



## CEO HOD REPORT Fall 2012

### ***Greetings Fellow Barbershoppers,***

Enclosed you will find a progress report regarding many (not all) of the programs from which we drive our Mission of propagating and preserving our Barbershop Art form through ***“Enriching Lives Through Singing”***. Please review these updates with your teams/customers. All of the topics below are worthy of extra “color” but I would like to bring to your attention to a few observations.

### Youth Harmony Workshops / Harmony Explosion Camps



Fundamentally, these outreach programs are critical to executing on our Mission. Incorporating such programs within our communities provides for long-term success of our Society. Keep the workshops and camps fresh with new and exciting ideas and schedules. If your district/chapter hasn't tried one of these programs, the reward is tremendous for everyone involved!

### 6<sup>th</sup> Annual International Youth Barbershop Chorus Festival

Continue to get the word out! The benefits of the Festival are significant and can be life changing for everyone who attends. Don't miss out on a wonderful opportunity to participate (financially, in person, sponsorship, etc) in this exciting outreach program. Many schools like to plan a year or two in advance, promote our 2014 Festival in Long Beach, CA, January 28<sup>th</sup> - February 2<sup>nd</sup>, 2014. Create the demand for one of the best male chorus festivals in the world!



### Harmony University



There are very few associations that actually produce a FUN, week long educational camp like HU. And this year was no exception. Seeing the generations of harmony displayed at the general sessions demonstrates the gift we have as a society. Having an entire chorus attend the camp substantiates the value of the University. George Davidson of Sound of the Rockies stated, “...this was a transformational event for our guys...thank you for accommodating our needs and finding the right coaching and right HU balance.” Consider having your entire chapter attend HU, July 28<sup>th</sup> – August 4<sup>th</sup>, 2013!



## International Convention

The Portland convention was fantastic with over 5700 people in attendance. Although a bit lower than last year's 5900 people (approx), several perennial larger choruses took the year off. Webcast subscriptions were also up this year by nearly 300 Gold Package (full-week subscribers), so if you watched at home, thank you for tuning in! All Society members and their families should make plans now to attend the 75<sup>th</sup> Anniversary Convention in Toronto next summer.

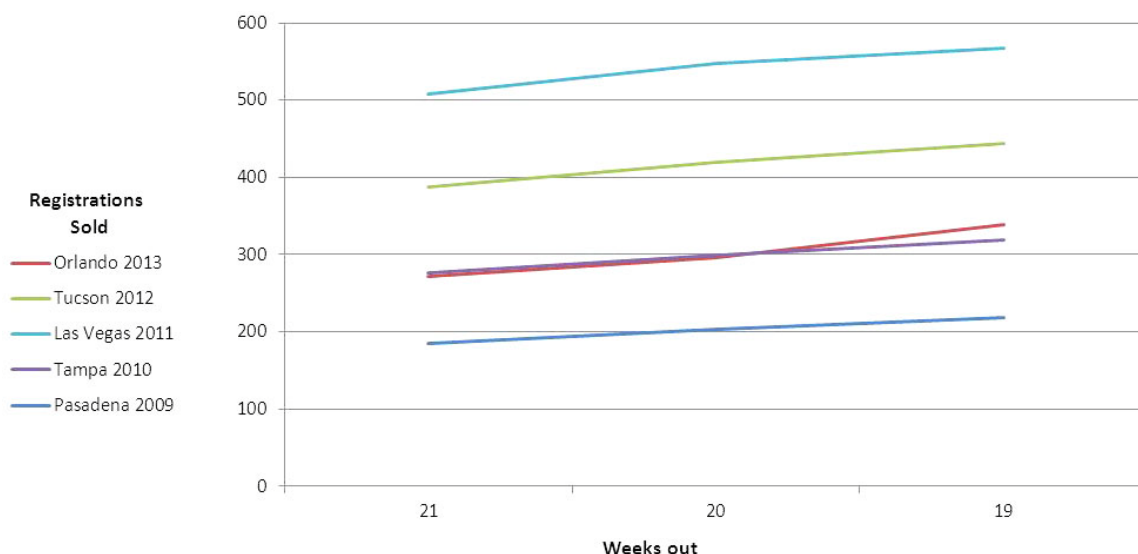
You can register online at [www.barbershop.org/toronto](http://www.barbershop.org/toronto). Registrations are ahead of Portland and Kansas City 45 weeks before the convention...so don't wait to confirm your seat!



## Midwinter Convention - Orlando, FL

Plans are coming together nicely for the Midwinter Convention in January. The convention is two weeks earlier than past mid-winters, but registrations are progressing. All events will be held under one roof at the Rosen Shingle Creek Resort.

