

The Dixie District's **REBEL ROUSER**

Alabama · Georgia · Mississippi · Tennessee

Fall 2010

The *Mystery Train* film was immediately followed in Memphis by Orion Pictures' *Great Balls of Fire!*, which told the life story of Sun Studio legend, Jerry Lee Lewis. Later Memphis-based filmmaking includes such notable and diverse features as *The Firm*, *21 Grams*, Sundance Grand Jury Prize winner *Forty Shades of Blue* (directed by Memphisian Sachs), Academy Award nominee *Boyz n the City* (directed by Memphisian Crayton), and *the Line*, the life story of another Sun Studio legend, Johnny Cash. The Memphis Film Commission is currently in on-going efforts to recruit film and television industry to the 21st century.

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The Rebel Rouser

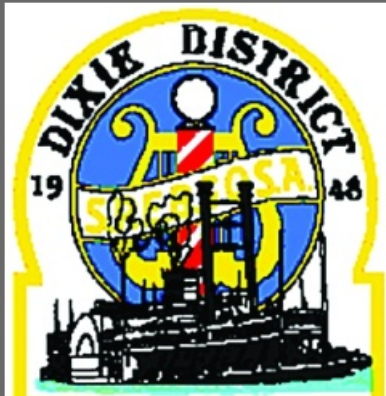
Volume 53, Number 3

Editor

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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:

Five 'n Dime: Craig Brown, DC Nash, Steve Pendley, and Jimmy White.

See details on page 6.

2010 Dixie District Executive Team/Board of Directors



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Drayton Justus



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Larry Deters



Secretary
Russell Bell



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Curt Douglass



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Bernie Bookman



Member At Large
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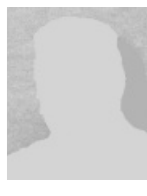
Chapter Support & Leadership Training
Ralph Cordaro



Youth In Harmony
Jim Moore



Membership Events
Jack Donaldson



Dixie Awards
open



Historian
Gerald Adams



Financial Development
open



Web Master
Mark Hyde



Rebel Rouser Editor
Keith Therrell

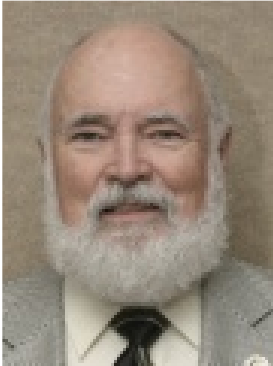


Society Board Member
Shannon Elswick

Our Own Stimulus Plan

In a period of recession, our nation's leaders are trying to find ways to get our economy back into a position of healthy growth.

Regardless of your position on existing "stimulus plans," they do indicate a concerted effort to solve a critical problem. In a period of declining membership, our Society's leaders are concentrating on efforts to reverse that trend and get us back to healthy growth. In our new and smaller Dixie District, such efforts are especially critical.



**Drayton Justus
District
President**

Guess what?!! We have a stimulus plan of our own--- it is called "The Final Report of the Membership Growth Task Force"---and EVERYONE SHOULD READ IT. It can be found on the Society web site by clicking on "documents," scrolling to "membership," and selecting the report by its name (cited above). It is exactly 103 pages long, not thousands, some of the

pages aren't full, and it's an easy read. I would point out that most of us who read the newspaper and send and receive email will, on average, read more than 103 pages in less than a week. This report represents the thinking of recognized Society leaders who have spent many hours gathering and analyzing information in the areas of external marketing, program delivery mechanisms, establishing new chapters, and strategies for appealing to all ages.

Whose responsibility is it to take the information from this report (and others like it) and, wherever possible, put it to use? Yours and mine. Our Society staff and board can provide the governing and operational services for which they are designed, but cannot personally advise and assist over 800 chapters with their individual needs. District officers can come closer, but logistically, the details of "making it happen" are really up to chapter leadership. If every chapter leader would read

the MGTF report, find just two ideas that would enhance their own chapter's program, and put those ideas to work, I'll wager we'd very soon begin to see measurable results in Dixie. In spite of the difficulties our smaller district now faces, this is also a time of great opportunity. Your district Board of Directors stand ready to help in any way possible.

