

Quarterly Publication of PROBE — Public Relations Officers and Bulletin Editors



PROBEmoter



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Jan/March 2010

**International Bulletin
2009 Editor Of the Year
(BETY)
Linda Williams**



Communicating the joy
P.R.O.B.E.
Of barbershop harmony
The most influential fraternity in the Society

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, Terry 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



Steve,

I regret to inform you that, my dad, **Owen Herndon**, Colby bulletin editor and chapter VP (Marketing & Public Relations) passed away early Wed. morning, January 6th. He suffered what the doctors are calling a "cardiac episode" Sunday morning, and he never regained consciousness.

It is now my duty to see that the final issue of *Tumblewords* goes to press. He was almost done, it looks like there is relatively little for me to do. After a first assessment, only one page is missing...and I don't find a calendar of events, so that may correct itself. There are a few incomplete pages, that seem to need a cartoon or whatever. I do see that he fully intended to enter the competition this year and I will see that his wish gets fulfilled. I thank you for all the help you have given my father over the last few years. He thought of you with highest regard.

Sincerely, Joel S. Herndon

Memoriams appear on pages 7-9

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The power of prayer is mighty. I am firmly convinced that your many positive thoughts and prayers on my behalf aided my speedy recovery! Obviously the man upstairs wasn't ready for me.

Now it's time for me to get back to work

My profound thanks to interim president/editor John Elving

I was thrilled to see the last PROBEmoter surface; well done, my friend! It feels great to be back, feeling healthier than I've been in many years.

Steve Jackson, PROBE President/Editor



veteran bulletin editor of the San Angelo, Texas chapter CONCHO CAPERS, SWD honored as chapter 2009 Barbershopper of the Year



Bulletin Exchange Program

Does your chapter publish and distribute a bulletin? The chapter bulletin is one of the chapter's 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 share a common bond with other chapters experiencing 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. 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 need more bulletin editors (as well as) more members in our chapters who can assist in editing, preparing and distributing.

The costs 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? Swap that bulletin!

"It's great to be a barbershop editor!"

Harmony Sweepstakes A Cappella Festival festival@harmony-sweepstakes.com

Music Festival seeks a cappella groups

For over a quarter century the **Harmony Sweepstakes A Cappella Festival** has been delighting audiences nationwide by presenting hundreds of top notch vocal harmony groups in eight major cities from coast to coast. Set as a competition the winners of regional events are flown to San Francisco to compete in the National Finals and for the opportunity to be crowned National Champions.

The Harmony Sweeps were the inspiration of the recent NBC hit show *The Sing Off* which demonstrated something the Harmony Sweeps audiences and performers have known for decades – a cappella singing competitions are lots of fun! Well, here we go again for our 26th year and times could hardly be better for a cappella with a rising tide of interest and main stream recognition.

As well as the exposure and experience, the Harmony Sweeps has always been able to provide there is the added bonus that the Sweeps web site has become a clearing house for people looking to book an a cappella group. A regional Google search for a cappella groups brings up the relevant Harmony Sweeps page where we have scores of groups listed with photos, blurbs and links to their web sites. Groups have been reporting numerous contacts including media appearances and the always welcome corporate gigs.

Diversity has always been one of the strengths of the Harmony Sweeps and we take great pride in presenting a wide as possible variety of a cappella groups. We welcome all genres of vocal harmony including, vocal jazz, pop, gospel, barber-shop, world, choral and any combination thereof. We also welcome all ages and types of groups including pro, semi-pro, collegiate, high school, kids, church and community groups. If you can entertain an audience then we want to hear from you! Groups of up to 8 members are welcome to apply.

There's a lot of fun and opportunity to be had for those who like to sing so we encourage groups to submit an application. Do remember that groups only need a maximum of 10 minutes of music so if you currently don't have a group there's time to get a handful of singing buddies together and create a short fun set and then come to the show and sing for us all. Who knows what might happen..

Entries are already coming in and we recommend submitting your material soon. Please submit an online application or contact the director of the Regional where you would like to perform.

Regional champions win airfare and hotel accommodations to compete in the National Finals held in the San Francisco Bay Area.

Pacific NW - March 13
New York - March 20
SF Bay Area - March 13
Boston - April 18
Chicago - March 27
Los Angeles - April 10
Mid-Atlantic - April 10
Denver - March 13

National Finals – May 15
Marin Center, San Rafael, California

For more info visit the Harmony Sweepstakes National A Cappella Festival web site: <http://www.harmony-sweepstakes.com> Tickets for most events are now on sale. Order now to ensure great seats!

Sponsored by Primarily A Cappella <http://www.singers.com>
 Discmakers <http://www.discmakers.com>

Read the latest news in vocal harmony <http://www.acappellanews.com>



1st place

Linda Williams
Hunterdon, NJ
Mid-Atlantic

**International
Bulletin Contest
Hardcopy Contest
IBC**

**International
Bulletin Contest
On-line Contest
E-IBC**



1st place

Ken Steffen
Ft. Wayne, IN
Cardinal

**Public Relations Officer
of the Year**

Year-Long Activity PROTY



2nd place

Bob Miller
Mansfield, Ohio
Johnny Appleseed



1st place

Jack Teuber
Pontiac-Waterford, MI
Pioneer



Honorable Mention

Dennis McCook
Philadelphia, PA
Mid Atlantic



2nd place

Karen Nanninga
Manhattan, KS
Central States

PROTY Single Event



3rd place

Jerry Troxel
Gr. Indianapolis, IN
Cardinal



1st place

Doug Yonson
Ottawa, Ontario
Ontario



Honorable Mention

Roberta Miller
Portland Metro, OR
Evergreen



3rd place

Bruce Smith
Hemet, CA
Farwestern

New Year's Resolution

Martin Banks, PROBE VP



**I Will Enter the
2009 PROTY Contest**

- Deadline for receipt of Calendar Year 2009 PROTY entries by the PROTY Chairman is April 15, 2010.
- The Public Relations Officer of the Year (PROTY) awards, for year long activity and for a single event or activity, are given to the member, regardless of title, who submits the most inventive and successful promotion for his chapter during the preceding calendar year.
- Additional information is available at the PROBE website or from:

PROTY Chairman
 Martin L. Banks
 9190 Lake Braddock Drive
 Burke VA 22015-2137
 (703) 425-8755
mlbanks111@aol.com

**It's time to prepare entries for the 2009 contest!
 Come on in – the water's fine!**

- The PROTY award is given to the member, regardless of title, who submits the most inventive and successful promotion for his chapter during the preceding calendar year.
- One PROTY award is for year long marketing/public relations activity.
- A second PROTY award is given for the marketing/public relations effort focused on a single event or activity, i.e. chorus performance, chapter show program, chapter community activity.
- PROBE membership is required for award eligibility.
- Award winners shall not again be eligible to participate for two years.
- Entries may be submitted via a District Coordinator or directly to the PROTY Chairman. There is no elimination of entries at the district level.

Deadline for receipt of 2009 entries by the PROTY Chairman is April 15, 2010.

PROBE - "The most influential communication fraternity in the Society"

An Effective Press Release

To be effective your press release must get published and then get your readers' attention. To get your release published strictly follow submission guidelines. Contact every media outlet you plan to send your release to for their most current guidelines. Get the name of a person to send it to. Learn their time schedule for publication and submission. In your call learn the format which each media prefers because requirements change over time.

Think about the following questions before you begin. Is the subject of your release news? Should you be writing a press release in the first place if it is not? Why will people want to read about your subject? Is your information useful? Will it prompt readers to take action (perhaps call you or buy a ticket)? The answers to these questions should guide your writing. Remember news gets published, not an advertisement (both are marketing).

Timing is important. Is your information relevant today? It doesn't have to be some times but you need to think about why it is news now. It could be as simple as announcing your chapter event or accomplishment. If you are announcing an accomplishment, ask yourself why anyone should care. Does it do anything for or will it mean anything to the readers?

Your opening line will make or break a press release. You must get the readers' attention with the headline and first sentence. Focus your attention on the opening when writing your final draft. Make it an overview to let readers know why they should read on. Present your details later.

Avoid flowery language and excessive adjectives. But use strong adjectives where appropriate. It is more important that your press release is powerful than long. Include the pertinent details – who, what, when, where, and why. You are trying to motivate readers to take some kind of action. Don't leave them hanging.

Don't assume readers will be so impressed by your writing that they will do their own research. Give them the information they need in order to act.

Include enough contact information so the media can reach a knowledgeable person in your chapter. Double check to make such contact information is accurate. Have someone read your writing to make sure there are no typos. Your brilliant press release with one wrong digit in the phone number or a typo in an email address may as well not have been written.

