

The Dixie District's

REBEL ROUSER

Alabama · Georgia · Mississippi · North Carolina · South
Carolina · Tennessee

Spring 2010



The Rebel Rouser

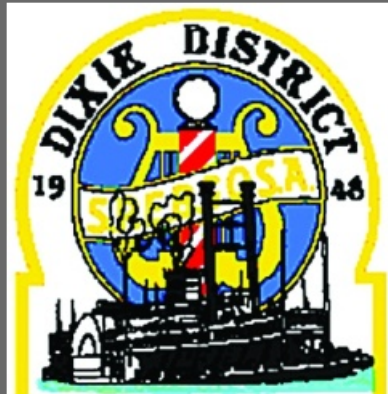
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Editor

Keith Therrell

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The Rebel Rouser is published quarterly by the Dixie District Association of Chapters of the Barbershop Harmony Society.



Vision

The Dixie District is committed to enriching lives in every generation and community through the lifelong benefits of the barbershop style and other forms of a cappella singing.

Mission

The Dixie District SPEBSQSA, Inc., a charitable and non-profit organization, enriches lives through singing.

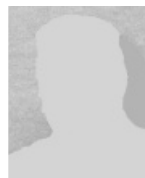
- We enrich lives through singing.
- We perpetuate and celebrate the barbershop harmony style.
- We serve each new generation of singers through support of vocal music education.
- We serve audiences through an uplifting, wholesome variety of a cappella musical entertainment.
- We serve our members by sharing fellowship, performance skills and leadership development.
- We help build better communities and a better world, bonding diverse people through the pure fun of a cappella harmony as we keep the whole world singing!

Front Cover: From left, John Oxendine, Jim Bonomo, Rick Spencer, and Ted Jett sing during a Youth In Harmony event sponsored by the Smokyland Sound Chorus. See story on page 9.

2010 Dixie District Executive Team/Board of Directors



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Larry Deters



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Russell Bell



Treasurer
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Member At Large
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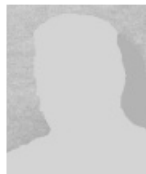
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Rebel Rouser Editor
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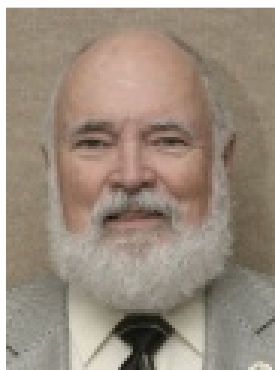


Society Board Member
Shannon Elswick

Regarding Change – and Optimism!

We humans are creatures of habit, and to a great degree, we barbershoppers are traditionalists. Change is unsettling. Unless dissatisfied with the status quo, we are generally most comfortable with things as they are, and knowing what to expect.

The Dixie District is about to undergo a considerable change---it will separate into two districts when the Carolinas receive their



**By Drayton
Justus
District
President**

charter, and as of this writing, that change is scheduled for July 1, 2010. The Transition Task Force, appointed by the Society Board, is working to make this redistricting as smooth as possible for all concerned.

The three Dixie District Board members who live in, and belong to chapters in the Carolinas have resigned to permit mid-year Board election of their replacements, and this will be announced as soon as it is accomplished. We

are extremely grateful to Bob Burns, Randy Miller, and Steve Tremper, all of whom have been outstanding in their service and dedication. We know their talent and experience will continue to be of great value to the Carolinas and the Society.

Such change has occurred many times in the past, and we will no doubt face change in the future. As unsettling as it may be, it almost always brings new opportunity for growth and improvement. We will be seeking new venues for District events, revising budgets, and redoubling efforts to develop new chapters and provide improved tools and assistance for recruiting and retention. Your Dixie District Board of Directors is optimistically looking forward to better days ahead, and we welcome your thoughts and suggestions!

I'm looking forward to seeing as many of you

as possible at our Spring convention in Greenville, SC---our "last hurrah" as a six-state district---would love to sing a polecat or tag with every one of you, and don't forget to be sure your chapter delegate attends the House of Delegates meeting; our Society representative will be none other than President Bill Biffle!

Dixie District Addresses

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Social Media

By Bob Burns
Marketing and Public Relations

What is Social Media?