In harmony,

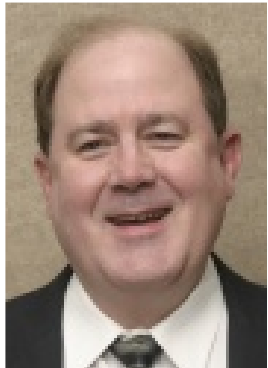
Drayton

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Marketing Singing Valentines 2011

I know it's not even November yet, but it is time for all of us to begin preparing for our 2011 Singing Valentine campaigns. Since we will not be having a Leadership Academy in November in Nashville this year, I will be communicating with our chapter Marketing/PR VPs through the District yahoo group with regard to how we can help each other better market this important and enjoyable annual activity. Some of you raise a lot of money each year from SV, but all of us can improve our SV marketing and advertising.



By Bob Davenport
Marketing

As a former chapter SV coordinator, allow me to share some important general advice about how we can all market SV even more effectively.

•1.Determine which media outlets would best serve your purposes.

There may be radio stations that you advertise with for annual shows, etc., but there may be other stations (Christian, Sports talk, etc.) that would be better for advertising Singing Valentines. Begin that determination NOW and begin communicating with all the media outlets you choose via press releases, etc. It's also not too early to ask radio/TV outlets if you could have a quartet(s) do live appearances on those stations to promote SV. Your chapter SV coordinator or someone else should be manning a phone line on the day(s) you have live quartet appearances because that number will start ringing very soon after the appearance.

•2.Begin preparing your promotional materials.

This includes fliers or other promotional tools to post in strategic locations or to have members mail to potential customers. Also, make sure your email databases are up to date if you do email blasts. Furthermore, you should make sure now that you have plenty of chapter business cards for quartets to distribute to SV customers even on Valentine's Day.

•3.Brainstorm creative advertising methods with your marketing team. If you don't have a marketing team/committee to help you, form one now! There's no way that you can effectively market and promote any event/activity by yourself, and Singing Valentines is no exception. Then, after your team is formed, schedule a time to meet with them to share ideas as to how you can more creatively promote SV. I've heard of chapters securing corporate or business sponsorships to help market SV, or working with a local charity who would help you promote SV and with whom you would share a significant portion of the proceeds, etc. If you are not already making use of "social media" tools such as **Facebook** and **Twitter**, you should seriously consider those promotional methods to reach even more people. Doing the same things every year will not necessarily result in increased business and revenue.

•4.Work with your SV Coordinator to help determine prices and gifts. Your chapter SV Coordinator should ask for your input as to appropriate prices and gifts for SV recipients. You should be an important part of his team anyway. Also, keep that coordinator posted as to your marketing and promotional methods, tools, and venues.

In summary, Singing Valentines is a tremendous way to offer a unique Valentine gift to a loved one, but it is also a terrific public relations tool in helping promote chapter membership growth and chapter activities (shows, Singing For Life blood drive, etc.). There are also new methods by which we can advertise this activity and barbershop harmony in general to the public. However, we cannot accomplish these purposes if we wait until January to begin our promotional campaigns.

Let me know if I can help you with this in any way. To borrow an expression from stock car racing, "Gentlemen, start your (marketing) engines" now so that you can be even more successful in 2011!

Youth In Harmony

The 2010 Dixie Harmony Explosion Camp was held July 15 thru 18 at the University of Alabama in Huntsville. Sixty-four students and eleven music educators participated, which was all we could handle due to available dormitory space. Clinicians Mike O'Neill and Dr. Jerry Ulrich, the director of vocal music at Georgia Tech, worked their magic with the students, and the teaching quartet, Rush Hour, was very effective and well



By Jim Moore
Youth In
Harmony

liked by the campers. This is the first year for the camp to be at this location, and it turned out to be a very satisfactory facility. Five songs were taught over the three days, and they were performed on the Saturday night show at Bob Jones High School in Madison, Alabama.

Forty-eight campers came from Georgia, twelve from Alabama, two from

Tennessee, and two from North Carolina. Again this year, the campers enjoyed a tag singing contest emceed by Jay Norton, a pizza party, and a wonderful Saturday night show which featured International competitors Zamboni Brothers, Crossroads, and the Nashville Music City Chorus.

The 2011 camp will be held at this same location, but at an earlier time of year. We are currently looking at the dates of June 9 - 12, 2011, which will coincide with Harmony College Southeast. We have been assured that dormitory space will



Rush Hour

not be a limiting factor next year. We are also looking at the possibility of cooperation with the Region 23 Sweet Adelines in having a co-ed camp.

