

THE CIDER PRESS

Summer 2006

Volume 43, Issue 2



See You In Indianapolis!

JAD is sending Seven quartets to Indy! MatriX, Rhythmix, The Allies, Hot Air Buffoons, You Bet!, Odds On, and Impulse all beat the 2736 cutoff score to earn a chance to compete at the International contest in Indy this summer!

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MatriX



Rhythmix



The Allies



Hot Air Buffoons



You Bet!



Odds On



Impulse

Items of Interest

- ... Prelims
- ... Apple Corps
- ... District BOTY
- ... District BETY

Photos by Fred Pummill

Make it Fun and Fulfilling!

It's difficult to believe that I've been your President for 17 months already. And, only 7 months to go? Where has the time gone...isn't it strange...(oh, sorry...can't help hearing a good lyric!)

So many good things are happening – competitively the JAD remains unmatched! Three choruses and seven quartets are about to represent us at the International Contest in Indianapolis. We are sending two strong quartets on to the Collegiate Quartet Championships as well. And of course our own quartet champs will be hard at work singing on the Association of International Champions Show [come see us Thursday night!]. But much more than a contest corps is being built in the JAD!

Were you there when over 100 men took to the stage at the Spring Prelims and sang Frank Buffington's "Old Songs Are Just Like Old Friends?" Wow...just wow. What a time for friends to stand and just "keep on singing!" Thanks to **Kirk Roose**, **Jim Shisler** and **Carl Cash** for making that such a special time. Did you know that Xenia [Baldwin Division] hosted an interChapter meeting in March? That the entire Melrose Division is planning on taking a combined chorus to the Eastern Divisional this Fall with a very special guest conductor?! <wink, wink!> Did you know that more and more Chapters are figuring out what fun looks like every week? Guys are standing and singing their favorites. They're making up games to make it fun. They're quarteting...just for the fun of it! They're inviting special friends to join them at Chapter meeting or take the stage with them. The juices are flowing and things are getting exciting!

To help, the JAD leadership team is working to create a balanced palette of opportunities for fun, education and competition. I think that would cover all of our members, wouldn't it? So, Apple Corps has been revamped [Phase I as new Director **Steve Patrick** might say!]. Conventions are being "re-imagined" to include more social singing. Chapters are being equipped at venues like COTS to plan well in



Mark Blake
President



advance to facilitate more fun in their meetings. District leaders are trying hard to make new commitments to Chapter visitation and interaction... without agenda! But, the District continues to work well because its members work hard! And, we still need your help.

While the Events Team likes to be working on a two to three year convention cycle they are wondering right now where the Fall Convention will be held! Chapters are begging off hosting these events making the work of the Events Team ten times more difficult. And, it becomes almost impossible to implement refreshing new activities when you're working your tail off just to make sure there's a venue. We need your help! Don't think about this Fall. Think about next Fall and the Fall after that...would your Chapter consider hosting one of the Fall conventions in 2007 or 2008? Check out the article by **Skipp Kropp** [DVP – Events] in this issue of *the Cider Press* or look online at www.singjad.com and let us know when you're ready to be a host to the greatest bunch of barbershoppers in the Society!

I look forward to spending time with our Chapter leaders (especially Presidents!) on Saturday, June 3rd from 10:00 a.m. to 3:00 p.m. Details of this House of Delegates meeting in Columbus are being completed as we speak...er, read! My hope is that with Chapter leaders in attendance the process of "leading from the bottom up" will be initiated. Please encourage your President and members of your Board of Directors to be in attendance.

I can't write without repeating my theme – make it fun and fulfilling! Let's work hard to make it worth our member's valuable time to come out and sing. Show them the hobby makes their life better! Show them they make it worthwhile for you!

Go MatriX, go Rhythmix, go Allies, go Buffoons, go Odds On, go You Bet!, go Impulse, go Alliance, go Southern Gateway, go Buckeyes (whew, I feel like Santa)! See you in Indy!



The Alliance Chorus, Greater Central Ohio Chapter

JAD is sending three choruses to compete at the International Convention in Indianapolis in July. The Alliance and Southern Gateway Choruses gave a preview of their contest packages to the audience at Prelims in April.



Southern Gateway Chorus, Cincinnati Western Hills Chapter

2005 Barbershopper of the Year Presentation



Mike Bannish
EVP



So, it is a privilege and an honor to stand up here as your 2004 Barbershopper of the Year and announce the 2005 recipient.

This guy has been a Barbershopper for a long time – longer than I am old. PAUSE (That didn't help much, did it?)

56 years, and 19 men-of-note.

He's been a member of several quartets – most of them I've never heard of like Chord Machine (1972), Columbus Discovery (1977).

He sang in a district champion quartet – before I was born.

He's a member of two chapters in this district.

Directed one of them on stage in 1997 in the Small Chorus Contest.

Shhhh! Don't tell anyone!

I was really surprised that this Barbershopper hadn't received this award already. Lately he's been doing great things for his chapter in the areas of membership recruitment, reaching

out to youth and teachers in the local schools, musical and performance improvement of his chorus – as the director. He's also been serving the district on the YMIH Committee.

The nominating committee was impressed with all of his accomplishments, especially those in his home chapter, and especially despite dealing with his wife Susan's cancer at home.

Let me help everyone out just a little more:

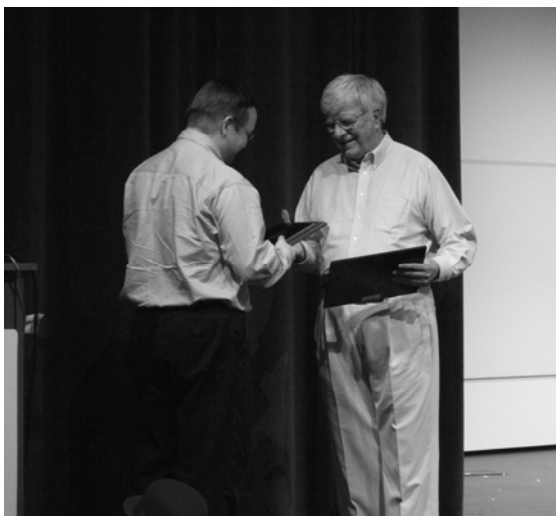
Sang with the 1964 District Champs the Wayfarers

1999 Bob Loose Golden Apple – Director of the Year

Currently a member of the Buckeye-Columbus and Zanesville Chapters, and still directing the Y-City Chorus,

Ladies and gentlemen, your 2005 JAD Barbershopper of the Year,

Mr. Paul Shannon!
make this last a lifetime!



More Winners from Prelims...



4-Way Stop



Picture This

Heart of Ohio is the district Small Chorus Champion.
Picture This is the district Seniors Quartet Champion.
4-Way Stop is the district College Champion.
Congratulations to all!



Heart of Ohio Chapter

Secretary News



Dave Richards
Secretary

It's been a very interesting first four months as your District Secretary. First in January it was COTS where I was fortunate to meet many of the Chapter Secretaries, then I spent a lot of time catching up on unfinished business that I inherited from my predecessor. We've had our ups and downs with getting the Show Clearance forms submitted correctly and the checks payable to the correct entity. I'd like to say that overall I'm feeling quite positive about the whole experience and I believe that most of you "get it." And because I made myself such a pain, those who didn't get it do now.

There were a few cases where the forms and check were sent directly to Kenosha, which is where they need to end up, but only after I've had the chance to sign and record them. When Kenosha gets a form not signed by the district secretary, it is sent to him for appropriate approval. This just delays the process. So my advice is: don't try to make an end run around me; it won't work. I recently received a show clearance form back from headquarters and wondered what to do with it myself. It was for a Harmony, Inc chorus in Region 4 ! The secretary of that chapter had called Kenosha and someone told her to send them her check for ASCAP and they would handle it. Well, they handled it by sending all of her paperwork to me. I have returned it to her with Harmony, Inc's phone number. Hopefully she'll get every-

thing taken care of through the proper channels. And you all probably thought my job was boring!

We'll soon be through the May show season and I expect to see a lot of show fees in the mail for your completed shows. Remember that you owe the district 10 cents on every ticket sold for your shows. The minimum fee is \$20.00. Even if you don't have a show during the year, you owe the minimum to the district. The district has no way of knowing what you owe us; so we trust that you will pay us the correct amount. Also after your show is over, don't forget to go to the Members Only area of the BHS web site and take care of your ASCAP reporting and pay those fees as well.

Finally, I'd like to say that if you missed the spring preliminary contest in Harrison Ohio, you missed one wonderful contest. Our district has no less than 12 competing groups going to the international in Indianapolis. Three choruses, seven regular quartets and two collegiate quartets. Our Events team, headed by Skipp Kropp, had some new ideas that were tried which allowed those of us not competing to become more involved than mere spectators. The facilities in Harrison were top notch. It was well worth the 5 1/2 hour trip there. I would definitely go there again!