Social media is “expressing your information in a sociable manner.” It is passing your information around a network of friends, fans, followers and connections.

Years ago we tried to connect directly by mail, phone, personal visits, etc. with organizations and/or people that were parts of what we hoped were our “target markets.” Now, with social media, we connect with everyone we can, and then connect deeper with those we determine to be our targets (i.e. potential new members, potential performance purchasers, show and Singing Valentine patrons, etc.). When we do this, it raises brand awareness.

Social media simply allows you to plant more seeds in more places, and in much less time.

People may not necessarily need your “products” or “services” at the moment, but when they think of your niche or someone mentions it, you come to mind, if you stay in front of them.

Social media is advertising in a friendly way to everyone you can, expecting it to specifically apply to a percentage of the contacts you make (I know, this sounds like tossing mud against the wall, and seeing what sticks...).

Meeting people comes first; building Relationships comes next; sales and other possibilities come after. Farming is a good example – we plant the seed, water it, give it some sun, and watch it grow. This is the same concept we have had for years when it comes to sales. Social media simply allows you to plant more seeds in more places, and in much less time. Plus once you get the hang of it, it’s fun!

Why is Social Media important?

Social media is important because people are

changing the way they make buying decisions. Before, we used to see advertisements in the paper, on television, by mailings, on the radio, by phone solicitations, and even door-to-door. Then the search engines like Google and Yahoo came on the scene and people ran to those for information.

Now we are evolving and people are going to their social media and networking platforms to ask questions and get answers. If you had the choice to ask a computerized search engine a question and do some intensive time consuming research, or to ask a crowd of hundreds or thousands of people in moments, which would you do?

We now have that choice and people are quickly choosing crowd sourcing through social networking media. Today, many do not care if you are on the first page of the search results or if you have the biggest billboards in town. What matters to them is “Who am I connected with in my social media and networking life?” They should be connected to YOU!

How can Social Media help me do a good job for my Chapter?

Social media extends your reach. You can connect with just about anyone from anywhere.

It not only extends your reach and depth within your community, but people heading to your town or city are connecting with people and businesses through social media and networking months before they even arrive at their destination. They want answers, shopping destinations, entertainment ideas, places to visit, good restaurant info, and more, and they want it now.

(see Marketing on page 6)

Youth In Harmony

Congratulations to Savannah Storm, the winning youth chorus in the A plateau (average age less than 19) in the 2010 International Youth Barbershop Chorus Contest in Tampa. They were directed by Jeremy Conover, and made-up of 20 singers, many of which were Clemson Harmony Explosion camp attendees.

Georgia Spirit, a chorus of 23 singers from the Atlanta and Calhoun Georgia areas, directed by Clay Hine and Tim Brooks, finished just 3 percentage points behind in second place in plateau A. Many of these young men were also previous Clemson HX Camp attendees.



**By Jim Moore
Youth In
Harmony**

There were eleven choruses competing, some from as far away as Canada and Alaska. The overall winner was 52eighty from Denver (a subset of the Sound of the Rockies Chorus) that was an average age of 19-21. Their score was an amazing 83.5.

Many of you may have heard by now, the Society has “upgraded” its insurance policy to cover us against allegations/complaints of sexual misconduct – specifically at youth events. Part of this coverage is the understanding that we will provide proper training/education to those people who work at events like Youth Harmony Workshops, Harmony Explosion Camps, or any other “overnight” event. You don’t need to worry about this for a young man joining a chapter. Each member worker at a Society sponsored event must certify that he has 1) read the written material furnished, 2) watched a DVD, and 3) taken and passed a very basic test. These materials are available from me or

from the Society.

One thing to know is that this coverage is automatic, but because we need everyone to follow these procedures laid out by the insurance company – the funding for your camps/workshops, if being supplemented by Harmony Foundation or the Society or District, will be tied to compliance with the procedures.

The Harmony Explosion Camp in 2010 will not be held at Clemson or Furman as previously announced. The location is being determined as this goes to press, and I will get the word out when I know. But it will be on the weekend of July 15 – 18, so put that date in your calendar, and help find young men who would like to have the time of their lives in this 3 day singing experience. As you know, all campers and educators to these camps are given scholarships, so now would be a good time to prepare your chapter budget to help support these camps. Harmony Foundation and the Dixie District also contribute to the costs of presenting these camps. Mike O’Neill will be one of the clinicians, and Crossroads will be the featured guest quartet on the Saturday show.

