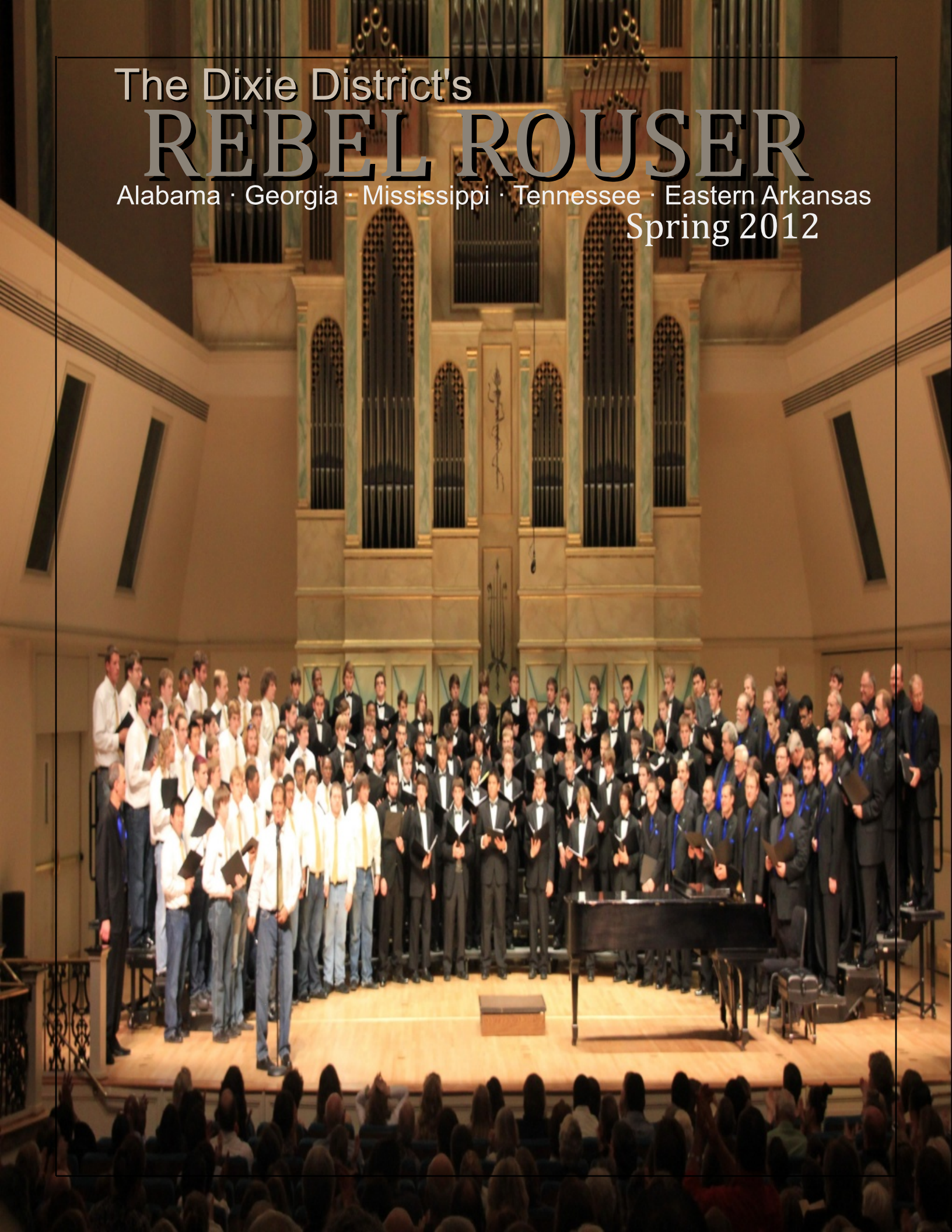


The Dixie District's

REBEL ROUSER

Alabama · Georgia · Mississippi · Tennessee · Eastern Arkansas

Spring 2012



The Rebel Rouser

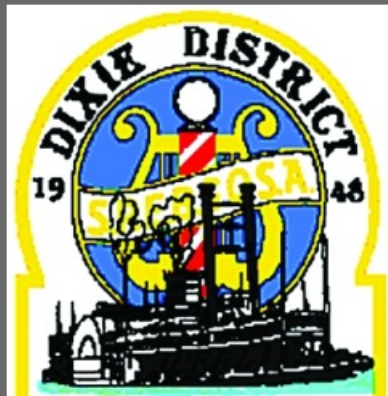
Volume 55, Number 1

Editor

Keith Therrell

rebelrouser@dixiedistrict.org

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.

