



Quarterly Publication of PROBE  
Public Relations Officers and Bulletin Editors



# PROBE MOTER

Vol. 46, No. 1

[www.harmonize.com/probe](http://www.harmonize.com/probe)

Jan/March 2009

## It's time to judge those bulletins

By John Elving, VP for Bulletin Editors

It's that time of the year again. The time for judging chapter bulletins for the **B**ulletin **E**ditor of **T**he **Y**ear contests for our 16 districts is here now. My last call for help via email has done a lot of good to ease my mind. People are stepping up to the plate and telling me they will judge again this year. Apparently the thought of the crushing blow between President Steve and me was enough to convince some to save their lives and acquiesce. My thanks, and the thanks of all the editors entering the BETY contests to all of you.

As any of you who have been keeping up with PROBE via the *PROBEmotor*, *ADLIBS*, emails or snail mail missives, there have been some changes made this year. I realize that for some of you those changes fly against what you believe should be in the way of bulletin publishing. However, I would like to thank those of you that have consented to stepping outside your comfort zone and judge in the new ELECTRONIC judging. For those who haven't, I would like you to know that with only minor differences between L&R and D&G, all

other categories are identical between **HARDCOPY** and **ELECTRONIC**. Good Grammar & Style and Content are the same no matter what the medium. I would like to challenge all of you to take a look at judging in your area in the ELECTRONIC division – that is if you feel comfortable downloading or reading via the internet.

Here's looking forward to another great season of excellence in bulletin editing as we weed out the best of the best for the honors they deserve.

### New Vice President for PROBE sought

PROBE needs someone who is EXTREMELY web savvy who fully understands Java, Flash, PHP, CSS, and all the other ins and outs of web design and who can teach & mentor. Today's web design and maintenance is becoming more and more complex and needs someone who really understand all of it. This person would also be responsible for helping to develop and oversee a proposed webmaster contest (along the lines of the E-IBC); professional builders would NOT be eligible. It will be a voting Vice President position on the PROBE Board for a minimum term of two years -- Web VP. Anyone interested should contact PROBE President, Steve Jackson, at [sjbullead@comcast.net](mailto:sjbullead@comcast.net) — thanks.

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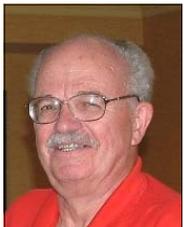
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## PROBE HALL OF HONOR

*Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp, Lloyd Davis, Wade Dexter, Mel Edwards, Leo Fobart, Jim Fulks, Harry Gault, Dick Girvin, Ray Heller, Bob Hockenbrough, Paul Izdepski, Steve Jackson, Jerry Jordan, Grady Kerr, Art Lane, Deac Martin, Bob McDermott, William Moreland, John Morris, Roger Morris, Buddy Myers, Dee Paris, John Petterson, Waldo Redekop, Craig Rigg, Jerry Roland, Lowell Shank, Wilbur Sparks, Stan "Stasch" Sperl, Dick Stuart, Jim Styer, John Sugg, Staff Taylor, Dick Teeters, Arnold Wade, Charlie Wilcox*

**Recently passed** **2008 inductee** **Current Board** **Deceased**

## Bulletin Exchange Program

Does your chapter publish and distribute a bulletin, even if only a weekly one-page? As has been said often and in many ways, the chapter bulletin is one of the chapter's. If not its best, PR instruments as well as probably the most effective communication tool between board and membership.

Ideally, every chapter should be exchanging bulletins with every other chapter—hard copy not just on-line. Each chapter has its unique characteristics, reflecting the specific needs and interest of its membership, but shares a common bond with brother chapters and experience similar problems. Exchanging bulletins is a very effective and efficient way for chapters to share with each other not only news about activities such as chapter shows, special performances and participation in inter-chapter, division, district and Society functions, but also how they've handled problems that challenge most chapters such as recruiting and retaining members.

It's been said before, and by other—we need the hard-copy bulletin and we need to be able to distribute and/or mail it to our supporters, friends, members (former, inactive, active and prospective), District and Society officers, and our brother chapters. We also need more bulletin editors, more members in most chapters who are both able and willing to assist in editing, preparing and distributing.

In the real world, the cost of printing and mailing bulletins today is prohibitive for many chapters, even if restricting mailing bulletins to known friends and those chapters close by and distributing copies to active members by hand. A few have weekly news-sheets to keep members apprized of chapter activities and publish/mail bi-monthly or quarterly. Many chapters have gone to on-line bulletins only, some available on their website, others e-mailing copies to those expressing an interest. However, not every barbershopper owns a computer or is computer-literate. Further, as any computer user knows, there are times when either the computer or the printer is out of order, not working, or unavailable. What's the answer? If we all put our thinking caps on and discuss it with each other, surely we'll come up with one.

"It's great to be a barbershopper [editor]!"

Steve Jackson, President

# PROBE-ING AROUND



How can we keep PROBE going with our declining membership? You may ask, why is being a member of PROBE even necessary? Why is there a \$10 membership fee? The short answer is that PROBE has costs for operation, just like any viable organization. Awards are probably a major outlay of funds. Yeah, we could make certificates of appreciation and recognition for everyone, but doesn't that wooden and metal plaque look nice hanging on your wall?

### Looking for volunteers

We are a volunteer organization and we're always "looking for a few good men!" It's tough to run an organization when we keep recycling the same men into different offices. God bless them for being willing and loyal. But burn out will occur sooner or later. We need willing volunteers to step in; younger men, too. Let's take this in another direction.

### Getting the ladies involved

We have several lady editors (chapter and District) and even a lady bulletin judge active— why not invite them to get further involved? Seems like there is always something to do. I see no reason why a lady couldn't chair a District BETY contest, judge a bulletin, mentor other editors or PR people or webmasters. CSD has a lady webmaster.

Maybe we should encourage the editors, webmasters, and the Marketing & PR VP's of both Sweet Adelines and Harmony Int'l to hop on the band wagon. We could help each other.

### How do we do it?

Let's talk up PROBE! How do we do that, you ask? What do you do with your **PROBEmoter** copy when you're done reading it? Library? Muffler shop? Lube joint? Barber shop? Local high school journalism classes? Maybe we're missing the boat. How about printing out five copies and take them to a chapter meeting? A chapter show? A District convention? Another chapter? How about passing it on to the youngest member in your chorus? It's all about effective distribution and thinking out of the box. We don't have to talk until we're blue in the face; let our publications do the work!

How about distributing the **PROBEmoter** EVERYWHERE! Post it on your chapter website, send it to your District webmaster and ask them to post it in a prominent spot. Send a copy to your local newspaper editor— hey, it's worth a shot, nothing ventured, nothing gained!

### PROBEmoter in black and white?

Do you print out your downloaded copy before reading it? Hold on, let me switch hats — as editor, I try to keep the bulletin as informative and timely as possible. Hopefully you find it motivational, too. *"But it's always in color and it's just too expensive to run off many copies."* Ok; for layout purposes, it's fun to use color and other eye-catching devices, but it's not necessary.

If producing the **PROBEmoter** in black and white (and shades of gray) would help, just holler! It doesn't take long to greyscale an issue. Ask me! This is one of our best tools to show Society membership who we are and what we do. If this appeals to you, please....let us know. We are trying to be responsive to your needs and concerns. **But we can't do it if you don't tell us!**

### What else can we do?

Why not wear a PROBE pin? Or a badge? A bumper sticker? Decals? What? You don't have any? Maybe it's time to develop more promotional materials. Would you be interested in having something like this? Make your voice heard.

### Getting support from headquarters

**Lorin May** and the **Harmonizer** staff have been supportive in helping us to educate and inform the Society membership about our organization. What we are, what we do, and why we do it? It's nice to see us mentioned in the **Livewire**, as well.

Would you rather receive a paper copy of the **PROBEmoter** when it comes out? If so, let us know. We'll set up a contribution fund so we can offset the printing and distribution costs. Bottom line: PROBE needs your support!