A Tribute to Frank "Buffy" Buffington

JAD Historian **Carl J. Cash, III** and web wizard **Chad Riley** have put together the beginnings of a Web site dedicated to longtime JAD legend **Frank Buffington**. There's much more to be added, but for now you can read some biographical stuff about Buffy's amazing career, and see a bunch of great photos reflecting his activities in JAD. Keep in mind that this site is just getting started, and there will be more material added - so check it out now, then drop by again in a few weeks. You'll find the tribute to Buffy at <http://www.harmonize.com/buffy>.

Is It That Time Of The Year Already?"



Carl Cash, III
Historian



As most barbershoppers in our beloved Johnny Appleseed District will tell you, we live and die by scheduled events that are shared with one another in a given fiscal year. Events such as the J.A.D. Western and Eastern divisional contests in September, J.A.D. District contest in October, J.A.D. Chapter Officer Training School in December/January (affectionately known as C.O.T.S. by everyone), and J.A.D. Prelims contest in April.

But the one that is underrated the most, happens to be a favorite of many members of this district.

Whether it's sweltering outside (or inside for that matter), or raining like cats and dogs, you can't keep a good barbershopper down. They will still walk across campus, go to classes, go to the main cafeteria for a good hearty lunch or dinner (along with some wonderful camaraderie), sing a tag or two whenever they have a chance, and party until the wee hours of the morning, surrounded by good friends. Of course, we are referring to one of the biggest events of the summer (NO.....not International Competition or Middle Bass Island J), that of J.A.D. Apple Corps in June.

Apple Corps is a staple event in our district, and one of great popularity. Started by none other than **Frank "Buffy" Buffington** in June of 1978, the first official Apple Corps, ironically, was not well attended (80 men total). There were about half as many faculty in attendance as there were students. So the faculty-to-student ratio was great, but unfortunately, with all of that barbershop knowledge to dispense, some of the faculty members were unable to keep busy for the entire four days. There was also only one quartet to be coached that first year, with plenty of coaching opportunities for themselves (having their "pick of the litter" of the faculty).

As disappointing as that might have been, things changed quite drastically the following year. There were 250 students in attendance, representing 48 out of our 57 district chapters (at that time). Ever since then, Apple Corps has grown to be well attended every year with attendance being as high as 440 barbershoppers and never lower than 250 in any given year.

The purpose of this school was (and always has been) to promote "barbershop education" within our district membership. With everyone being able to take classes ranging from chorus directing & development to physics of sound, woodshedding, sight-reading, theory, tag singing and MANY more. There is never a shortage of opportunities to further learn about your craft, hobby, art, and passion in one place than Apple Corps every summer.

We have been very lucky to have some of the greatest talent in our Society attending and educating at Apple Corps in the past. Faculty members have ranged from local district officers and leadership, to international headquarters staff members and international championship coaches from quartets and choruses. Faculty members like **Bob Johnson, Lyle Pettigrew, Dave Stevens, Joe Liles, Lou Perry, Darryl Flinn, Lance Heilman, Dave Labar, Burt Szabo, Larry Ajer, Mel Knight, Ed Waesche, Ev Nau, Kirk Young, David Wright, Greg Lyne, Jim Debusman, Bill Rashleigh** and **Cindy Hansen**.

The Saturday night show is always the climax of the weekend, with some of the greatest quartets entertaining a very packed house of Apple Corps attendees and many local Gambier town folk (it's always open to the public, of course). International Champions, international medalists, and district international qualifiers alike have been some of the incredible talent to walk across that stage in

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Rosse Auditorium. Quartets like: Cincinnati Kids, Rapscallions, Yesteryear, Bluegrass Student Union, The Naturals, The Ritz, the Quiet Don Quartet (from Russia), Joker's Wild, Rural Route 4, Suntones, Acoustix, Gas House Gang, Marquis, Uptown Sound, Four Voices and FRED.

Along with the great education that barber-shoppers walk away with from the great weekend, there are many highlights in this four day annual affair. The many class offerings, the unbelievable faculty, the beautiful campus of Kenyon College, the awesome Saturday afternoon barbeque (weather permitting!) with lots of good food, fellowship and fun. Lastly, the incredible quartets that sing and entertain on the Saturday night show (some mentioned above, with a mix of International champs and our own district International qualifying quartets, college and big boys alike) and don't forget everyone's favorite activity.....the afterglow festivities, and the tag singing that goes on until 5 a.m.

Although the face of Apple Corps has changed several times over the last 29 years (from the types of classes that are offered and the faculty, to the dorms that we "live" in, the halls that we eat in, etc.), one thing has NOT changed and has always remained consistent

throughout. That is the wonderful people that are "behind the scenes", and the ones that have been the most influential in keeping this wonderful event running from year to year: **Frank Buffington, Ed Crosley, Denny Siwik, George Cheetham, and Herb Shreffler**. Thank you SO much for dedicating yourselves to this educational weekend, and making it such a success. Your tireless efforts are appreciated every year, and the Johnny Appleseed District calendar would not be the same without having Apple Corps to look forward to each summer in our barbershop "season".

One last note (pun intended) for everyone reading this synopsis of our great educational school. This will be the very first Apple Corps that our beloved friend and mentor, **Frank "Buffy" Buffington**, will not be in attendance. Please remember him in your thoughts and do your best to come and attend Apple Corps this year, so that all of us can celebrate his life, his dedication, and his vision of what has become the most influential event in the history of our incredible district. We love you and miss you, Buffy.

From the "Core",

Carl J. Cash, III

President of the Buffy Fan Club J

www.harmonize.com/buffy



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Gary
Matt
Don
Mark

Bulletin Editor Recognition

Ted May
BETY Coordinator



JAD, as a whole needs to understand the responsibility that an individual takes on, when he agrees to produce a Chapter newsletter.

Bulletin editors, be they electronic or hard-copy, make a huge impression on us. They let our members and many, many others know what we are doing locally to promote our four-part acapella style of music. We may perform at a nursing home, a civic event, a competition or even in a private home. Members of our chapters may deliver singing valentines, wash cars, deliver hot meals to shut-ins or just hold a hand. It may not always be timely news, but it is a positive impression on others. There may be board meetings, social gatherings and Interchapter affairs, which are of interest to our members and to our friends, families and supporters. There might be an upcoming event that needs the support of the membership. The Chapter may need the assistance of an individual to give a guy a ride. There are endless reasons why there needs to be a means of communicating.

It is not important whether it happened yesterday or last month. The point is that there is a need to promote and report and there are precious few of us who have the time and the means to get this done on an ongoing basis.

The Johnny Appleseed District and the Barbershop Harmony Society both recognize the need to encourage chapter promotion. The Society even organized a subordinate organization called PROBE (the organization of Public Relations Officers and Bulletin Editors) who do just that. The Johnny Appleseed District annually sponsors a competition for the editors of printed bulletins, to assist them in improving their communications skills (there is a Society-level competition for electronic publications –

See the PROBE website). This has been renamed the Dick Stuart Bulletin Editor of the Year Contest, in honor of the Cider Press's longtime editor.

Each year in January, chapter bulletin editors are asked to submit three copies of three consecutive chapter (monthly) bulletins to be judged. PROBE judges receive and review these bulletins, comment on presentation, content and style and score them. The bulletins are then returned to the chapter bulletin editor with the judge's comments. The scores are tallied and the two highest scoring bulletins are recognized at JAD Spring Prelims. These two bulletins are invited to resubmit to the Society-level competition.

This year bulletins were received from four chapters and the scores indicated the following:

1st place	<i>Chordsmen Chronicle</i> (Mansfield) Bob Miller Editor
2nd place	<i>Derbytown Gazette</i> (Akron) Mike Sitter , Editor
3rd place	<i>The Pitchburg Press</i> (Greater Pittsburgh) Tom Koch , Editor
4th place	<i>The Notepaper</i> (Miami-Shelby) Jim Moore , Editor

Encourage your bulletin editor to submit next January. If you don't have an editor, please don't miss out. Find one and let him know he has supporters to help him get organized.

Make having a bulletin editor a priority.

Make it an honor to serve.

Give yourself credit.

Just do it.



Ya' just gotta go to Apple Corps



R.F. 'Bob' Miller

These days, there a school for just about everything one wants to do. If you want to be a motorcycle mechanic, there's a school for that. If you want to be an electronics technician, there's a school for that. If you want to be nurse, attorney, doctor, lab technician, over-the-road trucker or medical transcriber, there's a school for that.

