



PROBE
BARBERSHOP

"The most influential communications fraternity in the Society"

Published quarterly, Public Relations Officers and Bulletin Editors, BHS

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PROBEmeter

Vol. 48, No. 3

BARBERSHOP HARMONY SOCIETY

Aug/Sept 2011

**Bulletin Editor of the Year
(BETY)**

Printed Bulletin

Jerry Troxel

Greater Indianapolis, IN

The Beat



**Public Relations Officer of the Year
(PROTY)**

Single Event

Daniel Endy

**for his work at the
Philadelphia convention**



Electronic Bulletin

Jerry Daiker

Louisville #1, KY

The Starting Gate



Year-Long Activity

Bob Hall

**Rogue Valley, OR
Evergreen**



Most Improved Bulletin

**Robert Nicodern
Chicagoland West
Suburban, ILL**

The Pitch



CLASS OF 2010

Lowell Shank, Chairman

**Two Veteran Editors Added to
PROBE Hall of Honor**



John Elving
Rapid City, SD
RMD



Dick Cote
Fullerton, CA
FWD

Wow!

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**To be filled
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PROBE Historian

INCIDER PRESS, JULY 2011, KAREN NANNINGA, EDITOR



The 12th Street Rag staff for the international convention, Left to right-Dave Haase, the main man, Karen Nanninga photographer, Linda Fuson, proof reader, and Mark Yeokum photographer.

Web VP

Lyle Southam



A great way to get PROBE involved

Operation Harold Hill is in the works to start up this year and run full force in 2012 as a new program. In it's first running in 1996, it was quite successful - about 800 new members that year. We haven't seen growth like that since. Back then, there were not the technology tools/internet access we have today.

"Today, we're putting 2011 skin on the 1996 bones," said Alan Lamson during the pre-game web cast show on Friday afternoon. He was clear, though, that social media was mentioned, but was not actually discussed. Think back to 1996 - not everybody had cell phones, let alone SMART phones (Blackberries, iPhones, Androids, tablets, netbooks, etc.).



One of the things these tools can do is promote to a wide audience what we do - using media that has been cleared for copyright: Facebook, Twitter and other social me-

dia. I think Alan and the group behind this operation need some help from PROBE. Some of the people behind the operation (and the 1996 version) are **Charlie Davenport, Ev Nau, Brian Lynch** and **Bob Cox** - these guys are all Membership/Marketing members. They got together earlier this year and they have put all the skin back on the bones.

Mid-June saw a meeting in Nashville with these guys plus Alan, the CEO and the interim CEO. They all kicked the ideas around. The plan is to prepare some (web-based) training for some 180 Harold Hill candidates. If they get even half of those willing to sign on, they will exceed their goals. The Fall District Conventions will see some info roll out. Leadership Academy is another place for rolling out the details. Some high profile folks within the Society will be mentors for a number of chapters.

Now, when I think back to 1996 (for me, three years after I joined), I can't remember much of Operation Harold Hill. From what Alan says in the show, the Harold Hills will be as knowledgeable as Chapter Counselors - and perhaps armed with some tools. I look at who is behind this operation and suspect that they have a good game plan, but may need the help of "special teams." I think we can do some of that "special teams" work. Win-win, right?

I thought I'd plant a seed here, and if it takes off, we could move it to the Yahoo group or the Facebook page once we have a strategy for PROBE. Your thoughts?



DEADLINE FOR THE OCT/DEC PROBEMOTER IS SEPT 25

Bulletin Exchange Program

Does your chapter publish and distribute a bulletin, even if only a weekly one-page? The chapter bulletin is one of the chapter's, if not its best, PR instruments as well as probably the most effective communication tool between board and membership. Ideally, every chapter should be exchanging bulletins with every other chapter—*hard copy, not just on-line*. Each chapter has its unique characteristics, reflecting the specific needs and interest of its membership, but shares a common bond with brother chapters and experiences 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 also need more bulletin editors, more members in most chapters who are both able and willing to assist in editing, preparing and distributing. In the real world, the cost of printing and mailing bulletins today is prohibitive for many chapters, even if restricting mailing bulletins to known friends and those chapters close by and distributing copies to active members by hand. A few have weekly news-sheets to keep members informed of chapter activities - published/mailed 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. As any computer user knows, there are times when either the computer or the printer is out of order, not working, or unavailable. What's the answer? If we all put our thinking caps on and discuss it with each other, surely we'll come up with one.

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



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**Bulletin Exchange
Coordinator**

John Elving

New Leadership With New Directions



What an honor to be chosen by the membership of PROBE to be your president for the next year (or so). I am grateful that you have the confidence in me to do the job laid out. I will try very hard to live up to the expectations to make PROBE into the thriving organization it formerly was and should be presently and in the future.

That brings us to some thought that have been running in my head since our time together in Kansas City. In looking at back issues of the *PROBEmoter*, it is interesting that at the present time we have 87 members compared to just 10 years prior when there were 500 members. Of course, at the time they were bemoaning that fact that the membership was down at that time compared to not too long prior to that when there were 1,500 members. Isn't it amazing how the downward spiral has continued?

With that in mind, you would think that I would say that membership is our number one issue today. Yes, we need to grow, but that isn't the total story. There needs to be a reason for us to grow. There is a seeming lack of interest in PROBE by any of the newer members of the Society. Even the older members are gaining in their complacency toward taking ownership of PROBE. All of it comes about because of a lack of communicating our organization among the membership.

As former President **Grady Kerr** stated 10 years ago, at the very least we should have every chapter editor and M&PR man on our rolls. I would add that we need every webmaster included in that, along with those same positions in every district. In talking with several different people at the convention in Kansas City, I gleaned some very valuable information for us to consider:

- PROBE is thought of as an organization that deals with only judging bulletins. Even Marketing and PR people don't understand our role as Public Relations Officers (PRO).

- We have not kept up with the times in how we look at communications.

- We are far too verbose in what we publish. Only about 40% of what is written needs to be there. Today's reader wants things short and to the point, not having to wade through pages and pages of what they consider drivel.