## Ray Ashcroft Scores Third Consecutive P.R. Officer Of The Year Award

By Ray Ashcroft, V.P. Marketing & Public Relations

*Editor's Note: Ray Ashcroft wrote this article about the Orange Empire Chorus winning the Society PR award, but we all know that he's the one who won the award, and for very good reasons. That's why I changed the headline. Please forgive me, Ray*

*Dick Cote*

Each year, the Association of Public Relations Officers and Bulletin Editors, (PROBE), Barbershop Harmony Society, invites Society-wide chapters to submit their public relations programs for judging and rates the best in the world. Two individual awards are used to select the best. They include, "**Best Year Long Effort**" and "**Best Single Event Effort.**" A chorus PR officer can qualify every two years, and with only one "Single" or "Year Long "effort each year. This Year, Fullerton's **Orange Empire Chorus**, was honored by being awarded "**Best Single Event of the Year.**"

And the third year, in a row, that our chorus has been honored for best PR Program in the Barbershop Harmony Society! What a "**Single Event of the Year**" our Fantastic, Funtastic, Fintastic Fifties show was. The "G" rated family show represented an era that I knew all too well.

During those years, I wrote a song called, "*How Can You Be So Sweet?*" It described my Ohio University pinned sweetheart Mary Ruth and compared her to many sweet candies and ice creams that we enjoyed on campus. I was the pops vocalist that recorded the song with Dick Buntz's 18 piece dance band. Little did I realize, at the time, that I would be singing to her one more time with a barbershop quartet called "**The Good Time Guys.**" That was made possible by Hershel's musical arrangement using



Ray and Mary Ruth Ashcroft

Patty Harshaw Photo

a Four Freshmen chord ending. The song would be sung, on stage, to Mary Ruth, Ann Green and my granddaughter, Tori....and at eleven years old, it was Tori's first stage appearance!

The 'Fifties theme was created by Kent Fossum to celebrate our 50th Anniversary as a Barbershop Chorus in Fullerton. Three scenes were staged in Downtown Fullerton and I was able to get Fullerton Police Chief Pat McKinley to "break up" a rumble between gangs having a dispute over "what kind of music" to sing in public. How "square" we were back in the fifties!

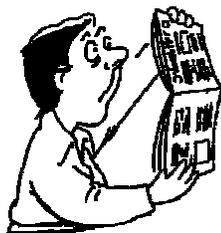
At the end of the show, we staged the Ed Sullivan Show . . . . the very night the "Beatles" performed. Of course, all TV shows have commercials... and.. . "The Roundabouts" were selected to perform the job. "Wanted," an old commercial from the 50's. Once again, we used a 30 second commercial that I had written and sung for Shell Oil Company "Rocket Today, With Shell All The Way!"

At the end of the show, we stepped off the stage to "thank" our audience for attending the performance. As I walked up the aisle in Plummer, Barbara Giasone, Orange County Register Reporter greeted me, smiling, and said, "*I really enjoyed your nose. Quite an improvement.*" Alas, she meant my Pinocchio nose!

In the final marketing media analysis covering Reach and Frequency of the show, there were 25 pre-concert media releases and three after show releases. We obtained a total circulation of 2,044,020 copies which produced an increase of 33.7% or 538,398 copies over last year's show circulation.

I have sung tenor and lead for 32 years throughout the country and have never worked with a more talented group of guys....and ladies, our **Orange Blossoms**. It's been a pleasure these last six years helping in the chapter's Marketing and Public Relations and I truly know why...."We're Number Fun!"

**Just saw in the last Fullerton Clippings, Dick Cote, editor, that Ray Ashcroft will not be serving in 2009 as their PR VP. Retirement, huh? I wonder for how long?**



**In Fond Memory**

**Don Himmelman, Our Friend**

By Elbie Ford (from various sources)

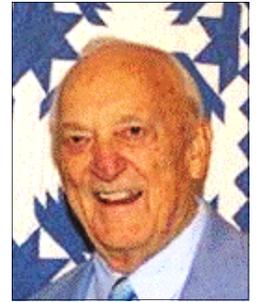
As I said in *The Heartbeat* last issue, we lost a charter member and a beloved friend in August. When I transferred my membership from the *Traverse City Chapter* in Michigan to *Central Florida*, Don was quite active. He was the chapter's first bulletin editor and then was co-editor with **Ron Hesketh**. He also did reporting for me and wrote in his usual humorous style.

Just to illustrate that great gift, I recall a sing-out he was mc'ing for the chorus at Hawthorne. Near the beginning of the program he apologized for the chorus being fewer in number than expected, saying, "Our chorus would have been larger tonight but some of our guys are still in jail!" I could hardly sing the next song from laughing.

He was in The Villages Hospital several years ago and I arranged with three other guys to go sing for him. He was lots of fun, even singing along with us from his bed. I'll pass along his obituary the funeral home printed in the paper that Bob Wakefield passed out recently. If you didn't see it, here it is:

"Don Himmelman died on Sunday, August 24, 2008. Born July 5, 1930, near Pittsburgh, Pennsylvania, he moved to Florida in 1963. He survived by his wife, Sue, and children; Dean, John (Donna), Karen, Misconis (Noel), four grandchildren-Paris, Krystal, Jayde and Amber; three great-grandchildren, Lela, Brianna and Christian.

Reverend Himmelman was a Lutheran Pastor in several Pennsylvania and Florida communities, including several years as assistant to the Bishop of the Florida/Bahamas Synod. During his ministry in Florida, he preached at 102 different churches as pastor or as assistant to the Bishop. Mr. Himmelman had a wonderful sidelight in the Barbershop Harmony Society, belonging to five different chapters. He served many different official responsibilities and was master of ceremonies at five international convention competitions. A memorial service was held at St. Matthias Lutheran Church in Clearwater, Florida, September 20, 2008."



**Don Himmelman  
1930-2008**

**"We will meet, but we shall miss him....there will be one vacant chair!"**

**Seneca Land Has A New DBE**



**Rob Hopkins**

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(315) 859-4464 fax  
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**New Smoke Signals Editor**

**Southwestern Has A New DBE**



**Dave Roberts**

Spouse: Paula  
826 N. Irvington Avenue  
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918 346-6361

**New Roundup Editor**

Serves as Marketing & Public Relations VP of the Tulsa #1 "The Grand Old Chapter" (*Founders Chorus*). Dave sings baritone and is the official contact of the *Final Note* quartet. Can also sing lead and bass.

*I got introduced to barbershop harmony while singing in my church choir with a member of the Tulsa chapter, Tom Pitcher. Tulsa was hosting the SWD district convention in 1998 and my wife, Paula, and I purchased tickets to the "Show of Champions" and I was hooked. I don't remember who the winners were, but I looked at her and said "I can do this." She said "go for it" and the rest, as they say, is history. Being a Barbershopper has truly become a "way of life" for my wife and I. Along the way I've had the honor of serving in the chapter leadership team and have been able to sing on the district stage with three of my best friends. What a hobby!*

**KEEP THE WHOLE WORLD GIVING**

Keep the whole world giving, all that blood;  
Watch it flow to those needing, like a flood.

Smile the while you are giving:

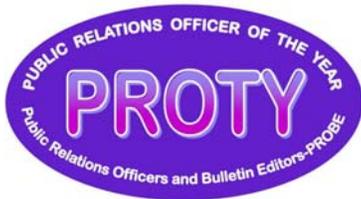
Donate, donate your part!

Keep the gift of life flowing, from your heart.