And so it is if you want to be a better barber-shopper. Yep...there's a school for that too! It's called Apple Corps and it's four days of exciting barbershop education and fun at beautiful Kenyon College in Gambier, OH. June 8 through 11 this year and it's packed full of good courses.

Under the direction of the new Apple Corps Administrator, Steve Patrick, the curriculum has been updated with courses which meet the needs of every barbershopper. If you've been

to Apple Corps before, I'm may be preaching to the choir. But if you've never been, or it's been a number of years since you were there last, "Ya really gotta go to Apple Corps!"

FRED is the featured quartet this year and there are many fine qualified coaches to work with quartets that attend. It's not too late to register for this year's Apple Corps. Go to the JAD website, www.singjad.com and the registration information is there for you.

A few years back, I tried to get a barbershop friend to go to Apple Corps. He had always had convention planned that week-end and didn't want to give it up. I said, "Go this year and if you don't think it's worth the price and time, I'll give you the tuition." He hasn't asked for it yet and has gone to Apple Corps each year since.

Ditchfield Family Singers Coming to JAD

Since my retirement and move to FL, one of the best kept secrets I've discovered down here is the Ditchfield Family Singers. They are more than just a barbershop quartet, they are a Christian family of seven that sing and perform together. The quartet is named 'My Three Sons', with Dad Stephen singing bass and sons Nathanael, Michael and David singing bari, lead and tenor, respectively. My Three Sons have qualified to compete and will be singing at the Int'l. convention in Indianapolis in July.

The great part of this group is when adding Mom Bernice, daughter Stephanie and Nathanael's wife Regina, you have a fabulous a cappella singing group called the Ditchfield Family Singers.

The really good news is that the Ditchfields will be visiting more family near Coshocton, Ohio

Gene Courts

Past President & SBM

prior to and after the Indy convention, so if you have a church service or a chapter show during those times, give the Ditchfields a call or send an e-mail and invite them to your event. You'll be amazed at the professional level of vocal harmony this family will bring to your service or show.

Contact: theditchfields@comcast.net
or

Stephen at 941-923-2013

Livin' the good life,

Gene Courts

Venice, FL



Wanna Host a Convention?



Skipp Kropp
VP Events



We have recently asked all chapters to let us know whether they have an interest in hosting a Divisional or District convention, and someone had the nerve to actually ask what facilities were necessary to do that. J That's a very good question, so I thought I take a moment and explain the convention bid and award process.

As I write this, there are only two types of conventions open to bids from potential hosts. They are the Fall Divisional Conventions and the Fall District Convention. These conventions are held in September (Divisionals) and October (District) each year. Generally, the required facilities are the same in that we need an auditorium in which to hold the contest sessions, and a hotel or two in which the convention attendees may stay overnight.

Form there the requirements begin to differ. Our Divisionals have been attended in recent years by anywhere between 400 (Western) and 700 (Eastern) people. Accordingly, we ask that the proposed auditorium include at least 500 seats for a Western Divisional and at least 800 seats for an Eastern Divisional. We have heretofore tried to standardize and require a 750 seat auditorium for both Divisionals, but that hasn't been realistic in the past four or five years, so I am exercising my prerogative as Events VP to slightly modify the requirements in order to tailor the auditorium size to the expected crowds. Of course, once we revise the activities offered at conventions, all bets will be off on the required size. I am optimistic that, once the activity revisions that were begun at Prelims are implemented at all conventions, we'll need 1000 seat halls for both Divisionals. J We have had success renting high schools for the past several years, but if you contact the local school and they tell you their rental price is \$2000 excluding custodial services and classrooms, you don't need to look farther. In order for us to have a financially successful convention, we need to pay no more than about \$1000 for a school, including custodians, classrooms (for warm-up and dressing),

and any required lighting and sound technicians. The District Events Team is quite capable of handling sound and lighting, but many schools require that we hire one or two students to operate their systems.

For a District auditorium, we need about 1300 seats or more. Since we have a bigger crowd at District, we can afford to (and usually do) pay around \$3500 for the auditorium. Here is a helpful hint, while I'm talking about large District crowds. Many cities have Convention Bureaus whose jobs are to attract conventions to their cities. They typically have a fund that they can use to help defray the cost of the convention. For example, in Canton two years ago, the Convention Bureau made a \$3000 contribution to us, and that made the \$5000 Canton McKinley High School auditorium within our financial reach. So, never underestimate the power of bringing 1000 tourists into town in seeking sponsorships from convention bureaus.

Next, we need hotel rooms for everyone. We usually use about 80 to 100 rooms at a Western Divisional, depending on location, and about 125 to 200 rooms at an Eastern Divisional, again depending on location. For a District convention, we usually use 400-450 rooms. The convention bureaus love to see 800-900 room nights sold and are very willing to discuss sponsorships with the Events team for that large a crowd.

The Events Team will negotiate prices for both the hotels and auditorium. If your chapter is interested in hosting, all you need to do is get the name of the hotel, auditorium, and the name of someone to contact regarding a contract for each, and our intrepid Events Team will take it from there. What could be easier? We do ask that you not propose a \$120/night hotel, because those hotels won't generally negotiate down to rates that our crowd want to pay. As good tourists all do, we tend to want Four Seasons rooms for Motel 6 prices, and the Events guys are usually successful in getting

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significant discounts from rack rates, but if the rack rates are out of sight to begin the negotiations, we can't work miracles.

Once you've decided to take the plunge and bid to host a convention, you need to request a bid form from Convention Manager Greg Swann or me. Someone on the Events Team will visit your proposed hotels(s) and auditorium, negotiate prices, and help you complete the bid form, which, upon completion, will be presented to the District Board for approval. Another helpful hint is that, if you're going to the trouble to prepare a bid for one year, see if the facilities are available for the next year or two. That way, when your bid is presented to the Board, it can be presented as an alternative for the coming convention and the following year or two as well. That gives the Board the option of selecting the better (or best if there are three bids) bid for any given year, and awarding the subsequent year or two to the other bidders.

Do you make money by hosting a convention? You bet your bippy! We haven't raised registration prices since 1999, despite the fact that our costs for judges' travel and auditoriums have risen drastically, and will need to revisit that issue at the next HOD meeting. Having said that, host chapters for a Divisional receive 50% of the convention profit and 30% of the profit from a District Convention. That has translated into anywhere from no profit last year, due to low attendance and high expenses, (and in which case the District Board approved a supplemental payment resulting in each host chapter receiving \$600 for their effort for the one-day convention) to a high of about \$1800 for a Divisional, and from around \$3300 last year for District to nearly \$4700 a year or two earlier.

So, there ya have it. Its not a very complicated process, and we'd love to hear from you, especially if you have a world-class auditorium in your town and it can be rented for \$100. J I can be reached at 304-40-1199 or at skropp@jacksonkelly.com if you have questions. Happy hunting for great sites!



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The PR Toolbox



R.F. 'Bob' Miller
VP Marketing & Public Relations



What makes a chapter great? There are many things that, when taken collectively, increase the effectiveness of the chapter. But one area of importance is Public Relations. Without PR, the general population in the area of the chapter may not even be aware the chapter exists.

How can you determine if your chapter is a recognizable part of the arts community in your area? Try a simple market survey. Each chapter member participates by asking a total of 10 strangers if they've ever heard of (your chorus name). Let's say you have 40 active members and each asks 10 strangers that question. You get a small but "eye-opening" survey result of 400 responses. Is it scientific? Heck no. But it does give you some idea of the local exposure your chapter has.

Several months ago I tried this survey on my own. I asked approximately 20 strangers if they've ever heard of the Fun Center Chordsmen. The responses ranged from 1) What? 2) Who? 3) What's that? Or Who's that...to 4) I think so and 5) Yeah, I went to their show last year.

As the man responsible for PR in your chapter, you can encourage your members to prove to themselves that PR is every member's job. Are your members willing to talk to strangers about your chorus? I use the word chorus because most folks, if they know of you at all, it's by the chorus name rather than the chapter name. The survey must be taken by asking strangers. If you ask a friend, they already know you're in the chorus.

Once the non-scientific survey has been done and the shock has worn off, it's time to begin the turn-around in public awareness of your chorus. It's your job, Mr. PR man, to keep the news media current with every function the

chapter/chorus is involved in. If they don't know what you're up to, they can never publicize it. Here are a few ideas to keep folks posted on your activities.

Pay a personal visit to each media outlet to determine such things as:

How far in advance do they need the press release?

What format do they want it in?

Some want it in the body of an email

Some want it in .pdf format

Some want pictures in .jpg format only

Some want it in a MS Word document attached to the email

Some want it faxed to them without pictures

What is their policy on using the press release for non-profit groups?

Announcing a show vs. guest night as an example

Send a press release to all the media covering areas in which your members live. And be sure to mention that members live in the area that is covered by that media outlet.

