

# The Pitch Piper

66 YEARS OF BARBERSHOP HARMONY

OVER 714,089 SQUARE MILES

Volume 66, Number 5

A Bulletin for Barbershoppers in the LO'L District

September – October 2014



## 2015 LEADERSHIP ACADEMY/ CHORD COLLEGE



January 9-10, 2015  
UW River Falls, River Falls, WI

We are incorporating the Lakes Chord College classes into our Friday and Saturday schedule that will have classes starting at 12:30 PM on Friday. Registration at 10:30 AM & lunch at 11:30 AM.

### Friday classes:

Sing a Bunch of Tags, Barbershop Ear Training, Social Media – for Beginners, Where to Find New Members, Vocal Production, Voice Auditions & Voice Placement, Social Media – Advanced, Super Charging Your Chapter Members, Music Workshop I, Better Chorus & Quartet Singing, Chapter Show Review, Music Workshop II, Showmanship – How to Grab an Audience, This is What We Judge in Music, Your Chapter – Generational Differences, Gestures that Even Your Chorus Can Do, 8 Points to Fun Chapter Meetings, This Is What We Judge In Presentation.

### Saturday Classes:

#### Office Specific Core Classes

President – Secretary – Treasurer – Membership/Chapter Development  
Music & Performance – Marketing & Public Relations – Chorus Directors  
Youth In Harmony

#### Elective Sessions

Barbershop For Everyone, Ebiz is for Everyone, Your Chorus – Generational Differences  
Vocal Production, Gestures Even Your Chorus Can Do, Social Media – for Beginners,  
This Is What We Judge In Music, Better Chorus & Quartet Singing, Your Chapter –  
Generational Differences, How to Choreograph A Song, Social Media – Advanced, Super  
Charging Your Chapter Members

**Be sure to schedule your chapter officer elections this fall. All results must be submitted to International by October 30th for inclusion in the 2014 LO'L District Directory.**



# Pitch Piper

The *Pitch Piper* is published bi-monthly by the Land O' Lakes District Association of Chapters of the Society for the Preservation and Encouragement of Barbershop Quartets Singing in America, Inc.

Land O' Lakes Chapters are situated in the states of Minnesota, North Dakota and Wisconsin, the Upper Peninsula of Michigan, and the Provinces of Saskatchewan, Manitoba and Ontario.

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## KEEP SUPPORTING YOUR BARBERSHOP HARMONY FOUNDATION

Submitted by Chuck Schubbe  
LO'L District President



In the 1940's & 50's, all small towns had a farmer's co-op creamery. The most important product they took in from the farmers was cream. Their main

product to sell was butter, which was churned at the local creamer. Each year the co-op would provide a noon meal for their patrons. The meal in my hometown was served in the high school cafeteria. One year about 1952, the entertainment at the meal was a quartet that sings barbershop songs. They were very good singers and

very enjoyable and I remember thinking that I would enjoy doing that someday.

Our Church was very fortunate in the early 70's to have a music college graduate move into our community and agree to direct our choir. Both the director and I were members of our township board and were given free tickets to an event at Mankato State University, so Dave (our director) and I decided to attend. The intermission entertainment at this event was the Mankato Riverblender Chorus. They had about 80 members and did an outstanding job. Dave said, "I am going to Mankato in the morning to see how we get into 'that outfit'." He assigned three members of the choir their part in a quartet that would attempt to join Mankato. We tried out and were accepted in 1975.

Fast forward to 2012, my old high school had an all school reunion. My class had a

float, and while we were waiting for the parade to start, a fellow walked up to me and told me he knew me and that he too was a barbershopper. He said his dad was the superintendent at the same high school, and at one of the creamer meals he heard a quartet sing 4-part harmony and thought he would like to sing 4-part harmony "someday". As it turned out he heard the same quartet. He also joined the society and is now a Chapter Counselor. We meet and enjoy visiting at many district functions.