Martin Banks, PROBE VP

## P.R.O.T.Y. Contest Deadline is April 15!

The deadline is April 15, 2009 for submitting Public Relations Officer of the Year (PROTY) international contest entries to the PROTY Chairman for a one-time activity for a special project or year-long activity during calendar year 2008. Although entries may be sent directly to the PROTY Chairman for the international award contest, marketing and public relations officers are encouraged to submit entries via their District Coordinator for comment and recognition at the district level. District Coordinators establish their deadlines for initial submission and forward all entries to the PROTY Chairman Martin Banks. PROTY contest details are at the PROBE web page at <http://www.harmonize.com/probe>



**Contact Information: Martin L. Banks**

**PROBE Marketing/PR Vice President**

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**703-425-8755**



## WE NEED BULLETIN JUDGES!

By John Elving, VP for Bulletin Editors

In this time of financial uncertainty and turbulence, it seems appropriate that I, your VP for Bulletin Editors, come to the PROBE membership asking for a bail-out. Mind you, this will not be a hand out, but an honest bail-out. I need your help to forego a foreclosure!

Now that I have your attention, it is time that I ask once again for all active members to consider adding to your service to PROBE by becoming a bulletin judge. Due to lack of judges we have had to pare down our entries into the International Bulletin Contest (IBC). We have had people who have been judging for many years, but who, through the aging process and even death, have had to tell us they can no longer serve.

What we haven't had are people who have said they will take up the mantle and become judges thereby taking the place of someone who can no longer serve. That is where you all come in to the picture. WE sorely need new blood in the judging pro-

gram. You could be the person who takes up the mantle.

With our new judging format of equality between the printed bulletins and electronic bulletins, we need computer savvy people who are willing to step up to the plate and take on that form of judging. Could that be you? Age is no barrier, unless you can't see, read, or have no computer.

All the categories are virtually the same. Only Layout & Reproduction (L&R) and Design & Graphics (D&G) have minor differences between them. The other categories are identical.

If you are a bulletin editor already, you supposedly know all the rules of good writing, editing and publishing. It just takes a few extra hours yearly to help your fellow bulletin editors become even better than they are. As a side benefit, you yourself become a better writer, editor and publisher. There are many different ideas out there in chapter bulletins and you can steal from the best!

Speaking from experience, I can say with pride that not only has it made me a better editor, but the critiques I have given others have made them better editors. That is not meant to be stated in a boastful manner, but only that I am humbly proud to have been just one part in helping someone else in their quest to publish the very best bulletin they can for their chapter.

Please consider becoming a judge for PROBE. All you need to do is contact me and I'll get you set up with one of our category specialists to walk you through the steps of becoming a judge. It really isn't that difficult. The hardest part is probably saying that initial "Yes."

I'll be waiting, either patiently or impatiently, by my mailbox and email inbox for your positive reply. Remember, this is NOT gender specific. As long as you can read and write, **PROBE wants you!**

Contributed by Martin Banks

## Ten Tips On Writing A News Story Or Feature

1. Tell us who, what, where, why, when and sometimes how.
2. Tell the reader why this is important. Or make it apparent right away why we should be interested.
3. Be brief but complete. Be logical and orderly. Concise.
4. Organize your thoughts first with some notes answering the questions in #1:
  - Who is this story about and where are they from?
  - What is this story about and what does the person do?
  - Why is this story interesting or important and why does the person we're writing about do what he/she does?
  - When did the action occur or when will it – so the reader can get involved? How did it happen? How can I do it, too? How did the police find out? How do they feel about it?
  - Then write a draft. Use short sentences. Use direct sentences that lead logically from one to another. Start with the most important fact, which is usually the result of the action. Then back up your "lead" paragraph with details. This is the inverted pyramid of writing, also called news writing.
    - Attribute information to the source. You're not the expert, you're just the writer. Writers quote experts and attribute opinions. Use quotes, or pepper the story with "he said."
    - Don't wallow in it. Make your point and move along. Each topic is probably a separate story. Read the little stories in (your) paper for examples of how to treat short subjects.
    - Feel free to call (the editor) and ask questions. "Is this a story?"
    - Re-read. Re-write. Re-read again. Look up spellings of which you are not absolutely sure. Make sure the story "sounds" right as you re-read it.
    - Proof your copy – that shows (the editor) you care.
    - Compare what goes in the paper with what you wrote.
    - Keep a copy of your story and ponder what the editors did with it.

**Jay Langley, Editor**  
**Hunterdon County Democrat**  
**Flemington, New Jersey**



## Bulletin Editors Keeping Up With the Times

By John Elving, VP, Bulletin Editors



An interesting tidbit came over my desk while researching for one of my other jobs – radio personality (DJ to most people). It had to do with the *New Media*.

Admittedly it had to do with marketing. You may be saying to yourself, "Self, what does an article about marketing have to do with bulletin publishing?" Read on and I think you'll see what piqued my interest so much.

According to the annual Communication Industry Forecast, published by MediaDailyNews, newspapers are losing advertising revenue. They have long been the dominant U.S. advertising platform due to large readership. Now in 2008 they are being put into second place by broadcast TV. Forecasts show that within three years, even they will be passed by the internet.

Are you seeing some correlation between traditional print journalism and the publishing of our bulletins? The big difference is that we don't need to worry about the broadcast TV market eating into our publishing.

True, we don't need to worry about ad sales for our bulletins, but we do need to take into consideration the fact that the internet is rapidly taking over the traditional print market. Just recently I heard on the news (broadcast TV, of course), that one of our major news magazines will no longer be publishing a print version. They are going strictly to the internet for electronic versions of the news they cover. That's happening more and more with magazines of all kinds.

I must admit as a bulletin editor and publisher, I love to put out the print version of my chapter bulletin. It may not be read by everyone in the chapter, but at least I know it got in their home and they had to glance at it. I can remember teaching journalism students how to write stories, and paste up the school newspaper for running off on the mimeograph (or prior to that the spirit duplicator!) I know many are in the same boat when it comes to their own chapter bulletins. Sometimes it seems as though there is more accomplished in a printed bulletin.

My question is, "How are we doing at keeping up with the publishing field as it is going?" Many of our chapter editors like to think of themselves as being on the cutting edge, as do I. If you are like me, you probably wish you were more on the cutting edge and could be among the first to succeed at all the new media has to offer. Others of you will resist that urge.

When it comes time to be replaced, will we have paved the way for the "new blood" that is coming into the Society and our chapters to take over and improve what we have done? I, for one, want to learn as much from the new breed as I can. As long as I'm still learning new things, I'm still alive and vibrant. It's what keeps me going.

I'll leave you all with the words of that great philosopher, Dr. Phil: "How's it working for you?"



## PROBE HALL OF HONOR Nominations Now Open

By Dick Girvin

Top directors and medalist quartet members justifiably receive high praise. But there are many other members who work behind the scenes in non-singing tasks to support our Society and the musical accomplishments. They are the marketing, public relations and bulletin volunteers who help communicate our message and our music, both within the Society and to other music lovers.

PROBE wants to recognize the top practitioners among them. And you can help -- by nominating them for the prestigious PROBE Hall of Honor award, established in 1989.

Nominations are open for persons who will be considered for recognition at each summer's international convention.

A nominee, living or deceased, must have been a PROBE member for at least 10 years, and must have made contributions to PROBE and its purposes beyond the normal duties of performing PROBE-related functions for a chapter or district.

Any current PROBE member may make a nomination. If you're not a member, join now or pass your nomination on through a member. The nomination must be in writing, specifically describing the nominee's services and contributions. Include supporting evidence if available. You also may include letters of support from other persons who know the nominee.

Your nomination need not be extremely sophisticated or professionally prepared. The selection is not based on the presentation, but on the nominee's merits. Further, this is not a competition, but recognition. The deadline is April 30 of each year. Send your nominations now, before the deadline, to the award committee chairman:

Dick Girvin, Chairman  
Hall of Honor Committee  
34888 Lyn Ave,  
Hemet, CA 92545  
[dickgirvin@juno.com](mailto:dickgirvin@juno.com)

Past honorees listed alphabetically on page three



John Morris

## PROBE Launches Cartoon Contest

Written by Dick Girvin

### New cartoons needed by Society BE's



Acting on the approval of the PROBE membership, as represented at the International meeting in Denver, on July 5, 2007, a search for new barbershop cartoons has been set in motion. A "call for new cartoons" and a contest to reward the best of the submission were approved, as well as a plan to pay the creator for his/her work upon acceptance. Further, it was determined that the results of the cartoon contest would be made available on the PROBE website for Society bulletin editors to select and use (for a nominal fee) in their own publications.

