

PROBEmoter

Vol. 47, No. 4

BARBERSHOP HARMONY SOCIETY

Oct/Dec 2010

Will You Answer PROBE's Call?

Written by John Elving, Bulletin Editor Vice President

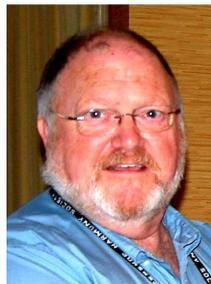
Well, we can say we had contests. And we had winners in the contests. One very special winner was unfortunately presented posthumously. **Owen Herndon**, local bulletin editor for the Colby, Kansas chapter and one of our fine bulletin judges, passed away before he could enter his bulletins in the Rocky Mountain District BETY contest.

His son Joel took over and was trying to finish one bulletin so he could enter his dad's bulletins. Much to his surprise, Owen had already finished the bulletins and had them ready to send to me for judging. How many of us think that far ahead? I know I don't. Not only did Owen win the RMD BETY contest, he went on to win the Hardcopy IBC contest.

On October 3, the chapter will be meeting in Owen's hometown of Dighton, Kansas, which is some distance from Colby, and honoring him by presenting his award as **Bulletin Editor of the Year** for PROBE to his family. Wouldn't it be nice if we could all be honored that way by an appreciative chapter of friends?

That brings me to two other great men who passed away this year leaving a big hole in our judging system. **Fred Hinesley** passed away after having a bad fall. Unfortunately he never really recovered. **Lowell Shank** picked up where Fred left off and finished his judging. Thank you Lowell.

Finally, we lost one of our greats in **Dick Girvin**. Dick was our PROBE Secretary/Treasurer, a judge in both the L&R category for Hardcopy bulletins and the D&G category for the Electronic bulletins. Above that he was also the category specialist for the L&R category and helped train many of our judges. Dick was a



man you could always go to and get advice. All three of these men will be missed for their wisdom, their editing abilities, and their prowess as judges.

Which brings me to the rest of you PROBE members. Someone is going to need to step up and take their place as judges. We have several certified judges and also some candidate judges who have decided to sit things out. They have left a large gap in the judging circles by doing so. We need to have them step up again and fill those holes.

There is also room for many others to step up and become judges. I realize the pay isn't that great, but neither is the glamour. However, I can honestly say that I have never learned so much since I started judging. Every bulletin I judge teaches me something, and in turn I hope I can teach someone else how to become a better bulletin editor. I fully enjoy "Paying it forward" as we hear people talk about. You would too.

We have many fine editors within PROBE who would make excellent judges. Are you one of them? Have you entered one of the contests and gleaned insight into what it takes to be a great editor? If so we are asking you to search yourself and see if you would take the time to become one of the few, the proud, the ones who take it on to help others achieve success.

Consider it carefully and let's talk.

**DEADLINE FOR THE
JAN-MARCH PROBEMOTER
WILL BE DEC 28TH**

P.R.O.B.E. LEADERSHIP



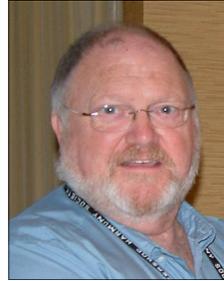
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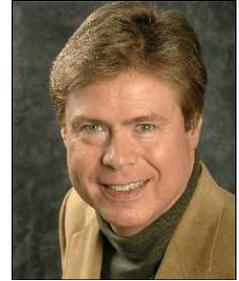
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Bulletin Exchange Program

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 and 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!"

Alexander Edwards

PROBE DUES ONLY \$10.00!

**WHEN RENEWING YOUR PROBE MEMBERSHIP
 PLEASE SEND CHECKS TO DAVID WAGNER
 PROBE SECRETARY/TREASURER**

Secretary-Treasurer

Dick Girvin

In Memoriam



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

PROBE President

Steve Jackson



Welcome to my Barbershopping World

Have you had the opportunity to use **Facebook**, **Twitter**, or **Flicker** lately? Does it matter to you? I'm enjoying my excursion into the wonderful world of social networking. I'm keeping in touch with my friends, monitoring family members (it's a long story), finding photos for both publications, making new friends, visiting old ones I've lost touch with, etc. **John Elving** and I even co-administer "BHS PROBE!"

Info on it is a little dated but we've started something all barbershoppers might enjoy. I downloaded a bunch of PROBE photos that I've had in my files. It included some of our brothers who have passed on. What a neat way to remember them. It occurred to me that we could use this site to honor our missing friends AND to find those elusive photos we need (covet) for our publications. So, here's the kicker — send either John or myself your smiling face (if you'd like to be included) and it'll be added to our growing photo roster. This could be a lot of fun and productive for all of us. What do you think? Interested?

While you're looking over the site, why not add your name as a member of the site (or friend — take your pick)? We have 80 barbershoppers as PAID UP members — that's it. I know, it shocked me too; I thought we were much larger. **When are YOUR PROBE dues up?** Mine are good until 2011 — guess I better get a check in the mail to our secretary/treasurer **David Wagner**. I wonder if he's set up for **Paypal**?

This column five years ago would have left a lot of our readers scratching their heads wondering, "What the heck is Jackson babbling about now?" Me, too. PROBE is trying to narrow the communications gap. Our written bulletins are a valuable resource, but let's be realistic. There are more avenues now avail-

able to us, and a plethora (love that word) of people are using them. If we DON'T use them, we will get left behind, wondering what happened? Besides websites and using **Facebook**, the phone call still lurks as one of the best ways to stay in touch. Hmm, phone or email, what to do? Depends on the time of day, silly. Ah, technology, so convenient for us nightowls (yeah, I still burn the midnight oil).

Have you been up to the PROBE website <harmonize.com/probe> lately? **Arnie Wade** and **John Elving** have been doing a lot of updating and cleaning — check us out. A little birdie (with a southern accent) tells me that there may be a few surprises in store for PROBE next year. Our new Web VP **Patrick Thomas** is organizing the proposed webmaster contest slated to kick off next year. I have a feeling he's gonna be asking for judges soon. That could be fun. I asked him once if he was going to judge all the entries. Strange, I didn't get a reply.

I'm looking forward to working with **Eric Herr** as our new Marketing and PR VP. Eric has some tall shoes to fill as **Martin Banks** did a bang up job. Now Martin will concentrate his talents promoting the Alexandria Harmonizers, along with **Scipio Garling** (what a team)! **Bob Fichtner** of the **Midwest Vocal Express** (LOL, Greendale, Wisconsin) is another of our hard-working marketing/PR "gurus." Don't be surprised to find some of their work reprinted from time to time.

It's that time of year for all District coordinators (17) to organize the hardcopy AND online contests: **BETY** and **E-BETY**. Even though the **PROTY** is administered by **Eric Herr**, why not help him out by suggesting some deserving people in YOUR chapter (or District)? I know he'd appreciate it. Thanks.

Who can you nominate for a PROBE **Outstanding Achievement Award**? Contact **Grady Kerr**, please. Speaking of Grady, have you seen the new **PRESERVATION** magazine he's doing for the Society? Good stuff; lots of history (attn: editors)

Who can benefit from PROBE membership? At the chapter level, how about your **editor**, **webmasters**, **Marketing & PR VP**, **President**, **Board member (understudy?)**, **Show chairman (think about it)**.....at the District level, how about **BETY chairman**, **Marketing/PR VP**, **editor**, **webmaster**, **president**, **interested board members**, etc.

Web VP

Patrick Thomas
isingbass@charter.net



TIME TO PREP FOR THE WEB CONTEST!

Ok, so you remember hearing that 2010 was the year of the first WEB Contest held by PROBE. Due to unforeseen circumstances beyond my control, the time frame had to be moved back a bit. So... here we are, preparing for 2011 as the Year of the Web (YOTW?) Contest!

Over the next couple of months, we will be organizing the judging portion of the contest. Every chapter and district in the Society will be judged according to criteria that only a select few will have prior to judging (enter EVIL laugh here). Although the criteria will not be released until judging time starts, I'd like to take an opportunity to give a few suggestions on things you can do to make sure your website is as ready as it can be for the contest when it comes to you sometime in the first three months of 2011.