The point here is this, be sure to thank and support the Harmony foundation for the millions of dollars they have given to schools over the years. You never know when students will hear that great "4-part harmony" and years later join a chapter, and have many years of singing "Barbershop Songs".



## WHAT WOULD HARVEY (MCKAY?) SAY?

Submitted by Harvey Weiss  
LO'L Director Membership

### Metronomes and Real Life?



Before you read any further, please go to the following and watch this YouTube for 2:50 minutes. Type in: [www.youtube.com/watch?v=kqFc4wriBv](http://www.youtube.com/watch?v=kqFc4wriBv)

**E&feature=kp**

This amazing visual analogy has many ramifications that can apply to life and more specifically barbershop chapter life.

It came to me from Paul Ellinger and he got it from an applied mathematician, by the name of Danny Abrams. A lot of what follows is pretty much their words, my job here is to simplify the concept. (good luck!)

Basically what you saw was this: You put a bunch of metronomes on a foundation or board, suspended by strings, and then start all of them off at random times, naturally, there is a great deal of randomness. After a short period of time however, once there is a critical mass of metronomes agreeing on the same effective activity, it causes the foundation to begin swaying or shifting. Consequently, within about 20 seconds, you see every metronome falls into complete synchronicity. Amazing? So what? You Ask?

First, we need to have a critical mass of chapter members (metronomes) to allow for movement in our chapter's culture or foundation. We can't move our chapter's culture on our own. If you have 32 regularly attending members (the metronomes), you will likely have 32 different approaches or views on how to grow, sing or any other aspect. The key is this: If we have enough people agreeing on an effective approach to our task, we will begin to shift our culture or foundation.

"Once you start having successes in positive movement, we will begin to experience sympathetic momentum with more and more people joining in when they see the approach working. In short order, what initially appeared as random

activity and without direction, now has unity in both purpose and approach, causing an even more noticeable impact to all that are watching even from outside the chapter."

So, we have to ask ourselves, are you an early adopter, once you see that an effective cultural or mindset change is possible? Are you one that tries to help and support those that are trying to make a difference? Or, are you a person that tries to stick it out as long as you are able, and will fight change and may actually enjoy being the only person left when everyone else is going right?

Keep these metronomes in mind when your chapter is trying something new to move forward and create a new or exciting culture. What comes to mind is deciding on what your Altruistic Purpose is or should be for your chapter (if you don't already have one). When you see that something works, are you willing to adapt your attitude?

Harvey McKay says (Star Tribune August 4, Business Section) **"ATTITUDE IS THE MIND'S PAINTBRUSH--IT CAN COLOR ANY SITUATION."**

## WHERE ARE WE GOING?

Submitted by Steve Zorn  
LO'L District Executive Vice President

### Building District Leaders for the Future



Elections are coming up in your Chapters and at the District-level this October. Good leaders are crucial to the success of your chapter and your district. You will see in

this edition of the Pitch Piper the slate of candidates for Land O' Lakes board officers that will be submitted for election at the October 24<sup>th</sup> House of Delegates Meeting in Rochester. The nominating committee, ably led by Jim Lee, spends a lot of time interviewing and recruiting candidates for Board positions. We thank them for their efforts. All of those listed are honored to be included in this group and humbly accept your confidence in us as leaders.

A key responsibility of your new board is to ensure that others are being primed to take over leadership in the future. We need to build leaders for the future of our Chapters,

*Continued on page 4...*



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...Continued from page 3

District and Society. Your help is needed on the Chapter level to support the programs you have in place. Likewise, your help is needed to keep the programs going that provide us opportunities to perform.

Here is a brief list of work responsibilities where the LO'L District needs your help. This is by no means an exhaustive list but it includes some of the biggest challenges for our organization.

### Event Coordination and Planning

LO'L continues to offer five separate contests/conventions/festivals each calendar year. Did you know that some districts are now offering only one per year? This fits their need but does not afford their members the options that we have. In order to make these events work for you, we need volunteers to help. Do you have an interest or experience in organizing events? Are you willing to search for venues? Can you negotiate with potential convention sites? Please let me know if you are interested!