PROBE Treasurer/Secretary, Dick Girvin, who proposed the plan to the PROBE members, has been given the leadership of the committee to implement the contest and establish and publish the rules of engagement. Generally the cartoons must :

- Be new
- Be of good taste
- All submissions that are accepted and paid for (at a price to be established) by PROBE become the property of PROBE.
- Accepted cartoons are to be placed on the PROBE website for purchase. Each cartoon will be shown in a reduced size and with an overlay to prevent direct copying.
- Each cartoon will be stamped as copyrighted.
- Interested parties can purchase any cartoon from PROBE for a nominal price (to be established).
- At the end of the year, the authors of the cartoons that have had the most copies purchased will receive recognition and prizes.

The newly formed committee will be charged with the review of all entries, will provide for payment of accepted cartoons and place them on the PROBE website. Methods for procuring of the cartoons for use in Society bulletins will be established and posted.

Artistic members, especially the youth, are solicited to submit their ideas and finished cartoons (in digital format). They are encouraged to take playful stabs at the "old guys" and concentrate on how the "young guys" are excelling, and to include funny mishaps at practices and performances and the like. Questions and future submissions should be addressed to:

Dick Girvin  
34888 Lyn Ave  
Hemet, CA 92545  
951-926-8644  
[dickgirvin@juno.com](mailto:dickgirvin@juno.com)

**PROBE Membership Does Matter!**

## Bulletin Exchange Coordinator

### Alex Edwards



Based on the bulletins and contacts received this year, here is the current list of bulletin exchange editors. If you're exchanging bulletins with somebody not on the list, please send me the info. Also if there are any other corrections—change of address, new editor, etc—please let me know and I'll update the list.

I received a note last year from **Tom Walters** of *The Kentuckians Barbershop Chorus* (e-mail address: [tomcat62@alltel.net](mailto:tomcat62@alltel.net)) wanting to be in the exchange list with the hope of getting his chapter interested in having a bulletin. My apologies to Tom and to you all for not forwarding that information immediately.

I see I've still forgotten to include **Steve Jackson**. He's not only the editor for *PROBEmoter*, but also edits the RMD bulletin, the <sup>RMD</sup> *Vocal Expressions*. His e-mail address is [sjbullead@comcast.net](mailto:sjbullead@comcast.net). His bulletins are on-line but if you'd like to exchange, e-mail him (or write care of PROBE). A number of chapters are registered on-line and that information is available through the Society's and PROBE's websites. Do check them out.

**“It's great to be a barbershopper [editor]!”**

*Editor's Note: RMD "VE" is available at [www.RMDsing.org](http://www.RMDsing.org); I am no longer chapter editor for the Denver MountainAires*

### Ogallala Editor/Webmaster Passes

By Bernie Deaver

**Roy Godbolt**, passed this morning (Dec. 27th) at 2:12am, at Perkins County Community Hospital, in Grant, Nebraska, with friends at his side. If a man's worth is the love of those who knew him, Roy was a very wealthy man.

Friend Bernie Deaver was chosen by Roy to make arrangements and handle affairs in Nebraska in accordance with daughters Katie & Robin's wishes.

Please contact either myself at 308-352-8092/email: [bdeaver@gpcom.net](mailto:bdeaver@gpcom.net), or Kathy Salsman at 308-352-4121. Memorial services for Roy Godbolt were held 10:30 am, Saturday, January 3, 2009 at the United Methodist Church in Grant, Nebraska, with his friend, Rev. Sally Ruggia-Haden officiating. For those wishing to send cards: Katie Cecil and family (Roy's daughter), 1210 Sundrop Place, Round Rock, Texas 78665.

## We Get E-Mail

Got an email today from **Lee Roth**, retiring M-AD BETY Coordinator. The new person taking his place is:

**Eric Herr**, 9 Lincoln Lane, Marlton, NJ 08053  
856 988-7721 [ewh14@comcast.net](mailto:ewh14@comcast.net)

He is also the incoming VP for Marketing & PR for M-AD.

[John Elving, leaderman@earthlink.net](mailto:John.Elving@earthlink.net)



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Hardcopy

Sent to John Elving Nov. 9th

Meaford, Ontario



This note is in reply to your letter of July 31, 2008 that accompanied the Certificate of Participation that was presented to me recently. In it you ask if I could write an article for *PROBEmoter*. I'll give it a shot and leave it up to you to decide what to do with it. Attached you'll also find a story that may have led to my becoming editor of *'Encore!' Notes*.

*I was always told I couldn't sing, but  
'Encore!' proved otherwise*

So I hummed and whistled a lot instead. Yet, I once belonged to the junior boys' choir that sang Gregorian chants from our church's choir loft in front of that massive pipe organ during the Sunday Latin High Mass, conducted by our school's headmaster. I had a tender soprano voice then that was abruptly ended by the onslaught of a hefty dose of puberty testosterone. I started getting short shrift!

"You be quiet," became my sorry lot afterwards during family singsongs, "because you spoil everything!" This all happened in a bygone era, so distant in the past that it now seems almost unimaginable. There were no roaring trucks or cars then – no planes, chainsaws or ATVs, to drown out the innate sounds of nature. Sound then, was almost a sacred commodity. Church bells calling people to worship on Sundays echoed so clearly across the land that it was easy to distinguish by their difference in tonal quality from which church spire of the five villages in the area it was coming from. The clip-clop of horses' hooves and tinkling of their bells were about the only sounds disturbing the natural cadence.

Including Mom and Dad, we counted ten in our household and singsongs in which all but myself took part, were a regular occurrence. My mother could sing especially well. Often, coming home from school along the meandering path through the bush, I was greeted on exiting by the sound of her sweet melodious voice reverberating across the fields and meadows from the open windows of our big old farmhouse when still half a mile away. This will always remain a treasured memory of her.

Why am I writing all this you may ask? Well, not so very long ago, now as a man in my seventies, I was introduced to *'Encore!'*, the L-042 Owen Sound Ontario Chorus and discovered that I did have a voice after all that just hadn't been fine-tuned yet. What a delight to be able to sing and be part of such a great group. It has given a whole new dimension to my life. No longer did I have to hum a line here or there of some obscure song – soon I was able to pick and choose from a host of songs. How great it is to be a barbershopper!

## The Magic of Words

By Hugh Timmerman

The magic of words is in how one uses them, which in my case led to the love of writing, an art form that seems all but vanished from people's writing skills today. Blame it on computer usage if you like, using text- and e-mail messaging with a line or two, as we don't want to be reminded of snail mail in that fast-moving world of ours. Consequently, one becomes hard-pressed to find people nowadays willing and able to take on the task of putting a chapter bulletin together. Harder still it seems, is trying to inspire fellow barbershoppers to submit timely articles. Have they forgotten altogether how to compose a simple piece of writing I wonder?

Shortly after being introduced to our L-042 Owen Sound Chapter, a short article I submitted to the then "**Our Ow'n Sound Bulletin**" didn't go unnoticed by President, Dave Daniels, and soon I was asked to be added as auxiliary editor to the Executive list. Starting in 2006, the Bulletin became solely my responsibility. I did a complete revamp, basically putting my own stamp on it.

On advice from our Ontario District Bulletin Editor, Waldo Redekop, I submitted a set of bulletins for critique only. The outcome was found to be such that I was encouraged to join PROBE and submit bulletins for judging the following year. Imagine my surprise at being called to the podium during our 2008 Spring Convention as 2<sup>nd</sup> place winner for my BETY contest entry. I was told that three copies would be forwarded to the 2007 International Bulletin Contest for judging.