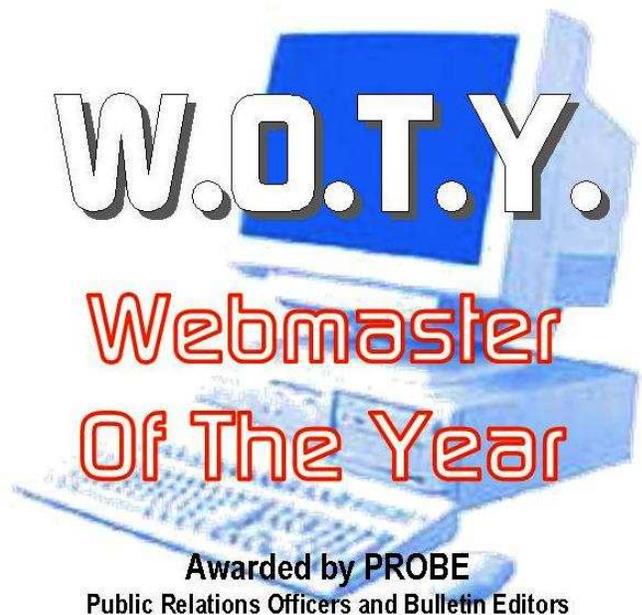
First, take a look at your site and make sure it does all the things you want and need it to.

- Does it answer all the who, what, when, where, how, how much, etc. questions that the new person finding out or interested in barbershop might want to know?
- Can they find you easily enough if they tried?
- Would they know when and where to show?
- Would they have any idea who to talk to when they got there, a frame of reference?
- Would they know any history on you or your chapter to better relate to you when they arrived?

Put yourself in the shoes of the person looking to come singing with you but not knowing anything on where to start. Make sure you answer as much of what you can BEFORE that person arrives.

I recommend taking some time and looking at websites or your peer chapters and seeing what you like about their chapter website that maybe you don't have. A good webmaster learns to take all the best aspects of other sites and incorporate them into their own site. It's not plagiarism, it's using what works and works well.

Lastly, is your site up to date? If you list officers, are they the right ones, or has been a while and the site shows the 2009 officers still? Are there recent pictures online to see, or are we seeing the Christmas Show 2008? Do you have a list of other sites for nearby chapters, Sweet Adelines, etc. that point to the right places? Websites sometimes change location or name, and it is possible the link to that site is dead. Boooo!



This year will be a learning year on how the society chapters sell themselves on the Web. PROBE intends on not just judging sites, but taking that info and helping chapters improve what they have to use their websites better. Oh, I forgot to mention....every person who has a website judged will be provided a complimentary one year membership to PROBE. We want you to use PROBE as a conduit for discussion on your sites and how to improve. We welcome your feedback and hope that the year you have with us is valuable enough that your chapter will be willing to pay for PROBE membership every year. Hey, its only \$5.00, right? That's money well spent to have a common link with all webmasters society wide.

So, dust off that web design tool and spruce up your site while you still have time. The judge is a comin'! Good luck!



**"Whenever something goes wrong,
I just push this little button and restart.
I wish my whole life was like that!"**

©1996 Randy Glasbergen, E-mail: glasbergen@aol.com

Eric Herr

The Power of Networking



We all know that there are no hard and fast rules when it comes to public relations. Finding innovative ways to attract good singers into our chapters, or just getting folks to attend our shows must always involve thinking outside the box and constantly conjuring up new ideas.

It's not enough to bask in the glow of a great guest night, cheer at record show attendance figures, or delight in getting a shot in the local paper or on the tube during an evening newscast. The fact is, this PR stuff is a constant work in progress thing! Great PR is 24/7 and it always means keeping your ear to the tracks for both internal and external promotional opportunities!

To put it another way, we're the ones on the front lines of that often elusive commodity called promotion. We're the guys on whom our chapters and indeed our Society depends, to keep a good thing going! One sure fire way to keep barbershop singing in the public eye is through networking. So what's that, you ask?

Networking is the art of meeting new people, through business to business events, community activities, church groups and other organizations and spreading the word about a product or service by word of mouth and any other means possible. It involves getting out of our comfort zones, getting off line and physically getting off our feet and out the door to spread the gospel of barbershopping to everyone who will listen.

Chances are, when you do, you'll be surprised at how just how many folks you meet thought our beloved art form had faded into oblivion. They often are delighted to discover barbershopping is indeed very much alive and well!

Let's face it, that revelation alone can translate into membership opportunities, increased show ticket sales or maybe even both. By far, the best networking is the result of that one on one connection...a personal contact, a phone call, a handshake with someone you don't know. In the end, those kind of interactions can be far more effective and memorable than a quick text message, an e-mail or a posting on **Facebook** or **Twitter**.

Engage anyone you meet in conversation, find out about their interests and be good at listening. Trust me, there will be clues, during a casual chat, that will tell you how receptive a total stranger might be to joining our membership ranks. At the very least, even if that stranger "can't carry a tune in a bucket," you'll probably tack on a few extra ticket sales at your next show.

Networking also implies encouraging others to introduce you to people they know and so on.....you get the drift! When you smile and make a good impression, there's little doubt you'll get a positive buzz going, not only about you, but about your chapter and the great camaraderie that is what our great hobby is all about!

Granted, getting out of your natural comfort zone might be a bit stressful, even daunting at first. But, trust me, if you decide to take the plunge, meet new people, keep your ear to the tracks and be a good listener, you're likely to reap rewards beyond your wildest imagination.

Think like Nike - "Just Do It!"

Alexandria Harmonizers

How Do You Promote Your Event/Guest Night Online?

Christian Hunter, Flemington, NJ
njbbslead@yahoo.com

I have one listing under "musicians"
<http://cnj.craigslist.org/muc/1698021335.html>
and one under "events"
<http://cnj.craigslist.org/eve/1697991628.html>
You could even put one under "gigs"

As for getting involvement with the chapter, this has been tough. We have a diverse group, some very technologically with it, some not so much. Our **Facebook** page suffers from some neglect, and I'd love to see one of the guys in our chapter take ownership. As to getting guys online, I think it's either they'll be into it, or they won't. I would suggest a beginner's guide to **Facebook**. I think the Society article is a good start. Perhaps there are chapter newsletters out there that have tackled this already? If you'd like to see an incredible **Facebook** set up, check out the *Alexandria Harmonizers*. They are all over it, even have their own very informative Podcast. All great stuff.

Contributed by John Elving

24-7 PR

The “Job One” Membership Program

By Bill Biffle, BHS President, Albuquerque, NM

The following is the outline for a chapter membership program that helped my chapter grow by 23 members in one year without holding a single guest night. If followed consistently, it will make your chapter grow, too. I guarantee it!

Principle 1: Membership must be “Job One” for your chapter. The entire year must be dedicated to attracting and retaining members. Every chapter meeting must have membership as its primary theme. You must focus on growing your membership all the time. All membership, all the time!

Principle 2: EVERYONE in the chapter is on the Membership Committee which is comprised of three subcommittees: Recruiting, Receiving, and Retaining, the “Three R’s” of membership growth. A membership committee chairman leads the year-long effort, assisted by three subcommittee chairmen.

Recruiting Subcommittee

These men work on identifying and bringing prospects into the house. They work on mailings, phone calls, site visits, social media sites, newspaper and radio ads, flyers and posters – anything they think might work. They put up posters in public places and hand out flyers after concerts and other events.

They compile lists of prospects from church choirs, civic choruses, graduation lists for local high schools and colleges (men who were in choir, band, orchestra, or theater from classes whose members would now be between 32 and 75 years old. They are the “rainmakers” for the chapter.