Harmony University Scholarships will again be given by the District, to two music educators who want to learn more about barbershop. If you know someone that you would like to nominate for this, please send to me – no later than March 31 – a letter of recommendation, a resume of that teacher, and confirmation that that teacher will attend the week-long school if awarded the scholarship. The two District scholarships are for all expenses including travel. There is also another Society scholarship available to our District that is for tuition only. The dates of Harmony University in 2010 are July 25 through August 1.

Congratulations to Sound Center Quartet from
*(see **Youth** on page 6)*

Youth *(continued from page 5)*

the Lexington SC Chapter, who recently performed for over 4,000 educators at a convention of the South Carolina Music Educator's Association.

Congratulations too to Jerry Reed, John Oxendine, and the Knoxville Smokyland Chapter who recently conducted a successful Youth In Harmony Workshop and Show for 59 enthusiastic young high school boys and girls. Rick Spencer and D J Hiner were the clinicians, and Collector's Edition was the teaching quartet.

If your chapter puts on a one-day Youth Festival in your area, you may be eligible for funds from Harmony Foundation. "Festivals" can include just about any barbershop teaching experience, which can receive up to \$1000 in a grant from Harmony Foundation. Let me know the details of your event so that I can check this out for you. And if your Chapter is sponsoring a booth at a MENC Convention, you need to let me know.

If your chapter is one of those that does not now have a YIH Chairman, and you have an interest in working with youth, please let your Chapter administration know, and contact me, so that I can help you establish a program for your chapter.

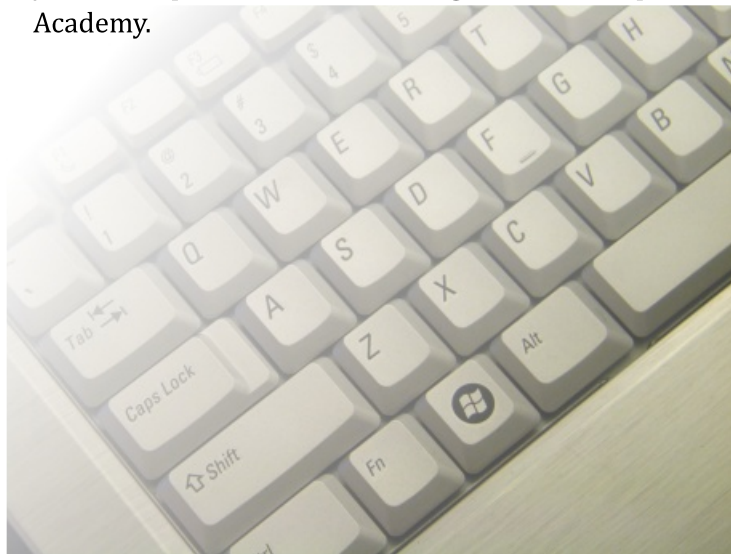


Marketing *(continued from page 4)*

Also, connections are made through social media. If you are not actively pursuing the people where they are, your "business" may be in trouble. The same thing happened years ago when websites were the craze. If you took a step in the technology direction and got your website up; with a few steps, your business did well. Now, the first people to get the hang of social media are in the same position. Millions and millions of people are at your fingertips! You can make strong connections online with plenty of people in a shorter time and in a simpler way. You can then grow these connections into members, clients, partners, friends, contacts, possibilities and so much more.

Now tell me, which barbershop chapter in their right mind does not want this? You need to use social media! And, it is free. It only takes setting up and some maintenance to keep it fresh and informative. Oh, did I mention that it is FUN?!

If you want some easily understood recommendations on how to set-up and use Twitter, Facebook (both Group and Fans Pages), and LinkedIn, please e-mail me at landofskymanager@hotmail.com and I will send you what I presented at the Lexington Leadership Academy.



Midwinter Convention - Note from BLackJack

Larry Reinhart, Lead, BLackJack
2009 DIX Sr. Quartet Champions

BLackJack had a great time at the Midwinter Convention in Tampa! It was a fabulous experience to see the 11 Youth Choruses compete on Saturday, and the BBS Medalists on Friday and Saturday night. We were also honored to compete with the 27 best Senior Quartets in the world. We were a little disappointed with our finish (23rd), but it was the strongest contest ever. We appreciate all of the kind words of congratulations and encouragement from all of our DIXIE DISTRICT friends and dignitaries who made it to Tampa.