The schedule has been tweaked a little bit to accommodate what we believe to be the largest Youth Chorus Festival yet. Make plans to attend the convention from January 8-13, 2013 in Orlando, FL and register NOW to ensure you get the best seat possible. [www.barbershop.org/orlando](http://www.barbershop.org/orlando)



## Membership



Operation Harold Hill launched on 1/1/12. 452 chapters are currently signed up to participate. Congratulations to the Pioneer District for having 100% of their chapters signed up! It's not too late for your chapter and its members to commit to membership growth in 2012.

Total Members on August 1, 2012 was 23,468. This compares to 24,172 members a year ago on that same date.

Individual members can pledge to bring in new members and be entered to win special awards. Visit [www.operationharoldhill.com](http://www.operationharoldhill.com) for more details.

Many chapters have seen an upswing in membership recruitment this year as a result of OHH. However, most chapters are still struggling with retention.

Reach out and ask for help...the **Harold Hills** are a resource for you to voice your successes and get your voice heard! We all want to see all our chapters growing!

## Harmony University



### For HU 2012 - Total student registrations: 447.

- 217 students attended Harmony College - including over 80 men from the Sound of the Rockies Chorus. SOR attended a modified coaching track to receive a week's worth of intensive coaching as well as participate in many of the classes offered in the HC curriculum.
- 28 students registered as Next Generation students in which they were able to take courses from any discipline.
- Directors College had 140 students
- 10 Music Educators in attendance
- 13 quartets that participated in the Quartet College, including two International caliber quartets.
- All of these students were taught / coached by 47 faculty members.
- 85 students received Harmony Foundation scholarships.
- By comparison, in 2011 we had 446 total students (154 HC, 171 DC, 82 QC, 11ME, and 31 NG) along with 53 faculty.



Highlights for HU 2012 included a keynote speech delivered by Marty Monson (can still be found online at <http://www.youtube.com/watch?v=ABFtRXrZmhl>), the introduction of our 75<sup>th</sup> anniversary theme song by Joe Liles, and countless hours of learning, singing, networking, socializing, and eating!

HU 2013 pre-registrations for 2012 attendees are already on sale (10 sold to date!). Early registration will open January 1<sup>st</sup> at the price of \$590. (Dates are July 28 – Aug 4, 2013)

## Harmony Explosion Camps



For 2012, 11 Harmony Explosion camps have been reported thus far, and 707 students and 25 teachers attended. Not all camps have occurred yet, and final numbers for 2012 won't be available until mid-October. Districts who have held camps thus far are JAD, CAR, SUN, MAD, DIX, EVG (2), SLD, PIO, and RMD.

By comparison, in 2011, our *total* numbers for the year were 13 camps reported, with 1155 students, 50 music educators, and a total of \$69,100.00 was donated to these camps by the Harmony Foundation.

## Youth Harmony Workshops



For 2012, we have had 27 total workshops with 3555 students and 139 teachers in attendance. Districts hosting these workshops are CAR (1), CSD (6), DIX (1), FWD (3), LOL (8), MAD (4), NSC (1), PIO (1), RMD (2), SWD (1). More workshops will continue to be reported now that the academic year has started up again.

In 2011, 51 workshops were reported, which reached 7109 students, and 315 music educators. A total of \$39,500 was donated to sponsoring chapters in support of these workshops..

## Youth Chorus Festival



Registration for the 6<sup>th</sup> Annual International Youth Barbershop Chorus Festival is now open. Youth Choruses who are planning on participating must complete their online registration and submit a \$300.00 (refundable) deposit by

October 1 to guarantee a spot in the Festival. By November 1, all additional registration info must be submitted to Headquarters, or the choruses will be responsible for paying their Midwinter Registration fee (normally covered by Harmony Foundation).

## Chapter Achievement Program (CAP)

CAP is a program to recognize chapters (and encourage others to do so) for operating a healthy, balanced chapter life. Points are awarded based on several factors including chapter membership increase, membership programs delivered, chapter performances given, community involvement, fulfillment activities, etc.

Chapters had until June 1<sup>st</sup>, to fill out their survey. The 2011 version of the Chapter Achievement Program gathered 84 entries and the Top 10 are as follows in chart to the right.

By comparison, 2010 had 333 chapters participate / report and the top three were Asheville, NC, Mankato, MN, and Bloomington, IL.