— SOCIETY WEBSITE

PROBE HALL OF HONOR NOMINATIONS NOW OPEN

By Dick Girvin
PROBE Secretary/Treasurer



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 30th of each year.

Send your nominations now, before the deadline, to the award committee chairman:

Dick Girvin
Chair Hall of Honor Committee
34888 Lyn Ave
Hemet, CA 92545
dickgirvin@juno.com

PAST HONOREES ARE LISTED ON PAGE 2



New address for Lincoln editor

Dick DeLorm
6335 'O' Street #233
Lincoln, NE 68510



Moving Forward in PROBE

By John Elving, VP-Bulletin Editors
and retiring President Pro Tem



An interesting item just recently came up on the Society blog <www.barbershopHQ.com> that piqued my interest. In it **Lorin May** asks the questions: How would we have structured things if 30,000 barbershop singers had somehow gotten together just today to form a singing Society? How would we be structured? What would we do that we don't do now? What would we modify or drop that we are doing?

Bringing that down to what we are doing in PROBE, How would we have structured things if all the bulletin editors, web-masters and marketing/PR people within the Society got together right now to form a group like PROBE? Not necessarily PROBE exactly – it may be something entirely different. How would this group be structured? What would we do that we don't do now? What would we modify or drop that we are currently doing? Would our BETY, IBC and PROTY contests be the same, different, dropped or expanded? Would the whole thrust of this group be different in today's world?

These are questions we all need to think seriously about. It is something that can be discussed on our PROBE blog <<http://bhsprobe.wordpress.com/>> which is going largely unused. In today's world that is strange. Go to our blog and let's discuss many things that are there waiting for your feedback. When we get that we can start formulating what needs to be discussed by not only the officers, but also at our annual meeting. Let's make something more of that than just passing out awards and hearing about what has been done in the past year. It's time to look forward.

Elsewhere in this publication you will find articles about the lack of judges for our contests, about the Marketing and PR meeting in Dallas, which I attended, and their recommendations for PROBE. We need your feedback on that. If you would like I can publish all of that on the blog so that you can respond to the entire group easily and we can all refer to all the discussion in one place.

It is time for us to move forward, taking the best of the past and expanding it into what PROBE can be in the future. As **Ed Watson**, CEO of the Society said in Dallas, he hopes to see PROBE come back to the great influence it had within the Society in the past. To do that we will need to change our way of thinking. Consider the questions above and let's discuss openly and together.

LET'S MOVE AHEAD WITH PROBE

John Elving, Rapid City, SD

In Memoriam

Walter Owen Herndon, known to friends and family alike as Owen, passed away on January 6, 2010 of heart problems. Owen was the longtime editor of *Tumbleweeds*, the bulletin of the Colby, Kansas Chapter of the Barber-shop Harmony Society.

He was not just an editor, but an award winning editor, having won the Bulletin Editor of the Year (BETY) award several times for the Rocky Mountain District. The pinnacle of his career came in 2007 when he was named the winner of the 2006 International Bulletin Contest sponsored by PROBE.

Although Owen considered retiring from his duties as editor, he never really did. Posthumously he is entering this year's judging again with hopes of repeating as International Bulletin Editor for 2010.

Taking the knowledge that he gained over a 20 plus year career as an editor, Owen was also a judge for PROBE, judging other's bulletins in the area of Content, and had agreed to do that again this year.

Following is an article written by Owen after winning the International Bulletin Contest in 2007. It probably does more to honestly portray this wonderful man than anything we could write about him.

"Our twenty year climb to the stars"

1987 - 2007

"If at first you don't succeed, try, try and try again."

By Tumble Words Editor **Owen Herndon**

I've been trying to find an old adage, cliché, quotation or motto that would describe the challenge we might have had twenty years ago, which we referred to as, *"reaching for the stars."* The best and most befitting I've been able to find is the motto on the Great Seal of our great state of Kansas (*in latin*) "Ad Astra per Aspera," translated it reads: **"To the stars through difficulty."** I think this motto would adequately describe our own "climb to the stars challenge" twenty years ago. This recent IBC honor would have seemed so very impossible or unattainable back in 1987 when this story begins, as follows:

During the 1987 summer recess of the Tumbleweed Chorus, our chapter editor, **Harlan Fletcher**, had a job transfer from Cheyenne Wells, Colorado to Denver. I was approached about taking the bulletin editing job. Thinking that it might be my "golden opportunity" to really be somebody important, I willingly accepted the job. Those first several issues of mine were terrible ... really terrible. They were actually disasters! But, even so, I decided to enter the Rocky Mountain District competition to get a score sheet and a critique from the judges as the early part of my venturesome journalistic learning experience.



I submitted bulletins to the competitions, took some lumps from the contest judges, and tried to apply everything I thought I had learned from those experiences to our own chapter bulletin publication. Entering the competitions, learning from the judges' shore sheets and critiques has been the most valuable learning experience I've ever had in all of my "highly paid career" as a chapter editor. It's sort of like the people at the race tracks say, "Competition improves the breed." So it is with the PROBE bulletin contests: "Competition improves the quality of the chapter's bulletin publications."

Yes, I earned dead last place in my first Rocky Mountain District BETY competition in 1987. I don't remember how many entries there were, but if there were 7, I ranked seventh. One of the judges, **Herb Bayles**, was the Content judge in that first competition. He felt sorry for me!

He wrote pages of constructive criticism, "took me under his wing" and coached me along the way for the next several years. We became good friends and I considered him a very helpful "mentor." I've always remembered a phrase he wrote in an early letter to me, soon after my first bulletin contest experience 20 years ago: **"Last place in the Rocky Mountain District competition may not have been the enviable place to be in this 1987 Rocky Mountain District BETY contest. But, 'Lordy-Lordy,' what a great platform that is for launching a shot at first place in the Rocky Mountain District BETY contest in 1989!"**

This recent IBC honor would never have happened if Judge Bayles hadn't taken an interest in me and my dilemma after that first futile publishing attempt. He offered to help me overcome my many shortfalls in this "seemingly impossible" effort. And, with his advice and encouragement, that penultimate "shot at first place in the 1989 RMD BETY contest" was launched and was actually achieved two years later when our **Tumblin' Tumbleweeds** bulletin was the first place winner in the 1989 RMD BETY contest and went on to place eighth in the 1990 IBC contest (which was announced at the 1990 International Convention at San Francisco). I seem to recall "Judge Bayles" telephoning me from the San Francisco convention to tell me the exciting news. I really think he was more excited than I was! One time he wrote (to Steve Ottem), "Owen Herndon was my one and only success story."

Walter Owen Herndon
big_o@st-tel.net

This originally appeared in the Jul-Aug edition of Tumble-Words — many thanks to Joel Herndon, son

Memoirs of Owen Herndon

Walter "Owen" Herndon, 77 years old, was born in Scott City, Kansas, September 29, 1930. For the past 58 years or more, I have been self employed full time as an Agricultural Engineer "tiller of the soil" in Lane County, Kansas. My wife Pat and I have been "city-dwellers" in the wonderful little city of Dighton, Kansas since May, 2004. We moved into town from our farm home north west of Amy (current population four) where we had lived all of our married life and also raised our children.

Pat and I were married in Longview, Texas, July 15, 1960 and have been "blissfully indulged" for the past 48 years. We are the parents of two adult children: our son, Joel lives here in rural Lane County, Kansas, and our daughter, Kendra and her husband Nic live in Reno, Nevada.

My two siblings, Doris and Presley, and I spent and survived our early childhood years in the old Kentucky 'Kinfolk' ("hard-shell Baptist") community of Amy, Kansas, located 7½ miles west of Dighton. During the Great Depression years from 1930-1940, our families were poor struggling dirt farmers. My parents Walter and Thelma Herndon also ran a little country general store and the post office on Main Street in the heart of Amy, Kansas.

The only social life we knew was attending a lot of revival meetings, going to church services at the Amy Baptist Church twice every Sunday and a Wednesday night prayer meeting every week. We also went to our 4-H club meetings held at the Amy School House. Doris, Presley and I all acquired our eight year formal grade school educations in the one room/one teacher school in picturesque South Amy, on the south side of Hwy K-96.

I started high-school at Lane County Community High School (Dighton High School) in September, 1944, during WW II. Extra-curricular high school activities included: "Football," Band, Men's Glee Club, Mixed Chorus, vocal solos and/or vocal ensembles [in WKEA league, and district contests all four years], forensics, class plays, school musicals, Hi-Y [YMCA], and HORN-ET'S POST, our HS journalism class publication. I graduated from Dighton High School in 1948. Our 60th Anniversary reunion was August 1-2, 2008.

The next year, September, 1948, I went on to college at Ottawa University, a four-year liberal arts Baptist denominational college, at Ottawa, Kansas. While at OU the next two years, 1948-1950, I sang (tenor) in the Ot-



tawa University Concert Choir, with a few hours of solo voice training credits, the two years I was there. The next year, I dropped out of college to help out on the farm for a little while.