After compiling the lists, this subcommittee calls, writes, and makes visits to invite the prospects to come to a chapter meeting. *Request a few minutes to speak to the men at each church choir in the area to invite them to a meeting. If the director thinks more singing – and the good vocal production help we offer – will make his singers better, he won’t object).*

Don’t just invite guests – pick them up. This step is VITAL to the success of this program, and every man this subcommittee must buy into this concept. The only way to GUARANTEE that a man will attend his first meeting is to pick him

up and take him to that meeting. Even interested men will find reasons not to come on their own – they’re tired after work, they won’t know anybody, they won’t be a good enough singer, they’ll feel more like coming next week, etc. Coming to your first barbershop meeting is a bit like the first day of school – everybody knows everybody else but you. So make it easy for them. If they know someone’s coming by to pick them up, they’re much less likely to chicken out. The members of this subcommittee are assigned prospects and charged with getting them to their first meeting. After that, the responsibility for that man passes to the Receiving Subcommittee.

Receiving Subcommittee

These men are responsible for each guest from the moment he hits the door through his acceptance as a chapter member. These are the “closers.” Some of the duties include:

Greeters, who are charged with meeting each prospect at the door, bidding him a warm welcome, putting a name tag in LARGE, CAPITAL, READABLE LETTERS, first name only – on his left breast pocket area, asking some easy questions to determine his **probable voice part**, giving him a guest book, and assigning him a Riser (or Section) Buddy.

Riser (Section) Buddies, who stand or sit beside the prospect, introduce him to the men in close proximity, help him find his place in the guest book, introduce him to everyone – individually – at the break, get him to the front of the refreshment line, and call him the day after the rehearsal to thank him for coming and to ask if he will come back next week.

If he says yes – and THIS IS VITAL – the RB picks the guest up at his home or place of business and brings him back to the next rehearsal. This continues until he is hooked and will return on his own or decides – definitely – not to join. **Do not neglect this step.** The success of the program depends on it.

Assign him to a section. This is easy to do the first night. If he’s a bass, you’ll know it by the pitch of his speaking voice. If he reads music or sings harmony by ear (ask him, he’ll know), he’s a baritone.

If he’s sung barber-shop tenor before – and only barber-shop tenor, not tenor in his church choir – he’s a tenor.

The rest are leads. The music team will sort them out the second or third week. For now, use this simple test. After he attends at least three meetings, has passed your chapter’s audition, knows what commitment he’s making by joining, etc., shepherd him through the process of becoming a member. After he joins, he becomes the responsibility – along with all of the existing members – of the Retaining Subcommittee.

The Retaining Subcommittee

These men nurture ALL the existing membership, particularly the newer members. They are the “maintenance crew”. It doesn’t do much good to bring in new folks if you’re losing a like amount – or more out the back door.

Call when men miss. Members of this subcommittee call every man who misses a meeting to tell him he was missed, inquire as to his health, give him the information that he missed, and, above all, make sure that he knows that he matters; that he was MISSED! Membership message, that’s what this is – and we ALL need it.

Take roll each week. Divide the missing men up among this subcommittee. Make sure each man who missed is called the NEXT DAY. Don’t put it off. Do it THE NEXT DAY!

Getting started

Find the right man for the chairman--a “Harold Hill” type who believes membership growth is the ONLY thing that matters to your chapter. He must be a master salesman. He must have an indefatigable spirit--he must be “in-discourage-able.” His principle job is to encourage and inspire the troops to work, work, and then work some more! He then enlists three committed men to be his subcommittee chairmen.



Brainstorm at the opening meeting. The chairman invites everyone who'd like to see the chapter grow to a meeting where he introduces the subcommittee chairs, outlines the plan, shares his ideas, and asks everyone else for their ideas. Compile a list of ALL the ideas. This is a brainstorming meeting – there'll be time enough to choose the best ideas later. At this meeting, everyone is given a chance to sign up for one of the three subcommittees. Then the rest of the members are divided between the subcommittees. Every subcommittee does not have to be the same number of members, but **everyone must be on one of the subcommittees.**

Subcommittees spring into action. Within the next two weeks, each subcommittee chairmen hold a planning meeting for the upcoming year with all committee members. The results of these meeting are reported to the committee chair. Everyone – top to bottom – must learn that they are going to be accountable for creating and maintaining real programs to achieve the goals of the chapter. Gently, respectfully, and with unflinching good humor, the chair must hold his subcommittee chairs' feet to the fire. They, in turn, must expect results from the members of their subcommittee. Remember, membership growth is EVERYBODY'S responsibility.

Keep the ball rolling

Now the people and program is in place, plans have been made; responsibilities assigned. Regular subcommittee meetings are scheduled to check progress, fine tune programs, and re-engage the troops. The four chairmen are committed to regular meetings to take stock of progress, see what's working and what can be improved, re-assign men as needed, and generally keep the ball rolling. The next challenge is keeping it going throughout the year. Here's how.

Make membership the first and last thing that's talked about EVERY MEETING NIGHT. Make a pitch every week. Remind them at the beginning, at the break, and at the end, that – this year – we are concentrating on increasing our membership. That membership is, in fact, JOB ONE for the chapter and that every man has a part to play in the success of this program and, consequently, of his chapter. The membership committee chair will probably be the best guy for this job, but – if there are other good salesmen in the chapter – you might spread this task around. This will show just how many people are truly committed to the program.

Miscellaneous details

Here are some ideas that will make this program a success.. You'll think of more.

- Help every man recruit. Encourage them to be aware of the guy behind them in line who speaks with a very resonant voice. Ask them to be aware of the one guy who can actually sing Happy Birthday at the next table in the restaurant or the Star Spangled Banner at the ball park.
- Print cards for each man to carry and give to prospects. Make sure there's a place on the card for the member to put his name and address and a map to where you meet.
- Give every member something to carry in his pocket every day. Poker chips work well. They're light and small enough to carry, but large enough to be noticed. Every time he puts his hand in his pocket, he'll be reminded to tell someone about the joys he finds in singing barbershop with his friends in the chapter. This will keep membership in his mind all week long. This WORKS!
- Make a big poster and put it up at every meeting. List every man's name on the left side and have columns going across with headings like "Guests Brought" "Members Gained". Put red stars in the column by a man's name when a guest he invited attends his first meeting. (Make the box big enough to lot LOTS of stars in it). Put a GOLD STAR in the next column when the guest becomes a member.
- Put up a professionally made banner in the hall. "Membership Matters" or "Membership is JOB ONE" or "The XXXX Chapter – GROWING TOGETHER". You get the idea.

Assign a color to each subcommittee and put a sticker in that color on each man's name badge on the team. Make sure there's pride in being "Red for Recruiting" or "Blue for Retaining", etc. Build esprit de corps in the chapter over this important program.

I'm repeating this point here, and you need to repeat it every meeting as well – it's that important! There is the only way to GUARANTEE that a man who's interested attends. Insist – nicely, of course –

"Call when men miss....make sure that he knows that he matters; that he was MISSED! "

that he allow you to pick him up and take him to the meeting. If he makes an excuse tonight, tell him you'll pick him up the following week. Call a day or so in advance to confirm, then pick him up!

If he makes excuses for a couple of weeks, do what Lloyd Steinkamp used to do. Say to him, "I'm gonna bug you about this until you come to a meeting, so you may as well go with me this week. After that, if you don't want to come back, I'll never ask you again. But I'm not going to quit bugging you about this until I get you there once!" If he sticks, he'll thank you forever! Turning a man on to the joys of barbershopping is the greatest gift you can give him.

Let's go spread the word!



**CHECK US OUT ON
FACEBOOK**

BHS PROBE

**Send your photo to
JOHN ELVING OR
STEVE JACKSON
we'll post it!**

Add us as Friends

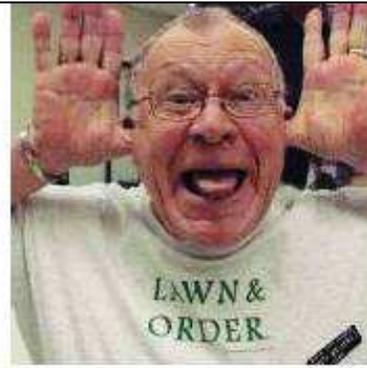
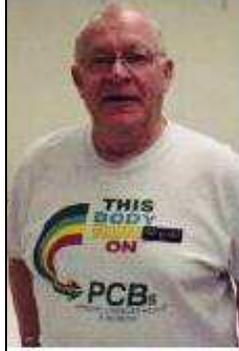
SHARE YOUR THOUGHTS

**Want to honor a passed
PROBE FRIEND
with a photo?**



HEY, WHO'S THE SKINNY GUY ON THE LEFT..... WOW! NICE WORK, DAVID

CSD Board Member At Large **Kevin Barker**, right, presents **David Haase**, editor of the Davenport, Iowa chapter publication **Note Dispenser**, with the first place trophy for the CSD Hardcopy Bulletin Contest. The presentation was made at the CSD Spring Convention in Sioux City, Iowa.