I never gave it another thought until August 19 during our annual corn roast when out of the blue I was presented with a handsomely mounted Certificate of Participation for my entry. I was flabbergasted! My entry ranked 14<sup>th</sup> in a field of 22. Not bad for a guy whose mother tongue is Dutch but who loves his acquired language.

**NEXT PROBEMOTER DEADLINE IS MARCH 25TH - THANKS!**

Editor Steve Jackson

## What Should Go In An Effective Show Program?

*"We, as I suspect in many chapters, sell ads. We expect to cover all our expenses with the show/ad program, so that our ticket sales are all net proceeds."*

Lowell Shank

Here's my take, learned through 30 years of being volunteered to put together effective and informative show programs (if I get lucky). Why do they always think editors build good programs? But we do, don't we? When in doubt, look around and see what other chapters are doing. Remember, their needs may be different than yours. Do you sell ads? Usually pure profit (after printing costs, of course). Do you use your left over programs for marketing? Give a copy to a guest and/or prospective member? A visiting VIP? Oh yeah, now we're cookin'.

Directors message (*with photo*) paragraph -- short bio  
 Show Chairman (*with photo*) paragraph welcoming patrons  
 Brief President's Greeting (*with photo*)  
 Headliners bio and photo  
 Harmony Foundation blurb  
 Youth In Harmony blurb (*one of our chapter focal points*)  
 Show Order of Appearance (*songs, composers and arrangers*)  
 Come sing with us blurb with Membership VP contact info  
 Words to Keep The Whole World Singing  
 List of chorus members with photo  
 Chapter logo  
 List of chapter quartets  
 (*personnel and contact info -- one year, we ran quartet cards, not always practical when you're on a budget*)  
 Other guest talent: short bio with photo  
 (*we usually have a high school group -- quartet or chorus*)  
 Sweet Adeline quartet  
 Show Committee list and comm. chairs (workers)  
*Sometimes we sold ads, sometimes we didn't -- it usually depended on whether we were able to draft a chairman to motivate our hard-working chapter salesmen*  
 ASCAP disclaimer  
 THANK OUR LADIES — WIVES AND SWEETHEARTS  
 FOR WORKING AND SUPPORTING US AS WE  
 PURSUE OUR "HOBBY"

I'd usually do an artsy cover with a minimum of info

**Denver MountainAires Chapter**  
 proudly presents our  
 33rd Annual Harmony Showcase  
**"LIGHTS, CAMERA, BARBERSHOP"**

Headliners

**The Summit**

Albuquerque, New Mexico

**March 28, 2008**

## The Video PSA's Are Here!

By Todd Wilson  
 Society Director of Marketing



Here are two ways to present the benefits of singing to prospective singers in your area using the Barbershop Harmony Society's new video Public Service Announcements:

Visit the main page of the Society's new website [www.barbershop.org](http://www.barbershop.org) to view a new sixty-second video Public Service Announcement (PSA) promoting membership in the Barbershop Harmony Society. Do yourself a favor and ask the webmaster for your chapter and district website to embed the **YouTube** code for this video on your chapter's website to display the benefits of singing barbershop to everyone that pays your chapter an online visit.

Don't overlook the opportunity to hand-deliver a DVD with a standard definition version of this PSA (and others available) to your local TV and cable broadcasters to attract more guests to your next meeting. Commercial broadcasters are required to allocate a certain portion of their schedule to airing Public Service Announcements from 501©3 non-profit organizations like your barbershop chapter. These PSA's are a great way to build awareness for barbershop in your community and are available for download on the Video PSA page of the new Society website.

<http://www.barbershop.org/videopsa.aspx>

Shot in standard definition, these video are presented in wide-screen 16:9 format. These five files are marked as either international or local. One of your members with a computer and the right video editing software can probably add some titling and perhaps a voice-over with your local contact information. If you're looking for a cool website that can present you with links to TV stations in your community, consider visiting <http://www.mondotimes.com/index.html>. Given adequate notice, Danielle Cole in our marketing department can even provide your chapter with the contact information for the TV stations in your community. Her email address is [dcole@barbershop.org](mailto:dcole@barbershop.org) and her phone number is 800.876.7464, ext 4137.

## IS YOUR SHOW PROGRAM A WINNER?

Does your chapter put out a great show program? Do you ever wish the whole Society could see it? Why not enter your show program as a **Single Event** entry into the annual PROTY (Public Relations Officer Of The Year) contest?

**Deadline for submissions to PR VP Martin Banks is April 1st**

## Tips For Writing Successful Grant Proposals

By Martin Banks, VP, Public Relations & Marketing

### Communicate With Funders

When in doubt, ask for clarification. Make sure you understand what's expected. Even funders who accept the Common Grant Application Format may require additional information.

### Follow The Directions

Answer the questions in the order listed, submit the number of copies grantmakers request, and include only the materials specified.

### Be Creative, Clear, Concise, And Accurate

Make the case for your proposal in your own unique way, but include precise data. Avoid technical jargon.

### Emphasize What Your Organization Will Do

Spend more time describing your solution than the issue. Econo-

mize content and avoid repetition. Less is more.

### Evaluation Counts

Keep what you want to learn and evaluate in mind, as well the assessment tools you will use to evaluate your project (e.g., records, surveys, interviews, pre- and post-tests).

### Proofread Carefully

Make sure numbers add up and typos are removed. Double check the foundation name.

### Seriously, Proofread!

If your proposal has been adapted for multiple funders, make sure you omit other funders' names, as well as references to previous requests. **Good luck!**

Washington Grantmakers

## Discovering Grant Sources

By Martin Banks, PROBE VP  
Marketing and Public Relations

### Public Grants

Because all Barbershop Harmony Society chapters and districts are already determined by the Internal Revenue Service to be 501(c)(3) corporations, they are fully eligible for public funding at all levels. The BHS web site document center has the IRS letter confirming non-profit tax-exempt status for all chapters and districts.

Generally speaking, public grant programs have many common features:

Almost all give credence to artistic merit, are concerned with both the support of the community and the impact and benefit of the proposal on the community, and value administrative integrity, continuity, and competence.

Most programs use a standard format for proposals that include a set of six to eight forms, a narrative section whereby the applicant addresses certain subject matter or issues, and a list of required attachments or support materials. Almost all public granting agencies use the same budget line items and definitions. Your chapter treasurer can supply financial information required by grantors. A copy of your chapter's IRS Form 990 may also be available from *GuideStar* — [guide-star.org](http://guide-star.org)

Agency staff usually stand ready to encourage and assist applicants. Many offer grant workshops. Public agencies are usually willing to fund general operating expense. Some prefer to fund specific projects or provide technical assistance grants and require matching funds from

the applicant organization.

Participation in public grant programs often brings the barbershop chapter into frequent contact with other local arts organizations and their staffs. This networking can provide an atmosphere of mutual support and collaboration among performing arts organizations as well as discovery of new funding opportunities.

The Internet is an excellent place for public grant sources. Information about grant programs at the state and local level is normally accessible through the agency's web page. Federal grant programs may not be accessible to chapters and districts because they require national or at least regional impact.

### Private Grants

Private organizations engaged in philanthropic or charitable giving are much more numerous than public sources and the diversity of their interests makes them much more difficult to explore and cultivate. The trick is to find a private funding source whose objectives closely match the applicant's project concept, and then to work patiently with the source organization staff to cultivate trust and conviction.

Private organizations often have a tiered system, beginning with a verbal screening interview, followed by a letter of intent, and finally involving a formal proposal by invitation. *Washington Grantmakers* has a Common Grant Application Format that many private organizations accept —

[www.washingtongrantmakers.org](http://www.washingtongrantmakers.org)

The reference section of most public libraries has several publications that list philanthropic and grant making organizations sorted by geographic scope, subject

matter, and size. The organization's interest in vocal music and the role of music in serving the community will only be discerned by studying its list of recent grant recipients.