I was finally inducted and 'sworn in' at Kansas City, MO. January 6, 1953. As a NEW GI, I was first stationed at Fort Leonard Wood, Missouri for six months, then I got my first ten day furlough in mid June, 1953. Afterwards, I flew from Wichita, Kansas to Augusta, Georgia, where I reported for duty June 21, 1953 in the 299th Signal Installations Company - 377th Signal Battalion, at Camp Gordon, Georgia. At first

we thought we were going to be doing extensive field training for 2 - 3 months in the Georgia backwoods as a part of [SCUTG] Signal Corps Unit Training Group and then ship-out to Korea. But, it just didn't happen that way! The Korean War came to an end just barely a month later, the armistice or cease-fire agreement was signed on July 27, 1953.

For the remainder of my tour of duty, I continued 'soldiering' over the sands amongst the pines of Camp Gordon for 18 months, doing all the things all soldiers always do. In March, 1954, I advanced from PFC to Corporal. Soon after, I received orders to interview for admittance into leadership training school, at the U.S. Army Signal Corps Training Center - NCO Leadership Training School, also at Camp Gordon. My orange and white [Signal Corps colors] Certificate of Graduation from the Signal Corps NCO Leadership Training School, dated 25 September 1954, still adorns a wall in my office. After serving two years of active duty (1953-1955), and six years in the inactive Army reserves (1955-1961), I was officially, "honorably" discharged from the U.S. Army - 06 January 1961.

Soon after my departure from active military, January 6, 1955, I started back to college on the GI Bill as "a middle-aged JOE COLLEGE" at Kansas State University - majoring in Engineering and Architecture - three years, 1955-1958, then Ft. Hays Kansas State University - Summer school 1958, and finished at LeTourneau Technical Institute of Texas, Longview, Texas two years 1958-1960. After all those years as a professional college student, I had to GRADUATE sometime! I earned a Bachelor of Science Degree in Industrial Engineering from LTI.

CONT. NEXT PAGE

"I was so proud of myself for successfully CRAMMING' all four years of my collegiate course-work into only twelve years of my life time! [1948-1960]." During my time in East Texas, my name was always WALT Herndon. At Le Tourneau Tech, I was a student member of the Industrial Engineering Society (IES); a staff reporter on the TECH YELLOW JACKET bi-weekly student publication; and I was elected to be 1959-60 LTI President of the student council my senior year. I was pleasantly surprised to learn that one of the extra benefits that "came with the honor" included a full-tuition paid scholarship from the Vice President of LeTourneau Technical Institute, Mrs. R.G. (Evelyn) "Mom" LeTourneau. My thoughts of her gracious and generous act of kindness on my behalf were always among my most fond memories of my East Texas "schooling-days."

The late Bob Scott, Art Instructor at Garden City Community College (GCCC) introduced me to barbershop harmony at Garden City in 1985. A barbershop chapter was being organized and 'was licensed' in Garden City – unfortunately, the chorus succumbed to the summer baseball season of 1985 and never recovered. I later became a member of the Colby chapter of SPEBSQSA, February 6, 1986, transferring my unused credit hours from the defunct GC chapter.

For the past 23 years, I have just been "sitting there on my stool" in the Tumbleweed chorus, sadly lamenting the fact that I was never considered one of God's gifted prima-donna singing sensations in the lead section, or even a member of the aristocratic principal political party in power.

My paltry, "tiny tad-bit" of musical experience might include: Musical family; Dighton High School music; Ottawa University Concert Choir- 4 semesters (with a few voice training class hours); First Baptist Church Choir, Longview, Texas. About 25 years later, 1983-1990. I was indecently exposed to some really-heavy choral music singing in the Garden City Civic Choral Union and Symphony concerts, conducted by the late Carroll Anderson, Vocal Music Director of GCCC - (in conjunction with the GCCC Symphony Orchestra and Concert Choir).

The GC Choral Union performances included: Handel's "Messiah," Brahms's "Requiem," Rossini's "Stabat Mater" [in Latin], and a few cantatas. But, of course, "that kind of stuff just 'ain't' barbershop!" "It's OK to sing that way in church, though! My other activities of interest have been: Lambda Chi Alpha fraternity (K State); Dighton Masonic Lodge; Dighton Rotary Club; and various Baptist [and other] Churches.

And, my favorite hobbies are bird, squirrel and 'girl' watching" (not necessarily in that order), farming, enjoying break time, and visiting (pouring down coffee and stuffin' down donuts).

VP Membership

Members of PROBE Read This!



Donald Levering, donaldlevering@yahoo.com

Gentlemen, if your eyes can read this and your mind can engage on the task assignment, we are sure to move ahead.

First item, go to the next chapter meeting armed with this fact. PROBE is only \$10.00 a year. That right, \$2.50 an issue. Offer this top notched paper, filled with great information, to give your chapter members one more tool to fill their hobby chest.

Second item, when you are at your chapter meeting, ask the President to join PROBE. Ask the VP's to join, if they say no, remember the chapter pays for the PROBE membership so you should not have any no's.

Third item, if you are allowed to talk to your members at the break, ask them if they are out trying to get new members and how they are doing it. Find out the who, what, why, where and write it down. Send it to me. I'll appreciate the information.

Watch for these consolidations in 2010

Hale Business Systems, Mary Kay Cosmetics, Fuller Brush, and W R. Grace Co. will merge and become

Hale, Mary, Fuller, Grace

Polygram Records, Warner Bros., and Zesta Crackers join forces and become

Poly, Warner Cracker

3M will merge with Goodyear and become

MMMGood

Zippo Manufacturing, Audi Motors, Dofasco, and Dakota Mining will merge and become

ZipAudiDoDa

FedEx is expected to join its competitor, UPS, and become

FedUP

Fairchild Electronics and Honeywell Computers will become

Fairwell Honeychild

Grey Poupon and Docker Pants are expected to become

PouponPants

Knotts Berry Farm and the National Organization of Women will become

Knott NOW!

Seen in *Smoke Signals*, Ken Mettler, editor
Polk-Burnett County chapter, St. Croix, Wisconsin

PROBING AROUND



A Membership Idea from the Las Vegas Gamble-Aires “Barbers for Barbershoppers”

Above is a picture of four *Gamble-Aires* members with a barber, Neil Rozza, who is in the center. The certificate shown below is in the frame and was presented to Neil. Notice there are four members present - rather implies a quartet. Page 5 shows the “News” page that is used. You may not use this idea exactly the same way, but think of the possibilities - certainly worth a try, wouldn’t you say?

Contact Larry Litchfield <larrylitch@cox.net> for details.

Letting others know of your hobby has benefits

By Chris Heitcamp
From “In Tune,” Linda Williams, Editor
Hunterdon, New Jersey

As barbershoppers it is important that others know who and what we do. Not only does it draw interest for membership and concerts, but it also provides opportunities that may not necessarily be in your immediate scope.

In August, **Dan Heitkamp**, one of our members and a sophomore at Hunterdon Central Regional High School, received a call from one of his friends involved with the local theatre where they were preparing to perform the junior version of “The Music Man.” When one of the board members dropped out of the show, and knowing Dan’s love for singing barbershop harmony, he was the first person thought of to fill in the part.

With one week’s rehearsal, Dan not only filled in, but also helped to lead the younger members of the “school board” to provide a better performance than had been anticipated by the singing group. It’s really fantastic how much we can enjoy this hobby—everywhere!

Submitted by John Elving



LAS VEGAS
BARBERS for BARBERSHOPPERS

In fond remembrance of those *Good Ol' Days* when close four-part harmony wafted throughout barber shops across America . . . and men of all ages gathered to sing the classic songs born in the eras of Vaudeville, Tin Pan Alley, early Broadway and other venues of bygone years . . .

The Gamble-Aires
Las Vegas' Premier Barbershop Chorus...Celebrating Its 50th Anniversary in 2010

. . . is proud to present this certificate to **CENENNIAL HILLS BARBER & STYLE** and its owner/barber **NEIL ROZZA, Owner/Barber** for being a supporter of the Las Vegas' Gamble-Aires!

CHAPTER PRESIDENT

Date: _____

GAMBLE-AIRES CONTACT

Contact's Phone: _____

The Gamble-Aires can be reached at (702) 451-1228 or larry-6ALYpr@cox.net

Deadline for April/June PROBEmoter is March 20th — NO FOOLING!

Marketing & PR in Dallas

By John Elving, at the time President Pro Tem

The Society held its annual mini forum for some of the district Officers in early November. For the first time in many years PROBE was asked to have a representative attend the Marketing & PR committee as a resource member only.