- PROBE needs to take an active leadership role in the marketing and PR of the Society and truly be the leaders we were in the past.

I want us to seriously consider where those thoughts and others would take us in the near future and beyond. I realize that many of us hang on to what is very familiar and comfortable. That's natural. However, we need to look to the future if PROBE, like the Society, is going to survive. It will mean change for all of us. It will be embracing, however reluctantly, new ideas and technology. How many of us thought 20 years ago that we would be using computers instead of typewriters? It will probably mean discomfort in what we do, but it will be worth it in the long run because we will be showing how important PROBE and membership in it is.

I am asking that each of you respond to me with ideas as to how we can think outside the box and make PROBE valuable again. I am also asking that each of us become fully committed to working in PROBE to build it again. It will mean some extra time and effort on the part of each member, not just a few. This organization need to full commitment of each and every member taking on tasks and positions as they are able and asked.

Past is the time when PROBE can rely on the 10% taking on 90% of the work. That 10% can get burned out pretty quickly and become discouraged that the 90% aren't willing to commit to the organization to keep it strong and vibrant. We must all take ownership of this organization and step up to the plate.

Here are some things that PROBE is going to do to change course. Included are things that each of you can consider taking an active role in:

- PROBE will be updating the database and keeping each member informed as to when their dues are nearing expiration. Membership cards and renewal notices will be sent out each year.
- Every chapter and district will be contacted directly. Each editor, M&PR man and webmaster will get an invitation to join PROBE.
- PROBE will be getting our own URL so that it will be easier for anyone to access it.
- The PROBE web page will continue to be upgraded and made more relevant to all members.
- A PayPal account will be set up for members, chapters or districts to pay yearly dues.

PROBE HALL OF HONOR

Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp, Dick Cote, Lloyd Davis, Wade Dexter, Mel Edwards, John Elving, 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



John Elving receiving his Hall of Honor plaque from Lowell Shank

Cont. from last page

- Increase the M&PR aspect of PROBE and increase our visibility and influence in the Society Marketing and Public Relations, especially with the decrease of revenue for headquarters to operate successfully.

- There is a need to revise the By-laws/SOP Manual to bring it up to date.

- There will be a need to update the PROBE Style manual to simplify it. **Kristine Parke** had initiated this discussion and will hopefully head it up with the help of others.

There were some very important changes made in our meeting in Kansas City. You will read about them in other places in the **PROBEmoter**, but just let me touch on them. These are what we are already doing for a myriad of reasons:

- There will be no District BETY contests; everyone will be able to enter the IBC.

- The Electronic and Hardcopy contests were folded into one contest.

- The L&R and D&G categories will be made one and revised.

- The G&S category is undergoing a revision to make it easier to understand.

I know many of you who were brought into the new millennium mentioned by **Grady Kerr** in 2001 are kicking and screaming even harder at being brought into the 21st Century with its new technology that most of us can't keep up with, let alone understand. However, as I've said before, we are the ones who should be leading the way in this explosion of technology. If we are to survive, we must become the "new" PROBE and once again become "The Most Influential Fraternity in the Society." Grab hold, hang on and enjoy the ride!

PROBE President

John Elving

Here are the things from the annual PROBE meeting that you all need to know about:

- The Electronic contest has been done away with and combined into the general IBC contest.
- The L&R and D&G categories will be combined into one: L&R.

In talking with **Lyle Southam**, here are some changes I am authorizing:

- He will be looking into getting our own domain name which will make it much easier to find us and get on our website.

- Eventually we will be looking into changing providers, which we will need to pay for, so that we can have a lot more flexibility in what the PROBE web page can do. We are limited in what **Harmonize.com** will allow us to do, plus limited by the amount of space available to us.

- Lyle will want to keep the membership list up to date on the website, eventually making it a site somewhat like e-biz where members can enter their own information.

- We will eventually have a *members only* site that will be for in-house information while keeping the main part of the web page as an outward looking website more towards marketing and publicizing what PROBE can do for people when they join.

- Our web contest is delayed until next year when Lyle can fully publicize it. This year there was only one entry.

- Lyle is compiling a fine list of web mentors, some with tech savvy (new word?) and some with marketing skills.

- Lyle is also working with **Eddie Holt** in being able to access information from the e-biz site for our use in PROBE.

Right now that is an email look-up for all districts and chapters. We will be able to use this information for his needs as web VP, as will the new Bulletin Editor VP (whoever that may be) and marketing & PR VP. What a boon that will be to be able to cull that information.

Be ready for a lot of communication between me and each of the officers; to that end, **Lorin May**, *Harmonizer* editor, has already talked to me, as has **Mark Conching**, chair of the Marketing & PR committee that meets yearly at the forum in Dallas. We will work to get this ship turned around and back in prominence.



Jerry Troxell receiving his IBC first place plaque from Lowell Shank

Photos courtesy of Karen Nanninga Manhattan, Kansas

Both men have some very valid suggestions for bringing PROBE back to where it should be, and how we can really help the Society.

I can say that it will take courage to change our focus and how we do some things, all the while never forgetting the history of where we have come from and what brought us to prominence in the first place. I look forward to this next period of time where we can work together to redefine and rebuild PROBE. Thanks for giving me the chance to serve you and the other members of PROBE.