These camps are this successful only because of the support of Harmony Foundation, and generous individuals, quartets and chapters within the District who help to sponsor the campers and teachers. This year too, the Association of International Champions gave a sizable grant. If you get the chance, please thank these donors who support Youth In Harmony: Familiar Ring Quartet, Loose Change Quartet, Rock City 4 Quartet, six Central Alabama Chapter members: Frank Holmes, Dr. Frank Holt, Thomas Brown, William Farrar, Edward Goldblatt, and Robert Dearing, New River Harmony, Stone Mountain Chapter, North Georgia Barbershop Singers, the Chattanooga Chapter, the Nashville Chapter, and the Atlanta Vocal Project.

Evaluation forms were extremely positive in all aspects. Here are a few excerpts from the comments of teachers who attended the camp:

"In 28 years as a Georgia music educator, barbershop harmony activities have been the most exciting, student accessible, and meaningful workshops I have attended, ...my boys and I look forward to this event like none other... I was amazed and enlightened by this experience,

...they were all smiles all the time and so focused on the music, ...great ideas, tips and song ideas, ...ear training is beyond compare, benefits to my choral music program are... self esteem, men's singing skills, camaraderie, I was like a sponge soaking up all these new and exciting ideas, ...my students will now have memories they will take with them for a lifetime."

And here are some

(see **Youth** on page 6)

Youth *(continued from page 5)*

comments from the campers:

"It was great, ...an amazing weekend, ...one of the best of any kind of camp that I've ever been to, ...loved it, ... t'was a blast, ... I had a lot of fun and learned a lot, ...I love this camp – it's amazing, ...I will take this weekend's experience to heart and use the knowledge for the rest of my musical career."

Please help us to continue to provide these summer camp opportunities to young men singers. Ask your chapter administration to include funds in next year's budget for scholarships for future camps. If you need additional information, contact me.

Congratulations to our 2009 Dixie District Collegiate Quartet Champions and representatives to the International College Quartet Contest, Rush Hour for their excellent showing in Philadelphia.

The Society has announced that the program for the International youth chorus competition will be continued at the 2011 BHS mid-winter convention in Las Vegas. For more information on that project, go to:

<http://www.barbershop.org/youth-zone/youth-chorus-festival.html>

or contact me at JamesT_Moore@bellsouth.net.

As school students return to classes after the summer break, now is the time to contact the vocal music teachers to set up classroom visits, distribute music educator packets, offer performance opportunities on Christmas shows, and in general, offer help to them in their music programs.



Five 'n Dime is On Board for Trolley Nights in Memphis

Memphis' Five 'n Dime quartet has found a recurring gig at Trolley Nights, held yearlong on the last Friday of each month in the historic South Main district.

The shops, restaurants and galleries in the area open their doors and offer free wine and party foods to the crowds. Rides on the Main Street Trolley are also free.

In the midst of the festivities, Five 'n Dime strolls and sings, adding the sounds of barbershop harmony to the already happy mix.



From left above, Five 'n Dime is made up of tenor DC Nash, bari Jimmy White, lead Craig Brown, and bass Steve Pendley.

Collector's Edition: Singing the Dream!

What barbershop quartet hasn't dreamt of being like the Buffalo Bills and playing the part of the school board in "The Music Man?" Well, this summer, Collector's Edition quartet from the Greater Knoxville Tennessee Chapter of the Dixie District did just that.

Appearing in the Foothills Community Players production of "The Music Man", Ted Jett, Chuck O'Donnell, Jim Bonomo, and John Oxendine had the time of their lives and put in a lot of hard work. From the dancing and singing audition, when the Stage Manager asked the question, "They can ACT can't they?" to the final performance where they provided a short impromptu pre-show performance due to a delay caused by long ticket lines, Collector's Edition showed the people of East Tennessee what barbershop is all about - Fun!!

Entertaining both on and off the stage, these four men won the hearts of the cast, crew, and audiences at each and every rehearsal and performance. From cracking jokes in the wings to striking that perfect barbershop blend on stage, Collector's Edition represented Barbershop Harmony in a most excellent manner.

Great job guys!!

Submitted by BHS Associate Member, Pamela Cofield Jett

Collector's Edition

From left: Ted Jett, Chuck O'Donnell, Jim Bonomo, and John Oxendine



District Board Liaison Report

Well, here we are, cruising through the summer and bearing down on fall already. By the time you read this, Philadelphia will seem like distant tail lights. In addition to all the incredible singing and performing we experienced there, we did have a couple of board meetings and I thought you might like to know what went on.

Even though it took two days, what we had was technically one meeting with an overnight recess. For this article I've summarized just some of the highlights from the meeting. I welcome feedback as to whether you want more or less of this kind of stuff in the future.