One of the things that I remember vividly is Society CEO **Ed Watson** addressing the M & PR group and saying how glad he was to see PROBE represented again and how he hoped to see PROBE become the leading force in Marketing and Public Relations within the Society.

The M & PR meetings were guided by PROBE member and chair of the Society M & PR Committee **Philip Maxfield**. All attendees had input into what was discussed, and all had a voice in the decisions made.

One decision that was discussed was that the Society, and the M&PR committee would be concentrating on two goals this year: 1) Chapters grow and retain members, 2) Chapters are active in community service. That is pared down from the original four goals. Other aims for the years which affect what we do are:

- More involvement in Leadership Academy
- Cooperative understanding w/ Membership (membership guy follows up w/ recent attendee)
- District à clear chapter direction
- Simple, focused, energized

Danielle Cole, Director of Marketing & PR for the Society talked about her responsibilities, and what is available for M&PR from the Society. Most importantly she listed several ways in which she can help individual M&PR VPs:

- Build media list for specific chapters
- Direct you through the website
- Regularly update documents online
- Update website
- Promote your district webcast through *LiveWire*
- Have District President send Society webmaster **Eddie Holt** (webmaster@barbershop.org) your show information (must be approved by DP)

PROBE member **Bob Burns** urged all district VPs to get behind and publicize Singing for Life 2010. It keeps growing and evolving every year. Although not a Society function, it is sanctioned by the Society and it is an easy thing for chapters to do to spread awareness that we do something for the community beside sing.

There was great discussion about the increased use of social networking sites by many Society chapters. Sites like Facebook, blogs, Skype, websites, Twitter, even LinkedIn, Craigs List and kijiji are being used more and more for marketing chapters and gaining new members. (*It's hard for many of us to keep up with websites, let alone these other things!*) Technology is changing our society and the Society.

I was asked to give a 30 minute presentation on “**What’s New With PROBE.**” I discovered that many of the things we consider “new” are considered “old hat” by the younger, or more forward thinking people within our world. It was hard to talk about what was new without giving some history as to where we had come from and how we were formed in the first place. I handed out the latest copy of the *PROBEmoter* and some other information that they could all look at. When it came to what was new, I outlined things like our new web VP, the blog, reinvigorating the mentoring program, the redesign of the PROBE website that is taking place, the expansion of the bulletin contests to include many forms of electronic publishing, making PROBE a more viable entity in the 21st century, and how we need to bring in new people with new ideas willing to stretch our thinking.

One of the big things I talked about was how PROBE, the Society and the M&PR committee must work together to be on the cutting edge. To do this we need more members, starting with all the district M&PR VPs, expansion of PROBE in the local and district barbershop world as the training ground for bulletin editors, webmasters and M&PR VPs, and continued involvement with and an alliance with the M & PR Committee which hopefully will once again make PROBE a viable entity within the Society.

There was one motion (out of four) that was passed which they felt was necessary for PROBE to address. Actually, it was mandated that PROBE rebrand itself and serve much as the C&J people to deal only with judging. They felt that the education that we do was really under the bailiwick of CSLT, and we shouldn’t be doing any of that. In the official minutes it was put more gently as to how PROBE should review how to effectively assist Society chapters

After returning from Dallas and thinking hard about that mandate, we would completely need to redo our bylaws to accomplish that. My personal thoughts are that if they want to change what and how we do things in PROBE, then they can come to our annual meeting AS MEMBERS OF PROBE and present this motion for the entire PROBE membership to discuss and vote on.

This discussion about PROBE actually brought out many feelings I didn’t anticipate. Most of them, while saying if we needed any help there were there, didn’t really see any use in PROBE as far as what they were doing in M&PR. This seems to be the general consensus throughout the committee, and, I’m afraid, the Society. It seems as though we have a major marketing & Public Relations campaign we need to be running for ourselves within the Society so that the entire membership understands the importance of PROBE.



FANS ON FACEBOOK	
Musical Organizations	No. of Fans
Barbershop Harmony Society	3850
Sweet Adelines International	2619
Harmony Incorporated	520
Chorus America	661
Barbershop Singers Section of Facebook	1851
Barbershop Choruses	
Ambassadors of Harmony CSD	1802
The Alliance JAD	427
Alexandria Harmonizers MAD	1304
The Big Orange SUN	43*
Central Standard CSD	130
Circle City Sound CAR	579
Downeasters NED	10*
Great Northern Union LOL	245
Masters of Harmony FWD	1145
Midwest Vocal Express LOL	375
Mountaintown Singers PIO	154
Music City Chorus DIX	215
The Northern Lights ONT	203
Northwest Vocal Project EVG	202
Sound of Illinois ILL	78
Sound of the Rockies RMD	175
Southern Gateway JAD	102
The Vocal Majority SWD	469*
Voices In Harmony FWD	444
The Westminster Chorus FWD	676
Barbershop Quartets	
RealTime <i>Champion</i>	748
Vocal Spectrum <i>Champion</i>	864
Max Q <i>Champion</i>	830
OC Times <i>Champion</i>	1374
Crossroads <i>Champion</i>	1643
The Vagrants <i>Collegiate Champion</i>	772
The Allies JAD	324
Masterpiece FWD	246
Men In Black NED	316
Musical Island Boys NZABS	1400
Old School MAD	1196
Ringmasters SNOBS	1243
State Line Grocery DIX	453
Storm Front RMD	133

* Group Pages designed for Members versus Fans.

VP for Bulletin Editors

John Elving



It's been a busy year since the last annual meeting of PROBE. At that meeting in Nashville, **Steve Jackson** was railroaded (some may say he volunteered) into a term as PROBE President. This year Steve railroaded the rest of us into serving another term. My how time flies. Seems like just yesterday I told **Bruce Anderson** I would consider holding off-ice and then the train came through.

This has been a year with some major changes. We revamped the judging of bulletins to even things out between the hardcopy and electronic bulletins, and to include more types of electronic forms of news dissemination. It did result in our for judging of both a blog and an email bulletin. It also resulted in some of our judges stepping into the fray and learning to judge electronic bulletins.

We also added to our arsenal of vice presidents by adding Patrick Thomas as our Web VP. It will be his task to develop the webpage contest for next year. He also helped us by setting up our very own blog, Probing Comments, found at <http://bhsprobe.wordpress.com/>. Patrick wasn't able to attend our PROBE meeting due to rehearsal schedules with his chorus. I had the pleasure of meeting him last year in Nashville. Look for great things from him!

Two of the biggest challenges this past year have been communication and having enough judges. Let's look at the communication problem first.

Even though we have made every effort to communicate clearly through emails, the PROBEmoter and ADLIBS, it seems as though people don't read what is there. For instance, when we changed some of the judging criteria, we published it everywhere we could, and even mailed out things to make sure everyone would have the new information. However, when it came time for people to enter our bulletin contests, quite a few weren't aware of the changes. Communication is a two-way street. If it is published, it needs to be read and if there are questions, then they need to be addressed. Let's please keep all the communication line open so that everyone knows what's going on within PROBE.

The second problem is in having enough judges for the contests. This year wasn't as much of a problem since entries were down, but that's another story. We honestly need your help in recruiting new judges so that we can expand the bulletin contest. The other side of this is that many of our judges never answer when asked if they are willing to judge. More of the communication problem. All of you and your ideas are welcome as we work to build up PROBE again, including the judging of bulletins to help our chapter editors become even better and more of a hero to their chapter.

We are very fortunate to be able to offer our bulletin mentoring program again. Grant Carson did a great job in the past. When he retired from most of his PROBE duties, it left a big hole. Fortunately Milt Weisman has stepped forward to take on this monumental job. There is a cadre of mentors willing to help anyone wanting good, caring guidance in improving their bulletin.

Just let Milt know at <mailto:noonmark@cstone.net>

Cont. next column

A SOCIAL MEDIA PRIMER

Communication

Blogs --- *WordPress*

Micro-blogging --- *Twitter* --- quickly becoming a popular platform to communicate in real time in 140 or fewer characters.

Social Networking

Facebook --- with 300 million members, a tremendously popular social networking site...massive reach to connect through fan pages, news feeds, groups, and throughout the site.

LinkedIn --- effective resource utilizing groups, events, and answers to connect with a large online network.

MySpace --- a highly trafficked social media site that can be effective for marketing...create profiles, get friends, connect with groups interested in relevant topics.

Collaboration

Wikis --- *Wikipedia* --- active community for those who have relevant, authoritative content...great place to acquire new visitors to your site.

Social News --- *Digg Mixx Reddit*

Multimedia

Livecasting --- *Skype Photo Sharing* --- *Flickr*

Video Sharing --- *YouTube* --- a well executed video with the right title and content can have huge viral impacts, especially if it reaches the most viewed pages.