2011 PROBE International Bulletin Contest (2010 Bulletins)

Bulletin (6)	Editor	Chapter	DIS	Content		L&R		G&S		Total
				1	2	1	2	1	2	
1 <i>The Beat</i>	Jerry Troxel	Greater Indianapolis, IN	CAR	382	392	275	287	295	294	1925
2 <i>Chord-inator</i>	Hardin Olson	Minneapolis, MN	LOL	342	336	260	276	289	290	1793
3 <i>Orange Spiel</i>	John Alexander	Jacksonville, FL	SUN	329	328	250	266	288	291	1752
4 <i>***Pitch</i>	Robert Nicodem	Chicagoland W Suburban	ILL	273	308	259	252	289	295	1676
5 <i>Toosday Toons</i>	Charles Bell	Nassau Mid-Island, NY	MAD	306	258	213	209	289	297	1572
6 <i>Smoke Signals</i>	John Cowlishaw	Pontiac/Waterford, MI	PIO	253	269	190	175	289	291	1467

NOTES

- *** Robert Nicodem's *Pitch* is the winner of the *Dick Girvin Most Improved Bulletin Award*. (Repeat from last year)
- There were no entries from CSD, DIX, EVG, FWD, JAD, NED, NSC, ONT, RMD, SWD and SLD.
- Judges:

Content:	1) Jerry Kindred	2) Dave Stock
L&R:	1) Bruce Anderson	2) Milt Weisman
G&S:	1) Dick Pierard	2) Bruce Martin
- IBC Chairman: Lowell Shank
- Preparation of *Participation Certificates* for the winners: Bruce Anderson



JERRY TROXEL

DR. HARDIN OLSEN

JOHN ALEXANDER

ROBERT NICODEM

CHARLES BELL

JOHN COWLISHAW

2011 PROBE Electronic International Bulletin Contest (2010 Bulletins)

Bulletin (5)	Editor	Chapter	DIS	CON		D&G		G&S		Total
				1	2	1	2	1	2	
1 <i>The Starting Gate</i>	Jerry Daiker	Louisville #1, KY	CAR	258	273	169	210	583.60	292.30	1785.90
2 <i>Sound Bytes</i>	Ted Byers	Hamilton, ONT	ONT	216	220	161	191	585.10	289.70	1662.80
3 <i>GNU News</i>	Terry Wheeler	Hilltop, MN	LOL	348	293	207	204	281.52	289.10	1622.63
4 <i>Toosday Toons</i>	Charles Bell	Nassau Mid-Island, NY	MAD	288	313	207	233	168.00	297.70	1506.70
5 <i>By-Lines</i>	Dick Kury	St. Louis Suburban, MO	CSD	194	286	181	227	167.00	290.40	1342.40

NOTES

- There were no entries from DIX, EVG, FWD, JAD, NED, NSC, ONT, RMD, SWD and SLD.
- Judges:

Content:	1) Martin Banks	2) Lowell Shank
D&G:	1) John Elving	2) Steve Jackson
G&S:	1) Alexander Edwards	2) Craig Rigg
- E-IBC Chairman: John Elving
- Preparation of *Participation Certificates* for the winners: Bruce Anderson



JERRY DAIKER

TED BYERS

TERRY WHEELER

CHARLES BELL

DICK KURY

Barbershop History Quiz

Mark Axelrod, editor

Blue Chip Chatter, Teaneck, N.J



In my last quiz I noted that **Harlan** and **Todd Wilson** represent the only father-son combo ever to sing in international-level first place quartets. The wording of that question would have been clearly improved had I made specific reference to two different quartets, as to this day the Wilsons remain the only father-son combo ever to have sung in two different championship quartets.

Let's not split hairs, however, and give proper recognition to our 2003 champs, **Power Play**. Although this is obviously one quartet, it consists of a father, **Jack Slamka**, his sons, **Michael** and **Mark**, and his nephew, **Don**. Several regular readers of my history quiz advised me that the Slamka's should have been cited along with the Wilson's. I thank them as accuracy is the name of the game in the history quiz business.

On another topic, a sincere thank you goes to Society Membership director, **Charlie Davenport**, for lending me his personal copy of **Deac Martin's** long out of print **Book of Musical Americana**, the source of this month's Q's and A's. Martin was a renowned musicologist who was born in 1890 in Iowa and grew up in Missouri during barbershop's glory days, especially so in the rural Midwest at the turn of the last century. He joined the Society in 1938, founded the Cleveland, Ohio Chapter in 1940, wrote a column, "The Way I See It" in the **Harmonizer** for many years and authored *Keep America Singing* (later the lyrics were changed and it was called *Keep the Whole World Singing*) in 1948, a history of the Society's first ten years.

Questions

1. In the Book of Musical Americana, Martin notes that barbershop harmony and another type of American music enjoyed a remarkable rebirth starting in the 1930's. Identify this other home-grown musical genre.
2. Martin states that barbershop and that other type of music mentioned in question #1 above share many common characteristics. Name as many as you can.
3. Notwithstanding all they share socially, are there any musical similarities between the two?
4. There is an abundance of references made in books, articles and oral histories as to the powerful relationship between rural barber shops and barbershop harmony during barbershop's golden age (1890-1920). From this can we surmise that seldom (or never) was the ring of locked in barbershop 7th chords heard in urban barber shops?
5. In addition to providing the premier venues for singing barbershop harmony, in what other ways did late 19th/early 20th century barbers contribute toward the development and improvement of barbershop harmony?

Answers on page 12

Rotogravure explained

Submitted by Keith Mullen

In the song "Easter Parade," written in 1933, there is a reference to 'being in the Rotogravure.' I didn't know what it meant so I looked it up.

In the newspapers of the 1930's thru the 1960's the news items were just written stories with no pictures as they are today. It was possible to convert photos to print on a rotogravure machine but it was expensive to do so. On Sundays, the papers printed a special section of the paper with just pictures and small explanations of the photos, with no news stories in this section. Many times these pictures were of society functions. This section was printed on the rotogravure machine and many times this section was referred to by this name. Consequently, pictures of the Easter Parade probably would be included in this special section of the Sunday paper.

The rotogravure machine is still in use today to print picture books and magazines.

Former SLD Editor Bill Davidson Passes



A former Buffalo area resident, and former SLD barbershopper, passed away last Tuesday in Central Florida. **Bill Davidson**, age 92, was once the editor of the Seneca Land District **Smoke Signals** bulletin, and very active with running the annual District retreat in the Poconos (probably in the 1970's or 80's). He relocated to Florida 25 or 30 years ago.

Despite some physical handicaps (from an explosion earlier in which he lost his right hand and had severe bodily injuries) Bill continued to be very active in barbershopping. He was an active member of the **Central Florida** Chapter in the Sunshine District.