### Division Vice President

There are five Division Vice Presidents who offer help to chapters in their area on many issues. They work closely with Chapter Counselors to allow chapters to thrive. If you have been Chapter President, a leader in your Chapter, or served in a Leadership role at work or in your community, you have the qualifications to be a Division Vice President. Please let me know if you are interested!

### Secretary and Treasurer

These two positions (along with President) are the mandated positions for our non-profit organization. Legally, they are extremely important. The District Secretary and Treasurer have many tasks that they are very careful to complete so that LO'L remains in good compliance with legal requirements. If you are interested in supporting LO'L in either of these areas, please let me know!

The other LO'L Board positions are equally as important as those listed. Marketing and Public Relations, Membership, Financial Development, Contest and Judging, Youth In Harmony,

Music and Performance/Education, and Leadership Training are all crucial to our ongoing growth and development. Please let me know if you are interested in working in any of these areas.

Land O' Lakes has a great future ahead and the only thing missing is you!

## LEADERSHIP TRAINING ACADEMY-LAKES CHORD COLLEGE IN JANUARY JANUARY 9-10, 2015 Submitted by Dave Sylte LO'L VP Music and Performance



The leaves are turning, there's a chill in the air, so you know it's time to make certain your chapter leadership is in place for next year and that you get this posted on Ebiz by

October 30th. Then you want to make certain that as many of those guys as possible are planning to attend **the Leadership Training Academy - Lakes Chord College (LTA-LCC) on January 9-10, 2015 at UW-River Falls.** Getting them there is a bit like giving them a good road map to make your chapter successful in meeting its goals for next year. Even if a guy is repeating a position, we all know how roads change or you lose your way where you need to look at the road map again. (Some guys will even admit to actually looking at road maps.) As we've said many times, one of the best parts of the LTA-LCC is the brain-storming and sharing of ideas that takes place among chapter leaders. You learn about things that have worked other places and you can bring things home you might want to try.

But the LTA-LCC is not just for chapter leaders. With the expanded course offering in recent years and a wide range of elective courses, you can learn some new things and sharpen your Barbershop skills to enjoy this hobby even more. Retention of members is always a priority with us and getting as many guys from your chapter to the LTA-LCC will help your retention efforts. This is especially true with fellows who have only been a member a year or so. This definitely has been true of chapters with which I have been involved. You can get a new singer in the door and get him to sign on the dotted line as a

member, but if you want to make certain he stays around, introduce him to the wider world of Barbershop harmony at the LTA-LCC. It will set the music hook and he will stay around for more. Plus he may become a future chapter leader.

Registration and hotel information will be posted on the LO'L District website at [www@loldistrict.org](http://www@loldistrict.org) as well as being sent to each chapter. Like the last couple of years, the class schedule will end with the dinner on Saturday night to accommodate travel considerations and Sunday morning obligations. There is something for everyone at the LTA-LCC as well as just being a great time for fellowship and singing with guys from across the District. Mark your calendars for **January 9-10, 2015** and start planning to send as many guys as possible.

**punchline.**  
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## ENGAGING WITH YOUR CUSTOMERS IN A DIGITAL WORLD

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



Welcome to another chapter of Marketing the Magic of Barbershop Harmony! Experts tell us that the social media era has put consumers

in the driver's seat, which means for us that there are significant changes in the nature of the relationships between choruses and our clientele. Customers now engage with choruses via a multitude of channels including websites, mobile, social media, text, email, etc. The choruses that will stand out from the competition are those that are able to understand how to engage customers and improve experiences across all channels by delivering quick, easy, consistent, personalized service at every point of contact on a regular basis.

This trend is driving the need to make the most of every customer engagement, which unlike traditional customer experience at concerts, encompasses an ongoing relationship on many levels with our musical product or the barbershop brand, as opposed to an experience at a single point in time. With a goal of building a consistent dialog with customers that engenders familiarity and some level of emotional attachment to our barbershop brand, product and service, barbershoppers can bring something of great quality and value to our customers.