Web Weaving

Web page Webcast

Podcast --- audio file (MP3, WAV) download by using a feed

RSS --- Real Simple Syndication, XML-based format, updated summaries of web content

Elving article ————— **Cont. from page 12**

One last problem to address which wasn't listed above, and that is the problem of active district coordinators for the BETY and IBC. This year we had some districts with no coordinator, or totally absent coordinators. Right now there are two districts without coordinators. There are also five district coordinators who aren't current members of PROBE. My question is, "How can we effectively operate our contests if districts don't see the value in having active coordinators who are members of PROBE so they really know what is going on?" Of course, the same can be said of district, Society and chapter Marketing & PR people, district and Society bulletin/magazine editors, and district, Society and local webmasters as members.

This wasn't supposed to be a membership article, but that membership is affecting all of what we do. We need, all of us, to take the horns by the bull and make PROBE the "most influential fraternity in the Society."

PROBE VP Marketing & Public Relations Martin Banks



Social Media: A Marketing Multiplier for Barbershoppers?

More and more Barbershop Harmony Society chapters and quartets (plus District and Headquarters staffs) are using social media to attract new fans and new audiences and to build new relationships.

Social media is defined by the act of sharing content in and between social networks regardless of the content type. Social media is not just another media, but is a game changing, open system that is transparent, decentralized, real-time, and measurable. In the beginning, there were discussion forums and opinion sites (blogs), and now it has morphed to include: video sharing (YouTube), photo sharing (Flickr) and microblogging (Twitter) sites. Social networking sites such as MySpace and Facebook are driving the social nature of the medium.

Social media has become the marketing tool of choice for chapters aiming to sell more show tickets and recruit the next generation of barbershoppers. The vast majority of their peers in the millennial generation are social networking pros: about 85 percent of all Internet users 18 to 34 visited Facebook, MySpace or Twitter in a survey by ComScore, an Internet data research company. And about 84 percent of 18 to 29 year olds check social networking sites at least once a week, according to a study by the Pew Research Center for the People and the Press. Social networkers are more likely to have an annual income of \$75,000 or more, and nonusers are more likely to have only a high school education. While MySpace's monthly traffic may have dropped recently, Facebook's has soared to 92 million and Twitter's has exploded to more than 20 million – up from 1 million last year. In the past year, the fastest-growing age group on Twitter is the demographic that initially rejected it: those 12 to 24, according to ComScore.

A quick social networking survey among 400 members of Chorus America revealed that: 68% of members currently use social networking tools and 17% plan to start soon. Nearly all the respondents currently using social networking tools use [Facebook](#) (96%), followed by [Twitter](#) (26%) and blogs (23%). [MySpace](#) and [LinkedIn](#) were also used, but to a much lesser extent...members primarily use social networking tools to promote concerts and events (94%), communicate with current subscribers and donors (76%), attract new audiences (74%), and recruit new singers (54%); many responders also use social networking to keep in touch with alumni of their chorus...respondents generally view social networking as effective; Facebook received the highest average rating of 4 out of 5; blogs, Twitter, and LinkedIn all received average ratings between 3.5 and 4; MySpace trailed with a 2.7 average rating.

Users of social media leave behind a lot of clues about who they are and how they think via information found in social bookmarks, comments, engagement, influence, friends, followers, downloads, favorites, views, votes and links. From all of these user actions, you can measure what's important, what ideas are gaining ground and who, or what, is having the biggest impact on your brand. Social media is shifting the power to define and control a brand from the traditional institution to the individual or community. With each day that goes by, the ownership of all brands is gradually becoming the domain of the user. *With so many Social Media choices: what's in your market basket?*

Let the judging begin!

By John Elving, VP-Bulletin Editors

As you already know, or have read elsewhere in this tome, we have lost another wonderful bulletin editor and judge for our bulletin contest, both BETY and IBC. Owen Herndon was a warm and caring person to all who ever had contact with him. He will be sorely missed.

That brings up the fact that we have had to make changes in the past few years in how we judge the bulletins for the BETY contests, and IBC. True, there are fewer bulletins to judge for whatever reason. That is good news and bad news. It becomes harder and harder to figure out why bulletin editors don't want to take advantage of the judging platforms available, especially the critiques and help offered by our fine judges. That's bad news.

More bad news is that we are losing our judging staff for any number of reasons, including death. Just as the Society has noticed we are aging, and that presently means no new blood taking the place of either our editors or judges. The good news about the lack of bulletins entered in the judging is that with so few judges no one gets overburdened.

What is PROBE and we going to do about this? Do we just let it die a slow, agonizing death for lack of willing hands? Or will we take up arms (sorry, but our chorus is working on a piece from *Les Misérables*) and fight to save the best thing that ever happened to us as editors, webmasters and marketing/PR people?

We have many of our people who feel like they have given all they have, but are still giving. We need new blood who are not afraid to spend a little time becoming someone very useful to other people within PROBE. I realize that we are all pushed for time, but I also know that we all find time for those things which are important to us.

Please contact me or one of the category specialists to say, "I think I can help. Get me started on the way." That's exactly what Owen Herndon did 23 years ago – he talked to Herb Bayles (or was talked into it by Herb) about how he could help others. What an example!

Book Review

"All Marketers Are Liars"

The Power of Telling Stories In A Low-Trust World

By Seth Godin

Seth Godin's three essential questions for every marketer:

"What's your story?"

"Will the people who need to hear this story believe it?"

"Is it true?"

All marketers tell stories. And if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1.00 glass. We believe that an \$80,000 Porsche is vastly superior to a \$36,000 Volkswagen that's virtually the same car. We believe that \$125 sneakers make our feet feel better—and look cooler—than a \$25 brand. And believing it makes it true.

As Seth Godin showed in this controversial book, great marketers don't talk about features or even benefits. Instead, they tell a story—a story we want to believe, whether it's factual or not. In a world where most people have an infinite number of choices and no time to make them, every organization is a marketer, and all marketing is about telling stories.

Marketers succeed when they tell us a story that fits our worldview, a story that we intuitively embrace and then share with our friends. Think of the Dyson vacuum cleaner, or Fiji water, or the iPod.

But beware: if your stories are inauthentic, you cross the line from fib to fraud. Marketers fail when they are selfish and scurrilous, when they abuse the tools of their trade and make the world worse. That's a lesson learned the hard way by telemarketers, cigarette companies, and sleazy politicians.

But for the rest of us, it's time to embrace the power of the story. As Godin writes, "Stories make it easier to understand the world. Stories are the only way we know to spread an idea. Marketers didn't invent story telling. They just perfected it."

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www.SethGodin.com*

Submitted by Martin Banks, VP for PR/Marketing



TIM BIRD

**New Roundup Editor
Southwestern District**

Bulletin Exchange Editors December, 2009

Editor, last date received; address; bulletin; ^ bulletin e-mailed; hc=hard copy, ol=online; xxxx=chapter

<p>John Alexander 12/09 2429 Southern Links Drive Orange Park Florida 32003 The Orange Spiel^ <u>Jacksonville</u> johnalexander@att.net hc/ol</p>	<p>Charles F. Bell 12/08 67 Laurel Avenue Sea Cliff New York 11579-1915 Toosday Toons <u>Nassau-Mid-Island</u> chizabell@optonline.net ol</p>
<p>John Elving 08/08 5806 Peaceful Pines Road Black Hawk South Dakota 57718 The Voice of <u>Mt Rushmore</u>^ leaderman@earthlink.net hc/ol</p>	<p>Roy Hayward, Jr. 10-11/09 66 Bunker Hill Parkway W Boylston Massachusetts 01583-2025 Key Notes <u>Worcester</u> royhay66@yahoo.com hc</p>
<p>Clare McCreary 01-02/09 10550 Village Drive N #204B Seminole Florida 33772-4879 Scoops & Swipes^ <u>Greater Pinellas</u> cmccrear@tampabay.rr.com ol/hc</p>	<p>Paul White 07/09 %Twin Mountain Tonesmen P O Box 2897 / <u>San Angelo Texas</u> 76902 Concho Caper^ conchocapers_ed@yahoo.com ol</p>
<p>Tom Wheatley 10/09 102 Washington Street Timonium, Maryland 21093 The Dundalk Charivari <u>Dundalk</u> charivari@dundalk.org hc</p>	<p>Linda Williams 11-12/09 24 Toad Lane Ringoes New Jersey 08551 In Tune^ <u>Hunterdon County</u> lindaw23@embarqmail.com hc/ol</p>
<p>Jim Yasinow 03-04/09 5316 Golfway Lane Lyndhurst Ohio 44124-3738 The Suburbanaire <u>Cleveland-East</u> mmyjmy@aol.com hc</p>	<p>Doug Yonson 05-6/09 55 Encore Private Nepean Ontario CANADA K2E 0A3 Weekly Bulletin^ <u>Ottawa (Ontario)</u> yonny@alumni.uwaterloo.ca ol</p>
<p>Dick Cote 03-04/09 2008 Calle Candela <u>Fullerton</u>, California 92833-1541 Barbershop <i>Clippin's</i> hc</p>	<p>Peter Hensley* 05-6/09 1899 Fox Bridge Court Fallbrook, California 92028 Pacific Coast Harmony Limelight^ <u>La Jolla (Ca)</u> phensley34@roadrunner.com ol</p>
<p>David Updegraff (new) 3018 E. 6th Street #29 <u>Tucson</u> Arizona 85716 The Voice of eXperience</p>	<p>Steve Jackson 215 Cheyenne, Lot 18 Golden Colorado 80403 <i>PROBEmoter</i></p>

PUBLIC RELATIONS MARKETING

PR Toolbox - A Passion to Succeed

Has anyone you known ever undertaken a project with the goal of doing a less than acceptable job? Has any team ever entered a contest with the goal of not winning? It's human nature to want to live life and have "A Passion to Succeed. To strive to be the best we can be.