When I met him seven years ago, he had some mobility problems. But he insisted on getting out of his wheelchair and standing to sing in a quartet. And at conventions, his wheelchair could always be found in the hotel lobby until the wee hours of the morning. He'd sing a love song to every woman he met. He carpooled with us every Thursday to the chapter meeting. He will be missed. His memorial service was held Saturday, July 9, 2011, 2:00 pm at the New Life Baptist Church in Leesburg, Florida.

Larry the Legend
Lead, Heart of Florida Chorus
Bill's Friend

Thank You PROBE

First I want to thank those of you who were at the annual PROBE meeting on Thursday morning in Kansas City. Although sparse in number it made things easier to get our meeting over and things passed without controversy.

Next I want to thank all who were responsible for naming me to the PROBE Hall of Honor. Please know that is a very humbling thing to know that your fellow PROBE members think highly enough of you to bestow such an honor. It is even more humbling knowing my name goes up there with so many who went before me who I know put so much into the organization and their craft. I will do all I can to bring honor to PROBE as a Hall of Honor member.

Third, I want to thank our new Immediate Past President Steve Jackson for honoring me with the President's Award. I have enjoyed working with Steve these past few years and have learned a lot from him. I will continue to call on him for his sage advice as we move forward in this next year. Thank you Steve for your friendship and mentoring spirit.

Last, I want to thank the membership for having the confidence in me to serve as your incoming president, even though I have been filling that position since Steve felt the need to step away from it. I will do my utmost to do the job that is needed to bring PROBE back to the prominent position it deserves. It will take the cooperation of all the members to do it, and a commitment on everyone's part to get things done in a short order, and also for the long run. I know I can count on all of you to take whatever is handed you and run with it to succeed.

Again, thanks for all that happened. I certainly don't feel deserving... but I'll take it!

Sing-cerely & Humm-bly,

John Elving

PROBE Meeting Minutes

July 7, 2011 – Kansas City

The annual meeting of PROBE (Public Relations Officers and Bulletin Editors of the Barbershop Harmony Society) was called to order by President John Elving.

Meeting called to order by President John Elving at 8:33 am.

PROBE Officers Present:

John Elving, Acting President (succeeded Steve Jackson mid-term)
Lowell Shank, Immediate Past President and Acting Secretary

Agenda

Introduction of members & guests (10 total)

Minutes of the Philadelphia meeting were approved

Treasurer's Report: **David Wagner** reported \$2,900 in the checking account at Chase Bank. President **John Elving's** signature will be added to the account.

VP Bulletin Editors – John Elving

Entries in the Hardcopy IBC were six and five in the Electronic IBC..

PROBEmoter report from **Steve Jackson** (written)

BE Exchange **Alexander Edwards** reported the list had 12 bulletins.

Awards

Hall of Honor

Dick Cote, Fullerton Chapter, California

John Elving, Black Hawk, SD

PR Officer of the Year

Single Event

First place – **Daniel Endy**, Bryn Mawr Chapter, MAD

Year Long

First Place – **Bob Hall**, Rogue Valley Chapter, EVG

IBC Editor of Year

Electronic

First Place – **Jerry Daiker**, Louisville #1, KY Chapter, CAR

Hardcopy

First Place – **Jerry Troxel**, Greater Indianapolis, IN Chapter, CAR

Dick Girvin Most Improved Hardcopy Bulletin

Robert Nicodern, Chicagoland W. Suburban ILL Chapter

OLD BUSINESS

Achievement Awards suspended for this year

John Elving represented PROBE at the 2010 Leadership Conference in Dallas

NEW BUSINESS

State of PROBE – 87 members

Motion made and passed to combine the Electronic and Hardcopy IBC Bulletin Contests into one contest.

Motion made and passed to eliminate the District Bulletin Contests and to open the IBC Bulletin contest to all editors – no limit to number of entries per district.

Grammar and Style Category being revised by **Craig Rigg** and **Joe Wander** to simplify scoring.

Kristine Parke has volunteered to revamp/update the PROBE Style Manual

Election of Officers

John Elving – President

Lowell Shank – Secretary

No nominations for VP-BE and VP-Membership

Other officers from 2011 to carry over to 2012.

Meeting Adjourned at 9:53 am – **Lowell Shank**, Acting Secretary

Cutting Through the Clutter A Few Quick Tips To Gain Recognition By Eric Herr



Getting the media to recognize us and what we do is a Marketing and Public Relations challenge we've all been facing for years. But, it's becoming increasingly difficult to position ourselves for a media hit, what with a growing number of different organizations competing to get their share of coverage on the six or the eleven o'clock TV news, not to mention radio and print mediums. Then there's the huge proliferation of other outlets through which consumers can now receive information. In addition to the so-called standard fare of television, radio and print, we now have Facebook, LinkedIn, Twitter, blogs, YouTube...you get the idea. So, how do you cut through all the clutter and make your message memorable and stand out from all the rest? Here are a few tips to point you in the right direction:

Be your own editor

Go through everything you've prepared and ask yourself whether what you've written adds or detracts from the main message you want your audience to receive. If what you have enhances your message...keep it! If not, hit the delete key!

Less is more

Try paraphrasing to see if you can say the same thing and still drive your message home using fewer words.

Keep Your Message Simple and Understandable

We often forget that phrases and acronyms that are familiar to us as barbershop singers are not necessarily familiar to others. Prepare all your materials and write as though your audience knows little or nothing about our hobby. Don't assume! Make any terms, phrases or acronyms crystal clear.

Use Analogies to Help Create Visual Images

How many times have you had someone in the media or just JQ Public confuse a chorus with a quartet? When referring to the name of your chapter/chorus, explain that a chorus is still four part harmony, just like a quartet. But, instead of four individual singers, a chorus can have as many as 40, 50 or 100 plus singers, etc., divided into sections of each of the four voice parts (i.e. Tenor, Lead, Baritone and Bass).

The Features/Benefits Approach

Use words and phrases that underscore and appeal to the benefits and features of our hobby. Words like camaraderie, brotherhood, life long friendships, intergenerational, G-rated entertainment, four part harmony. Our hobby is unique in that it caters to a broad cross-section of age groups. Look for buzz words that identify most with your target audiences and use those words to sell our product!