To do this, choruses need to realize the value that can be gained from gathering and assessing data from all channels, thus giving us the ability to provide better service to all levels of our customer base. Some choruses are already aware of this and gaining insight from customer engagement initiatives and bringing a better service to the community and more bang for the buck at the same time.

With the cost of putting on a concert skyrocketing, and choruses' margins squeezing, operational efficiency has become crucial to survival as well as

success. For example, one of the bigger choruses needed a way to understand why they didn't break even at their last concert, the chorus created a voice of the customer program to engage its customers while also gathering ideas and feedback on a variety of topics.

Using voice of the customer research data collected prior to the next show launching, they found that calling a newest show a gospel show appealed to more and different people. The chorus effectively brought in people who had never heard the barbershop style and it brought many new people to their next barbershop show. Customer feedback made it all possible. The chorus also learned how to best gather and analyze customer feedback.

In today's competitive digital world, choruses that can best engage customers and provide consistent and personalized service will be the winners. Listening to the voice of the customer and engaging with them to help drive our organizational success and improve the customer experience will lead to multi-channel customer-engagement excellence.

It is important to test our approach, operating guidelines and methods to maximize our effectiveness as we try to market the magic of Barbershop Harmony in the Digital Age. Keep the ideas coming and keep the music flowing.

## YOUTH IN HARMONY

Submitted by Jon Buss  
LO'L Director YIH



I wish to thank the entire LO'L District for all the support over my tenure as your Director of the Youth in Harmony of the LO'L District. It has been

fun and frustrating. My goal has been to give an opportunity to all youth, to experience a cappella harmony, and continue singing the rest of their lives.

I want to introduce your new Youth in Harmony Director, Eric Sorenson. He has been a fantastic support to me and my committee. I believe he brings a new and exciting approach to this Youth project. He was a music educator, knows how to

reach other music educators, is great with students, is retired, and is now an associate director of the La Crosse Coulee Chordsmen. Please support him going forward. I will help him as he may need me.

I need to move on in my life, so may I make a few suggestions?

1. Invite a local high school music department to perform on your annual show. Give the school a scholarship to perform on your show. It will appreciate whatever you can afford.
2. Develop a one day workshop and invite all students to the event.
3. Work with the local music educators, to create quartets, octets or vlq's. They can compete at the state level. This will help their overall curriculum. Give them music for those students. Ask the music educator how you can help and support their program. We are not recruiting new members for today, but when they get out of school, perhaps they may join a chapter somewhere.
4. Go to the Midwinter Convention and witness the excitement of the youth movement at the convention.
5. Join the Harmony Foundation's Ambassadors of Song to support this Youth in Harmony movement. Better yet join the Presidents Council. A portion of your donation can come back to your chapter, if you choose.
6. Sponsor a young man to the Youth Chorus at our fall conventions.
7. Please review the LO'L District's website, click on the Youth Zone for all the resources available to do the above, and you can link to every District Youth Zone and the BHS Youth Zone.
8. Review the Barbershop Harmony Society website for valuable information.
9. The people in Nashville are so willing to help you as well, call them or email them.

If anyone would want to talk to me about youth in harmony call me or email me. This is a great hobby and I hope everyone will get excited about the future with youth, because that is our future.



## To Anyone Considering Singing With A Harmony Brigade

Submitted by David Speidel  
Written by Ron Reimer

I have sung with the Northern Pines Harmony Brigade two out of three times it has been held and would have to say that, short of singing with a medalist quartet, this has got to be the greatest thrill I can imagine for anyone who, like me, craves the quartetting experience.

I sing with several small choruses in Western Wisconsin, but find it challenging to gather available and serious singers to form a higher level quartet. The brigade gives me a hefty annual dose of extreme quartetting, enough to keep me pumped for a while.