This includes radio, TV, newspapers, arts councils, etc.

Everything that happens in your chapter can generate a press release.

Election of officers

Barbershopper of the month and/or year

Special awards received by a member

Activities the member is involved in outside of the chapter

Upcoming public performances

New members

(Continued on page 14)

Xenia Hosts JAD Coaching Session



Ted May

Baldwin Division Manager

On Thursday, March 9, 2006, numerous officials of the Johnny Appleseed District gathered in Xenia, Ohio for a most unusual multiple chapter coaching session. Mark Blake, Mike Banish, Joe Jenkins, Darryl Flinn, Skipp Kropp, Fred Pummill and Ted May joined the Xenia Chapter and their invited guests from Dayton Metro and Middletown Chapters.

The intent was to visit chapters, which had not in recent history taken advantage of District opportunities. Xenia chapter had determined to reconnect with the District at this time, as a way of rejuvenating the chapter. They had asked for coaching assistance and Darryl Flinn responded.

Several chapters in the area, including the now defunct Springfield Chapter had worked together in the past. Xenia inquired as to whether two chapters, Dayton Metro and Middletown, might be interested in joining this "party". Both chapters indicated an interest.

Now, this opportunity fired the imagination of district officials. This was a chance to provide coaching at a level seldom seen in the District.

Three choruses receiving coaching simultaneously would require multiple coaches. This would also be a chance to address all three chapters regarding other opportunities provided by the district.

Barbershoppers gathered at an early pizza party and Mark Blake lead a discussion of various programs available from the district, including membership suggestions, musical coaching, and performance review and personalized answer sessions.

Three chapters then broke into three choruses and moved off into three different parts of the building, with Darryl Flinn, Mark Blake, and Joe Jenkins leading the coaching and Mike Banish and visitor Dick Baker from Miami Shelby Chapter assisting.

The group was additionally entertained by the Boardmen and Harmony Street, with their new lead, Xenia director Dewayne Grooms. Chapters were reminded to seek out future District opportunities and to reach out.

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Contribution to the Barbershop Harmony Foundation

If your chapter is fortunate enough to have a monthly bulletin or newsletter, send a copy to the local Convention and Visitors Bureau or any media interested. (Make sure that the bulletin has only positive uplifting articles and does not contain proprietary information such as financials.)

Obtain the name and phone number of the Program Chairman of the local service clubs. Contact them and offer to provide a brief talk on the local chapter and of barbershopping in general. If a quartet is available for this, take them along, but be sure their vocal product is of good quality.

Will these steps guarantee your chapter will be better known? Yes, to some degree. But it's an ongoing process. Why would you want your chapter/chorus to be better known? It's what draws the public to your annual show, gets them to purchase Singing Valentines and/or hire you for entertainment.

You've heard me say before that Marketing is "Job One." I'd like to modify that to read... Marketing and PR are Job One for those chapters who desire to increase their membership. No one ever joins a group they don't know anything about.

So put on your PR/Marketing hat and let the world know of your existence. 🎵

Yard Signs + 100% Club = Big Success



Fred Pummill
VP Member Services



As most of you are aware, we in JAD have developed our own recruiting program which is called the "Yard Sign Program". Nearly every chapter in the district has been given a CD which contains the details of this simple but effort intensive program. A number of chapters have implemented this program in their areas and most have had success at moderate to high levels. If you have not received information regarding this program contact me at f.pummill@sbcglobal.net or call (513)423-4361.

The program was originally developed and used by the Middletown Chapter during the UCANSING2 program last year with great success. On Sept. 12, 19 members greeted 19 guests with 2 more guests attending before the end of September. From this effort, with intense follow-up, 12 new members have been inducted into the Society. The results have made for a revived chapter not only in numbers but in attitude and a very happy Woody Woodrow, their Director.

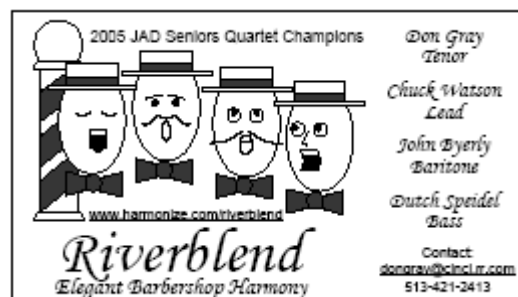
Enter the 100% Club

With the 12 new members and some returning old and suspended members, Middletown will soon be at 41, up from 26 last August. But eight months have gone by and now its time to reach out once again and move the chapter to the next level. When they first heard of the Society's 100% Club there was not a great deal of enthusiasm since most of them felt that they weren't in the hobby for the monetary reward but for the love of 4-part harmony. On second thought, they decided that a little help with the dues wouldn't be all that hateful so they began to consider how this new benefit could be used as a recruiting tool within the yard sign program.

So here is the approach they took. Since the yard sign program had such great success, it was decided to use it again but with expanded promotion and advertising in hopes of a synergistic effect. Money was allocated for local newspaper ads and a video was made of contest songs for the local Cable TV access channel. A chorus performance at the local mall was also scheduled. Then it was decided that since placing the yard signs in prominent locations was critical to their success, they would track who placed the signs where and check with each caller as to which sign they saw. If a guest becomes a member, the one responsible for bringing them in whether from signs or personal invitation would receive credit with a 20% reduction of their dues for next year. WOW, did that get the members' attention?

At the time of this writing Middletown just held another very successful guest night on May 1 and as a result of the combined programs, 30 members greeted 17 guests. How many new members will be inducted this time? Stay tuned.

Does your chapter need this kind of boost? I'm waiting for your call.



Bettie Howe retires as Business Manager of Cider Press

R.F. 'Bob' Miller



After serving the Johnny Appleseed District as Business Manager of the Cider Press for many years, Bettie Howe has earned a well deserved retirement. The new format has prompted changes that allowed Bettie to retire after a long and storied career as the CP Business Manager. Her contribution to the success of the Cider Press, as the flag ship publication of the JAD, can't be measured in time alone. She has been a "behind the scenes" person at many of the district functions. But may I digress a moment?

When I was appointed the District VP of Marketing and PR, I discovered that I was to oversee the Cider Press as one of my duties. It was at the District Convention in 2004 that I was informed we needed a new CP editor. While the search for the new editor began, I was delighted to find out that Bettie Howe, the long time Business Manager of the Cider Press was willing to stay on in that capacity. What a relief that was to the new guy.

Bettie has been associated with the Cider Press for a number of years and to know just how important she's been to the organization, a little history is in order.

Dick Stuart (Bettie's dad) was the Cider Press editor for 34 years. The original paper was called "The Quarter Note" edited by Dean Roach. After a district-wide competition to rename the paper, "The Cider Press" was born. There was an interim editor for just a few issues and then Dick took over.

Bettie Howe grew up with barbershop as you can imagine since her dad was so immersed in it himself. She remembers him at the piano hammering out barbershop arrangements for

his quartet or chorus. Dick taught her how to use the camera during her high school days. Dick let her shoot pictures at competitions but he would come too to make sure he had good shots to print. Dick and Bettie would take all the pictures for district events and then Dick would develop and print them in his dark room. Bettie helped with that too.

Bettie has been the business manager of, as well as taking pictures for, the Cider Press since before 1985. She took a few years sabbatical from taking pictures after she married in 1986 but kept the business manager job.

When Bettie first became the business manager, she would type invoices and ad solicitations on an old IBM Selectric typewriter. That was time-consuming because she was using form letters. Bettie upgraded all forms and letters to the computer which was a huge timesaver. Her job consisted of sending out ad solicitations to quartets and chapter show secretaries. She would go through the CP when it was printed, measure ad sizes, and send invoices accordingly. Dick and Bettie would work together regarding getting ads and handling payments.

So it is with appreciation from the entire JAD family that we say good-bye to our long time friend and Business Manager, Bettie Howe. Since barbershopping is in her blood, I know we'll see her at more JAD events and perhaps even pass her on the road as she enjoys her hobby of riding her motorcycle.

Thank you Bettie, for your years of service.



Apple Corps 2006



Steve Patrick
Apple Corps Director



Depending on the publication date of this issue of the Cider Press, you are either making plans to attend Apple Corps 2006 or it is already passed. For the sake of this article, I'll assume that Apple Corps is just around the corner.

I hope you are planning to attend. If not, let me give you several reasons to come this year:

#1. FRED! FRED is coming to Apple Corps and they will be helping each of you to have a great time. In addition to performing on our Saturday night show, they will be there to sing a tag, or help you and your quartet.

#2. The reason we are in this organization is to sing. So... we've expanded the mega-choruses so that each attendee will have the opportunity to sing and perform in a 100-man chorus. Think of the goose bumps you'll get when you hear that mega-sound!