Who has funnier shirts than Tom (Thumbs) Wachowicz? Sure adds colour to the meetings. Thanks, Tommy!

**Jim Cochrane, editor
SPRUCE NOTES,
Burnaby, BC**

Who said barbershop singing is for amateurs?

By Lee Frayer, director, Venice, Florida chapter

Can Amateurs really do all of this?

- 1. Are you listening to the chords and voices around you? This is all important to maintaining proper tempo and pitch.**
- 2. Are you singing to the ends of all the phrases and all the last words in those phrases? This is a form of energy singing. Energy is not all volume.**
- 3. Are you reaching for the top of all the higher notes? This is what it takes to keep you and the chorus in pitch.**
- 4. Are you thinking about singing in the mask? This will also help keep you in pitch and maintain a pleasing sound.**
- 5. Are you remembering to form a vowel before taking a pitch? This will avoid the beginning scooping sound which can create a problem in not coming in on pitch.**
- 6. Are you standing (sitting) with your weight forward and not only on your heels? This will create a far better performance with energy in your stature and choreography.**
- 7. Are you doing your choreography with energy and sharp moves? Being slow and behind the others will truly ruin the overall look of the chorus performance. And are you working on memorizing the moves?**
- 8. Are you dedicating time out of each day to learn the words and music? Are you striving to get off the paper as fast as possible knowing that we can only enhance and perfect the song when it's off the paper.**
- 9. Are you willing to add your time and efforts to help out with the many jobs it takes to run this chapter? We could not survive without your help. Yes, in some peoples eyes we are considered amateurs, but you and I know it really doesn't work that way. We offer some of the most wonderful shows and performances and at the most affordable prices. We also know it only gets done in our higher than average standards if we have a professional attitude. We are better than most!**



Barbershopping starts at the chapter level!

SWD President, Dwayne Cooper president@swd.org

Having just returned from the BHS International Convention in Philadelphia, I can tell you that if the future success of our Society is based solely on great singing and great entertainment, then there would be nothing to fear. And if anyone is worried about whether the younger generation enjoys four-part a cappella singing enough to keep it alive, then I can tell you that I have seen first-hand that a worldwide interest in our barbershop style of music exists with all age levels.

But the Barbershop Harmony Society truly exists only at the chapter level. Your chapter is responsible is responsible for Preserving and Encouraging our musical style in your local geographic area. Barbershop is an up-close and personal method of entertainment. The only place your neighbors will have the opportunity to witness a barbershop quartet is on your chapter show or by attending one of your chapter's community performances. There is rarely exposure on national media (and when there is, it is rarely positive!)

The citizenry of Goldthwaite, Texas, don't have a personal connection with supporting the **Vocal Majority**, as an example, but they will turn out en masse to support their own family, friends and neighbors singing at the local high school auditorium on Saturday night. And with that opportunity to perform locally, that chapter can bring in a high-caliber guest quartet that not only knocks the socks off the audience, but may motivate their own singers to aspire to better musical production and "lock and ring" those chords more consistently. I'm not convinced that all of us take our mission seriously enough. Yes, I know it is "just" a hobby, but did you know that each of our chapters has received a charitable tax exemption under the tax laws of both Federal and State government!

"I'm not convinced that all of us take our mission seriously enough."

The main reason we qualify for that exemption is that we have promised to provide education to preserve the American art form called barbershop music. Demonstrating our musical style is our communities is what keeps our chapters alive. Providing funding for music educators to purchase music and attend training workshops is part of our required mission. And your dues are helping send eleven (yes, 11) barbershoppers to Directors College at Harmony University the first week of August.

You have heard the phrase: "Charity begins at home." And charity consists of more than just money. In our non-profit world, we talk about the "3 T's": time, talent and treasure. Not all of us have extra cash to donate, but do you take seriously the amount of time and talent you personally bring to your chapter each and every week? Your chapter will not be as successful without YOU and your time, talent and treasure.

I believe that when we each of us will focus on what it takes for our own chapter to succeed, then our mission to help barbershop music survive for future generations will be accomplished. Seriously. And it is time to seriously focus on our chapter success. Please contact me so we can chat about how your chapter can make a difference.

If you're ever in Fullerton, California around lunch time, why not check out the Friday gathering of the **Orange Empire** guys?
bulletin@oechorus.org (Dick Cote)



Sign up for a free flickr account; type in who (or what) you're looking for and watch what photos pop up. I tried this the other day with **Storm Front** and spent about two hours viewing photos from across the Society taken by different people. What fun! I even found what I was looking for. — editor SJ



THANKS, JOHN ELVING

How Do You Promote Your Event/Guest Night Online?

By Christian Hunter

[<njbbslead@yahoo.com>](mailto:njbbslead@yahoo.com)

This is one of the top questions I've been hearing - how do we use social media and the internet? Hopefully you've had a chance to see the article on the Society site on how to effectively use Facebook www.barbershop.org/news-a-events-main/293-social-media-for-barbershop-quartets-and-choruses.html AND posted as a pdf file on the Files section of this group), I'll save discussion on that for another post. Suffice to say, your chorus should have a profile on Facebook with periodic updating for your events. For my upcoming Guest Night we set up an event on our Facebook page and sent invites to everyone we could find, we'll see how it plays out.

So what about the rest of the world wide web? Let me ask you to do this as a start, do a quick Google search of events in your local area. For example, for my chapter I would enter a search of "Flemington events" or "Hunterdon events". I get a nice list of sites now that I should be posting on! If people are looking for something to do, this is where they are going to look! So, for my Guest Night I contacted our Chamber of Commerce, our Main Street Association, I posted events on NJ.com (a consolidated news service), Mainstreetflemington.com, Mycentraljersey.com, culturemob.com, Americantowns.com, the Flemington Raritan Business Association website, AND the Hunterdon County Cultural Association website (who provides us grants).

Lastly, and perhaps second in priority to Facebook, is Craigslist. I have three different ads up. To help you out I have uploaded a file with sample wording for Craigslist ads, feel free to make them your own. A couple of tricks for effective listing there. First, they will only allow you to post the same ad once, and only in one category. So if you change the ad around, you can post in several categories. Second, you post only lasts 30 days and moves down the list as time goes on. If you have the time, once a week, delete your post and then re-post it. Third, make sure to include a great picture or logo. Really catches the reader's eye!

Overall cost for all of this marvelous marketing? NOTHING - absolutely free! Just an hour or two of my time. I suggest having a snazzy flyer and an inviting write up. You can use the flyer as a picture by saving it as a jpeg file and uploading it in some instances. Does this stuff work? There are chapters out there that are doing great with membership and rely solely on (1) word of mouth (2) sing outs and (3) online marketing. No flyers, no newspaper ads, etc. So, friends, how do you market your events online?

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It's always fun to substitute humor instead of an editorial. We are lucky to find talented men like **John Morris**, Michigan (now deceased) and **Glen Ingram**, Texas, who contributed so many funny cartoons to our obsession (uh, that may be "hobby" for some of us).



Seneca Land District Bulletin
Smoke Signals Editor
Pat Close
5 Fourth Ave,
Franklinville N.Y. 14737
716-912-4795
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New Editor's Thoughts

Greetings all! As you may have already heard I have been asked to take on editorship of the *Smoke Signals*. What a great honor this is. Although I am not an English Major, poet, comedian, photographer or writer by training, I do seem to do fairly well by going with what sounds and looks good to the average person. Being a fairly new member of barbershop (but a lifelong fan), I have accomplished a lot in the last two years of membership. If you are interested in my story, you may find it in the "Sharps & Flats archive" section on the Olean web site- www.oleanbarbershopchorus.org.

