that you update the Society database right away. This is especially important for those in your Chapter responsible for filling out and submitting the online CJ20 contest registration form. The contact info for the CJ20 is taken right out of the BHS database and many times I need to send a reply with questions or comments and if your contact info is incorrect you may never receive my request which could lead to complications when you arrive at the contest. I realize it may be the last thing to think about when your email or phone

changes, but please put this in your memory bank!

The 2012 Spring Contest schedule is on the LO'L web site. Here's it is:

- March 31, 2012** - Southwest Division and 10,000 Lakes Division - Mankato, MN
- April 14, 2012** - Division One - Greendale, WI
- May 4, 2012** Packerland Division (in conjunction with the District Spring Convention)
- May 4 5, 2012** - Spring Convention and International Quartet Prelims - Stevens Point, WI
- May 19, 2012** - Red Carpet Division and Northwest Division - Fergus Falls, MN
- October 26 - 27, 2012** - Fall Convention and Contest - Rochester, MN

Let's get those new Quartets ready for the 2012 season right now and try to make the fall 2012 contest even bigger than this year! I am happy to announce that I have been asked to serve as your LO'L District Director of Contest & Judging again for 2012 and I have accepted. As always, I welcome your emails and phone calls to discuss anything related to C&J and you can reach me at jryback@att.net or 262-844-5184.

I look forward to seeing you all in Rochester!

High Impact Harmony In Concert!



2011 BHS Silver Medalist

See the award winning contest package!

Saturday Nov. 19, 2 & 7 p.m.

Benson Great Hall
Bethel University
St. Paul, MN

For tickets call: 651-454-4459 or
tickets@GNUsings.com



MaxQ
2007 International Champions



Benson Family Singers

GREAT NORTHERN UNION
CHORUS

www.GNUsings.com
Celebrating 25 Years of High Impact Harmony

LOL - 2012 LEADERSHIP ACADEMY/CHORD COLLEGE

JANUARY 6 - 7, 2012

UW RIVER FALLS – RIVER FALLS, WI

*****SPECIAL NOTICE*****

Leadership Academy starts on Friday
Registration is Friday at 11am – 7pm and Saturday morning at 7 – 8am
Friday's schedule starts at 12 – 12:45pm with lunch, classes start at 1pm.
Friday Dinner is at 6 – 6:45pm and classes from 7 – 10:10pm.
Saturday's schedule starts at 7:00 AM with breakfast - first class at 8:00 AM

NOTHING SCHEDULED FOR SUNDAY

*****NEW***** *****NEW***** *****NEW*****

We are incorporating **Lakes Chord College** classes into our Friday & Saturday schedule.

Classes like: Beginning Arranging – Fundamentals of Better Singing –
Creating a Visual Plan – Making Comedy Work – Showmanship How to Grab an Audience –
Music Fund

Leadership Academy Classes

Elective Sessions

- *President*
- *Secretary*
- *Treasurer*
- *Membership*
- *Music & Performance*
- *Marketing & PR*
- *Youth In Harmony*
- *Chorus Directors*
- *What We Judge In Presentation*
- *Membership VP Short Course*
- *Music VP Short Course*
- *What Singing Judges Judge*
- *Vocal Production*
- *YIH In Your Chapter*
- *Joe Barbershop*

INSTRUCTORS

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Jon Buss
Mike Scott
Bob Fichtner

Jim Emery
Judd Orff
Don Fuson
.....and more

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