#3. New and exciting courses. We have narrowed the number for courses, but you won't notice. The only thing you'll notice is that there seems to be more men in your class. New courses include: How to Write a Parody; How To Sing Better; Assistant Directors Round Table; Advanced Directing ; and a couple of courses from the renown Cindy Hansen. What a treat.

#4. The barbecue. Saturday night always starts with the Barbecue. This year it will be better than ever.

#5. The Pick-up Quartet Contest. This is always a great time, and this year we have something special planned. Can't tell you here... you've got to come and see!

#6. The Saturday Night Show. And what a show it will be! With Fred as the Headliner, how can you go wrong.

#7. Quartet Coaching. Here's an opportunity for your quartet to get some top quality coaching, and still be able to partake in other programs. Unlike Top Gun, Pop Gun or other offerings, Apple Corps combines coaching with educational opportunities and group singing with the Mega-chorus!

#8. Fellowship and camaraderie. Here's your opportunity to visit, and sing with some friends from all over the district. People you've met before and only see here at Apple Corps. Sing a tag with these guys. Bust out a Pole cat with buddies from last year, or from 15 years ago. The friends you make here last a lifetime!

The Greater Pittsburgh Chapter is seeking a director for the chapter and it's "Three Rivers Chorus." Anyone interested in investigating this opportunity, please contact chapter President Bob Cavanaugh (177 Rosemont DR., Moon Township, PA 15108-2426, phone 412-264-0893) or Chorus Manager Jay Garber (1251 Holy Cross DR., Monroeville, PA 15146-4850, phone 412-373-0094, e-mail jaygarber@verizon.net).

JAD APPLE CORPS HISTORY



Ed Crosley

Many years ago the Society had Music Education Teams going into the Districts and was known as Mini-Hep Schools. Their purpose was to expound on the Society's many music education programs.

In the early 70's, **Gene Justice** who was the District Secretary at the time, requested that a Mini-Hep School be set up in Akron Ohio and that he wanted to start a Quartet Clinic along with it. The event was such a success that it was expanded upon and was continued in Canton Ohio under the direction of **Darryl Flinn**. Due to it's growth and the need for more space the Clinic and School was moved to Columbus Ohio.

In 1977, President **Bud Deunk** recognized a need to find a bigger and better facility to satisfy the growing interest in music education in the District. A Music Education Team was formed and was headed up by **Frank Buffington**, 1985/1986 District President, to take a look at some of our local colleges and see if we could be accommodated for our growing needs. Frank found a place in Gambier Ohio, Kenyon College, that had the facilities and we could pattern our school around the one that was being given at St. Joseph MO, HARMONY COLLEGE. So Frank went to the JAD Music Education Committee to obtain his first APPL:E CORPS administrative team. Ed Crosley has been on that committee since 1971 and since I was a graduate engineer, I should be good at handling the registration,

This first year's registration was handled by using Index Cards and if any of you were there that year you will remember the long lines we had going around KC Hall and past the stores on the street. The following year, **Art Ruggles** and **Ken William's**, a computer programmer worked up a program for a Kapro 3X (CPM) computer which was used until 1992. The process eliminated the long lines. In 1993 we went to a Kapro PC20 which was IBM com-

patible system. That year Art died and the computer went to his estate. In 1994 we set up our registration on a spreadsheet using an Emerson 386. In 1995 we went to Gateway 486 (Windows 95). **Denny Siwik** has been handling the registration since then. I'm not sure what program he is using this year.

Many of you that have been to all of our APPLE CORPS sessions will know that we have had a well varied class selection over the years which has nearly matched that of St. Joe's Harmony College. Are attendance has been averaging 320 every year except for 1985 when we had almost all of the Society Music Staff here plus **Lou Perry**. That attendee record was 432. We matched that again in 1999.

We have had many AIC Quartets in attendance: Blue Grass Student Union, Gas House Gang, Suntones, Rural Route Four, The Ritz (before they became champs), Marquis, Jokers Wild, and Yesterday.

We did have a unique quartet in 1990 - QUIET DON - a Russian quartet (**Y.Vaskien**, **E.Feldman**, **O.Kovalenko**, **S.Tarakanov**). They sang all of their songs in English but only one of them could speak the English language.

The planning and organization activities of JAD APPLE CORPS is a year long process. It starts with a thank you letter to the current faculty, coaches, and administrative staff 2 weeks after this year's school ends. In that letter we also start asking those that we would like to have back for the following year. We also start looking at the current year Harmony College for new subjects and faculty. It would also be a big help from you if you have anything that you would like to have offered at next year's school. If you have any ideas please pass them through Fred Schmidt JAD VP Music and Performance or your assigned Chapter Coach.



Assorted
Apple
Corps
photos
from Carl's
Album



Improv: Adding Creativity and Spontaneity to Chapter Meetings.



Kirk Roose

Format: divide members/guests up into small workgroups, involve the whole workgroup, after a short period of creating (5-15 minutes) have each group perform for the rest.

A corny song

A funny poem

Bad limerick

Great pickup lines

something to do with a car (flower, wedding, bad hair day, ...)

Use a prop: newspaper, cell phone, wigs, masks

Must contain a certain word: elephant, sleep, heart ...

enact a scene from American history, with a song title or a song worked in

your third-grade music class

act out the title of one of your new songs

change a polecat dramatically

feature a "famous performer"

Presenting Elvis

Tiny Tim presents one of our repertoire songs

What happens when a fifth guy tries to sing in a quartet

"choreograph" a polecat

choreograph a repertoire song

swing a ballad

balladize an uptune

cha-cha-cha a familiar song

create and sing a medley of songs that start with the same letter

How to sing choppy without trying

Change the lyric of "You're as Welcome as the Flowers In May" to another month

Human bell choirs sing a tune with a director pointing to the notes

Name that tune

Sing a song with inappropriate emotion

Sing a polecat with several different tempos

What we'd be doing tonight without barbershop

Mime quartet

Bad marching band

A chapter meeting on Mars

Roger Miller Chorale

Gong show

Advantages to dividing up into small groups - how many?

How to divide up - sections, count off, height, age, alphabet ; including guests

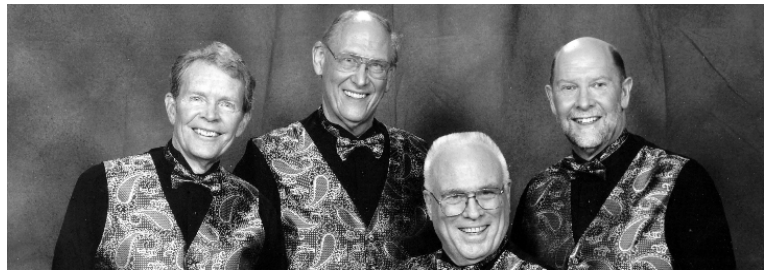
How to introduce - usually not a contest. Judge on originality and lack of taste. Leave open-ended.

Benefits - hamming, spontaneity, creativity, team-building

Announce the week before, sometimes.

Amount of time - 10 minutes preparation suggested

Two-Alarm Gig



When 2005 Johnny Appleseed District Seniors Quartet Champs Riverblend accepted an offer to perform at the Rising Sun Yacht Club's annual Christmas Party, they had no idea they were stepping into a situation that would require resilience, adaptability, and a good sense of humor.

As any experienced barbershopper knows, not all gigs go as planned. Just read a few paragraphs from the "Shows to Forget" section of **Fred Gielow's** *Laughter, Love, and a Barbershop Song* if you think otherwise.- Since Riverblend baritone **John Byerly** is a member of the yacht club, the quartet agreed to waive their performance fee and sing for their supper.

Challenge #1: They arrived at the Radisson Riverview ballroom to a welcoming crowd of noisy boaters and promptly learned that their place in the program had been moved up by 15 minutes. OK... resilience, adaptability, and a good sense of humor. After a quick check of the sound system they would just dress quickly, then start and tag each song during their remaining warm-up time. Except...

Challenge #2: The sound system was designed for pop singers – hypercardioid directional microphones with a range of about two inches – useless to a barbershop quartet. OK...



resilience, adaptability, and a good sense of humor. They decided that the acoustics in the room were good enough and they would sing un-amplified. Except...

Challenge #3: After a quick change and an even quicker warm-up, Riverblend was introduced and took the stage, ten feet from a thin wall that separated them from a loud Rock and Roll band in the adjacent ballroom. OK... resilience, adaptability, and a good sense of humor. They abandoned their volume plan, and belted out an eight-song performance to an appreciative audience. Except...