E-mail is NOT Enough

We live in a world where e-mail seems to rule. E-mail certainly has its place for some things, but there is no substitute for making a personal phone or in person connection. Those who communicate strictly by e-mail will not make the cut...trust me! Making a phone call or meeting face to face with the media as a follow up to an e-mail is a sure fire way to increase your percentage for event coverage. Not only that, but a personal connection will set the stage for future coverage opportunities, too!

Think Like a Twitterer

If you only had 140 characters (like Twitter) to explain your key message, what would you say and how would you say it? Remember, all media outlets are bombarded with tons of information on a daily basis. If you want to cut through the clutter and increase your chances of coverage, keep your message short, simple and to the point.

In short, be an "Outside the Box" thinker. Always be on the lookout for interesting and unique angles to make your chapter and your message stand out from rest of the crowd.



President Bill Hanson presents a plaque for first place in the Probe bulletin contest to Karen Nanninga, Editor, for the *InCider Press*.



Does your chapter have a website?

Reid Joyce, SingJAD webmaster

For almost 20 years, the Johnny Ap-pleseed District has had a website that people within the district and around the country (and the world) can visit to see what we've been doing, what we're planning, and why we love this happy hobby of barbershopping. There are links to SingJAD from the Barbershop Harmony Society's site (barbershop.org) and from many individual chapter and quartet Web sites around the district, and it's easy to find with a Google or Yahoo! search.

One of the most-visited pages on Sing-JAD.com is the JAD Calendar. I post on this calendar all formal chapter shows that are reported to me by the JAD Secretary, and other events that are reported directly by the chapters themselves. For each event, you can see the date, the chapter that's holding the event, and the kind of event (annual show, cabaret, picnic, etc.), and there's a link to your chapter's website, where people can go with a single click to find out the details for your event – time, location, directions, who's on the show, and so on.

What you WON'T find in the calendar on SingJAD.com is all of that stuff that belongs on your own chapter's website, because it's not part of my job as JAD Webmaster to also be the PR guy for your chapter. That's what the World-Wide Web is for, anyway: to provide LINKS to other information rather than duplicate that information in lots of places. Sounds harsh, but the fact is that now that we're ten years into the new millennium, a lot of the world's business is conducted on the Internet.

JAD no longer publishes a hard-copy district directory. Although it's available online, *The Cider Press* is a world-class hard-copy publication that's sent to all of our members. Most chapters that want to publicize their chapter shows in their own towns or beyond their city limits do so by posting the details on their own chapter websites, and now it's easier than ever for even a small-town barbershop chapter with limited resources to develop and maintain its own site.

YOU should be in control of your own website! The members and board of your chapter are the only ones who know from week to week what's happening in your town and your chapter. You know what your plans are, and you know the people who are most likely to attend your shows,

advertise in your show programs, and become members of your chapter. No one is better qualified than you to figure out how to pitch your fun nights, membership drives, sing outs or shows to make them most appealing to YOUR particular audience. Most chapters, even the small ones, have someone who either already knows how to build and maintain a simple website or who has the talent to learn very quickly.

Creating and maintaining a web-site is a little more complicated than just typing stuff on a page, but you don't have to have expensive software or spend months of study to put together at least a rudimentary site that's more than capable of serving your chapter's PR needs. And there's even a hosting company right here in our district that has offered to provide FREE Web-hosting space for barber-shop chapter or quartet sites.

The free hosting service is called Harmonize.com and if you host your site there, your site's address will be of the general form www.harmonize.com/yourchaptername

If you need guidance about how to build a site, there are lots of excellent books around, and there is some excellent free or inexpensive software available to make the process easy. The Webmasters for other chapters around you are almost always ready to lend a hand in getting you started – just drop them a line and ask for a little advice and coaching.

After your chapter has identified the webmaster, you can either go to www.harmonize.com and follow the instructions there to request free web space for your chapter or quartet site, or you can select some other hosting service (which you'll probably have to pay for) and you can even choose your own domain name, in the general form yourchaptername.com to further personalize the site – and maybe provide your own chapter or quartet-specific e-mail address.

But what if you already have a web-

site, and your chapter's webmaster moves away, leaves the chapter, or becomes unable to continue with his Webmaster duties? A number of chapters have found themselves in the awkward position of having a website, but no longer being able to keep it up to date because no one knows how to log into the site.

That's like having a car but not the keys. A really important aspect of the business of maintaining a chapter or quartet website is to be sure that your permanent chapter or quartet records include a list of details about the site, prepared by the webmaster:

- Who provides the hosting
- How much does it cost?
- Who receives the bill?
- Who's listed as the contact person for the domain-name registration?
- Who initially paid for that registration?
- When will that registration be up for renewal?
- What's the IP address of the host server?
- What are the Username and Password that the Webmaster uses to log into the site in order to transfer and update files?

Although most webmasters prefer to be the only person who ever adds or changes files on "his" site, all of this information will be necessary if someone else has to take over maintenance of the site. That's not a problem if the Webmaster is able to participate in an orderly transition to a new guy, but if he becomes incapacitated or (not that this would ever happen) leaves the chapter under less-than-friendly circumstances, the organization must have the means to continue to update its site.

So if you have a current site, and if your chapter or quartet essentially "owns" it, you can promise to allow access to it only by the Webmaster, but the organization has the right to require the webmaster to provide the key information for your permanent archives. ♪