**Shannon
Elswick
Society Board
Member**

As always, I am proud to be your official liaison to the Society Board and I hope to hear from you or see you at a barbershop function or convention sometime soon.

Philadelphia Society Board Meeting June 28 and 29, 2010

Call to Order:

As always, our meeting started with singing the Canadian and American national anthems and the Old Songs. Mr. Biffle, our Society President, read the Mission and Vision Statements of the Society and we observed a moment of reflective silence to remember the honor of service and focus on the tasks at hand. The shorter portion of the meeting which was held on the second day was, as always, a little more formal. President Biffle thanked and acknowledged the past Society Presidents, District Presidents and other dignitaries in attendance.

Committee Reports:

Connie Keil reported for the Global Strategy Development Task Force. The current strategy is mostly a tactical connection which is relational in nature. The current affiliates are Australia, Germany, Holland, Finland, Ireland, New Zealand, Sweden, South Africa, and Great Britain. Gary Bolles serves as the BHS representative to the world harmony council. Spain is a possible new affiliate. There are groups in Japan, China, and Israel, but we have not yet been officially contacted by any of them. The board voted to establish a written policy to formalize our current position and convey a desire to become even more engaged in world harmony outreach over time.

Rod Sgrignoli reported for the Board Education Task Force. Rod will send to the board a formal report and the members of the task force will be working with Paul Wietlisbach to prepare specific recommendations to present to the board at the fall meeting.

Noah Funderburg gave the report from the Membership Growth Task Force. The 100+ page report had been delivered to the board in advance of the meeting. Noah thanked all the participants who worked on the 4 mini-task forces and presented the formal recommendations as follows:

1. We should constantly say, and mean what we say, that membership growth is our number one priority. If decisions have to be made between competing interests, membership should win out for the foreseeable

future. Every Society member needs to continually place membership growth and retention at the top of our priorities for EVERY decision we make regarding our activities.

2. While every effort should continue to identify and secure new funding to support the Society and membership efforts, the Society must implement effective strategies immediately irrespective of the availability of additional funding.

3. The President should appoint a strategic plan task force, comprised of Board members and staff members, to jointly develop a membership strategic plan for the Society using the data gained from the mini-task force reports, and future information gathering efforts. The objective of the Membership Strategic Plan Task Force is to plan how the Society can best utilize available resources in a reasoned and strategic manner to secure the greatest results at the fastest pace possible.

4. Membership growth and retention strategies should focus on educating, empowering, and assisting chapters in their membership growth and retention efforts.

5. The following task forces should be continued, with new members appointed:

- a. New Chapter Task Force
- b. External Focus Task Force
- c. Delivery Mechanism Task Force
- d. All Ages Task Force

6. As recommended by the All Ages Task Force, the Society should form a standing committee to formulate and implement aggressive communication policies.

The board voted to adopt recommendations #3 and #5 of the MGTF final report as presented above. In addition, the board voted to establish an executive limitation charging the CEO to ensure the appropriate structure exists to provide for effective communications (in response to recommendation #6 above).

Skipp Kropp reported on work which has been done on the Operations Manual and Board Policy Document. Several issues, such as language related to the former positions of Paired District Board Members, were addressed and some policy elements were removed from the operations manual. The board voted to form a task for to create job descriptions for all board positions to be inserted into the rules and regulations.

Shannon Elswick and Rick Ashby gave the report of the Annual Planning Cycle Committee. After discussion the board voted to endorse the three-year rolling plan as shown below:

Three-Year Rolling Plan Proposal

AIM #1 - The Society reverses the declining membership trend, returns to positive growth, and increases the number of chapters.

Metric #1: Increase the number of chapters

2010	By 5 to 816
2011	By 10 over 12/31/10 number
2012	By 10 over 12/31/11 number
2013	By 10 over 12/31/12 number

Metric #2: Total annual net membership change

2010	Decrease loss to 600 by 12/1/10
2011	Positive net gain by 12/1/11
2012	Increase total membership by 2%
2013	Increase total membership by 2.5%

In addition, the CEO shall make monthly progress reports on metrics #1 and #2 and will develop a membership growth plan for each subsequent year by October 15th.

AIM #2 - Chapters enrich lives through singing in community service.

Metric #1: Increase number of chapters reporting community service - establish a base line of how many chapters report community service through singing by 12/31/10 and then increase the number by 5% each successive year thereafter.

Metric #2: Develop a program for meaningful

*(see **Society** on page 10)*

Society *(continued from page 9)*

reporting by chapters - establish the program in time to get meaningful data by 12/31/10 and then in subsequent years refine the strategic plan to address the established focus for chapter development resources.