Challenge #4: In the middle of "Shenandoah," sirens wailed and lights flashed. The hotel was being evacuated due to a fire alarm (which, coincidentally, began ringing at the line, "Farewell, my love..."). OK... resilience, adaptability, and a good sense of humor. The fire department left, and the party resumed in about 20 minutes. The quartet picked up (and so did the neighboring Rock and Roll band) where they had left off. They completed the performance to a standing ovation, and now it was time to get paid. Except...

Challenge #5: The food on the buffet looked and smelled delicious, and the quartet was ravenous since it was now after 9:00 p.m. They had filled their plates and returned to their table to eat when a second fire alarm blazed, and the building was evacuated, again. OK... resilience, adaptability, and a good sense of humor. Twenty minutes later the guys returned to their table, finished their ice-cold dinners, and said their good-byes.

Riverblend is composed of **Don Gray** (tenor), **Chuck Watson** (lead), **Dutch Speidel** (bass), and **John Byerly** (baritone). All are members of Cincinnati's Southern Gateway Chorus. For more information phone Don Gray at 513-421-2413, or email dongray@cinci.rr.com.



Fred Pummill

Before getting into the chapter news, we wanted to make a few comments about the Spring Prelims which were held in Harrison, OH west of Cincinnati. Although on the map the location would seem to be way off the beaten path it turned out to be quite accessible what with our wonderful interstate highway system. Besides, considering the great time everyone had, the few extra miles were worth driving and few complaints about the locale were heard. Both contestants and attendees loved the facilities.

Yours truly was thrilled to receive the trophy and check for placing third in last years UCANSING2 recruiting campaign. A great deal of credit goes to the revitalized Middletown Chapter for their support. The \$500 check has been contributed to the chapter treasury along with the \$1000 check the chapter won for its fourth place finish. Now we can afford to buy more yard signs and add more members. Speaking of which, if you haven't read this issue's membership article about Phase II of the yard sign program – you should. Shouldn't your chapter be giving it a try?

Jim Slagle of Maumee Valley reports they have yard signs out and are adding new members as a result. Other chapters are preparing to try this program, It's a JAD original gentlemen, take a look at it carefully – it works.

While reading through the chapter bulletins it's interesting to note the many octogenarians who are still enjoying 4-part harmony. Some of them go back to the early days of the Society and yet seem to have a wonderful zest for the hobby even yet. When we tell young recruits that it is a hobby you can enjoy all of your life we can do so knowing that we have proof. I have talked to men, now in their 50's, who started as teenagers and are still going as

strong as ever. The appeal to the younger set is proven every year at Buckeye Harmony Camp.

Although Valentines Day is several months behind us we are still getting reports from chapters who had a successful season delivering singing Valentines. One such report comes from the Butler, PA Chapter. They delivered 75 with 18 members participating in 7 different quartet combos. A belated congratulations is due **Jim Sams** who was awarded BOTY for 2005. They have also had several guest nights recently and are gaining new members. They, too, are finding that with growth come a change in attitude and an increase in enthusiasm. Keep up the good work.

We were saddened to read in the Notepaper bulletin from Miami-Shelby Chapter of the passing of two of their beloved members. **Stan Friedline** joined Chapter Eternal last October and **Emerson Utz** joined him in February of this year. The Notepaper also had a very good article by their Director, **Dick Baker**. The subject was competition. As Dick puts it, contest is not set up to beat the other guy but rather to beat ourselves. It should be a focused attempt to improve your singing and performance abilities. He states that unfortunately a subjective number must be put on an artistic performance but far more important is the measure of improvement and the knowledge that you are doing your personal and collective best. **Bob Moore** in another issue discusses the number one priority of each chapter and each member and that is to have FUN. When you have guests come for a visit if you aren't singing well and/or aren't having FUN, they probably won't return. Are your chapter meetings FUN? Congratulations is also

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used this system in both of recruiting efforts so that if we missed them the first time we got them the second time.

Our program at both sessions was the same. We had a visiting quartet from a local chapter sing a few songs, had short talk from our director, **Susan Nist**, and from our president and VPs. Our chorus sang a few songs from our last show and then we served refreshments. We then passed some Pole Cat Books and had them singing some songs with us. By doing this they had a better feel for the parts they would sing.

On paper this seems relatively simple but a great deal of work was done by a lot of people. Our Immediate Past President, **Jim Sams**; did yeoman work for both programs, writing letters, making phone calls and many other details. Our present President **Joe Terlesky** did a great job as recruit chairman for both programs. Our Director deserves a round of applause for her work with the new members and getting them on track and giving them the confidence they needed. We can't begin to name all the people who contributed to this because to be a success many people have to participate. YouCanSing2 is like any program; whatever you put in is what you get out.

GREATER PITTSBURGH

In January 2006, George Mayer of the Greater Pittsburgh Chapter in Pittsburgh, PA, was contacted by **Lee Kreger** from Daytona Beach Florida. Lee is the wife of long time barbershopper, **Ed Kreger**. Ed was a member of the old Pittsburgh Chapter back in 1970 through 1986 prior to retiring and moving to Florida. Ed & Lee have kept in touch with George and Carol Mayer over the years. In her January phone call, Lee explained that Ed was suffering from dementia and was in a nursing home. Lee wondered if George could somehow arrange for Ed to be visited by some barbershoppers while he still had some of his mental faculties.

Using the Society web site, George contacted **Christopher Baker**, President of the Daytona Beach Metro Chapter (Surfside Chorus). Chris advised that he would take some action. Chris arranged for his own quartet, the "Surftones" (**Chris Baker, Adrian Bourgeois, Bill Hibbert and Jack Newcomer**) to visit Ed in January and cheered him up with about a half-hour of singing. Lee reported that Ed was thrilled and could not thank everyone enough for their kindness. In a March follow up, Lee reported to George Mayer that Ed's condition has worsened and it was so great that he had been able to experience that last bit of barbershop fellowship.

Isn't this just a great example of how barbershoppers are part of the greatest fellowship in the world?

MEN OF INDEPENDENCE

The Men of Independence, directed by Dave Smotzer and ACDA life member Tom Scott, represented the JAD by presenting at the American Choral Director's Association Regional Convention in Chicago Saturday morning, February 18. The chorus was selected through a highly competitive process, appearing at the same venue as the Bradley University Chorale, St. Mary's Varsity Men's Ensemble (Tokyo, Japan), the Wheaton College Women's Ensemble, Indiana University Pro Arte Singers and the Michigan State University Chorale. The MOI presented a program aimed at introducing barbershop harmony into the high school and college choral curriculum.

What an adventure it was! The Lakefront Lines bus left Cleveland at 3:30 (we all still work for a living)

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arriving at the Chicago Hilton at 10:00 p.m. With 6:15 Saturday wake-up calls, we assembled for warm-ups at 7:00. The room hadn't been reset from the night before – no risers – no room to rehearse. After several frantic calls (it is handy at times like this to have two directors - one for warm-ups, the other to track down the custodial staff!), we managed to get the room reset for our presentation.

As we warmed up, a large mixed chorus competed with their own warm-ups on the other side of the wafer-thin room partition. Judging by their sound, they were performing the Beethoven Missa Solemnis later that day. They assured us they would be gone by 8:00 – great news in light of our 8:00 presentation!

We sang exceptionally well to a very enthusiastic audience. Our repertoire included a great mix of traditional barbershop tunes and choral pieces. It was clear that our message hit home. We went to Chicago determined to demonstrate to music teachers the good music – and the fun - they can bring to their students by incorporating barbershop into their curriculum. We demonstrated that barbershop is a life-long outlet for singing – a life sport - especially for those students who choose careers in non-music related fields.

We were delighted to answer many questions at the end of our presentation, after which we walked to a diner around the corner for breakfast on a sunny, crisp sub-zero degree Chicago winter Saturday. We loaded up the bus and returned to Cleveland Saturday evening – 28 straight hours of fun, fellowship, and music.

The Men of Independence were thrilled to represent the Johnny Appleseed District (JAD) of the Barbershop Harmony Society. To our knowledge, our appearance is the first for a JAD chorus at regional ACDA convention. We did the plan – we sang well – and we generated excitement for what all barbershoppers love to do. It was also the first significant road trip for our men - a fabulous bonding experience for the members - and their wives and children who came along to support us. We are especially grateful to the Ohio Arts Council for a grant which helped support this trip.

Barbershoppers are known for their camaraderie, but this trip took our chorus over the top. We are singing better, with more productive rehearsals due to our heightened esprit de corps. It was a great experience for our singers and we look forward to an opportunity to spread the MOI barbershop message again! Let's do our best to bring the positive message of barbershop to those people who can influence so many of our young singers.

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due Miami-Shelby on their annual concert with students from elementary schools throughout the area.