I don't come for the competition (though I must admit, I try my hardest to win), but for the opportunity to hone a selection of challenging songs and to sing with guys who truly know what it feels like to ring chords. As if that weren't enough, I get the chance to sing in concert with the larger chorus of brigadiers at a level of singing that I imagine happens only in choruses ranked nationally. And best of all, you don't have to try very hard to find three other guys to sing, informally, songs that everyone knows, including songs from past brigades, and at just about any hour.

This all happens in a wonderful facility with great food and atmosphere, and great camaraderie abounding. It gives me a special feeling to sing with such an elite group. So if quartetting is your passion and you can't get enough of it locally, consider joining us in February 2015 for the Third Annual Northern Pines Harmony Brigade.

The Northern Pines Harmony Brigade is open for online registration at [www.nphb.org](http://www.nphb.org)

## 2015 Nominating Committee Report

Following is the nominating committee recommendation for officers for 2015:

- President** — Steve Zorn
- Executive Vice President** — Dan True
- Immediate Past President** — Charles Schubbe
- Secretary** — Arv Zenk
- Treasurer** — Jack Edgerton
- Division One VP** — Tom Weber
- Packerland Division VP** — Ken Bester
- Southwest Division VP** — Don Hettinga
- 10,000 Lakes Division VP** — Bob Starz
- Northern Plains Division VP** — Gordon Billows
- District VP Music & Performance/Education** — Tyler Smith
- District VP Leadership Training** — Judd Orff
- District VP Financial Development** — Jim Hall
- District VP Events** — Carl Grahn
- District VP Marketing and Public Relations** — Ken Mettler
- District VP Membership** — Harvey Weiss
- District VP Contest & Judging** — Jack Ryback
- District VP Youth In Harmony** — Eric Sorenson

Respectfully submitted,  
Nominating Committee - Jim Lee, Chair; Bob Fricke; Larry Lewis; Judd Orff

### \*\* ATTENTION \*\*

#### A change in the Land O'Lakes 2015 Fall Convention Site

Due to renovation of the Rochester Mayo Civic Auditorium starting January 1, 2015, the 2015 Land O'Lakes District Fall Convention and Contests have been moved from Rochester, MN to Oshkosh, WI. The dates remain the same October 24 - 26, 2014.



*"Very high-caliber sound and entertainment;  
a perfect choice for our chapter show"*

Bob Fricke - Manitowoc



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## Oshkosh Barbershoppers Sing at Area Churches

Submitted by Jack Kile

The Oshkosh Winnebago Land Barbershop Chorus has had an honored tradition of giving back to the community by singing in area churches during the summer months and this year was no exception. As always, it was truly an ecumenical experience and attempts were made to schedule all interested churches. The chorus, under the direction of Todd Oxley and assisted by Craig LaPoint, sang "I Asked the Lord," and "When The Roll is Called Up Yonder," at 30 church services during three busy Sunday mornings June 1st and June 29th in Oshkosh and August 10th in Berlin where a number of the barbershoppers reside.

With the number of church services being reduced during summer months, making about 10 different appearances on each of the three Sundays represented a challenge for scheduling. Art Loos did a great job of organizing the sing outs in Oshkosh and Greg Heiar did the same in Berlin. With excellent cooperation from the churches, a "sing and run" approach was employed. To meet time constraints, the chorus was transported from church-to-church on a school bus (provided at no charge by Mascoutin Bus Service in Berlin) which was ably driven by chorus member Lynn "Ole" Anderson.

The days of the church sing outs generally began at 7:00 a.m. and finished around noon. In spite of the tight schedule, there was still ample time to have a coffee and a light breakfast at a local fast food establishment and always included an impromptu singing of "Hello Mary Lou." In Berlin, following the church sing outs, the chorus and Westhaven, a chapter quartet, performed at a local assistive living center.

The church sing outs represented the initial barbershop experience for a number of new members and was a great way for them to begin the hobby.