The committee also suggested adding an AIM to increase awareness of the Barbershop Harmony Society as the leading male a cappella singing organization in the world. The board discussed the proposal and instructed the committee to continue working on language/metrics and bring the issue back for further discussion at the fall meeting.

Ed Watson gave the board an update on future convention sites:

2014 will be in **Las Vegas** at the MGM Grand. All amenities and convention activities will be inside the hotel. **2018** will be in **Orlando** at the Peabody Hotel. The convention activities are next door at the Orange County Convention Center. **2019** will be in **Salt Lake City** at the Grand America. There will be free light rail to the convention center with minimal busing.

Jim Lee, Treasurer, gave the financial report. The audit for 2009 is substantially complete and should be finalized soon. Expenses are approximately \$100,000 better than planned for the first five months of the year, but it is too soon to know what the final bottom line will be for the convention. The balance sheet is stable.

Clarke Caldwell gave the Harmony Foundation report. He reviewed the following three objectives from the communication report:

1. Increase the awareness of the target audience aware of the financial challenges of the society.
2. Increase the awareness of philanthropy as a means to address those needs.
3. Increase the awareness of the general society as to what the Harmony Foundation does to try and meet those needs.

There are regional volunteers in place and a mass marketing initiative on the drawing board to kick off the next phase of development. The initial focus of the capital campaign will be on two of the program elements, TAG and Four on the Road. Ambassadors of Song average giving is up from \$44 to \$210 and the average President's Council annual contribution has gone from \$1,480 to \$1,706.

Ed Watson gave the CEO report and stated he is optimistic about the future of the society. President Biffle has been energetic and relentless in his support for membership as job one and the staff continue to maintain that focus. The goal for 2010 is to decrease the annual net membership loss to 600 or less. As of the date of his report, the society net membership loss for this year to date was ZERO. Christian Hunter, DVP for Membership in the Mid Atlantic District was held up to the board and the meeting attendees as a shining example of using innovative ideas and exceptional organizational skills to create positive results in his district.

Also included in the CEO report was an update on the proposal to move the international chorus contest to a two-year cycle. Steve Jamison and Kevin Keller fielded questions from the board and the audience. This proposal will continue to be vetted with the competitors and district leadership and will come back to the board at a future date.

Elections:

Jim Warner assisted President Biffle with the annual elections. These men were elected to the following positions:

Alan Lamson – Society President
Shannon Elswick – Executive Vice President
Dwayne Cooper - Treasurer
Don Fuson – Board Member
John Miller – Board Member

The board meeting was formally closed with all in attendance singing Keep the Whole World Singing.

Standing Ovation Program

The Dixie District Standing Ovation Program provides an opportunity for your chapter's chorus and quartets to be evaluated in their public performance presentations. This is a voluntary, confidential program. Results are not reported to the Society, any of its committees, or any other chapter. The evaluation is strictly between the



Sherwood Platt
Standing Ovation
Program
Chairman

chorus or quartet being evaluated and the trained reviewer.

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.

You might be interested in adding your name to our current list of Standing Ovation Program Reviewers: Charlie Davenport, Larry Deters, Jack Donaldson, Lee Franks, Jennifer Gaspari, John Hiltonsmith, Thom Hine, Drayton Justus, Shelby Roberts, and Ed Williams.

These individuals have been trained and certified to evaluate all aspects of a Barbershop harmony performance and make creative suggestions for improvements or confirm that you are achieving the goals you had in mind. Contact me if you are interested in having an SOP review of your performance.

While budget limitations are of concern, we will do everything possible to provide Standing

Ovation Program services to your chapter's chorus and quartets, even if you've already had a review and would like a follow-up evaluation to check on your progress.

If you would like information on becoming an SOP reviewer send me an e-mail that includes Your Name, Your Chapter, Home Address, Home Phone Number, Cell Phone Number and a brief description of your abilities and experience in theater and performance.

Sherwood Platt, Dixie District SOP Chairman
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The Rebel Rouser

Keith Therrell, Editor
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Plan Ahead...

10/01 - 10/03 Dixie Fall Convention and Contests

Upcoming Chapter Shows

Fri Oct 22 - Sat Oct 23
Savannah, GA Chapter Show

Sat Dec 11 - Sun Dec 12
Marietta Chapter Show

Sat Dec 18
Atlanta Metro Chapter Show

Sat Dec 18
Nashville Music City Chorus Holiday Show