This is where my bulletin experience began about a year and half ago. The previous editor was having health issues and needed to pass the torch to someone he thought could handle the job and he thought of me. Being flattered I hesitantly accepted with the understanding that "If I fail, it will be because I tried. If I succeed, it will be because I tried." This was the same answer I gave to Pete when he asked me to take on the *Smoke Signals*.

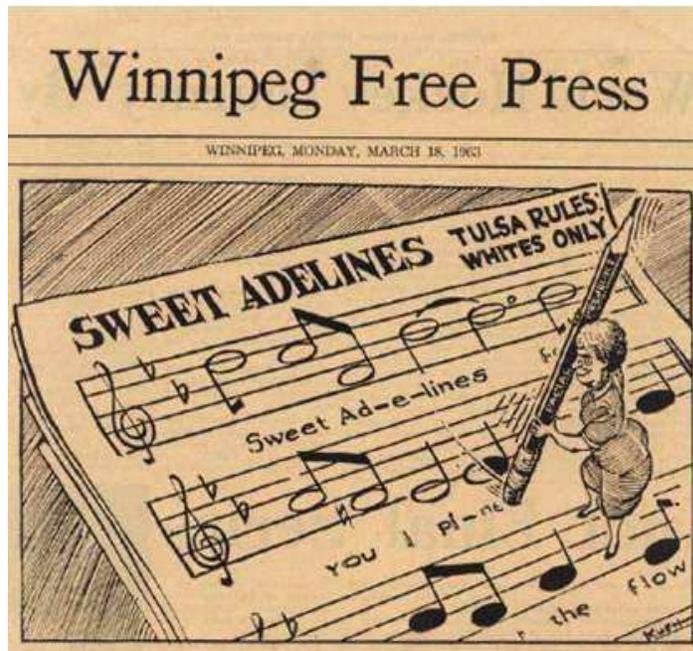
I passed on the opportunity to join SPEBSQA thirty years ago after a meeting or two because I thought it was too hard and I would never be good enough, I didn't try to reconnect until a little over two years ago. As with most barbershoppers, I regret not having joined sooner but now I am jumping in with both feet. I am trying to make up for everything that I had missed over the last thirty years. I can't be sure but I now believe that I may be the largest Barbershop nerd in the district. If I am not, maybe we should have a contest to see who comes close!

I bring this up because I feel that I have a somewhat unique perspective about the passion we call barbershopping. I now have the maturity in life to express my feelings and needs about being the "new guy" to the Society. This helps me to remind the more senior guys to think back to what it feels like to be the new guy to make sure they treat members in a very special way.

For instance, to make sure the new guy is made to feel welcome, to get them into the right voice part, to include them in the quartet and tag activities, to make sure that they understand all of the activities, to have all the information needed, and to know the terms used around them and most importantly to make sure they know how and when to come back!

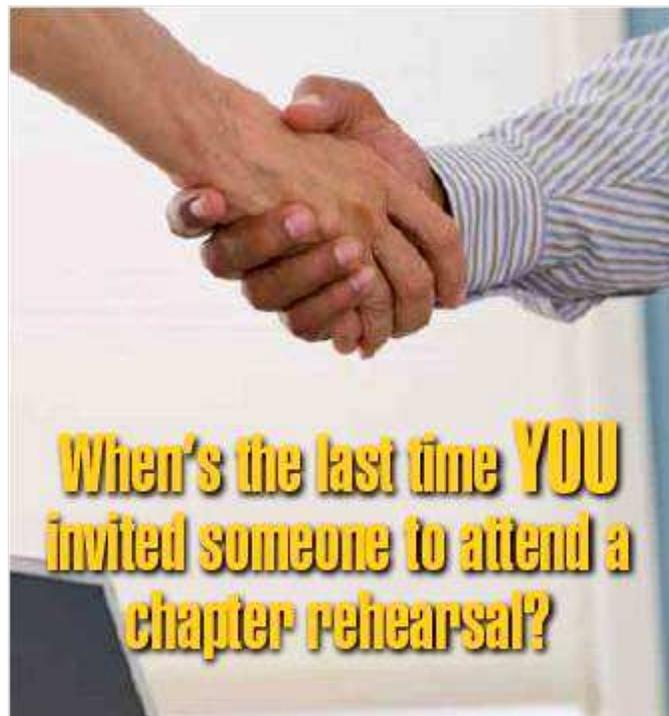
It is from this perspective that I enjoy the power of the press to share my enthusiasm about the new and exciting changes coming to our district. I have the great pleasure to be a member of three chapters and work closely with a fourth all within a very short period of time. Each chapter has given me a unique experience and education that I shall utilize and cherish forever.

Smoke Signals
editor@sldsmokesignals.org



I have mentioned to a few of you that I joined barbershop in 1963, which is coincidentally the same year as this newspaper clipping. That year our organization was then open to "WHITE MEN OF GOOD CHARACTER." Several of the Canadian chapters including the Capilano chorus that I belonged to complained. There was talk of forming another organization but we were told that there would soon be some changes which of course did happen. Hard to believe and that it wasn't all that long ago.

Jim Cochrane, editor, Grove City, BC bulletin





Dr. Greg Lyne Receives the Joe Liles Lifetime Achievement Award in Philadelphia

This is the criteria the CDD Committee looks to for selecting the recipient of the award:

- Excellence in directing their own choruses consistently, at a high level.
- Willingness to share skills with other choruses and directors.
- Encouragement of other directors through participation at education schools.
- Giving of time and resources for the advancement of the society through encouragement of directors and demonstrating excellence in performance and singing.

This award was created as a way to honor some of those who by their demonstration of lifelong commitment to the Barbershop style by raising the standards of excellence have, through their leadership, helped us move forward.

Past Recipients of the Joe Liles Lifetime Achievement Award

- 2005 – Inaugural Class – Jim Clancy, Jim Miller, Joe Liles
- 2006 – Fred King
- 2007 – Jim Massey
- 2008 – Jim Bagby
- 2009 – Richard D. (RD) Mathey

WESTUNES Fall 2010 FWD, Ray Rhymer, Editor



One of the best ways to cultivate a possibility mind set is to prompt yourself to dream one size bigger than you normally do.

November 1921— April 2010

RIP Sir Richard



What a sad day it was when we learned of super barber-shopper and past Archives Committee Chairman, Dick Girvin.

He passed away April 13, 2010 at the age of 88.



He served on every level and in many capacities. Always passionate about the Society's history, Dick was a longtime editor of WESTUNES and a barbershop journalist of the highest order.

He was active in the judging community (22 years as a Secretary and Contest Administrator and awarded judge emeritus in 2001.

Dick served as a COTS faculty member teaching chapter secretaries for years and was until recently FWD Secretary. A 50 plus year member, he was the go-to-guy for many and always informed and supportive.

I knew him for 30 years and he taught me a great deal. We are all going to miss him dearly.

Grady Kerr, Preservation magazine



Kindness is a Magic Marketing Word!

from the LOL Pitch Piper

Ken Mettler
Marketing & PR VP, LOL



Marketing starts with who you are. People enjoy buying from kind and cordial people. Kindness and cordiality starts with the "heart." And word for "heart" in Greek is *kardia*, a term that usually often refers to the core of your being--the seat of your emotions. So when we are kind and cordial, we are acting on something that comes from and affects the very heart of life itself. Webster defines "cordial" as "of or relating to the heart; vital, tending to revive, cheer or invigorate, heartfelt, gracious."

Being kind and cordial literally starts from the heart, as I see it. It begins with the deep-seated belief that the other person is important, genuinely significant, deserving of my undivided attention, my unrivaled interest, if only for a short time. When I have this belief, I am prompted to be sensitive to that person's feelings. If he is uneasy and self-conscious, Kindness and cordiality alerts me to put him at ease. If she is shy, it provides a relief. If he is bored, it stimulates and invigorates him. If she is sad, it brings cheer. What a needed and necessary trait it is! How do we project kindness and cordiality? Try these four basic ingredients:

- **A warm smile.** A smile needs to become a natural part of your whole person, reflecting genuine friendliness. Nothing is more magnetic or attractive than your smile, and it will communicate volumes to the other person.

- **A solid handshake.** Never underestimate the value of this cordial expression, my friend. The handshake is a rare remaining species in the family of touch, and it is threatened with extinction.

