

Operation Harold Hill

Now is the time to start pitching in!

The Barbershop Harmony Society (BHS) is launching "Operation Harold Hill" (OHH) the 2012 version, new and improved, over the 1996 version that led to 17 straight months of net gain of society membership.

Let's see to making the Illinois District lead the way for increasing chapter membership!

Here are some highlights of the new website, <http://www.OperationHaroldHill.com> :

- OHH will run all 12-months of 2012, not just the six months that the '96 campaign ran,
- Goal has been set at 3200 new members (but 6000 would be even nicer),
- Each committed chapter will be assigned their own "Harold Hill", a society-trained and well-connected barbershopper, who will have all manner of ideas and help at his disposal. Over sixty men have signed up thus far to be "Harold Hill" for up to 10 chapters each, society wide.
- Each Harold Hill will help their enrolled chapters by making announcements, pointing to resources, answering questions, offering encouragement, and offering suggestions.
- The on-line website will be used: 1) for chapter and individual enrollments, 2) to help get your chapter members thinking about how they can pitch in their efforts toward chapter growth, 3) be a point of contact for anyone with comments and suggestions, and 4) to provide: a) helpful training, b) marketing and c) membership materials,
- Harmonizer articles will provide further information, ideas, and encouragements
- Formal kick-off of OHH will be at the BHS Mid-Winter Convention
- All Chapter Development/Membership VPs should enroll their chapter on-line to establish chapter commitment to OHH, and affirm contact information
- OHH is geared to let your membership have fun and shake things up as they improve interaction with prospects
- In addition to announcements from BHS and via the Harmonizer, look for more info from your chapter's Harold Hill and me, your District Membership VP, Hugo Feugen.
- Look for announcements about prizes related to meeting and exceeding membership goals!

Chapter Development/Membership VPs, please sign up now at

<http://www.operationharoldhill.com> !!!

Separately, watch out for info concerning the program "Supercharging Your Chapter", a valuable, quickly-and-easily learned interaction that will get other male singers attending your chapter meetings and singing with you. This program was developed by Paul Ellinger, a supercharged insurance salesman from the Pioneer District and its District Membership VP. More on this program coming soon!

Questions? Contact Hugo Feugen, 217.898-1346, or hfeugen@yahoo.com