You gotta go to Las Vegas next year! As for BLackJack, we are not going to be a "one-race pony." We are getting busy learning a bunch of new show material, and hope to see many friends around the district in the coming months, and as Mic-Testers at the SPRING CONVENTION in Greenville SC.

Thanks for your support!



HALL OF FAME NOMINATIONS

Dick Belote

The Chance of a Lifetime

How many times have you wanted to get up in front of the entire Dixie District and tell them what you wanted to? I'm sure some of you have often thought that would be quite a thrill. And to tell the truth, it really is.

What is the easiest way to do this? Well, just come up with the perfect candidate for the District Hall of Fame - list all his accomplishments, send your list to Jerry Adams, our District Historian at bariadams@comcast.net and wait to hear the results. It could be that you might get an e-mail from Jerry telling you that the person you selected will make it this year. And if so, you will be expected to make the presentation.

Remember that the more complete the list of accomplishments, the more likely that your candidate will get serious consideration. The members of the selection committee are eagerly awaiting your input. The entry date cutoff of June 1 comes up faster than you realize, so be sure to start working NOW!

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 Large Mug \$12.79	 Stein \$16.99	 Logo Mousepad \$12.99

www.cafepress.com/dixiemarket

Smokyland Sound Hosts Successful YIH Event

By Jerry Reed



On September 19, 2009 the Smokyland Sound chorus conducted a Youth in Harmony Workshop and Show, the first one we've done in about four years. The event was held in Knox County's Bearden Middle School because it is a very fine facility and it's centrally located. We initially expected over 100 high school girls and boys would be attending the event. Unfortunately, due to conflicts with a couple of teachers' schedules and a football game that was delayed to Saturday, we ended up with only 59 students. However, what we lost in quantity was made up in enthusiasm. Almost none of the young people had ever been exposed to the unique sound of close barbershop harmony, and as they learned the songs and progressed, they became more and more excited about it.

John Oxendine, our chorus' director, was very fortunate to obtain Rick Spencer and DJ Hiner as our clinicians. They, along with The Collector's Edition, one of our quartets, worked with the youngsters for over six hours under very difficult conditions – the school's AC system wasn't working properly on this very warm day. However, at the end of the day nobody was thinking about how warm they were – they were just enjoying the music they were making.

After the final workshop in the afternoon, we had a show that was attended by many of the high school vocal teachers and the students' parents. The show was hosted by Allison Morrow, a news reporter from WBIR, one of Knoxville's TV stations. The girls and boys choruses sang individually and then did a combined number. Also, we had a girls quartet, a boys quartet, and the Smokyland Sound Chorus performed. At the conclusion of the show we handed out several door prizes that we purchased from the Harmony Marketplace.



Left: Lunch was a hit.



Right: DJ Hiner working with the girls.

Left: Girls working on chords for one of their songs.



Right: DJ Hiner and Rick Spencer (in white shirt) rehearsing the combined chorus before the show.



Sound Center Performs for South Carolina Music Educators

By Randy Miller

On February 5, 2010 Sound Center sang for the annual convention of the South Carolina Music Educators Association's annual convention in Charleston, SC.

I was contacted by Mr. Glenn Price, President of the South Carolina Music Educator's Association, SCMEA, asking if I could provide a barbershop quartet for their opening ceremonies at this year's convention. We met and planned for a quartet from the Lexington, SC chapter, Sound Center, to sing the National Anthem to open the convention. After hearing Sound Center, Mr. Price asked if they could do more. Are you kidding me? You need to ask if we want to present our style of music to more music educators? You bet we will!

I accompanied Sound Center to the Charleston Convention Center, where they were given a royal welcome by Glenn and his staff. The quartet entered the auditorium and sang The Star Spangled Banner, earning a thunderous ovation from the more than 3,000 music educators in attendance.