- **Direct eye contact.** Accompanying every handshake and conversation, no matter how brief, ought to be an eyeball-to-eyeball encounter. The eyes reflect deep feelings enclosed in the secret chamber of your soul . . . feelings that have no other means of release. Eye contact allows others to read these feelings. Cordiality cannot be expressed indirectly.

- **A word of encouragement.** Keep this fresh, free from clichés, and to the point. Call the person by name and use it as you talk. Be specific and natural, and deliberately refuse to flatter the person. Let your heart be freely felt as your words flow. Marketing starts with selling yourself. Spread some sweetness, have a heart, convey cordiality!

How are you doing in the kindness and cordiality department?

Senior Discounts Quartet Wins Gold at Quad Cities Senior Olympics

By Amos Glanz and Dick Sabbe

On June 24th, the barbershop quartet, *Senior Discounts*, walked off with the gold at the Quad Cities Senior Olympics as champions in the vocal group performing arts category. The foursome represented a reuniting of previous members of *Chords-R-Us*. They captivated both the audience and the judges with *Sweet Sixty*, a parody, and *Wait Till the Sun Shines, Nellie*.

The boys had been calling this their last hurrah; but now they may want to make time for even more "last hurrahs". Only time will tell. With their combined ages totaling 298, they believe they must be one of the "most mature" quartets around. **Senior Discounts** appear to be like fine wine, the older they get, the better they get.



Quad Cities Senior Olympic Vocal Group Champions *Senior Discounts*. From left to right: Bob Bloxham, Larry Hinzman, Jake Jacobsmeier and Amos Glanz.

Photo courtesy of the Senior Olympics Organization

THE HARMONIZER

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Strike those words from your vocabulary. If your group is a secret, better get to work

Award-winning PR: a lesson in basics



Reed Sampson
SPEBSQSA Public
Relations Manager

Lee Roth's barbershop public relations career started almost by accident. In 1995, he didn't even know that there was a barbershop chapter in his town in New Jersey. Then he happened to hear a performance by the local Hunterdon Harmonizers and asked himself that single, all-important question: "Why haven't I heard of those guys?"

He even knew several of them! Roth and his wife are both very active in the local arts scene. His wife is the concertmaster for the Hunterdon Symphony Orchestra, so he asked another important question: "Why haven't any of these guys talked with me about singing?"

Editor's note: This year, part of the Society's PR effort is to remove the phrase "the best-kept secret" from every chapter's vocabulary. If your existence is a secret, then your PR program probably has some serious shortcomings.

Roth set out to learn more about the Harmonizers and eventually joined the chapter. He was the chapter's "Rookie of the Year" in 1996. Since becoming a member, he's held several offices, including president. He was named Barbershopper of the Year for 2000. He ran the chapter's public relations program in 2000 and 2001.

His body of great PR work got him named the 2001 Public Relations Officer of the Year by PROBE, the association of public relations officers and bulletin editors. There are many little reasons his approach stands out.

Roth wasn't content to do what the chapter had done before—he wanted to do what worked. So he set about turning things around. He started by making appointments with editors and arts writers to talk with them face-to-face. Then, he made sure there was a good story to be had.

A newspaper writer agreed to do a story about the chapter. The newspaper photographer said he would come to their rehearsal, but could only spend a few minutes between assignments. Roth worked with him that evening. The photographer spent at least an hour and shot three rolls of film. The chapter got a full-page story.

Lifted from *The HARMONIZER* • May/June 2002



Roth also took photos of all the chapter members and put them on a board with each man's name beneath his photo. The chapter was growing, so everyone got to know one another more quickly.

He developed a press release form that incorporated the chapter logo and used distinctive bright red envelopes to mail his releases. Why? They stand out from all the other letters on an editor's desk.

There's no magic touch in any of the above. But it was a lot of common sense and, in some cases, common courtesy. Editors, writers and program managers are people. He treated them with respect because he wanted their help.

In the period 2000-2001, Roth had three major events for which to plan. The committee examined what had been done in the past, kept the things that worked, set some new goals, and found ways to improve the events. Basic planning was the key.

The result of their labor was that all three events got great publicity and coverage in the local media. Newspapers ran color photos with every story. (Quality photos—especially action photos—get printed, plain and simple. A picture of a bunch of tuxedo-clad guys grinning from the risers usually gets buried on page D-18.)



PROBE (Public Relations Officers and Bulletin Editors) is open to all. For details, visit them at www.harmonize.com/probe

A radio interview about the chapter's Singing Valentines program turned into a weekly show featuring barbershop harmony.

A special project to benefit a local art museum—a coffee table book—featured the Harmonizers and the local symphony orchestra. The chapter has a booth at the chamber expo.

The Harmonizers also support youth choral events.

And the list goes on. But the remarkable thing is that there isn't a thing on Roth's outstanding list of accomplishments that any barbershop chapter couldn't do—with the likely exception of the radio show. That was truly a unique opportunity.

But it wasn't luck either. Roth and his chapter have been successful because people have stepped up to do what needed to be done. Besides, the best definition I've heard says that "luck is when opportunity and preparation come together." Nothing could be truer for Roth and the Hunterdon Harmonizers. Topnotch planning, outstanding leadership and a lot of hard work have paid off handsomely for the chapter.

As I looked through Roth's nomination package, some key points leapt off the page at me:

Organization. Every PR program absolutely requires organization. Roth knew that and provided it—up front where it belongs.

THE RIGHT SHOT can make all the difference. Roth let the pictures do the talking, leading to great success in a variety of publicity projects.



Planning. Lee did plenty of short-range and long-range planning. There's an old saying that applies here, "If you don't know where you're going, how will you know when you get there?" Roth had some very specific goals for his program and for his committee.



LEE ROTH used basic PR principles. He met with the media, exploited established channels, and kept the chorus's best image in public view

A PR Committee. "Committee?" you ask. Well, of course. Your chapter PRO cannot, and should not, be expected to do it all alone. It's a team effort with several people contributing. And they need a budget, too.

Creative thinking. Plenty of that went into the PR program—fabulous ideas that moved the chapter into the limelight.

Basic PR principles. Roth isn't a PR professional, but he applied tried and true PR principles rather than just "do what the last guy with the job did." He simply took advantage of his ability to write and talk with people—he's an attorney who was the editor of his college newspaper—and he knows how to use a camera.

Quality photos. Roth understands the value of quality photos when they accompany press releases. Good photos help articles get printed, boring photos ensure stories will be buried. A rule for all chapters: Hire a photographer or engage a chapter member who knows photography. Don't ask, "Who has a camera?"

Comprehensive PR. A chapter's PR program should consist of more than advertising for your annual show. Before Roth got on the scene, come show time, PR consisted of someone writing a press release and mailing it to the local weekly newspaper. It would be edited (read: shortened) and placed (space available) in the back pages of the paper. "Is it any wonder I'd never heard of the Harmonizers?" Roth asked.

Consider adopting the Hunterdon philosophy for your chapter. "Every performance we give, every performance given by one of our quartets, is a marketing and public relations opportunity and event. Every document we produce, every card we pass out, every time we hang our banner anywhere, every time one of us serves on a community organization, we project the image of our chapter and barbershopping."

Eight keys to PR success

- Set your goals
- Develop your plan
- Get everyone on board
- Use your contacts
- Allow lots of time
- Share your enthusiasm
- Increase your visibility
- Keep track of what works and what doesn't

Chordbusters sing their way to Honorable Mention award in St. Patrick Society Grand Parade

By David Haase

The Davenport **Chordbusters** made a big splash with the Quad-Cities St. Patrick Society when they entered their annual Grand Parade on March 13. The parade is the only two-state parade in the United States and is considered one of the Top Ten St. Patrick parades in the world.

The idea of getting the **Chordbusters** into the parade was an idea of mine when I attended the Festival of Trees Parade last year. I noticed many businesses and organizations were getting their name out there in front of thousands of people. So I thought, "Why can't the **Chordbusters** do this?"

With the help of **Vern Soeken, Mike Kaas, Gary Schocker, Dennis Johns, and Dean Sellers** we were able to pull it off. Of course we can't forget the 20 men who braved the cold and blustery wind to bring home an **Honorable Mention Award** from the parade judges.