Fall 2009 *The Cider Press*
Jeff Ulrich, editor

PROBE HALL OF HONOR



Bruce Anderson
2005



Ray Barrett
1994



Herb Bayles
1996



Grant Carson
2003



Jerry Coltharp
1993



Dick Cote
2011



Lloyd Davis
1995



Wade Dexter
1991



Mel Edwards
1997



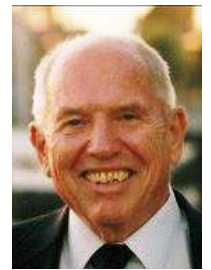
John Elving
2011



Leo Fobart
1992



Jim Fulks
1995



Harry Gault
1998



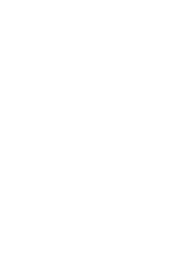
Dick Girvin
1993



Bob Hockenbrough
1992



Ray Heller
1991



Paul Izdepski
1996



Steve Jackson
2001



Terry Jordan
2006



Grady Kerr
2002



Art Lane
2007



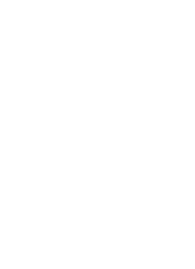
Deac Martin
1989



Bob McDermott
1982



William Moreland
1994



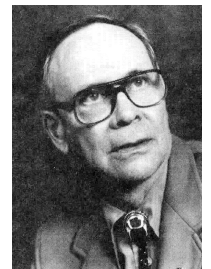
John Morris
1993



Roger Morris
1996



Buddy Myers
1999



Dee Paris
1989



John Petterson
2002



Waldo Redekop
1997



Craig Rigg
1999



Jerry Roland
1995



Lowell Shank
1998



Wilbur Sparks
1989



Stan Sperl
1991



Dick Stuart
1990



Jim Styer
2000



John Sugg
2006



Staff Taylor
1990



Dick Teeters
1999



Dr. Arnold Wade
2004



Charlie Wilcox
1990

I'm still looking for photos of **Ray Barrett**, Wilmington, Delaware, MAD; **Mel Edwards**, FWD; **Paul Izdepski**, South Bend, Indiana, CAR; **John Morris**, Detroit/Oakland County, PIO; **Roger Morris**, Detroit, MI PIO and **Stan "Stasch" Sperl**, Waukesha, WI, LOL. Can anyone upgrade any of these photos? It would be most appreciated! If anyone has a decent print, please send to webmaster **Lyle Southam** or **John Elving** so it can be added to this page — thanks (and copy me, please, for my PROBE photo library) — SJ



PRESIDENT'S MESSAGE

Bill Vermue

THE TRILLIUM IS BACK! I've been wanting to say that ever since our last issue in the summer of 2010. Pat Moauro did a wonderful job resurrecting the Trillium in 2009 but unfortunately had to give it up last fall and once again we were left with a huge void in our ability to communicate with all of you. Many thanks to your VP Marketing, Denis Laflamme, for finding us a new editor in the person of Lee Sperry and then collaborating with him to present you with this inaugural issue.



New editor for the Ontario District **TRILLIUM** (replacing **Pat Moauro**) is Newmarket's own **Lee Sperry**. Wondering just what he got himself into, his lady friend Julia (having a background in graphic design) volunteered to give him a hand. Seeing their first issue, communications in the Ontario District are definitely well in hand; don't forget to include PROBE on your mailing list!





MOUNTAIN TALK



Voice of the Denver MountainAires Chapter - Denver, Colorado

We sing Tuesday evenings, 7:30 pm to 10:00 pm, Edgewater Community Church
2497 Fenton St., Edgewater, Colo. 80214 **Guests are always welcomed!**

Vol. 34, No. 4

www.mountainaires.com

May 2011

Nameplate — L & R

A. NAMEPLATE [page one requirement] (15%, possible 49 points)

- ___ ___ 1. Does the nameplate attract and announce with impact? It should take up no more than one-third of page one [0-5].
May be split, top and bottom of front page. **What's impact? Is it in color? Is it a crisp, clean layout with a balance of text and logos. Try using red and white stripes as fill—maybe 50%—black and white and shades of grey can accomplish the same thing. Impact to me means a well laid out informative nameplate with good contrast!**
- ___ ___ 2. Does the bulletin look like a barbershop singing publication? Some indication of quartet [5], singing [3], music? [2]. **Music notes, a staff, use of musical terms in bulletin name, use of chapter logo, a barberpole, a quartet peeking out from under (you could fade it out and place some bold text over them, some way to illustrate singing — check your thesaurus or "google" music or harmony**
- ___ ___ 3. Is the Society's logo [3], name [2], or initials [1] in the nameplate? (Maximum of 5 points) **Barbershop Harmony Society, BHS, the official logo—I still see an occasional SPEBSQSA (our official name—BHS is simply shorter and easier to market)**
- ___ ___ 4. Is the volume number [1], issue number [3], and date [6] clearly shown? **Essential for archiving purposes—volume: how many years the chapter has published a bulletin, issue number: Is March #3, is the Summer issue #3, is the May/June issue #3—see where I'm going? My next issue is June (I publish monthly)—#6!**
- ___ ___ Subtotal

Answers to BARBERSHOP QUIZ on page 6

1-Folk music.

2-Both have European ancestry; both are music of, by and for the common people; both rose phoenix-like from the musical ashes; both enjoyed a tremendous surge in popularity during their revivals in the 1930's unmatched in earlier times; and both became musically respectable, entering the concert hall for the first time.

3-Not according to Martin. That's probably an over-reach, however, as many of the same songs are in the repertoires of both styles. Clearly, however, the manner in which they respectively treated the music, particularly with reference to arrangement, was not at all alike. Certainly the significance of musical instruments in folk music and the absolute prohibition of same in barbershop on one hand, and barbershop's lusting after ringing dominant 7th chords and folk music's nonchalance regarding them on the other hand, represent two huge stylistic differences between the two types of music.

4-Although I cannot definitively say yea or nay on this point, I can say that there's no logical reason to assume it, and, more importantly, it was not indicated to be the case either in Martin's book or in any other barbershop history source I've ever read.

5 -Being at the epicenter of the barbershop harmony universe as they were, barbers with musical talent naturally gravitated toward becoming skilled quartet coaches; the first such coaches I have ever seen referenced in any source. They also served in an important promotional capacity, as they would invite people to stop by their shops at a particular day and time to hear the latest outstanding new quartet.

Masthead — L & R

L&R Category Specialist

Steven Jackson

We've been without a category specialist in **L&R** (Layout and Reproduction) since **Dick Girvin** passed away in April 2010. I've been appointed (*railroaded?*) by president **John Elving**. I realize that I'm stepping into some mighty big shoes. But, what the heck...I'll do it 'til someone kicks me out for coloring outside of the lines!