How about your barbershop chapter? Is your chapter all it can be? Is it as well known in the community as it should be? Does your chapter have "A Passion to Succeed?" If not, why not?

There are so many factions that make for a successful and strong chapter and chorus. Of course it takes a strong, effective and positive leadership team. In addition, it takes a positive attitude in the membership. I'd venture a guess that no one in your chapter/chorus desires to be a part of a "less than successful organization." We all want to be a part of a growing chapter.

We know how much fun it is to sing barbershop. When was the last time you told someone about your chapter?

Marketing is sometimes described as the "act of moving the product from the producer to the consumer." We, as individuals and choruses, are the producers of the product—the four part barbershop harmony sound. In order for the consumer to desire to purchase our product, we must produce good solid harmony. Assuming that is the case, how do we stimulate demand for our product? Right now, the supply probably outweighs the demand in most chapter areas.

Each member of the JAD can become a "marketing guy," and begin to spread the word. When was the last time you told someone how much fun and exciting it is to sing in an a cappella chorus? Simply by being willing to mention the subject, discuss it and invite a guest to your chorus rehearsal, is a step in the right direction. It may also generate additional performances for your chorus.

"Marketing is Job One! And that involves every member of the chapter. There are numerous Marketing and PR job aids on the BHS website. And the members of the JAD M&PR team are ready, willing and able to assist the chapters in their marketing effort.

Help your chapter to develop a "Passion to Succeed and spread the word about the fun and excitement of your barbershop chapter. ♪

Found on the Johnny Appleseed District website

Editor's Perspective

Steve Jackson
sjjbullead@comcast.net



HAPPY NEW YEAR!

If the text below looks familiar, it's a reprint of my last article. It bears repeating — thank you for your attention. Now that **John Elving** is back where he belongs (motivating, encouraging, and gently prodding where needed) as our hard-working PROBE VP of Bulletin Editors, it's time to get refocused on promoting PROBE and this obsession we call barbershopping. C'mon, it's not a hobby if you're doing it right!

I'm finally getting a good response when I put out the call for articles. I would encourage ALL our officers to write something for each issue. It's great to receive many articles from our editors, public relations people, webmasters, District VP's, etc. as well as from the various District PR guys, too. How about those cross word puzzles from **Rusty Williams**, Hunterdon, NJ? Of course, his wife, Linda edits both the chapter *In Tune* and the *MAD Mid'l Antics*, two great sources for material. What a team! My congratulations to Linda and Rusty for their great IBC win! Get on her mailing list, you won't regret it. Fun chapter; outstanding bulletin!

Deadlines are always the 20th of the preceding month for each issue, i.e. July 20 for the July/September (gotcha). I purposely run the late deadline for this issue. In a perfect world, June 20th would be the deadline; in a barbershopping world, you gotta be kidding! Just **before** International? I don't think so. But the next deadline IS March 20th for the April/June 2010 issue.

Your article/news doesn't have to be "three pages long" or "overly inspirational!" Share experiences you've had while executing your duties as a PROBE member and/or officer. Look through a past issue to see what I mean. Has your chapter accomplished anything lately that involved some clever promo work? Write us; we'd love to feature your chapter and that hard-working member.

It's not a hobby if you're doing it right!

Not everything has to be crafty, educational, motivational, or humorous. Note my previous columns (ha, ha). I like to run news and other items about our members, too (if you haven't noticed). I love photos. Hey, there's another way to put 1,000 words on a quarter page.

Now we're also including information about marketing as well as PR (for the chapter VP's and chairmen). And how about all the good stuff about websites and building them? Don't look to me to supply technical expertise about them (I'm lucky to get on line to read the blogs). But I can tell you where to go....to get that info! Get the point? PROBEmoter has expanded its horizons to meet the changing needs of PROBE. Bottom line....if it's about communication, it's a winner!

It's GREAT To Be A Member Of PROBE

From WESTUNES, Ray Rhymer, editor

DAN JORDAN
FWD Marketing & Public Relations



As the newly appointed Marketing and PR Chairman, I want everyone to know that my electronic window is always open. We all know that one of our biggest concerns is membership and membership retention.

The Youth Harmony movement is alive and well, and a lot of our declining numbers have leveled off...thank goodness. Now's the time to focus on what all of you can do to insure that our Grand Old Society is around for another 70+ years. Are you devoted to sharing with other men (young and old), the feelings that came over you when you heard your first barbershop chord? Your first barbershop song, and your first ripping tag?

Do you remember the thrill of rubbing elbows with your barbershop heroes? That ultimate quartet who inspired you to get in your own quartet, those hilarious routines from that entertaining quartet that everyone wanted to emulate, that unbelievable chorus performance...that to do this day drives you wild with the memory of that experience? Do names like Steinkamp, LaBar, Stevens, Perry, Waesche, and King bring a tear to your eyes? These men were Pied-Pipers for our society. They taught many of us what it meant to be a barbershopper and why it is so important to attend your divisional contest, the district finals in the fall, a mid-winter, Harmony College, and the granddaddy of them all, the International convention and contest...the temple of our "hobby." Are you a Pied-Piper for the society? Who's stepping up to carry on their legacy?

While logo's may be changed, and opinions will always differ on who sang better, performed better, who was funnier, and who simply "blew it" on the contest stage, there's one thing we all agree on...we love chords! There's nothing more uplifting and spiritual than busting a chord with three others guys. All of our history has centered around one thing, the love of chords. The style has been debated over and over. But at the end of the day, we all share one common bond. Standing toe to toe and singing chords. There are moments that come to mind from the 39 years that I've been singing barbershop harmony that put a lump in my throat. It all comes from the underlying fraternal element that our organization has to offer all men, young and old. A place where you can go, whether it's once a week at your chapter meeting, or by attending every event that's listed on the district calendar...it's all good...and it all offers everyone a chance to come together and put your cares aside for a while....ring a chord, it will change your life.

As your new Marketing and PR Chairman, I encourage all of you to always be on the pro-active side of promoting what we have to offer. Whether your chapter is small or large, competition minded or just a haven for a good time, a few tags and a cold brew, there's something for everyone....and all of us, yes, all of us are the promotions team. Society-wide we can make a difference when it comes to membership by being an Ambassador to our heritage, our musical style, and yes...chords! What we do is not for everyone, but what we do and its continued existence depends on all of us doing that little extra when it comes to introducing our music and our organization to others. Who knows, that guy you invite to a meeting just might be the new member of your "ultimate" quartet.

If you need ideas on how to market your specific product, your chapter, your quartet, your chorus, please drop me a line and let's put our heads together to help you increase your level of enjoyment within the Barbershop Harmony Society.

Let's Bust One!



**IS YOUR CHAPTER
 "SINGING FOR LIFE?"**

One-stop shopping for your Valentine

*Say "I love you" with a
 Singing Valentine
 and leave your sweetheart
 speechless!*



Submitted by Martin Banks, Marketing/PR VP

Resource links for non-profit organizations

BOARD LEADERSHIP RESOURCES

www.boardcafe.org - **Board Café** is the electronic newsletter exclusively for members of nonprofit boards of directors. Short enough to read over a cup of coffee, Board Café offers a menu of ideas, information, opinion, news, and resources to help board members give and get the most out of board service. Each issue will bring you a cornucopia of "Little Ideas," as well as one "Big Idea" you can use in your board work.

www.boardsource.org - **BoardSource**, formerly the national Center for Nonprofit Boards, is the premier resource for practical information, tools and best practices, training, and leadership development for board members of nonprofit organizations worldwide. Through our highly acclaimed programs and services, BoardSource enables organizations to fulfill their missions by helping build strong and effective boards.

members4.boardhost.com/PNDtalk/ - The **Philanthropy News Digest Message Board** is open, and we're talking about funding sources for brick-and-mortar projects, the extent to which marketing efforts drive fundraising results, the elements of a good newsletter, and much more.

www.policygovernance.com - **Policy Governance** is the world's most complete theoretical foundation for the board's role in business, nonprofit (NGO), and government organizations.