Honorable Mention Award? Yep, this is the first time ever that the parade judges awarded an **Honorable Mention Award**. The judges were amazed with the crowd reaction to the chorus singing and the enthusiasm that the **Chordbusters** showed during the parade.

www.thechordbusters.com

March/April 2010
Note Dispenser, David Haase, editor



View of the crowd going down 3rd Street in downtown Davenport. Photo by Dave Haase



Gary Schocker directs the Chordbusters during the St. Patrick Grand Parade. Photo by Dave Haase



The Chordbusters sing and wave to the cheering crowd in Davenport, Iowa. Photo by Cathy Doubet



View of the crowd in Davenport coming off the Centennial Bridge. Photo by Dave Haase





JOIN PROBE!

**THE ORIGIN
OF THE WORD
DEADLINE: 1864**



**Christopher Baker,
Marketing/PR VP**

www.sunshinedistrict.org

It began as a real line, drawn in the dirt or marked by a fence or rail, restricting prisoners in Civil War camps. They were warned, "If you cross this line, you're dead." To make dead sure this important boundary was not overlooked, guards and prisoners soon were calling it by its own bluntly descriptive name, the dead line.

An 1864 congressional report explains the usage in one camp: "A railing around the inside of the stockade, and about twenty feet from it, constitutes the 'dead line,' beyond which the prisoners are not allowed to pass." Nothing could be more emphatic than dead line to designate a limit, so we Americans happily applied the term to other situations with strict boundaries.

For example, the storyteller O. Henry wrote in 1909 about crossing "the dead line of good behavior."

But it was the newspaper business that made deadline more than just a historical curiosity. To have the latest news and still get a newspaper printed and distributed on time requires strict time limits for those who write it. Yet many are the excuses for writers to go beyond their allotted time: writers' block, writers' perfectionism, or just plain procrastination. (Perhaps the writer is a deadbeat (1863)--another dead word invented by Americans during the Civil War.) Seeking the strongest possible language to counter these temptations, editors set deadlines, with the implication that "Your story is dead--You are dead--if you go beyond this time to finish it."

Our urgent twentieth century has made such deadlines essential not just for reporters and other writers but in every kind of activity; there are deadlines for finishing a job or assignment, for entering a contest, for ransoming hostages, or for buying a product at the special sale price.

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Or by phone: 800-595-4849 (Available 24 hrs / day)



Who are your friends in the media?

By Lee Roth, Hunterdon, New Jersey

You can have the most interesting event, the best written news release, the clearest and most exciting photographs, and the best overall story, without any of your work being accepted in a publication. If you do not have a person to submit that excellent work to your odds of getting published are reduced by at least half or even less.

Most of the time we speak of marketing and public relations we speak of how to prepare a news release, or how to obtain an excellent photo, but we rarely take the time to talk about how to present that fine work. The overlooked topic is how to present it and who to present it to, in order to assure that you will obtain the coverage important to the success of your marketing and public-relations effort.

It is vital to establish relationships with the people who will determine whether or not your work is used in a newspaper, magazine, or as part of a radio program. How do we establish these relationships? One way to do so is to cold call at the media and ask for the person who is the assignment editor or the programmer. A better way to do so is to network with these persons at events they attend, such as a gathering of members of the Chamber of Commerce or at another public event.

How do you identify these people at an event? Often the host of such an event will provide nametags with an indication of the organization the attendees represent. If that's not the case find someone in the group who can help you identify the persons who represent the media that you are interested in. Perhaps you can find someone to introduce you to the appropriate person or persons.

I have found that once you begin to meet people, and provide them with an interesting story, they will be interested in you becoming one of their sources. It is important to stay in touch with the people who can influence what material the media uses once you have made your initial contact.

That means staying in touch with the person at times other than when you are asking them to provide space or time in their media for telling your story. Become friends. Get to know them and let them get to know you. Invite them to the events you are promoting. Thank them for their interest and for their help.

At a public relations conference that I hosted one of the weekly newspaper editors talked about the need of his publication. His need was to have 35,000 interesting items to report on during the course of the year. He asked the question of the attendees — whether they were willing to provide one or more of those interesting items. He spoke of the close relationships that can develop between himself, his assignment editors, and the providers of those interesting items.

He indicated that great writing was not as important to him as the full detail of any story and the reliability of the provider. He told the attendees that his publication was likely to rewrite anything submitted anyway, and so his primary interest was in getting accurate information about an interesting event that would be the basis for putting together any story that his publication would want to report on.

The Heartbeat April 2010

Elbie Ford, editor

Central Florida Chapter

The Songs We Sing

“Happy Birthday To You” by Doug Treff from the Internet

The story of how the song “Happy Birthday To You” came to be, began as a sweet one that later soured. In the early 1890s, Mildred Hill, a teacher at the Louisville, Kentucky, Experimental Kindergarten, and her sister, Dr. Patty Hill, the principal of the same school, together wrote a song for the children entitled “*Good Morning to All.*” The sisters published the song in a collection entitled *Song Stories of the Kindergarten* in 1893.

Thirty-one years later, after Dr. Patty Hill became the head of the Department of Kindergarten Education at Columbia University’s Teacher College, a man named Robert H. Coleman published the song, without the sisters’ permission. To add insult to injury, he added a second verse, the familiar “Happy Birthday To You.” Mr. Coleman’s addition of the second verse popularized the song, and eventually, the sisters’ original first verse disappeared.

After Mildred died in 1916, Patty, together with a third sister named Jessica, took Mr. Coleman to court and proved that they owned the melody. Because the family legally owned the song, it was entitled to royalties from it, whenever it was sung for commercial purposes.

In 1935 the song was first copyrighted by Summy-Birchard Music. It was renewed in 1963. In 1988, a company called Birch Tree Group sold the rights of “Happy Birthday To You” to Warner Chappel Music for an estimated \$25 million. Since then, the song has brought in an average of \$2 million in licensing revenue. The copyright expires this year.

Do you "social network?"

Expose Yourself ... at the Local Mall !

by Bernard Priceman
Far Western District President



I have this bee in my bonnet about singing in malls. Several years ago my chorus was unable to rehearse at our regular venue one night so we located an empty store at a mall and rehearsed there. We didn't do it to recruit singers. It was a genuine rehearsal. But people stopped to watch us all night long and had we been prepared with flyers or CDs or a roaming quartet, we could for sure have found a few interested men. A sign saying: Learn to Sing" would have been perfect. Who knows how many men would have asked for more information.



One of the biggest problems in our barbershop world is that we don't expose our hobby to enough people. We put on shows and have great singing conventions, but the people who attend are mostly barbershoppers, or friends and family of barbershoppers. There's a whole world out there that knows nothing of our type of singing or the fun that we have. If we could get out among them, we should be able to attract members.

So the question is, where do people go on a regular basis, where they could see what we do? I know where ... the local mall. And if I'm anything to go by when I'm out shopping with Ruth, I'm bored stiff. Give me something, anything, to make my mall visit worthwhile. I'll bet I'm not alone among male shoppers.

Well, this all sounds fine and dandy, but if we don't have a plan, nothing will happen. So here's what I want your chapter to do to get this big ball rolling. You have nothing to lose.

- 1) Identify all the malls in your area (large or small, indoor or outdoor, even just stores such as Home Depot or Costco).
- 2) Find contact information for their offices.
- 3) Call and ask if you can meet with them.
- 4) Tell them the following ...more than 42 million people sing in 270,000 choruses around the United States. Everyone loves music. We would be happy to provide your shoppers with regular

live entertainment at no cost to the mall. It could be in the form of a performance by the chorus and individual quartets or we could hold our regular meeting in an empty store, which shoppers would also enjoy watching as they stroll by. If we could do this on a regular basis, perhaps once a month or quarter, there would be a reason for shoppers to be at the mall more often. Exposing people, especially youngsters, to music is a form of community service and the mall could only benefit from doing this.