In judging this year's contest, John and I both noticed the same things being glossed over and/or ignored. John suggested a review of the scoresheet in the **PROBEmoter**. An analysis of the **Nameplate** and **Masthead** sections might be beneficial for editors to produce a top notch bulletin. This score sheet is the result of the best minds PROBE had to offer. They offer a realistic checklist of what makes an informative, effective, and motivational chapter bulletin. I offer my bulletin as an example—it has not been "fixed" for this article. If I were interested in competing, I might change a few things around, but if you'll look closely, all information requested is present.

Now that I have the opportunity, I may tweak the "*does it look like a barbershop publication?*" That ambiguous phrase has bothered me for a while—we should get more specific! Of interest: D&G will be merged back into L&R since the two are almost identical (with just a few exceptions). A new scoresheet will be published when completed and sent to all judges (L&R and D&G). It will be ready for next year's judging of the 2011 entrants.



Published monthly by the Denver MountainAires Chapter
Denver, Colorado, Barbershop Harmony Society

Deadline is one week prior to the first of the month, please!

Articles are welcomed by all chapter members.

Board members and committee chairmen are urged to contribute.

PROUD MEMBER OF PROBE

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Reproduction

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AlKlinger@aol.com

B. MASTHEAD [page one, two, or last page] (12.5%, possible 43 points)

___ ___ 1. Is the chapter name [4], city [4], state [3] and district [3] identified?

Denver MountainAires, Denver, Colorado, Rocky Mountain District—notice it says chapter, not chorus name. Make it easy for your readers to find you—bonus points available for including a chapter or chorus logo, mention of chorus should be good for a few points, too.

___ ___ 2. Is the chapter meeting place [3], day of the week [3], and time [3] shown?

Edgewater Community Church, Tuesday, 7:30—potential members can't visit if they don't know where and when you meet, right? Use your bulletin as a recruiting tool AND to market your chapter.

PROUD MEMBER OF BHS & PROBE

**"The Denver MountainAires (Denver, Colorado — Rocky Mountain District) meet Tuesday evenings
7:30-10:00 pm, at the Edgewater Community Church, 2596 Fenton St., Edgewater, CO 80215"**

GUESTS ALWAYS WELCOMED!

___ ___ 3. Is the editor's name [4], address [4], phone number [3], and e-mail address [3] clearly shown?

As long as hard-copy bulletins exist, editors should include their mailing address, too. Why offer ANY contact info...for articles, photos, news, etc. from your chapter, District, and International. Max points, right? NOT if I have to go digging for it. Place in obvious spot either on page 1 — either as part of the nameplate, directly below the nameplate, OR (and this is the one I like—how about across the bottom of the page? You could box it, highlight it, use bold to make it stand out, etc. Be creative but put it in—if your mailing it, it is your return address, right? Good spot for ALL info, too!

___ ___ 4. Is the chapter's webpage address clearly shown? [6]

Include the website address, gather the six points available...why should you? Enticement! Advertise your website; webmaster can fill in the details if needed. A website also advertises and pulls your chapter kicking and screaming into the new millennium!

___ ___ Subtotal

Editor: Steve Jackson, 215 Cheyenne St Lot 18, Golden, CO 80403 720 389-8739 sjjbullead@comcast.net

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IBC Winners: 1964-1978



1964
Vince Caselli
Binghamton, NY
Bingham Tone



1965
Dr. Matthew Warpick
Manhattan, NY
Manhattan Skyline



1966
John Anderson
Racine, WI
The Bellows



1967
Chuck Nicoloff
Arlington Heights, ILL
Arlingtuner



1968
Joe Hart
Binghamton, NY
Bingham Tone



1969
Carey Buhler
Reseda Valley, CA
Notes To You



1970
Roger Snyder
Dundalk, MD
Charivari



1971
Sam Tweedy
Austin, TX
Austin Rechorder



1972
Burt Louk
Rochester, NY
Fundamentalist



1973
Phil Steel, Jr.
Melrose Park, NY
Abington Keynoter



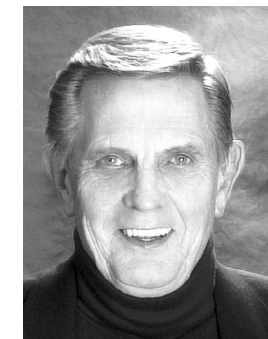
1974
Jerry Easter
Chord Crier
Waterloo, IA



1975
Harry Gault
New London, CT
Sea Notes



1976
Jim Smith
Scarborough, ONT
Quoter Note



1977
David Olsen
Manitowoc County, WI
Hi Lights



1978
Dean Roach
Toledo, OH
Seaway Current

IBC Winners: 1979-1993



1979
Jim Fulks
Louisville, KY
Starting Gate



1980
Jerry Roland
Lancaster, PA
Red Rose Rag



1981
Dick Teeters
St. Paul, MN
The Overtones



1982
Larry Smalley
Mason City, IA
River City Pitch



1983
Owen Slocombe
Guelph, ONT
Ambassador Notes



1984
Lowell Shank
Mammoth Cave, KY
Gazebo Gazette



1985
Don Sprouse
Monterrey, CA
Hot-Aire



1986
Dick Teeters
St. Paul, MN
Overtones



1987
Wade Dexter
Kansas City, MO
Harm-O-Notes



1988
Steve Tremper
Research Park Triangle, NC
RPT Record



1989
Buddy Myers
El Paso, TX
Border Re-Chorder



1990
Bob McDermott
Detroit/Oakland, MI
Gentlemen's Songster



1991
Jerry Roland
Lancaster, PA
Red Rose Tag



1992
Grady Kerr
Dallas Town North, TX
Voice of the Townsmen



1993
Syl Buszta
Pottstown, PA
Jubilaire Sounds

IBC Winners: 1994-2011



1994
Buck Barnes
Greater Baltimore, MD
ReChorder



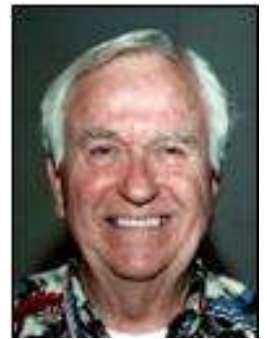
1995
Alvin Ries
Lake County, IN
Overtones



