



Presidents Report

Spring 2013

Jeff Bowyer – Illinois District President

BHS Treasures report- 2012 Net Income- Eleven months thru November

Net income for the eleven months was \$257,601 versus a budgeted loss of (\$273,749) for a favorable variance of \$531,350. This includes positive net income variances from Midwinter, International and Harmony University of \$8931, \$46,509 and \$30,841, respectively.

Harmony Foundation Receivable

Harmony Foundation committed to fund BHS programs in the amount of 500K in calendar 2012.

BHS Mission and Vision Statements

Mission: The Barbershop Harmony Society brings men together in harmony and fellowship to enrich lives through singing.

Vision: To be the premier membership organization for men who love to sing.

Topics of discussion

Show value of Society to other external singing organizations and groups.

You can become a better singer from joining the Society.

Are you a golfer, would you rather watch on TV or play?

In 2011 New members renewed at a 51% rate, 49% were non renewal.

The Society will continue the transition to EZ dues (pay dues monthly) to hopefully reduce the first year drop in renewals for new members and continue the transition so that all members could use EZ dues, to help in individual budgets.

Key Note Address- Marty Monson

BHS is the largest all male singing organization in the world.

Largest privately held collection of sheet music, 115,000 and counting.

Annual music sales of over \$500,000

C&J system admired as one of the finest adjudication systems in the world.

10,000 Young men and women reached annually thru YIH programs.

Outreach to Music Educators: We won't have Barbershop if vocal music does not continue. ACDA - American Choral Directors Association – We need to change the perception, in many cases, of how they view Barbershop singing. Not a drive for membership but rather to help them. Share, Learn and Inspire.

Note: The President of the ACDA was a presenter at the Midwinter convention in Orlando and was present for the entire weekend. He was very impressed with all aspects of what he saw, heard and how well it was organized. Said he was inspired by what he witnessed.

People don't buy what you do; they buy because of why you do it. Our why? Because we love to sing.

Don't confuse good with perfect, good is good enough.

General discussion topics

Developing video links for CSLT training.

Attracting non-competitors to conventions.

Realization that competition is one thing that attracts some members to the Society.



Arguably the best judging program for singing groups.
Amazes outsiders that it is all volunteer and so effective.
Some men strive for the competition.
Previously focused on “convention, not competition”.
We should not apologize for the competition, instead we should be looking at more “competition plus festival” type messaging.

Need to protect our asset

Currently give it all away free on web
Strong message from the DPs/DEVPs that we need to protect the asset
OK to have some samples to whet the appetite
Most of our resources should be “members only”

CSLT: Data compiling mode to summarize results from survey of chapters, the Society is still planning to release a summary. Rick Spenser is planning to send out the top 5 things from the survey in the near future.

CDD: Will be releasing a book entitled “Visions of Excellence” which is a compilation of feedback from interviews of key Society directors. It is in the hands of Marketing to develop a pre-sales plan. It will be released during the second week of March. Initial blast will be to directors and chapter presidents.

C&J: New model and approach to conventions. District can choose if they want one or two conventions. Marty is working with the affiliates, looking at inviting more than one from an affiliate when scores justify. Some of the 12 wild card BHS choruses have had lower scores than the second place in an affiliate.

Ideas where BHS can engage music educators to become involved/participate together.

Roles:

Coach
Director
Assistant Director
Section Leader
Voice Instructor
Performance coach
Script writer
Show Director
Choreographer
C&J could have music educators observe evaluations after a contest to witness our ability.

Society Aims:

Aim 1 – Membership (chapters and members)

Discussion of getting people to re-up. If there are no consequences, there is no incentive and the person may fall away.....similar to keeping the guy in the loop so he feels he is desired/missed.

Aim 2 – Position the Society to be the “best in class” in Leadership and Training