Another source of private grant funding is The Foundation Center, a non-profit service organization providing publications, CDs, and on-line grant information for a nominal fee. Some larger libraries may provide *The Foundation Directory Online* free of charge, but most certainly have the *Foundation Yearbook* available as a reference.

### Definitions

Philanthropy - Voluntary giving to promote the common good.

Grantmakers - The people and organizations that give grants.

Private Foundation - the most common type of foundation; Often endowed from a single individual or family. Known as a "family foundation" if relatives of the original donor are still active, or an "independent foundation" if there is no connection to the donor family.

Operating Foundation - may make grants, but uses most of its funds for its own programs.

Corporate Foundation - assets derived primarily from the contributions of a for-profit business.

Public Foundation - much of its financial support comes from contributions from the general public.

Community Foundation - a public foundation made up of individual endowments managed by a single administrative body, and with all the funds pooled for greater investment return.

Corporate Giving Program - established and administered within a for-profit company.

# Surveying The Grant Program Landscape

By Martin Banks



## Show Me The Money

A wide range of both public and private agencies, institutions, and corporations engage in grant programs in support of their own special interest or agenda. Among the many agendas specified by both public and private granters is the encouragement and nurturing of the performing arts.

A national survey of performing arts organizations reveals the following revenue source percentages:

Earned Income	59%
Contributed Income	38%
Private	29%
Public	09%
Interest and Endowment	03%

It is estimated that revenue sources for a majority of Barber-shop Harmony Society chapters are skewed toward a higher percentage of earned income and a lesser percentage of contributed income compared to the national average. Many chapters depend to a large extent on ticket sales to support their programs, a tenuous proposition at best. They fail to take full advantage of funding available from grants and individual contributions to nonprofit organizations engaged in the performing arts.

## Charitable Giving In Tough Times

### [How is the economy affecting philanthropy in your region?](#)

Eighty percent of grant makers in the Washington, DC area reported a drop in assets in 2008. Nevertheless, more than half (57 percent) of survey respondents anticipate that their 2009 grants budget will be the same or only slightly less than their 2008 budget.

Public funding is certain to be impacted by necessary reductions in government budget line items in the face of a poor economic climate. In contrast, the Washington Post (Dec. 12, 2008) spotlighted 50 companies and their employees that, despite the economic downturn, continue to contribute their time, money and ingenuity to local charitable causes.

At a summit in New York recently, Paul Light, professor of public service at New York University, predicted that at least 100,000 nonprofits nationwide would be forced to shut their doors by the economic crisis over the next two years, and called on foundations to do more to create a safety net for social service groups.

In these troubled times, we all face competing appeals for scarce charitable resources. We know that social welfare needs are pressing and that many feel constrained to give them priority. But it would be tragic, when the present economic downturn ends, to find that our cultural landscape has been devastated by the loss of institutions that took decades to build. And, in troubled times, the human spirit more than ever needs to be nourished by the beauty and inspiration of great music.

## National Philanthropy Trends

Grant makers are gradually moving away from providing restricted, project-based funding to more general operating support. With most Americans unable to name a single foundation, grant makers are realizing the importance of demonstrating impact, increasing visibility, and being transparent with successes—and failures.

Private funding for the arts is among the priorities of a surprisingly large number of private foundations, corporations, and individuals. Much of this funding is derived from an individual or corporate interest in philanthropy or the enrichment of their community environments. Even more funding comes from trust and foundations proceeds based on a managed principal fund intended to sustain a permanent income stream for perpetual grant funding.

Public funding for the arts, based on public taxation, is identified as a line item in the federal, state, and most county, regional, and city budgets throughout the United States. Most of these funds are administered through some kind of competitive grant program. Grant cycles typically involve a year or more from the first articulation of a proposed project until funding is actually available.

## How To Get Noticed

Generally speaking, all grant proposals are noticed and evaluated by

- How well the proposed project or organization's programs match the objectives of the funding agency,
- How clearly, succinctly, and logically the proposal communicates the purpose, methodology, value, and measurement of the project or program's success, and,
- How much the application stands out among the rest of the competition by the quality of the proposal itself and by the applicant's artistic merit, community support and impact, and administrative competence.

*"Smile!"*



**THINK**  
"NEW MEMBERS!"

**RENEW YOUR PROBE  
MEMBERSHIP**

**PROBE CRAFT**

**Working with pdf's**

You're gonna love this little tip. When lifting material from a pdf (your favorite bulletin) with your "snapshot" tool, DO NOT highlight just the piece and hit "copy!" Most of the time, your "pasted" image will come out fuzzy! If you're lifting straight text, it usually comes out dark and fuzzy — at least, my attempts do. The solution?

Resize the whole page to about 50% (or fit page). Highlight the page, then hit "copy to clipboard." AHA! Then paste entire page to your bulletin (or document) and crop away the undesired copy to suit your needs. It's amazing to see the difference in quality.

Another tip for "lifting" straight text for improved quality — simply hit "Save as text" and paste into bulletin. Suggestion: Edit out what you don't need when the text is still in the **Wordpad** format. Tedious? Yes, but the end results justify the extra work — quality and the ability to reformat any article to suit your needs.

A few months back, one of our veteran editors **Tom Wheatley**, Dundalk, Maryland chapter, sent out an email announcing a special issue of the *Chivairi* honoring **Freddie King**. Several people had a problem accessing the link. Turns out there was a errant period after 'pdf.'

Just goes to show you that the smallest issues can foul up an email address. Another point: I had been having trouble getting emails to **Owen Herndon**. I had his email as [big\\_o@](mailto:big_o@) when it was actually [big-o@](mailto:big-o@). So, if you're having trouble with a website or email address, check your punctuation first. Never can tell.....**thanks, Tom Arneberg!**

**Punctuation**

***Tom's Tech Tips***

The direct link is <http://dundalk.org/o/chiv-fred.pdf>. Delete the period after "pdf" -- the period (dot) changes the address. Which brings up a good point, since this is, after all, a list to talk about public relations: When giving out a web address, put it in quotes if it's used in a sentence! This would've worked fine: the direct link is "<http://dundalk.org/o/chiv-fred.pdf>" Better yet, personally I prefer to see a web address by itself on a line, like this: the direct link is: <http://dundalk.org/o/chiv-fred.pdf>

Thomas R. Arneberg  
[tom@arneberg.com](mailto:tom@arneberg.com) -- <http://arneberg.com>  
 ASIC CAD Engineer, Cray Supercomputers, Chippewa Falls, Wisconsin

**"I'd rather be singing in a barbershop quartet!"**  
 Baritone, "CHIPS" Quartet -- <http://ChipsQuartet.com>

**Graphics CD Available**

Dave Stock still has the Barbershop Graphics CD available; made up as requests come in for the amazingly low cost of \$5.00 (cash or check, whichever you prefer) to cover the materials and shipping.

805 Juniper Drive  
 Papillion, NE 68046  
 (H) 402-592-5552  
[dmstock@att.net](mailto:dmstock@att.net)

**Editor's Note: This is an excellent source of clipart and cartoons. I highly recommend it for all editors.**

**From the October *In Tune* bulletin**  
 Linda Williams, editor Hunterdon, New Jersey

**QUARTET NEWS**

***CHORDHOUSE STEPS***



*Singing for a memorial gathering of a longtime Hunterdon Harmonizer supporter: Chordhouse Steps (Don, Rusty, Joe, and George)*

Sheila Abrams, a longtime supporter of the Hunterdon Harmonizers, requested a quartet to sing at a memorial gathering for her deceased husband, Bernie, also one of our supporters. Since he especially loved Irish setters, *Chordhouse Steps* came up with these lyrics to the tune of "My Wild Irish Rose":

My Wild Irish Setter, I've never seen one better  
 You may search everywhere, but none will compare, with  
 my Wild Irish Setter.  
 My Wild Irish setter, has made the carpet wetter,  
 Since he's still just a pup, I'll have to scoop up...  
 The poop from my Wild Irish Setter, (none better!)  
 The poop from my Wild Irish Setter.