NONPROFIT MANAGEMENT RESOURCES

www.allianceonline.org - The **Alliance for Nonprofit Management** is the professional association of individuals and organizations devoted to improving the management and governance capacity of nonprofits - to assist nonprofits in fulfilling their mission.

www.cnm.org - The **Center for Nonprofit Management** helps nonprofit organizations enhance their results by providing educational services, consultation, and information. CNM is a center for the pursuit of excellence in nonprofit management where knowledge is translated into action.

www.contributionsmagazine.com - **Contributions Magazine** is an informative guide to products and services for the nonprofit sector. The magazine includes information about nonprofit management, direct mail, fundraising, planning giving, volunteers, and much more.

www.managementhelp.org - **Free Management Library**: Complete, highly integrated library for nonprofits and for-profits.

www.nutsbolts.com - **Non-Profit Nuts & Bolts** strives to be a valuable, information-packed resource for busy, budget-stretching nonprofit professionals; and covers key topics such as fundraising, volunteer management, public relations, special events, leadership marketing, meetings, staff management, motivation, board relations, team building, time management, committees and technology.

www.stayexempt.org - **Stay Exempt**, a new web site of the Internal Revenue Service, provides the tools and knowledge to help keep your organization's 501(c)(3) exempt status intact.

www.allianceonline.org - **Alliance for Nonprofit Management** gathers leading nonprofit professionals to share and learn pathways to success in meeting the many challenges nonprofits face today.

www.councilofnonprofits.org - **National Council of Nonprofits**, a network of state and regional nonprofit organizations serving more than 20,000 member organizations, helps small and mid-size nonprofits manage and lead more effectively.

www.pfdf.org - **Leader to Leader Institute**, established in 1990 as the Peter F. Drucker Foundation for Nonprofit Management, provides leaders with essential wisdom, inspiration, and resources to build vibrant social sector organizations.

PHILANTHROPY AND FUNDRAISING RESOURCES

www.fdn.center.org - The **Foundation Center's** mission is to support and improve institutional philanthropy by promoting public understanding of the field and helping grant seekers succeed. Founded in 1956, the Center is the nation's leading authority on institutional philanthropy and is dedicated to serving grant seekers, grant makers, researchers, policy makers, the media, and the general public.

www.Washingtongrantmakers.org - At the national level, the Forum of **Washington Grantmakers** helps individual RAG staff, volunteer leaders and member grant makers work together across regions more effectively, and join forces with national colleague organizations interested in protecting and advancing the field of philanthropy.

www.guidestar.org - The **GuideStar** web site is produced by Philanthropic Research, Inc. A 501(c)(3) public charity founded in 1994. GuideStar's mission is to revolutionize philanthropy and nonprofit practice with information. Published and available for free on the site is financial and leadership information on more than 850,000 IRS recognized nonprofits.

www.afpnet.org - The **Association of Fundraising Professionals** has been the standard-bearer for professionalism in fundraising for more than 40 years.

www.philanthropy.iupui.edu - The **Center on Philanthropy** increases the understanding of philanthropy and improves its practice through programs in research, teaching, public service, and public affairs.

www.philanthropy.com - The **Chronicle of Philanthropy** is the newspaper of the nonprofit world. It is the No. 1 news source, in print and online, for charity leaders, fund raisers, grant makers, and other people involved in the philanthropic enterprise.

www.grantstar.org - **Grantstar** offers essential information and resources to track down federal government funding including community foundation, national foundation, or corporate foundation.

www.onphilanthropy.com/fundraising - **Internet Fundraising** serves as a resource for nonprofit technology and interactive media into nonprofit fundraising. In the modern world, incorporating technology and interactive media into nonprofit fundraising is imperative.

www.pnnonline.org - **Philanthropy News Network** offers nonprofit news and resources on education, volunteering, fundraising, foundations, technology, giving, etc.

www.tgcigrantproposals.com - **Winning Grant Proposals Online** is a brand new resource designed to help nonprofit organizations and government agencies write better grant proposals and develop better programs.

www.fundsnet.com – **Fundsnet Services** has provided grantwriting and fundraising resource assistance to those in need of funding for their programs and initiatives since 1996.

www.noza990pf.com – **Grantsmart Center** web site offers a keyword search feature to the publically available database of funding sources.

www.grantsconnection.com – **Grants Connection** (Virginia) has profiles on nearly 1,000 private, public, corporate, and community foundations in the Commonwealth of Virginia, plus selected foundations in North Carolina, Maryland, Florida, and the District of Columbia.

www.nyfa.org/nyfa_source - **NYFA Source** offers an extensive national data base of awards, services, and publications for artists in all disciplines. Produced by the New York Foundation for the Arts with the Washington, D.C.-based Urban Institute.

TECHNOLOGY RESOURCES

www.ctcnet.org - **Community Technology Center's Network** is a national, nonprofit membership organization of more than 600 independent community technology centers where people get free or low-cost access to computers and computer-related technology, such as the Internet, together with learning opportunities that encourage exploration and discovery.

www.rtec.org - The **Technology in Education Resource Consortium's** mission is to advance the work of progressive organizations and individuals for peace, justice, economic opportunity, human rights, democracy and environmental sustainability through strategic use of online technologies.

www.nonprofit-tech.org - **Nonprofit Tech** is a 501(c)(3) technology association with nonprofit, corporate, and individual members. As a social capital venture, we offer affordable and comprehensive technological services to the nonprofit community.

www.npinfoftech.org - The **Nonprofit Software Index** is a resource for nonprofit organizations seeking software for their operations. It is not all-inclusive, but it is a place to start a search for software.

www.npower.org - **Npower's** mission is helping other nonprofits use technology to better serve their communities.

www.summitcollaborative.com - **The Summit Consulting Collaborative**, helping nonprofits use advanced technology and build power; offers Internet strategy, strategic technology planning and program development for nonprofits, foundations, and management support providers.

www.techfoundation.org - **TechFoundation** is a new public charity founded to bridge the nonprofit digital divide by providing nonprofits with access to the technology, expertise, and capital they need to build a better tomorrow.

www.techrocks.org - **TechRocks:** Technology in your organization is about being empowered, proactive, and successful. It's about setting your goals high, then using the right tool at the right time to not only meet that goal, but exceed it. It's about recruiting new constituents, really getting to know them, and building a relationship that will grow and last.

www.techsoup.org - **TechSoup** offers nonprofits one-stop shopping for their technology needs. While TechSoup is aimed at the 650,000 small to midsize nonprofits, we are confident that staff from larger nonprofits will find useful information here as well. TechSoup is committed to leveraging its strength as a community-wide portal for the benefit of the entire community.

VOLUNTEERISM RESOURCE SITES

www.nonprofitmatrix.com - **Blackboard** is a new online volunteer solution that helps nonprofits streamline outreach and management.

www.energizeinc.com - **Energize, Inc.** is an international training, consulting and publishing firm specializing in volunteerism. Energize has assisted organizations of all types with their volunteer efforts—whether they are health and human service organizations, cultural arts groups, professional associations, or schools.

www.e-volunteersim.com - Combining the best characteristics of a printed professional journal with the explosive potential of Internet technology, **e-Volunteerism** caters to volunteer leaders/managers who want to go beyond the mundane in the volunteerism field.

www.serviceleader.org - **Service Leader** is a volunteer management and community engagement online resource.

www.nonprofits.org - The **Internet Nonprofit Center** publishes the Nonprofit FAQ, a resource of information provided by participants in many online discussions about nonprofits and their work. First-time users may want to look at the Guide to using the FAQ.

www.uwex.edu/li/learner/sites.htm - The **Learning Institute for Nonprofit Organizations** offers links to other resources on the Internet.

www.newschool.edu/milano/hub - The **Milano Nonprofit Management Knowledge Hub** is a free, peer-reviewed site providing links to the most useful web sites, resources and full-text articles for leaders and managers of nonprofit organizations, and researchers of nonprofit management.

www.nonprofitissues.com - **Nonprofit Issues** is a national newsletter of "Nonprofit Law You Need To Know," written for nonprofit executives and their advisors. It provides clear, concise and comprehensive coverage of real issues that affect nonprofits every day.

www.nonprofitresource.com - The **Nonprofit Resource Center** Internet Service is a web site including a searchable database of businesses that provide important products and services to nonprofit organizations, along with a special membership section for accountants and financial managers of nonprofit organizations and their external CPA firms.

www.nptimes.com - The **Nonprofit Times** is the leading business publication for nonprofit management.

www.veritasinfo.com - **Veritas Information Services** provides sophisticated research services to nonprofit organizations to assist in fundraising; to executive search agencies to assist in recruitment; and to law firms to assist in closing real estate transactions.