The quartet then went into the workshop rooms and performed for ALL the voice teachers for the next 3 hours. We were joined by the Musical Director from Charleston's chorus, David Box, who aided our efforts. The quartet went on to perform for over 4,000 educators in workshops and the main gathering. At lunch for the executives of SCMEA, they sang the benediction. Glenn had requested Joe Liles' arrangement of It Is Well. It was flawless. After lunch, they sang a 4 song set to these executives and we talked about the importance of bringing this style of music to our youth. About 25 teachers asked how they could get more information. One teacher was the director of a 250 voice mixed honors chorus of high school seniors from all over the state. They performed "Carolina In The Morning" for the State Superintendent, Dr. Jim Rex. Dr. Rex also congratulated Sound Center on their "magnificent harmony."

The day ended at 5PM, with the quartet singing Keep The Whole World Singing.

Since then, Glenn Price has contacted me and is wanting to plan a Youth in Harmony chorus. He feels we can attract well over 200 middle and high school student singers, who will meet at his school where Chris Breeland and Ian Galvin, (co-directors of Lexington's Main Street Harmonizers) will teach them 3 songs. Needless to say Chris and Ian (lead and Bari of Sound Center) are very enthusiastic about this plan.

Since three members of Sound Center are under the age of 25 (Lead 23; Bass 24 and Tenor 21), the youth relate to them. The teachers know this and have asked if Sound Center can help with school promotions for implementing barbershop harmony in their schools. Let me add that Sound Center sings ONLY pure barbershop arrangements. They ring chords with songs like "Mammy Of Mine", "So Long Mother", "Sweetheart of Sigma Chi" and others. We are excited to the 9th, excuse me, the 7th degree!

As this unfolds we will keep all informed.



Dixie District Standing Ovation Program

Sherwood Platt, District SOP Chairman

The Standing Ovation Program is a Society wide effort that offers, at no cost to the Chapter Chorus or Quartet members, an honest review of their performance. The confidential SOP review includes all aspects of the event. The venue, lighting, spoken and singing content, costumes and everything else you can imagine are considered.

The reviewers are trained to critique, evaluate and make suggestions intended to help the performers and the performance. The review is not published or shared with anyone except the persons who requested the evaluation.

After receiving a request from a chapter chorus or quartet, a Standing Ovation Program reviewer is assigned and the visit is scheduled at a mutually convenient time. The cost to the chapter consists of two complimentary tickets to the performance and any hospitality they wish to provide.

Reviewer travel expenses are reimbursed by the district.

To request a review, contact the Dixie District Standing Ovation Program Chairman, Sherwood Platt.

The Dixie District Standing Ovation Program is working well and so far we have been able to respond to all requests. Because our district is large, we attempt to recruit reviewers living in all areas so that we can serve all Chapters and keep travel costs within our budget.

The reviewer is not expected to review a performance in the same manner as a Contest Judge. The review and evaluation is based on what an average (Paying) public audience should expect from the performance.

The ideal SOP Reviewer would be someone with some experience in theatre and performance, an understanding of appropriate Barbershop Harmony presentations, sufficient skills to write a useful review and the ability to communicate the evaluation, observations and suggestions to the performers.

If you have any questions or if you are interested in becoming a Standing Ovation Program Reviewer, Contact:

A. Sherwood Platt, Dixie District SOP
Chairman
6619 Rue Beaumonde Dr.
Memphis, TN 38120

901 747 2358
asp11@juno.com

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May 2010

Chapter Eternal

Jerry Fernald (Gerald Fernald, M.D.), a retired pediatrician with UNC Hospitals in Chapel Hill, NC, passed away on March 1, 2010.

Jerry sang bari and bass with Carolina Blue, a registered quartet based in Chapel Hill, during the 1980s and 1990s.

Our thoughts and prayers are with the Fernald family.

Contributed by Raleigh Mann

The Rebel Rouser

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Plan Ahead...

03/12 - 03/14 Dixie Spring Convention and Contests
 Greenville, SC
06/28 - 07/04 BHS International Convention and Contest
 Philadelphia, PA

Upcoming Chapter Shows

03/05 - 03/06 Hilton Head, SC Chapter
03/06 Cleveland, TN Chapter
04/24 RTP - General Assembly Chorus
05/08 Nashville, TN Chapter
05/15 Jackson, MS Chapter
05/22 Wilmington, NC Chapter
06/05 Stone Mountain Chapter