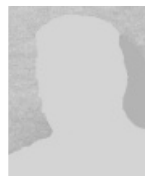
- We enrich lives through singing.
- We perpetuate and celebrate the barbershop harmony style.
- We serve each new generation of singers through support of vocal music education.
- We serve audiences through an uplifting, wholesome variety of a cappella musical entertainment.
- We serve our members by 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: Two high school men's choruses and AVP perform after a successful youth workshop. See "Youth In Harmony" on page 5.

2012 Dixie District Executive Team/Board of Directors



President
Larry Deters



Executive VP
Vacant



Secretary
Russell Bell



Treasurer
Curt Douglass



Immediate Past
President
Drayton Justus

Dixie District Management Team



Music &
Performance
Jim DeBusman



Marketing &
Public Relations
Bob Davenport



Membership
Development
Dave Whitehead



Chorus Director
Development
John Buttler



Contest &
Judging
Jim Sams



Chapter Support &
Leadership Training
Ralph Cordaro



Youth In
Harmony
Jim Moore



Membership
Events
Jack Donaldson



Communications
Dwain Chambers



Historian
Gerald Adams



Financial
Development
Paul Blazek



Web Master
Mark Hyde



Rebel Rouser
Editor
Keith Therrell



Society Board
Member
Jim Sams

Let's Make This a Banner Year in Dixie



Larry Deters
District
President

As we start the new year I'd like to challenge every Dixie chapter to make this the best ever. Here are a few of my goals for 2012:

1. Increase chapter and district membership by 2% over 2011.

2. Increase number and dollar value of Harmony Foundation donors in

Dixie by 5% over 2011.

3. Increase registered attendance at district conventions by 5% over 2011.

4. Increase attendance at Leadership Academy by 10% in 2013 over 2012.

5. Increase attendance at House of Delegates by 10% over 2011.

6. Add one more chapter over 2011.

7. Increase community performances by chapters by 5% over 2011.

Your Board of Directors are committed to helping you achieve these goals. Please feel free to contact your board members for assistance. We are determined to keeping Dixie "The best cotton pickin' district in the Society".

I encourage every chapter to enroll in Operation Harold Hill. Go to the website and look at all the program aids to growing your chapter. These aids range from simply wearing an "I Sing" button to offering voice lessons to men who are not currently members. To achieve growth we must also address retention

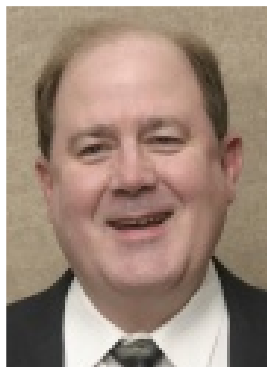
of existing members. One easy suggestion is to treat every current member as though he was a new guest. Remember people come to our meetings to sing but stay because of the friendships and support we offer as a barbershop family.

Let's make this a great year for barbershopping in Dixie.

Dixie District Addresses

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Valentines, Shows...and Tunica!



Bob Davenport Marketing and Public Relations

what made Valentines successful for you, how you could improve your SV marketing next year, brainstorm creative marketing/promotion ideas for the future, etc.

As you and your team do that summarization, I also need for you Chapter M & PR VP's to send me asap a report of this year's Valentine activity. Let me know how you marketed/promoted Singing Valentines (e.g. did you send press releases, arrange live quartet appearances on radio/TV, post fliers, use email blasts, etc.), how many Valentines your chapter sold and delivered, how many quartets your chapter sent out, what were the strengths and weaknesses of this year's program, and what you think could be even more effective ways to market Singing Valentines in the future. I would like this information to help me share ideas, etc. with other Chapter Marketing/PR VP's and with the Society Marketing/PR Committee, of which I am a member.

Additionally, as you begin to market/promote your annual shows and other activities, feel free to communicate with me and your fellow chapter marketers and ask questions or

Now that you have recovered from marketing another successful year of Singing Valentines, many of you now have to turn your attention to marketing/promoting your annual shows and other activities for the spring and summer. It's also a good time to summarize with your chapter marketing team

express concerns and share ideas that all of us can consider to help us do a better job of fulfilling our missions. We still have a functioning District Marketing/PR yahoo group through which we can all communicate. The yahoo group address is DIX-Chapter-Mktg-PR@yahoo.com. If you are not yet a member of that group, please let me know so that I can have you added to the group. I also have my own email distribution list through which I can converse with you all. Please take advantage of these mediums to share what works and doesn't work with each other. We as marketers are not competing against one another; we are here to help our Chapters, our District, and our Society grow and prosper.