Place	ChapterID	Chapter Name	Chorus Name	Total
1	F031	Louisville No 1 Chapter	Thoroughbreds	224
2	G069	Western Hills	Southern Gateway	220
3	H047	Mankato	Riverblenders	193
4	Q040	Wilmington	Cape Fear Chordsmen	173
5	I011	Grand Rapids	Great Lakes Chorus	155
6	B098	Atlanta Metro Chapter	Atlanta Vocal Project	154
7	A101	Papillion	Sarpy Serenaders	152
8	L026	Simcoe	Gentlemen of Harmony	152
9	E007	Bloomington	Sound of Illinois	150
10	D008	Santa Rosa	Redwood Chordsmen	149



## Communication Opportunities



[www.barbershop.org](http://www.barbershop.org)

The site changes on a daily basis with news, upcoming events, a show calendar, and more resources than you could ever imagine designed to grow your chapter, train your singers, train your leaders, or simply download free sheet music. Visit once a week.

A "**Membership Resources**" page can be found at [www.barbershop.org/resources/membership-resources.html](http://www.barbershop.org/resources/membership-resources.html). There are great tools for your chapter to learn to grow its membership, raise money and much more.



[www.barbershophq.com](http://www.barbershophq.com)

Two-way communication between all barbershoppers and Society leadership – that's what this site is all about. Some topics are purely informational; some are intended to open a serious dialogue, some late-breaking news, and some just plain fun.



[www.harmonymarketplace.com](http://www.harmonymarketplace.com)

**Harmony Marketplace eNewsletter**

Be the first to know about special monthly deals, new products and take advantage of coupon savings.



[www.barbershop.org/livewire](http://www.barbershop.org/livewire)

**LiveWire** is the Society's weekly newsletter. Want to be in the know, sign up today!



[www.facebook.com/barbershopharmonysociety](http://www.facebook.com/barbershopharmonysociety)

The Society's Facebook page has nearly 7,000 fans and continues to grow. This is a great forum for Facebook members to "hang out" and chat about barbershop, watch some videos and meet new friends.



[www.twitter.com/barbershopnews](http://www.twitter.com/barbershopnews)

Twitter continues to be an incredibly popular way to stay informed on little tidbits of information.



[www.youtube.com/user/BarbershopHarmony38](http://www.youtube.com/user/BarbershopHarmony38)

The Society's YouTube page continues to expand with new convention videos, instruction videos, etc. Be sure to check there often and feel free to share them with others so they see what barbershop is about.



[www.barbershop.org/website-tools.html](http://www.barbershop.org/website-tools.html)

The Society has worked out a deal to discount the use of this fantastic online chapter organization tool that helps chapters with everything from repertoire to attendance, to music learning tracks. Nearly 25% of all Society chapters use this resource.

## Marketing News You Can Use

Media Contacts for ALL Chapters: The web-based software, **Vocus** provides media contacts, outlets and a distribution service – and the Society's subscription gives chapters direct contacts for all media in their local area. This is FREE to all Society chapters. Contact Melanie Chapman ([mchapman@barbershop.org](mailto:mchapman@barbershop.org)) and request a media list within a certain mile radius from your town or city. Use this list to distribute press releases about upcoming shows or events...give it a try!

## WHAT WE NEED FROM YOU

Timely Updates to: Chapter and District officer listings, Chapter or District dues changes, members' personal records, death notices, due payments by Chapter Secretaries, IRS documents and state incorporation papers filed, ASCAP clearances obtained as needed.

## Financial

### Taxes & Financial Reviews

All US chapters should have filed a Form 990 (of some type depending on income) by May 15th. All chapters, both US and Canadian, should also have completed a financial review by that date. Updated filings with Secretaries of State are generally due from most corporations annually. While many chapters have complied with these requirements, some have not logged their compliance on the Financial Filings section of their chapter's eBiz page. This is very important as lists of non-compliant chapters, such as the one below, are pulled from the eBiz data, so updating it will prevent your being contacted unnecessarily.

### Percentages of Non-Compliant Chapters by District As of 8/28/2012

District	% Forms 990 Not Filed (US ONLY)	% Financial Reviews Incomplete	% Secretary of State Filings Overdue
Cardinal	56%	52%	63%
Carolinas	27%	46%	46%
Central States	40%	47%	19%
Dixie	61%	65%	78%
Evergreen	39%	56%	74%
Far Western	42%	44%	59%
Illinois	53%	75%	63%
Johnny Appleseed	43%	47%	38%
Land O Lakes	18%	38%	36%
Mid-Atlantic	57%	59%	90%
Northeastern	27%	36%	42%
Ontario	N/A	67%	94%
Pioneer	35%	57%	64%
Rocky Mountain	36%	42%	52%
Seneca Land	52%	52%	33%
Southwestern	33%	50%	65%
Sunshine	11%	24%	14%

## Accidental Medical Insurance

Beginning in 2012, accidental medical insurance is included with your chapter's policy for the required general liability insurance. It is no longer a separate, optional charge. All chapters are covered.