1996
Warren Donaldson
Louisville, KY
Starting Gate



1997
Tom Pearce
Richmond, VA
Old Woodshed



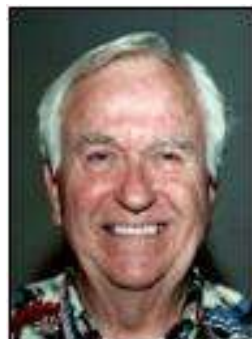
1998
Dick Cote
Fullerton, CA
Barbershop Clippins'



1999
Syl Buszta
Pottstown, PA
Junilaires Sounds



2000
Tom Wheatley
Dundalk, MD
Charivari



2001
Dick Cote
Fullerton, CA
Barbershop Clippins'



2002
John Conrad
St. Louis Suburban
Suburban Bylines



2003
Dick DeLorm
Lincoln, NE
ReChorder

Need photos of

1966 John Anderson Racine, Wisconsin
The Bellows Land O' Lakes

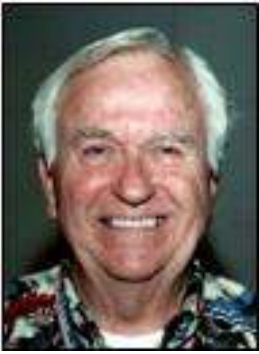
1968 Joe Hart Binghamton, New York

1969 Bingham Tone Seneca Land

**PLEASE SEND TO LYLE SOUTHAM, ARNIE WADE OR
JOHN ELVING FOR POSTING, PLEASE,
AND COPY ME, TOO, THANKS!**

Can you upgrade any of these photos, HELP!





2004
Dick Cote
Fullerton, CA
Barbershop Clippins'



2005
RF "Bob" Miller
Mansfield, OH
Chordsmen Chronicle



2006
Owen Herndon
Colby, KS
Tumblewords



2007
Todd Anderson
Arlington Heights, ILL
Harmonotes



2008
Linda Williams
Hunterdon, NJ
In Tune



2009
Owen Herndon
Colby, KS
Tumblewords



2010
Jerry Troxel
Gr'ter Indianapolis, IN
The Beat



A WISH COME TRUE — In response to Musical Director Maurice DeBar's rehearsal wish that the Long Island Harmonizers provide him with well-executed "mmm's and nnnn's" as a birthday gift from the chorus (hard at work on its 61st annual show), members happily obliged with a box full of just that, together with a bag of "M & N" peanuts in marking the late March date. Doing the honors on behalf of the Nassau Mid-Island chapter was the organization's VP of Programs, Wayne Lazar.

Announcing our Newest Affiliate

Spanish Association of Barbershop Singers (SABS)

On Saturday evening, July 9th, at the Kansas City convention, the Society welcomed its newest official affiliate, the **Spanish Association of Barbershop Singers (SABS)**, to the fold. Barbershop harmony was virtually unknown in Spain in the mid-90's when a Spanish student studying in America sent a barbershop book to his dad, who shared it with friends Jorge and Nicolas de las Peñas Plana in southern Spain. They fell in love with the style immediately, eventually attended a **BinG!** convention in Germany, and started searching for others in their area who might like to join them. As it happened, they found quite a few barbershop-loving expatriates from the UK, Belgium and other countries who had retired to the area. They currently count over 260 members (men and women), and they're still growing. Check the next issue of **The Harmonizer** for more on this story and some great photos! Check out the SABS www.sabs.es website





PROBE Membership Form



NOTE: * indicates required field

First Name: * _____ M.I.: _____ Last Name: * _____

Address1 * _____

Address2: _____

City: * _____ State: * _____ Zip: * _____

Home phone: _____ Work phone: _____

Cell Phone: _____ Email: * _____

Society Member #: * _____ Chapter # (if known): _____

Chapter: * _____ District: * _____

Chapter Bulletin Name: _____ Current Position: _____
(if Editor)

Offices: _____

PROBE Member Since: _____

Dues are still just \$10 per year

Make check payable to PROBE and send to:

PROBE Secretary
Lowell Shank
2413 Stonebridge Lane
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Lowell.Shank@wku.edu

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sjjbullead@comcast.net



NEXT DEADLINE IS SEPT 25TH - THANKS!

Those not on email will receive a printed copy of the **PROBEmoter**.

Membership in PROBE is open to all. Payable by individuals or chapters, dues are \$10.00 per year.

Please send to

Secretary Lowell Shank

2413 Stonebridge Lane
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Lowell.Shank@wku.edu

Correspondence about content and contributions for publication should be sent to editor **Steve Jackson**.

All material in the **PROBEmoter** may be reproduced without permission; please credit the author and the **PROBEmoter** in all reprints, thanks.

Recognition and Communication

By John Elving,
PROBE President

One of the big problems in getting people recognized for what they do in the local chapter is the lack of publicizing it within the district. It is difficult, at best, to get information from most of the districts. It may be time to stop using the term "bulletin editor" or "webmaster" or even "VP of M&PR" and replace it with something that has "communications" in the title. They are so intertwined now that you can't keep them apart. It's all communications with different areas of emphasis. It seems to me that "bulletins," "newsletters," and the like are sort of old hat now and that communications takes on a much bigger and more comprehensive view of things.

Bulletin Exchange
Coordinator

Alexander Edwards



In My Opinion

The best support the Society could give the local chapter, especially its bulletin, in my opinion (which I've expressed to different personnel and even on the Society's blog a few years ago), would be for the Society to make PROBE its official (and perhaps its only) PR arm.

Such recognition would encourage not only the bulletin editor and PR VP of each chapter, it would also eliminate the need for paid Marketing/PR personnel at the Society level as well as underscore the importance of active chapter participation by all its members and the importance of a good chapter bulletin. There is no better source of what barbershop harmony is all about than the chapter bulletin.

"Smile!"