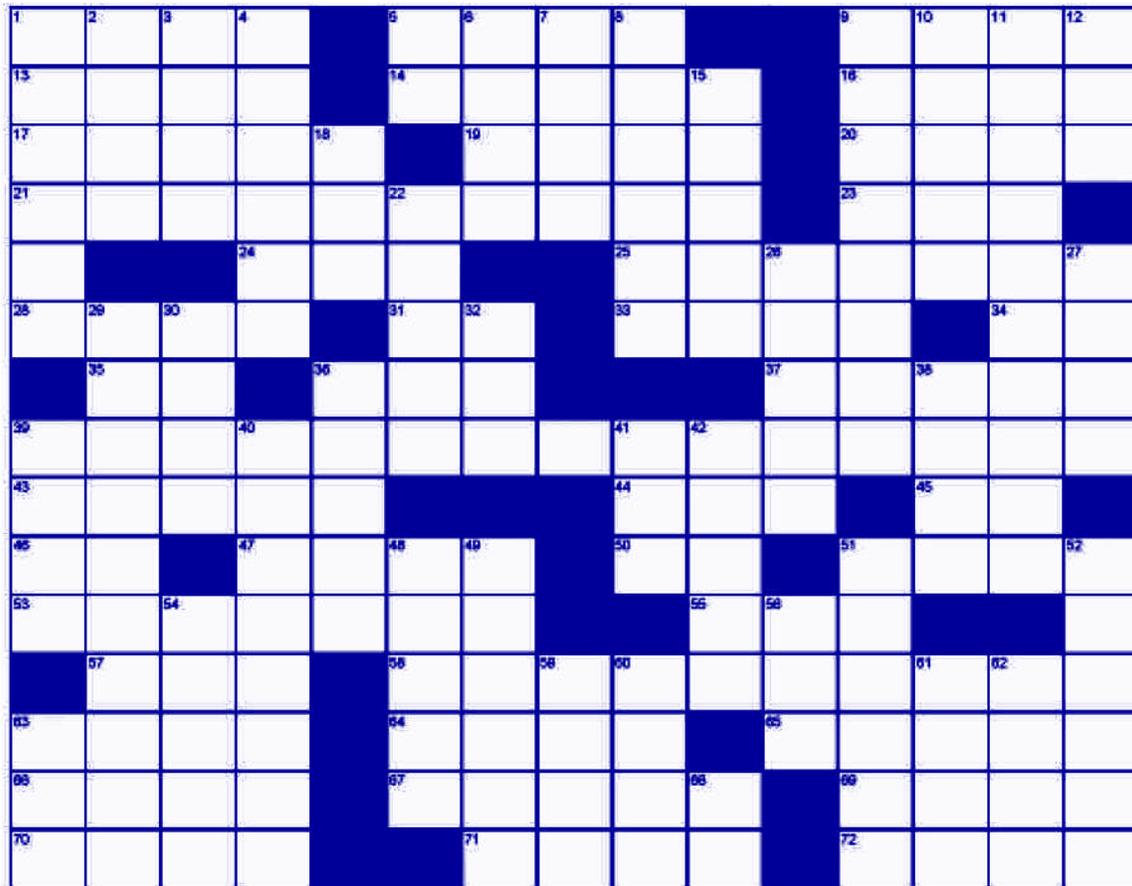
After the sing, Sheila told us that their setter was named "Rusty."

**Rusty Williams is the bass of Chordhouse Steps**

**In Tune . . . October, 2008, page 8**

**GOING IN ALL DIRECTIONS**

by Rusty Williams



**Across**

- 1. Yogi's tool
- 5. Loni's ex
- 9. Comparison words
- 13. Sweet sandwich
- 14. Badge holder
- 16. A little Dodge
- 17. Sonny and Cher
- 19. Moonfish
- 20. Worksheet page
- 21. Where "I'll wait for you"
- 23. Charlemagne's hangout
- 24. Immortal Giant
- 25. New York Canal Gal
- 28. "down \_\_\_\_" (Maine)
- 31. Famous Smith
- 33. Comedic redhead
- 34. Del, Mar, and \_\_\_\_
- 35. Jet
- 36. Short personal writeup
- 37. Helped

**Down**

- 39. Harmony home base
- 43. Michaelangelo masterpiece
- 44. A Gardner
- 45. Diploma grantor
- 46. Dash
- 47. \_\_\_\_ la douce
- 50. Maria's starting point
- 51. Margarine
- 53. Carnival treat
- 55. Associated with (abbr.)
- 57. Archie & Jughead's sidekick
- 58. Up...
- 63. Python's Eric
- 64. Cote d'Azur hotspot
- 65. "A room with..."
- 66. Close
- 67. Hagar's hound
- 69. Italian hothead
- 70. Things for broken hearts
- 71. 1982 Jeff Bridges sci-fi
- 72. Lady who has a ring

**Down**

- 1. Down...
- 2. Fe
- 3. Camping need
- 4. Problem with papa's soup
- 5. One degree
- 6. Apprehensive sound
- 7. Philbin's foil
- 8. Wall street denizen
- 9. Up...
- 10. Roebuck partner
- 11. Show disinclination
- 12. Switch positions
- 15. Over ...
- 18. Series of songs
- 22. Shout this out
- 26. follower of Al
- 27. Hollywood Spaniel
- 29. Properly arranged
- 30. Fries, possibly
- 32. Place for bumps

- 36. Executive body
- 38. Giant Peach guy
- 39. Oily sorts
- 40. Two bee offensive
- 41. Stripling
- 42. Ebony contrast
- 48. Companion of groans
- 49. A sparkle
- 51. The boy who wanted more
- 52. down...
- 54. Phelps second medal
- 56. Part of an eon
- 59. One doing superior service
- 60. WWII "Zeke"
- 61. Papa Corleone
- 62. Velvet and car endings
- 63. No sharps or flats
- 68. Where lies 39 across (abbr.)

## What We Learned

By **Lee Roth**, DVP Marketing & PR



At the Barbershop Public Relations & Marketing Event, held on September 20, in Flemington, NJ, we heard how barbershoppers offer a special brand of art form, what a newspaper editor looks for, and about the importance of relationship building.

### Brands help people make choices.

Ed Delia, President of Delia Associates, spoke about the concept of developing good membership and finding venues for performance. He pointed out that we are competing with all the activities that require people's time. Every choice men make represents an investment. If the return on that investment is worth the time, people will join.

Branding represents the consistent delivery of the brand's message across an entire spectrum of communications. In our case, what makes great brands are singers. Ed emphasized that everyone is not, or should not be, one of your singers. Using the ABC's to evaluate:

- The A's are the *awesome* members. They may not be the greatest talent, but they are enthusiastic learners, who contribute in many ways.
- The B's are what he termed *bipolar*. They make us wonder if they are with us or against us.
- The C's are *corrosive*. They are the people holding you back—into political infighting. You are better off without them.

Once you key in on A's, you find that they attract A's. You have something to build your brand around.

### A newspaper is a business.

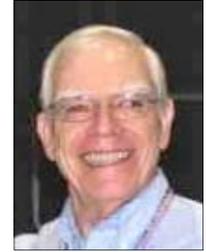
Jay Langley is the Executive Editor of the weekly newspaper, the "Hunterdon County Democrat." He has spent years developing an audience of readers and learning what they look for and want in his newspaper. He knows that what we want is an audience—his audience. If we want to borrow that audience we can do business. What he wants is 25 to 50,000 interesting things a year to fill his publication. He asked if we want to be interesting.

He gave us the rules to improve the probability of getting published. Call ahead to get the deadlines. Provide the basic information of who, what, where, why, and when. They are going to rewrite what you submit anyway. Come in to the newspaper office in person. Get to know the people. Let them get to know you and your organization.