A group of members from the Cincinnati Delta Kings have started their own annual tradition with another trip to Lynchburg, TN for the Jack Daniel's Int'l Championship Barbeque Cook-off. They visited Lynchburg last October for the second straight year and were found singing as a VLQ on street corners, Restaurants, at the Fairgrounds and just about anywhere else folks would stop to listen. Like we said in the previous

paragraph, it's all about having FUN. I wonder if while they were there they sampled any of Jack Dan - - well you know what I'm trying to say.

Congratulations to **Stephan Miller** of the Elyria Chapter who was awarded BOTY for 2005 and thanks to **Frank Schrupf** for reporting.

Congratulations to the Akron Chapter for their very successful show earlier this year. One lady wrote that she had traveled 400 miles round trip to see "the best barbershop show in the country." Wow!

FOSTORIA

On February 14, Valentine's Day, American Cancer Society, Seneca County Unit, and the Fostoria Chapter of the Barbershop Harmony Society combined their efforts to raise over \$3100 to help the fight against cancer. The Singing Valentines program involved the Cancer Survivor Support Group which conducted the program and two quartets from the Fostoria Lake Plains Barbershop Chorus who delivered the valentines in Fostoria, Tiffin and the surrounding area.

All of the 101 Singing Valentines were delivered with a song and a custom-made Valentine card and most included home-made candy and a red rose in a vase. The candy was made by members of the Support Group. The roses were provided by Flowerland of Fostoria and the flower arrangements were created by the Fostoria Ladies Garden Club.

The barbershoppers who made the deliveries were **Jerry Arnold, Howard Brown, Maury Carlo, Tom Evans, Dave Healy, Beau Nighswander, Ted Stombaugh and Jon Stotzer**. This is the seventh year that quartets from the Fostoria Chapter of the Barbershop Harmony Society have co-sponsored this event.

The proceeds from this fund raiser will go to the Cancer Survivor Support Group's Relay for Life team. This year's Seneca County Relay events are scheduled for May 19-20 in Tiffin and June 16-17 in Fostoria.



BUTLER COUNTY

After two successful Open Houses The Butler Notables have increased their numbers, improved their sound, and developed a new attitude within the chorus. When we had twelve (12) to fifteen (15) at our meetings we were singing but not with the gusto that was needed. Now we have twenty (20) to twenty-five (25) at our meetings and in a very short period of time we are taking more pride in our work and it is showing in many ways

Our first Open House was held in August of 2005 and we had about 18 candidates show up. From this number we were able to put five (5) of them on the stage for our show in September. At the finale of the show we were pleased to add two (2) more. These seven (7) have worked hard and recently some of them participated in our Singing Valentine Program. We really needed them as we had over seventy five (75) Valentines to deliver.

Our second Open House was held on February 27th in a different part of Butler County. This was in Cranberry Township at the Municipal Building. As the story goes, "It was a cold and wintry night" but we had seventeen (17) prospects show up; many of them arrived earlier than our members. From this number we had eight (8) prospects show up as guests at our next meeting night on March 6th.

All of our Open Houses were conducted in the same way. We did a lot of advertising in the local newspapers, and on the Butler Radio Station WISR. We had flyers which were posted at various local stores, shopping centers, gas stations, and etc. We had small hand outs that the members carried and gave to possible candidates.

All members were asked to submit the names, addresses, and telephone numbers of at least five (5) possible candidates that would be contacted personally by mail and phone. We

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XENIA

The Xenia Hospitality Chorus was involved in a benefit concert for the local Community Theater on February 13th 2006. Two gentlemen from the Hospitality Chorus organized a 'Beavercreek Choral Showcase' involving two school choirs, three church choirs and the Hospitality Chorus.

The choral showcase was the brainchild of **Elwin Young**, lead, and with the help of **Ron Reynolds**, lead, acting as artistic director the show was a great success. Using the Ankeney Middle School 7 and 8th grade choir, about 40, and the Shaw Elementary School "Shaw La Las", about 80 of them, the school system was well represented.

The churches that participated included: The Church of the Brethren, St Andrew United Methodist Church, and the Church of the Nazarene. The choir sizes ranged from 12 to over 70 but all represented their churches well.

The program started with the Hospitality Chorus singing the National Anthem. The first half included the Ankeney, Brethren, and Methodist choirs each doing three songs. We asked them for about 15 minutes maximum. Elwin Young acted as MC and covered the short time it took to change choirs on the risers.

During intermission the Community Theatre provided refreshments and one of our quartets, Four In Tune, sang for the audience. Actors and Board members of the Beavercreek Community Theatre acted as ushers, and ticket sellers and takers. (Acted... get it.) Elwin gave **Doug Lloyd**, the theatre president, a chance to talk about the Theatre Group between choirs in the second half. We had to cover getting 90 elementary students off the risers and the 70-

person choir for the Nazarene church on.

For the end of the show the Hospitality Chorus came out in front of the main curtain and sang 'Let There Be Peace' while all of the choirs loaded onto the risers for the last two numbers. The XHC then joined them.

Under the direction of **Ron Reynolds**, with synthesizer and piano accompaniment, the combined choirs, about 190 singers, then sang 'A River In Judea' and Joseph Joubert's arraignment of America the Beautiful. I think Ron's toughest job was to get the barbershoppers to sing SATB music.

Approximately 1,600 dollars was donated to the Beavercreek Community Theatre from this production for the remodeling of an old grocery store that was donated by the **Charles Lofino** family into a permanent home for the Theatre Group. A suggested donation of only \$5.00 would suggest we involved a lot of our community as spectators and participants.

Though the chorus was limited to two songs, the visibility and the service in the community was tremendous. It was a great day for public relations. This production was the second such benefit presented to the community by the two gentlemen. In 2004 a similar show was produced for the benefit of the Beavercreek Senior Center also housed in the building donated by the Lofino family. Not too bad for a 25+ man chorus.



THE MIDDLETOWN STORY

Every Board meeting ended the same way. The President would say that membership is down and we need to do something about it. Someone would suggest a guest night and another would respond that we hadn't had much luck for quite some time as the men had run out of acquaintances to invite. Another would suggest a mailing to those on our mail list, as small as it was, but it was pointed out that we had worked that angle many times with little success. Newspaper ads had also been tried and they, too, produced little results and were quite costly. So what to do? The President would recommend that we adjourn and continue to think about the problem. And we all left, thinking that we have a problem with no apparent solution.

How many chapters in our Society have had this same or very similar scenarios occur month after month for years?

When UCANSING2 was in its infancy earlier this year, the Middletown Chapter decided that we would hang our hats on this program. We didn't believe that we would see many leads but it gave us something to use as a catalyst to put a campaign together. In reality we received no leads produced by the national advertising but we did receive some hits from the website. Nonetheless, we consider the program a success because we used materials and other collateral from the Society. Equally, if not more important, it gave us a targeted time schedule with which to work. Even though our annual show was Oct. 8 and our guest night was Sept. 12 we plunged ahead with our membership campaign much to the chagrin of our Music Committee.

We did nothing fancy. We used time-proven means and methods of reaching out to a mass market. Here's what we did:

We put up 8½" x 11" color posters on bulletin boards, store windows, at checkout registers, in rear windows of our cars and anywhere else we

could get the OK to do so. We put telephone number tear offs with each poster. This material was generated and printed on a computer. The cost was paper and ink.

We ordered 50 each 18"x24" corofam yard signs printed in 2-color on both sides. These were ordered from a company with a website on the Internet whom I called and spoke with before ordering. The cost was \$303 including mounting hardware (\$6.06 each). They were delivered in less than a week. These we put in our front yards, in front of consenting businesses, churches and other prominent well-traveled locations.

Some of us wore badges to attract attention when in public. There was no cost involved as we had these on hand, however they can be ordered custom-made from companies on the Internet and cost very little.

We used handouts to anyone we thought might have an interest. These too, were generated and printed on a computer. Note: We used the Society theme of Ucansing2 modified slightly to meet our local needs – 4 to a page in 3 colors.

We took the Society supplied radio and TV promotional info to the local stations.

We hand delivered PR material from the Society to our local newspaper, at which time we gave them an ad and asked if they would help us out by running it twice for the price of one. They ran it 3 times, charged us for one and gave us a great story article in a Sunday edition and several Community Activity announcements prior to our guest night.

We encouraged our members to reach out to all men they knew who might have interest, including those whom they may have invited in the past, and invite them to our guest night. The handouts were very useful for this purpose, as some of our men do not relish the thought of giving a 'sales-pitch'.

We prepared a list of former members that we thought would possibly be interested in coming back. Those who knew them well when they

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were members called these ex-members. This produced good results.

