



Fall 2026 IL District Marketing and EVP Report

Mission Statement – The Illinois District fosters a state of close harmony by bringing the joy and excitement of music to all people.

Vision Statement – To keep everyone singing throughout their lives.

EVP chapter visits

Along with the New Tradition chorus, I visited the Chorus of DuPage, the West Towns Chorus, and had fun at the Visited the Brat Bash.

International Convention

I attended the international convention in St. Louis, sang in the mic-tester chorus, and on behalf of the district wished Sound of Illinois well at a joint rehearsal they had on site with the Alexandria Harmonizers just prior to their fabulous performance in the contest. I was able to track down some members of our past district champion quartets who sang during the international festivities: Triple Threat, Onset, and Linc 182; they were all great and made our district proud.

District Presidents' Council

I attended the meetings at the mid-winter convention in Pasadena (in person) and at the international convention (via Zoom). District EVPs join the district presidents to get up to speed on what is transpiring in other districts, share ideas, and also represent the districts' wishes to BHS leaders.

CEO Robert Rund has also started a monthly informal lunch-and-chat with district presidents and EVPs, and I've attended those.

The society has a new process and structure for handling potential violations of the code of ethics, and I participated in its review prior to publication.

All-District Marketing Group

BHS started an online chat group to help districts share marketing success stories and opportunities, and I have participated in those discussions regularly.

Website

Here are the key items done since the HOD meeting in spring 2026:

- The site experienced some technical issues and I worked with the developers to identify the problems and address them. A couple problems have yet to be fixed and I continue to be the squeaky wheel.



- Promoted the international convention, encouraged members to go, and recognized our district representatives, Sound of Illinois, Linc 182, and sing-in participant Onset.
- Updated the site with information to promote the fall convention. I will add the registration link as soon as it is available after our board meeting.
- Published spring and summer issues of “From the Vault.” A big thank-you to Rich Hansen.
- Mike Isely recently sent the current data, downloaded from the BHS members-only database, and in August I will push it onto our website:
 - Chapter officers, chapter/chorus contact information, and chorus rehearsal sites.
 - District officer and operations team information.
 - Active quartets.

Social Media

Continued to post and add followers on Instagram and Facebook, highlighting all the district and chapter goings-on that I became aware of.

Planning for the Future: 2027 Big Leap and chapter revitalization

- I am working with leaders from BHS, LO’L district, and Pioneer district to potentially hold a Big Leap leadership training event in the midwest. Big Leap events have been held in Dallas, DC, and Springfield, MA. Many chapters that attended have begun to transform themselves and become successful community arts organizations. Should the Board authorize a Big Leap, it will likely be in the Chicago area in spring 2027. Bill Stauffer and Joe Cerutti from BHS are looking into the availability of the faculty members. Roger Menard, president of the Northeastern district, which hosted a Big Leap last April, met with us via Zoom and gave us great information about what he did, how he recommends we organize and market the event, and why he feels there isn’t much risk involved.
 - Chapters would pay a flat \$400 registration fee (or whatever rate we set) + their travel expenses. For that, they could have up to 5 chapter members attend – and it is essential that a given chapter have multiple attendees so they don’t return home and run into resistance from other members.
 - The event runs Friday, Saturday and part of Sunday – and BHS is not able or willing to split it up into more than one event; in fact, they believe that much of the value of the program stems from a weekend-long immersion. And, the logistics are much simpler when the event takes place on one weekend.
 - BHS is polling the faculty members regarding availability, but we would be sure not to conflict with Harmony College Midwest or district spring conventions.
 - We would have attendees pay for their hotels and meals, so the costs we would need to offset via registration fees would be renting a meeting room and travel expenses for the faculty (5 or 6 teachers coming from out of town). We would also need to reserve a block of rooms at the hotel, and would thus need to forecast attendance well enough to avoid any penalty charges.



- o We could consider scholarship programs that a chapter could qualify for, perhaps partnering with IDEA to help fund this and increase the % of chapters who send strong delegations to the event.

— Glenn Mills, EVP + District Marketing VP