### Relationship building is important.

Jim Robinson is the Community Relations Representative of Embarq, a full service telephone company. He talked about networking to develop relationships. You need a network of people who can help you find those who can get things done. Every encounter is an opportunity. You need to connect with your community. You have to have confidence when you walk into a room. You have to act like you should be doing what you are doing. Don't go into an event thinking about what is in it for you. When you go into an event, look for ways to serve and establish a long time goal or relationship. Become friends with people you meet at events. Follow-up with them. Send a note saying it was great seeing them, or it was fun talking to them. Doing so will be remembered, because it is so rare.

## Chapter Bulletin Shares "Life" Moments



Christopher Papa

A regular column in the "*Atlantic Gazette*," the Red Bank Area, NJ chapter bulletin that is edited by **Chris Papa**, has become a real hit with their readers. It's headline reads, "Proudly We Served," and the articles are written by chapter members, some who have never submitted articles to him before.

The tales of their experiences in the service seem to be something they really want to share. Over the past year articles have spanned the spectrum from very funny anecdotes to those of personal bravery and witness to history.

The series has been very well received by his chapter and is a definite morale booster. Since it is not a time sensitive article, he sometimes leaves it out from an issue. Chris says that's when he gets all sorts of inquiries asking why the column is missing. "Believe me," Chris says, "I would never have anyone ask why an editorial, presidential message, or board meeting report was missing." The "Proudly We Served" column has definitely proved the exception.

Here's an excerpt from the September issue of the "*Atlantic Gazette*" written by **Ralph Jeffers**. It was entitled "Climbing the Eiffel Tower."

The year was 1947, and I was assigned to a Navy Patrol Squadron - VP 51 at the Naval Air Station, Norfolk, Virginia. The squadron consisted of 12 PBM's - amphibious type aircraft. I was assigned as a Plane Captain (Navy parlance for Flight Engineer). After many weeks and months of routine flying and deployments, a change was made that would permit the squadron fly to Europe. Our crew chose to fly to France. The six of us arrived early to visit the Eiffel Tower. We paid to enter the tower at the ground level and an elevator took us to the second floor. We looked about to see the majestic view from that point. Not being satisfied with where we were, someone said, "Why don't we climb up a bit higher?" Looking around we spotted iron ladder rungs and safety cages outside the legs of the Tower. All agreed to give it a try, and off we went.

There was no guard on the floor or anyone of authority to stop us, and above all, no people. We climbed on separate ladders to almost the top where we couldn't go any further. I had the only camera, and took pictures, hanging on as best I could; I have many photos depicting this daring but awesome venture. It far exceeded the view from the very top of the Arc de Triomphe, or seeing the Champs Elysee, or the Point Neuf Bridge, or crossing the Seine River. What a thrill it was climbing those ladders, calling out to one another until we reached the highest possible point of the Eiffel Tower. Then, arriving back down to the second floor, out of breath, we were excited and thrilled at what we had accomplished without being stopped or even arrested for our risky adventure. No one believed us when we told them what we had done. And who could blame them? It was really something only a bunch of foolhardy sailors would do!

*EDITOR'S NOTE:* This series of articles is a great idea, and a way for the chapter members to get to know one another better. Ask your bulletin editor if they would like to have stories about "life" moments in a barbershopper's life, to publish in their bulletin. I'm sure they won't turn you away.

From **MID'L ANTICS**, Linda Williams, Ed., Oct/Dec 2008 MAD

## What is a Barbershopper?

Steve Pastrick, Editor, The Alley Katz, Alle-Kiski Chapter

I suppose we're the same as any barbershoppers any-where. We love to sing, especially the old songs.

We enjoy being with each other. Often the jokes are boyishly brutal, but that's okay.

We like to bring our wives, sweethearts and families together from time to time and trade recipes.

**Did I mention we like to sing?**

We enjoy taking the stage in our best performance uniforms and strut a little—why not?

We love to sense the impact of our music as the audience has a few laughs or maybe sheds a tear or two.

We faithfully attend our weekly meetings, even sitting through the drudgery of learning new music and waiting while a section has an impossible problem to solve.

**Oh, and yes, we love to sing.**

We make coffee for break time, we help to carry risers if we can, and work with each other on musical problems.

We sell tickets and ads for our show, not always succeeding but wishing we could do better.

Most of us don't remember why we joined the Society, except that we wonder why we waited so long.

**(PS: We love to sing!)**

We get a kick out of the impressed look of anyone we tell about the fact we're a Barbershop singer.

We are proud that there are more than 30,000 of us from coast to coast in the USA and Canada, and spread all over the world.

**You can bet on it: we like to sing.**

We've made many of the best friends of our lifetime in the chapter. And we pay our dues.

**One last thing—we love to sing!**

Guboes Gazette V.19.1.3. 03/08 © 2008 Casey Parker

## Quartet gives a Youth In Harmony Pitch

I can tell you about an endeavor that we launched in Orange County that was so successful that we had to scale it back to prevent greater demands on our available time than we could handle. We named it "**Partners in Harmony**" and we have donated thousands of dollars to Orange County High School vocal arts departments during the last four years using this proven plan. Numerous other benefits have resulted that we weren't even expecting (ticket sales, paid gigs, new members). We partner with the service club, thus, Partners in Harmony. That name was taken by a registered quartet, so we named our quartet *Harmony Partners*.

In addition to being a barbershopper for almost 25 years, I'm a Rotarian. Rotarians and other service club members tend to be a generous lot. They also are constantly looking for interesting speakers or programs for their regular breakfast or luncheon meetings. Barbershoppers on the other hand are frequently retired and living on a more fixed or limited income. We are also very generous of our god-given talent of music. I thought that if you were to team up with members of Rotary, Lions, Kiwanis, etc. that something good for youth singers could happen. I was right.

Our quartet, *Harmony Partners*, offers to be the "program" for local area service clubs and explain that we will entertain and tell them how they can help the always needy vocal arts programs at their nearby schools. We get invited by the Program Chairman to present our "Partners in Harmony" program at an upcoming

meeting. We sing a few songs and tell them how much good \$500 will do for a local vocal arts program at the school of their choosing or one that we have identified. The typical "program" lasts 25-30 minutes equally divided between our singing, group singing and talking.

Our batting average is about 750. That's right, three out of four clubs make a donation ranging from \$250 to \$500. We then contact the music educator and tell them we have a gift from a local service club that we would like to deliver. We ask to present it during a choral music class. We print a certificate acknowledging the service club that made the donation and shop up with the framed certificate and a check. We are always invited to demonstrate barbershop harmony to the class. We also give the music educator youth harmony learning media and generally teach a tag and get several singers to sing in a quartet.

As a result of our efforts, one local service club actually budgeted \$1,500 a year to be donated to our "Partners in Harmony" program. We have subsequently had student singers on our last four chapter shows. We have had several students join local chapters, including our own. It works very well and it's simple and fun. All it takes is a performance quality quartet that can do day-time gigs and a desire to make a difference.

**Warren Willard**

Founder: Partners in Harmony  
Bass, Harmony Partners Quartet  
San Clemente Chapter



# PROBE Membership Form



NOTE: \* indicates required field

First Name:\* \_\_\_\_\_ M.I.: \_\_\_\_\_ Last Name:\* \_\_\_\_\_

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Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Email:\* \_\_\_\_\_

Society Member #:\* \_\_\_\_\_ Chapter # (if known): \_\_\_\_\_

Chapter:\* \_\_\_\_\_ District:\* \_\_\_\_\_

Chapter Bulletin Name: \_\_\_\_\_ Current Position: \_\_\_\_\_  
(if Editor)

Offices: \_\_\_\_\_

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Those not on email will receive a printed copy from the PROBE Secretary Dick Girvin. Membership in PROBE is open to all. Dues are \$10.00 per year and are managed by Dick Girvin — payable by individuals or chapters. Correspondence about *PROBEmoter* content and contributions for publication should be sent to the editor Steve Jackson. All material in *PROBEmoter* may be reproduced without permission; please credit the author and the *PROBEmoter* in all reprints, thanks.



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