I hope your chapter will see value in this plan. Clark Abrahamson, our District Membership Chairman, will be promoting it, too. I'm always ready to try new things. We never know if something will work if we don't try it. What's that well known expression? "If you keep doing the same thing, you'll keep getting the same results." We need better results. We need to do something different. Get that ball rolling!

Meet new PR Manager Melanie Chapman



Melanie joined the Society staff in May as Manager of Marketing and Public Relations, where she creates greater Society awareness and helps chapters and districts become more effective in their PR and marketing efforts. She got to know many staff members while working in marketing for the firm that relocated many of them to Nashville. She has plenty of past marketing experience in the hotel, banking and real estate industries.

Her real reason for living is music! She fell in love with barber-shop while playing Marian Paroo in a community theater production of *The Music Man* several years ago. Melanie studied voice at the University of Cincinnati College, Conservatory of Music and received a bachelor's degree at Indiana University.

Melanie has performed in many musicals and operas, written and recorded radio jingles and voice-overs, and performed gigs with a group for 18 years in her native Indiana and in Ohio and Kentucky. She plays piano, guitar, hammered dulcimer and auto-harp, and directs a church choir. Reach her at mchapman@barbershop.org or at 800-876-7464 x4137.



In a Q&A, AP Deputy Standards Editor David Minthorn offers a behind-the-scenes look at how The Associated Press decides on AP style guidelines -- including last week's big announcement that AP has dropped "Web site" in favor of "website."

Why the change from “Web site” to website?”

Followers of AP style — editors, writers, students, P.R. professionals, word lovers — have for several years argued that the two-word spelling of "Web site" is out of date. Certainly it's easier to spell website as one word, along with other compounds like webcam and webmaster, adopted previously by the AP Stylebook. Also, the Stylebook's primary reference, Webster's New World College Dictionary, Fourth Edition, prefers the one-word spelling.

Still, the Web (the shortened proper name of the World Wide Web) and certain other two-word phrases like Web page, remain capitalized in AP style.

Did the change happen in response to a grassroots push for “website?”

Clearly, the public's voice — the preference of social media activists, including within the AP — played a significant role in AP's decision. Social media users have no doubt been the loudest voice for change. The one-word spelling is dominant on blogs, Twitter, Facebook and elsewhere on the Internet (yes, Internet with a capital I). Grassroots appeals in the form of e-mails and other correspondence underlined a trend that couldn't be ignored.

What has the reaction been like?

The great majority of feedback has been highly positive. Applause erupted when AP Stylebook editors described the change at the American Copy Editors Society national conference Friday in Philadelphia.

In general, how do AP style changes get made? What factors are considered?

Three Stylebook editors — Deputy Manager Editor Sally Jacobsen, Editor at Large Darrell Christian and me — consider word usage proposals that come in, solicited or unsolicited, from AP staffers, AP Stylebook users and online sub-

scribers, AP member news organizations, journalism teachers and other news media professionals. We monitor news stories, AP and otherwise, for usage issues that might merit new or revised entries — for example, when the term "smart phone" came into common use, we concluded that it should be written as two words.

We aren't faddish about adding new words, but if there's solid evidence of an evolution in the language or in usage, we'll accept it with an entry. We're constantly kicking around topics and tinkering with definitions to keep them current.

When does a phrase or term rise to the level of a Stylebook entry?

It's a year-round process of winnowing and selecting that culminates in annual updates of the Stylebook. We look at every suggestion and decide on the relevance for AP news writing. There's often debate among us about whether a change is merited. We consult frequently with AP leaders, and on specialized issues — business, sports, news media law — we get crucial input from those AP departments.

Are there any other Stylebook surprises readers can look forward to?

One addition is a new section on social media guidelines — six pages with 42 entries on social media terms. The section also includes guidelines for how journalists should use social media in their work, including how to vet sources found through social networks and pitfalls to avoid when working with social media.

And in case you're wondering: The Stylebook is holding the line on "Internet" and "e-mail."



2010 Honors Flight by Ron Abel



A few years ago AMERICANS REMEMBERED, INC. was formed to give WWII veterans an opportunity to visit the WWII Memorial in Washington D.C. I was privileged to be selected as part of the 2010 Honors Flight in early June for a 1-day all-expense-paid trip, together with 50 other veterans and sponsors, to make this trip. Honor Flights are totally supported by donations from individuals or firms who view this as a truly worthwhile cause.

Memorials visited, in addition to the WWII Memorial, included the Lincoln Memorial, changing of the guard at the Tomb of the Unknown Soldier, the Korean Memorial, and



WWII Monument photo ©Thinkstock

Arlington National Cemetery, among others as time would permit. Representatives from all branches of the military service greeted us at the terminal with each individual offering their special "thank you" for our service and welcome to Washington D.C. In addition, there were in excess of 100 persons in the terminal also offering their "thanks" for our service in WWII and welcome. Truly an experience to remember.

AMERICANS REMEMBERED, INC. was formed a few short years ago to offer as many veterans as possible to visit the WWII Memorial (shown at left) which was dedicated in 2004. Many WWII veterans will never have the opportunity to visit this memorial inasmuch as most are in their upper 80's or in their 90's and it has been determined that in excess of 1,000 are dying each and every day. ♥

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"Heart Notes," Todd Anderson, editor, HEART OF AMERICA chapter, Kansas City, Missouri

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Patrick Close, editor Seneca Land District

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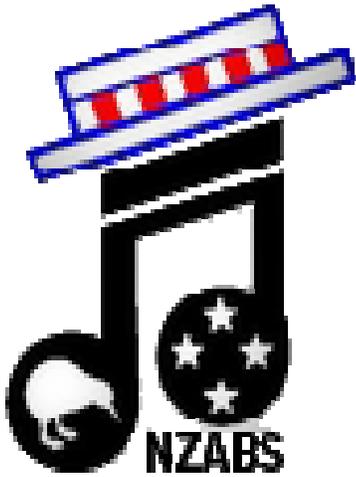
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SPATS

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Deadline for Jan/March PROBE moter is Dec. 20th!



Life member Mitch Miller dies at age 99



Society honorary life member Mitchell William “Mitch” Miller, famed conductor, choral director, television performer and recording executive, died July 31, 2010. In his decades as a highly influential producer and then as host of television’s “Sing Along with Mitch” in the 1960s, Miller helped establish and extend the cultural relevancy of many of “the old songs” beloved by barbershoppers.

Later in his life, Miller hosted two popular PBS specials focused on barbershop harmony. “Keep America Singing” (1994) featured international champs **Acoustix**, **The Ritz**, **Rural Route 4** and the **Southern Gateway Chorus**. “Voices in Harmony: More Keep America Singing” (1996) featured Society champs **The Gas House Gang** and **Marquis**, plus Sweet Adelines Queens Showtime! and Gem City Sweet Adelines Chorus.

PROBE MEMBERSHIP ROSTER (81)

Rev. 8/2010

Is your name on this roster? If not, your membership has lapsed

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12/31/2018	Carson, Grant	Gainesville, TX	WmGCarson@sbcglobal.net
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12/31/2011	Miller, R. (Bob)	Lexington, OH	rfmiller@neo.rr.com
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Carolinas
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Ben Geesa



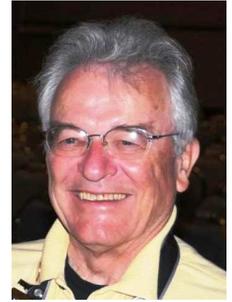
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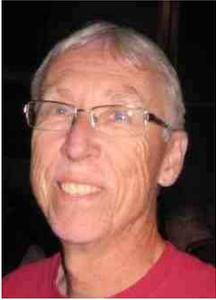
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NEXT DEADLINE IS DEC 20TH - THANKS!

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

Why not send \$20 (instead of \$10 for one year) to David Wagner, PROBE Secretary/Treasurer, and he'll send you a shiny new yellow membership card good through 2012. PROBE membership is a legitimate chapter and/or District expense. All editors, PR & Marketing VPs, and webmasters can benefit from PROBE.

So can all District bulletin editors and contest coordinators!

How about your District VP's, esp. Marketing/PR VP's? We'd love to see the staff in Nashville join in on the fun, too. Just 81 PROBE members in a Society of 30,000? What's wrong with this picture?

David Wagner
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