## Insurance Certificates

Our general liability insurance certificates as well as the request form to get a third party listed as an additional insured are available on the Society's website: [www.barbershop.org/document-center/category/68-insurance-documents.html](http://www.barbershop.org/document-center/category/68-insurance-documents.html). The completed request form can be faxed to the insurance agency or the requested information can simply be e-mailed to them. Their contact details are on the form. They will provide you with the certificate you need.

## ASCAP

A chapter that performs in any show which is not exempt under U.S. Copyright law (see section 7.1 of 2012 Chapter Secretary Manual) must pay at least the minimum fee of \$230 for the year. A blanket agreement between ASCAP and the Society is in force. All Society chapters are covered by this agreement.

If at the end of a calendar year, a chapter has gross show revenue of less than \$51,111.11 they will pay the annual minimum ASCAP fee of \$230.

If the chapter's total annual gross show revenue is greater than \$51,111.11, see the 2012 Chapter Secretary Manual for details.

Chapters that do not perform in ANY show during a given year are not required to submit any payments. These chapters need to inform their District Secretary of this. The District Secretary should report this information to BHS at [library@barbershop.org](mailto:library@barbershop.org). Additional questions or clarification as to whether or not a chapter's performances would require payment should be directed to Janice Bane at [library@barbershop.org](mailto:library@barbershop.org).

We suggest that chapters send their yearly ASCAP payment to their District Secretary along with their first Show Clearance BMI/SESAC form (<http://barbershop.org/document-center/category/71-show-clearance-and-legal-ascap-etc.html>) and separate required payment, so that they may forward these payments to the Society upon receipt.

Chapters paying ASCAP fees should send a check payable to "Barbershop Harmony Society" along with the ASCAP Reporting Form, which can be found within the Chapter Secretary Manual or Chapter Secretary Manual Exhibits-2012(<http://barbershop.org/document-center/category/69-chapter-secretary-document.html> or by itself at <http://barbershop.org/document-center/category/71-show-clearance-and-legal-ascap-etc.html>) BHS will collect all fees and make all payments to ASCAP. Chapters MUST NOT send any payment to ASCAP directly.



## Aptify/eBiz



Our powerful membership database and members only “eBiz” was implemented to empower members in the field to take care of their barbershop business whether personal info, quartet, or chapter related. You’d be amazed at what you can do at your own computer. If you have questions regarding a member, chapter or the Society it is recommended that you go to [www.barbershop.org](http://www.barbershop.org) or to <https://ebiz.barbershop.org/ebusiness>. You’ll be surprised how much information is at your fingertips.

### Update to Record

When Joe Barbershopper has an update to his personal record, he can go onto e-Biz himself and update it, or his chapter secretary or other chapter officer can edit Joe’s record for him. In that way the Harmonizer, District Bulletin or other members will be able to locate Joe.

### Dues Renewal via eBiz

Online renewal with a working credit card is the quick and easy way to complete the renewal process. If you’re worried about contest, the fastest way to renew is online.

### Chapter Secretary Dues Payments

Chapter Secretaries have the authority to look at all overdue chapter members and pay their dues with a credit card via eBiz. For those members who procrastinate or forget their renewal, the secretary has a quick way to view, select and pay for any member in this category.

### Chapter Dues Changes

When your chapter board votes to change chapter dues, the local chapter secretary can go onto the chapter e-Biz page and input the new dues records at least 60 days in advance of their effective date. It is quicker than calling or sending an email to HQ.

### Chapter Officer Reporting for 2013

eBiz is the easy to use repository for creating a Chapter Role record for all elected and appointed positions. HQ, your district, and other Society members use these records to contact various leaders within your chapters to share information or seek chapter solutions to common circumstances. Following your elections this fall, please take the time to report your 2013 chapter officers.

### Find Member Proximity Search

A great tool to identify BHS members who have moved to your area but have yet to visit eBiz. Do a search from Find Members>Proximity Search and UNCHECK the “current members” button. This list will contain both deceased and former members at their last known addresses. Mail a card to the former members and invite them back for an alumni night at your chapter.

Your feedback is very important to us. We are always looking for ways to improve our programs and communication methods. If you've read the entire document, please go to [www.barbershop.org/hodfeedback](http://www.barbershop.org/hodfeedback) to complete a quick survey and qualify for discounts to our conventions, marketplace, HU and more!

**The survey will close on Nov 11th. We want your suggestions and solutions on making our Society better!**

A handwritten signature in black ink, appearing to read "Marty", with a stylized, flowing script.

Marty L. Monson, CEO / Executive Director  
Barbershop Harmony Society

MM/pl 8-29-12

## Next Step:

Please go to:  
[www.barbershop.org/hodfeedback](http://www.barbershop.org/hodfeedback)  
and complete the survey!

(Qualify for convention discounts,  
Marketplace, HU, and more!)