A day-long celebration of North Dakota's 125<sup>th</sup> anniversary of statehood began with a quartet from the Bismarck-Mandan Northern Lights Chorus presenting the National Anthem. Although the outdoor celebration on the state Capitol Grounds started with rain, several thousand hardy North Dakotans enjoyed a day of performances by a wide range of professional musicians who are native North Dakotans.



*Pictured on stage in addition to the NLC quartet is emcee Lt. Gov Drew Wrigley at the podium & Governor Jack Dalrymple next to the podium.*

Ninety two year old Harold (Cass) Casselman received his 65 year membership badge from Gordon Billows, Northern Plains Division VP. Harold joined the S.P.E.B.S.Q.S.A. in July 1950 with the Brandon Chapter of Manitoba where he was a member for 15 years, since then he was a member with the Neepawa Chapter for 8 years and presently with the Winnipeg Chapter where he has been a member for 42 years. He has been involved in a variety of leadership positions, including Chapter President for 2 years (1985 & 1986), Membership VP for many years, Afterglow Chairman, B.O.T.Y. recipient in 1983, Weekly lunch and coffee Chairman for our Chapter meetings, Summer Barbecue Chair and Sunshine Chairman. He has sung in a number of quartets and is presently with Art, Charlie and Bruce in "Vocal Point". Besides his Barbershopping, he is also a member of his Church Choir and



the Good Neighbors Chorusters at the Senior Centre. He is looking ahead to many more years of good camaraderie and singing.



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**Calendar**

**2015**

**January**

- 6-10 **New Orleans, LA**  
Midwinter International
- 24 **Green Bay, WI**

**March**

- 15 **La Crosse, WI**
- 28 **Manitowoc County, WI**
- 28 **St. Croix Valley, MN**  
Southwest/10,000 Lakes  
Division Contest

**April**

- 11 **Minneapolis, MN**
- 11 **Minot, ND**
- 11 **St. Croix Valley, MN**
- 11 **Wausau, WI**
- 18 **Dunn County, WI**
- 25 **Mankato, MN**  
St. Croix Crossing, Grand Design
- 25 **Green Bay, WI**  
Kordal Kombat
- 25 **Greendale, WI**
- 25 **St. Cloud Area, MN**

**May**

- 1-3 **Mahnomen, MN**  
International Prelims &  
Spring Convention
- 1-3 **Mahnomen, MN**  
Northern Plains Division Contest

- 16 **Greendale, WI**  
Packerland/Division One Contest

**June**

- 28-7/5 **Pittsburgh, PA**  
International Convention

**October**

- 5 **Manitowoc County, WI**
- 23-25 **Rochester, MN**  
Fall Convention

- 21 **Minot, ND**

**November**

- 21 **Minot, ND**

**2016**

**January**

- Midwinter International
- 30 **Green Bay, WI**

**April**

- 2 **St. Croix Valley, MN**
- 9 **Minot, ND**
- 29-5/1 **Mankato, MN**  
International Prelims &  
Spring Convention

- 29-5/1 **Mankato, MN**  
Southwest/10,000 Lakes Division  
Contest

**May**

- 7 **Bismarck-Mandan, ND**  
Northern Plains Division Contest
- 14 **TBD**  
Packerland/Division One Contest

NOTE: Dates shown on this page are for those activities that have proper clearance through the District Secretary. Please DO NOT send show registrations to the editor, DO notify:

**ARV ZENK, Secretary**  
Land O' Lakes District  
1706 Mary Lane  
N Mankato, MN 56003  
arvjane@hickorytech.net

**2014**

**October**

- 18 **Menomonee Falls, WI**  
Easy Days
- 24-26 **Rochester, MN**  
Fall Convention

**November**

- 22 **Minot, ND**  
Vocality
- 29 **Manitowoc, WI**

**December**

- 6 **St. Croix Valley, MN**
- 7 **Minneapolis, MN**
- 13 **Greendale, WI**
- 20-21 **Hilltop, MN**