CONT. NEXT PAGE



ARTS RELATED WEB SITES

www.arts.endow.gov - The **National Endowment for the Arts** enriches our Nation and its diverse cultural heritage by supporting works of artistic excellence, advancing learning in the arts, and strengthening the arts in communities throughout the country.

www.artsusa.org - **Americans for the Arts** is the nation's leading nonprofit organization for advancing the arts in America. With a 40-year record of objective arts industry research, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

www.chorusamerica.org - **Chorus America** provides information, publication, conferences, consulting, training programs, surveys, networking, and awards to support choruses in North America.

www.choralnet.org - **Choral Net** is a nonprofit organization whose purpose is to be a central portal to online resources and communications for the global choral community.

www.menc.org - **MENC: The National Association for Music Education** has a mission to advance music education by encouraging the study and making of music by all. Among the world's largest arts education organizations, MENC marked its centennial in 2007 as the only association that addresses all aspects of music education. *An allied organization of the Barbershop Harmony Society.*

www.acdaonline.org - **American Choral Directors Association** is a nonprofit music education organization founded in 1959 whose central purpose is to promote excellence in choral music through performance, composition, publication, research, and teaching. ACDA strives to elevate choral music's position in American society. *An allied organization of the Barbershop Harmony Society.*

www.nasaa@nasaa-arts.org - **National Assembly of State Arts Agencies**, a nation-wide state arts service agency which acts as a clearinghouse for state arts activities.

www.findartinfobank.com - **FindArt Information Bank** assists businesses, educational institutions, organizations and individuals that either need the services of artists or offer beneficial services to artists.

www.naea-reston.org - The **National Art Education Association** advances art education through professional development, service, advancement of knowledge, and leadership.

www.artsmidwest.org - **Arts Midwest** 2908 Hennepin Avenue, Suite 200, Minneapolis, MN 55408-1954, 612/341-0755TT/Voice: 612/341-0901.

www.nasaa-arts.org/aoa/cpac.shtml - **Consortium for Pacific Arts & Cultures** 735 Bishop Street, #310, Honolulu, HI 96813, 808/545-2785.

www.maaa.org - **Mid-America Arts Alliance** 912 Baltimore Avenue, Suite 700, Kansas City, MO 64105, 816/421-1388.

www.midatlanticarts.org - **Mid Atlantic Arts Foundation** 201 North Charles Street, #401, Baltimore, MD 21202, 410/539-6656 TT: 410/539-4241

www.nefa.org - **New England Foundation for the Arts**, 266 Summer Street, 2nd Floor, Boston, MA 02210, 617/951-0010.

www.southarts.org - **Southern Arts Federation** 1401 Peachtree Street, Suite 460, Atlanta, GA 30309, 404/874-7244 TT: 404/876-6240.

www.westaf.org - **Western States Arts Federation** 1543 Champa St., Suite 220, Denver, CO 80202, 303-629-1166.

www.artswire.org - **Artswire**, an online service which provides suggestions as to how to search the web, plan a web page, design and market web sites.

members5.boardhost.com/ARTStalk - The **ArtsTalk** board topics under discussion include community music education programs, arts and economic development studies, and youth audience statistics.

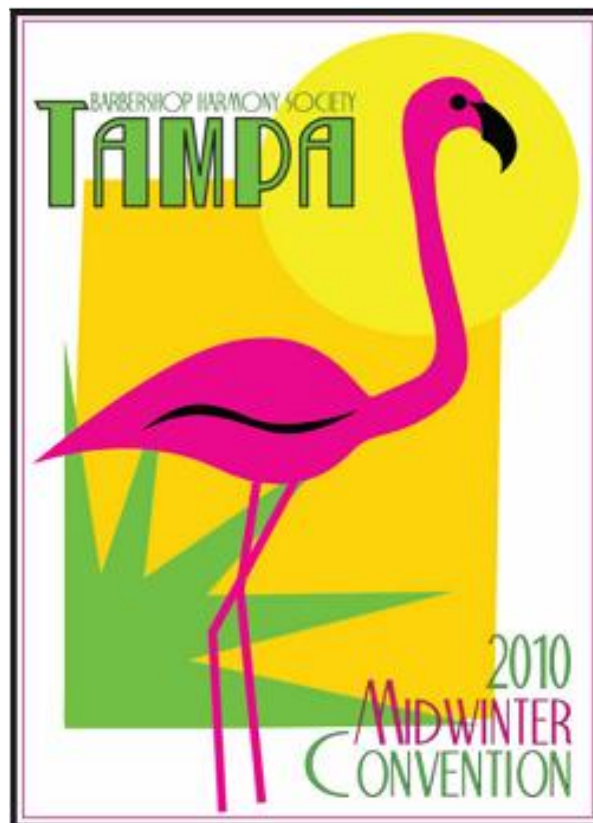
www.culturefinder.com - **CultureFinder** is an online media agency who promotes arts and cultural activities across the United States and Canada through the Culture Finder Calendar.

www.van.org - **Vocal Area Network** is dedicated to the advancement of vocal ensemble music in the New York City area. Our information-sharing services are offered for the benefit of the vocal ensemble community.

www.communityarts.net - **Community Arts Network** web site is an international resource focusing on the work of artists and their community partners.

www.artsjournal.com - **ArtsJournal** is a digest of some of the best arts and cultural journalism in the English-speaking world. Founded in 1999.

www.artsmanager.org - **ArtsManager** is a recent web site developed by the Kennedy Center to provide arts managers an opportunity to converse, network, and problem solve with other arts professionals from around the globe.





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Call to Membership Action

There has been a great deal of discussion regarding the health of our Society. As a means of explanation, here are some details that you may not be aware of.

1. Your support of the chapter functions is necessary in getting the chapter to be self-supporting. Without **YOUR** support, the options that are outlined in this alert will remain very viable.

2. **You** are in a hobby that has given you pleasure, joy, happiness, and a sense of good feeling. You have devoted time and effort to learning how to sing and breathe so you can hold the note as long as necessary. Someone has helped you to learn and the society has sent out music with learning tracks for you to follow. Your director and section leaders and coaches have all helped you to attain this.

3. **Now, would you like to help someone enjoy all of the gifts you have?**

4. It is also unfortunate that the current state of the economy has hurt our outside gigs for raising money. **Now is the time to go out and recruit new members. This will let our chapter grow in size and having more people to join in the job of growing ideas and producing a better sound when we sing.**

5. What job skills do you have that will allow you to make a difference? Maybe you know how to use the **Free CD's** that have a public message you can send over the radio. If you go online you can download any or all of them, put in your own message and send them to the radio station for air time. Remember we are a non-profit organization so public messages are free to us.

Contact the Barbershop Harmony Society hotline and they will tell you how to make this happen. Get your VP of marketing/PR to write up the article telling what your chapter is about and when and where you meet. In the ad put things like special guest night **come get a free CD, homemade cookies, free music, bring your wife and you will get to meet our women's group and get an additional free CD.**

1. You may have other skills; maybe you are retired and have time to canvas women's groups and men's groups to enlist their help with raising money in the form of a donation for our Youth in Harmony. You will need a copy of our 503c corporation document that shows we are a non-profit and can solicit for donations.

2. Maybe you would like to start up a 50/50 drawing; this helps the chapter to have some operating money to work with. Also when you are talking to your friends and contacts during your day, you can talk up what fun you are having and could you leave a window flyer with all the information on where and when you meet with a phone number to call?

3. Another idea — if you enjoy music, go to all of the karaoke spots and watch all the performers; when you find one that can sing approach him and invite him to attend a chapter meeting.

When you have a prospective singer in front of you be armed with information. Ask if he would be interested in having a CD broken down into the four parts so that it's part dominate? Along with some sheet music to follow along with the CD — now it's no guessing what the note is or what the key is. This method has been used since the early 1940's. Have a section leader for each section available so if you have a problem they can help you on the spot. Extend an invitation to come with me or drive yourself (so you can leave early if you want). But please come to a meeting and see for yourself how happy the men are that are at this practice, I will meet you at the door if you don't want me to pick you up at your place.

Gentlemen, your next meeting night is coming up soon. How great would it be to show up with three or four guys and be able to tell all your buddies how easy it was to get people to the first meeting. From there it's the membership committee that needs to do the rest.

**KEEP THE WHOLE WORLD
SINGING**

NEXT DEADLINE IS MARCH 20TH - THANKS!