Had we not been in the middle of preparation for our show we could have done some other things that are basic and would have further enhanced the results that we enjoyed on our guest night. One approach, which we would have used and will use next time we have a membership campaign, is mall sing outs at area malls with our wives disseminating promotional material. The Society website is full of many other suggestions which can enhance any recruiting campaign.

HERE'S THE GOOD NEWS. On our guest night, Sept. 12, 19 members in attendance greeted 19 guests. Over the next few weeks 2 more guests came making a total of 21 as a result of our campaign. The best news is our chapter of 26 registered members has grown by 11 in the past few weeks and we still have 5 more considering whether or not to join.

Wouldn't it be great if the entire Society grew by 42.3%?

But that's not the end of the Middletown story. This once laid back almost lethargic chapter is now alive with excitement. When you walk into our meeting hall at 7:15, 15 minutes before start time, you'll find men at work setting up chairs, officers there doing those little extra things that make such a big difference and other activities which haven't taken place in years. What a difference in attitude. Excitement and optimism abound. I'm asked every week, "When are we going to have another recruitment campaign"? Our men are energized; barbershopping in Middletown is a lot more fun than it used to be. Oh, I forgot to mention our Director, Woody – he smiles a lot these days.

We are in the process of finalizing a program for the Johnny Appleseed District that will use the Middletown approach. This program will be

introduced to all of our chapters through divisional meetings set up by our newly appointed Division Managers and Chapter Counselors. Each chapter will be given a hard copy sample of all the materials needed as well as a hard disc of the same, complete with instructions and recommended timetable. Since this program is basic, easy to implement and relatively inexpensive, we believe every chapter should give it a try. But we're not going to wait and see whether they elect to do so or not. At the divisional meetings each chapter will be urged to pick two calendar dates before the end of 2006 when they will use this program. The DMs and CCs will work with each chapter to assist them and to make sure that it happens.

It is our goal to meet with the DMs and CCs before the end of January and then to meet with all of the chapters by the end of April. This is ambitious but so is our goal. **WE BELIEVE JOHNNY APPLESEED CAN HAVE 5% NET GROWTH IN 2006.**

Fred Pummill

VP Membership

Johnny Appleseed District

October 29, 2005



Opportunities Abound to Honor Fallen Brothers in Harmony



**HARMONY
FOUNDATION**
Sing...for life

Sipp Kropp
VP Events

I, like many of you, have been in the Society long enough that I am seeing men with whom I have stood on the risers leave to join chapter eternal. When a member of a chapter joins that angelic chorus in the heavens, many friends and fellow chapter members may wish to join in a tribute near and dear to the beliefs of our lost brother. In lieu of flowers, the "Keep A Melody Ringing" tribute can be an ideal remembrance of a member who so richly enjoyed the singing, camaraderie and common goals of his fellow chapter members and, indeed, of his fellow barbershop friends from all parts of the world.

If you would like to remember someone in your chapter or someone who is close to one of your Society friends, all you need to do is contact Society headquarters. A "Keep A Melody Ringing" member-name plate may be added to the plaque for tribute gifts totaling \$250 or more. The Memorial Board is being retrofitted so it may be proudly displayed at future Society Conventions.

* * * * *

Many of you have asked me why you should consider contributing to Harmony Foundation programs for the Society, the District, and your chapters. The fact is that Society, district and chapter dues do not and will not sustain our programs of 'today' while we attempt to build for 'tomorrow.'

YOUR COMMITMENT TO OUR SOCIETY PROGRAMS HELPS FUND...

- ... Youth Harmony Camps (and this year the Buckeye Harmony Camp specifically)
- ... Youth Music Festivals
- ... Collegiate Quartet Scholarships Awarded as Prizes in the MBNA College Quartet Contest at Int'l Each Year
- ... Quartet Scholarships to Harmony University
- ... Harmony University Scholarships for Music Teachers & BHS Members
- ... Director's College Scholarships for Arrangers and Members/Ladies who Strive for Director Certification
- ... And most importantly, Growing Our Society

...GIFTS TO HARMONY FOUNDATION WILL MAKE THE DIFFERENCE.

Following are available Harmony Foundation donor programs:

President's Council (Donor Choice Option)

A major donor program for member and non-member individuals or quartets with emphasis placed upon annual renewals. Annual contributions may be made in total or by monthly or quarterly automatic credit card payment.

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Partner (a statement of significance)	a gift of \$1,000 - \$2,499
Counselor (a resource of personal experience)	\$2,500 - \$4,999
Advisor (a relationship of trust and distinction)	\$5,000 – \$9,999
Director (a commitment of unquestionable consequence)	\$10,000 or more
Ensemble of Excellence (a quartet joint statement of support)	\$4,000 or more

All of these levels of commitment include an exclusive invitation to The President's Council celebration at the International Convention and front-of-the-line seat selection when you purchase two tickets (as a Partner), four tickets (as a Counselor), six tickets (as an Advisor), eight tickets (as a Director) and two tickets per quartet member (as an Ensemble of Excellence member). Members are awarded a choice International Convention quartet or chorus CDs, DVDs or videos and other incentives depending upon the specific level of commitment.

Ambassadors of Song (Donor Choice Option)

Purpose: Create a broad base for sustaining annual support to Harmony Foundation and, thus, to important Society Programs.

The Power of Everyone. How important is it to you that the Barbershop Harmony Society has the necessary funding to train chorus directors, financially support Youth Festivals, capture the hearts of high school music educators and grow our membership well into the future? Simply select a monthly amount that you wish to gift to Harmony Foundation by way of a by automatic monthly credit card payment or automatic monthly check withdrawal. What amount is right for you? \$5.00, \$10.00, \$25.00? The choice is yours. You may log onto the HF Website at www.harmonyfoundation.org and navigate through the process very easily.

Donor Choice Option

Both the President's Council and the Ambassadors of Song programs allow the contributor to direct up to 30% of his donations to be sent to his district or chapter (or both, subject to the 30% limitation). JAD received over \$900 in 2005 through donor choice donations. You can help make that amount grow! Imagine the kinds of programs we can offer the membership if we could add a couple of zeros to the back of that \$900 figure. J Harmony Foundation will make donor choice transfers to the corresponding chapter and/or district twice a year.

The Founder's Club

Generally considered to be the "tomorrow" of needed Society funding as such gifts do not inure to the benefit of the Society for many years. You are an important player on this field. Such gifts made during life or through estate plans strengthen the Barbershop Harmony Society and its programs so that others may share the same opportunities of producing harmony and so that future generations can enjoy the singing and the Society as you have. The Founder's Club emphasizes belonging to a special group of individuals who care about preserving the future and have made tangible contributions to insure it.

Outright gifts:

- Cash
- Stocks and/or Bonds
- Tangible Personal Property

Beneficiary Designations:

- Retirement Programs
- Deferred Compensation Programs
- Life Insurance Policies

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Real Estate

Gifts in Your Will or Living Trust:

Life Income Gift Plans:

- Fixed Amount
- Charitable Remainder Trusts - Certain Percentage of Estate

Life Estates:

- Remainder After Specific Distribution
- Gift of your home with retained right to use during your lifetime(s)

Levels of Commitment:

Bronze Level Member gift commitment of \$1,000 - \$9,999

Silver Level Members gift commitment of \$10,000 - \$49,999

Gold Level Members gift commitment of \$50,000 - \$99,999

Platinum Level Members gift commitment of \$100,000 - \$499,999

Emerald Level Members gift commitment of \$500,000 - \$999,999

Diamond Level Members gift commitment of \$1,000,000 or more

Harmony Foundation can recommend a Society member who will provide professional assistance and respond to any of your questions. All such conversations and correspondence are absolutely confidential....between you and the Society estate planner or your own personal estate planner or attorney. The first question the Society estate planner will ask is, "Do you have a will?" To the benefit of your family and heirs, I would hope that your immediate response is, "Yes." The Society planner will then walk you through the process with no obligation on your part.

If you have any interest in any of these programs, please contact me at skropp@jacksonkelly.com and I'll be glad to put you in touch with someone at Harmony Foundation who can answer any questions.

<u>June</u>		Indianapolis, Indiana	
8 - 11	Apple Corps, Kenyon College Gambier, OH	<u>August</u>	
		4	Canton - Annual Gospel Show
16 - 17	Cincinnati - Delta Kings Annual Show	17-18-19	Buckeye Invitational Columbus, Ohio
17	French City - Annual Show		
23 - 24	Greater Cincinnati Harmony Festival	<u>September</u>	
		9	Western Divisional
<u>July</u>		16	Eastern Divisional
2 - 8	International Convention	23	Butler - Annual Show

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Jeff Ulrich, Editor
 970 High Street, Unit E
 Worthington, OH 43085
 (614) 310-5567
 E-mail: ciderpress@harmonize.com

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