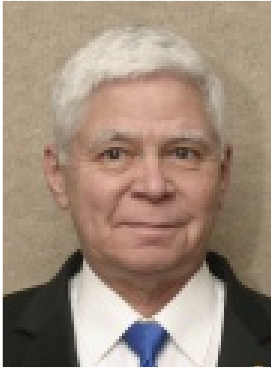
Along that same line, I encourage all of you to attend the Marketing/PR class at the Dixie Lakeside Harmony Weekend on the campus of the University of Alabama-Huntsville on July 20-22. That is another great way to share ideas and insights into effective marketing strategies, etc. All of you should have received a DLHW registration form in the mail in early January. Registration is now available on the District website.

In addition to that, we are resurrecting the monthly District publication, the **Dixie Town Crier**. Steve Dorn did a tremendous job with that publication but relinquished his editorial role. We have persuaded David Belden from the Nashville, TN chapter to take over the publication. David will do a great job, and I urge all of you to contribute articles and success stories to the Town Crier so that everyone can see what's working for you.

Furthermore, we are offering another **Facebook** class at this upcoming spring

(see *Tunica* on page 7)

Youth In Harmony



By Jim Moore
Youth In
Harmony

At the mid-winter convention in Tucson in January, the Fifth Annual International Youth Barbershop Chorus Festival had one representative from Dixie. The Atlanta Vocal Project, with the help of Tim Brooks and Clay Hine as directors, and sponsors Pete Pifer, John Diamond, Chick-Fil-A, Publix, the Dixie District, and

Harmony Foundation, put together a 31 man chorus named **Georgia Spirit**. Seventeen of its members came from the Calhoun, Georgia area. Other singers came from AVP, Georgia Tech, the Stone Mountain chapter, and the Cleveland, Tennessee area.

Of the fifteen youth choruses in Tucson, seven were in the <19 average age plateau with our Georgia Spirit. Our guys came in second place in this plateau, a mere 35 points (out of 2700 points) away from taking 1st. They beat every one of the choruses except one, who were the <22 age category, and they even beat a chorus from the Bay area who was in the <25 age category. Overall, they earned the 5th highest score in the entire international event.

Their score for Presentation on "Who Put the Bomp" was the second highest score in the entire contest. Overall they scored a very respectable 74.6%, and were an audience favorite with two standing ovations.

Already, these young men are looking forward to the next festival, which will be held in Orlando, Florida on January 5th, 2013. And other Dixie youth choruses may be there with



them.

Above is a photograph of a successful workshop given by AVP that involved the Georgia Tech Glee Club. Two high school men's choruses and AVP are shown here. The concert was held at the prestigious Spivey Hall in Morrow, Georgia and featured a specially composed finale with over 130 singers on the risers for a sold out audience.

Youth Harmony Workshops serve as a great introduction to barbershop harmony, and close-harmony a cappella singing. A typical workshop will see students from several different schools gathered together, rehearsing and performing age-appropriate arrangements conducted by top-notch clinicians, and having tons of fun! Let me know of any festivals planned in your area.



Here is a photograph of a very successful co-ed festival held recently in Calhoun,

*(see **Youth** on page 7)*

We'd Love to Have Your Quartet or Chorus Attend the Dixie Lakeside Harmony Weekend!!!



Jim DeBusman
Music and
Performance

The coaching experience at the Dixie Lakeside Harmony Weekend is one that only a fraction of our Dixie District members ever experience. It brings four men or a chorus together from all walks of life who share a common interest in the love of barbershop harmony. However, this experience reaches far

beyond the realm of one's personal satisfaction. Your quartet and/or chorus improvement will be something you'll never forget.

Allow us to share a few comments from ensembles from the past:

"We wanted to reach the next level. What a great choice it was to come to the Dixie Lakeside Harmony Weekend as a quartet. We saw and felt the change happen in just one short weekend."

"We came with the desire to improve our overall performance as a chorus. We succeeded beyond our wildest expectations!"

"The coaches were very much unified in reinforcing each other's concepts. Great, Great Weekend!!!"

"What can we say!? These coaches were awesome!!!"

All this, plus all the finest food and the finest sleeping accommodations you could ask for.

Don't wait too long to make your plans to be coached this summer at the University of

Huntsville - Alabama on July 20-21,2012.

We guarantee that you'll have the experience of a lifetime.

All you need to do is visit www.dixiedistrict.org and register on line. If you have any questions, please contact: secretary@dixiedistrict.org or 770-439-8249 and leave a message. See you there!

A Dixie Tradition Continues

Frank Fonteyn
Magnolia Chorus Chapter President

Many chapters throughout the Society produce annual shows, but not too many can boast a tradition that spans seven decades.

For 63 years, the Magnolia Chorus has hosted an annual show. Johnny Baker, one of the two 2011 inductees into the Dixie District Hall of fame, served as the Master of Ceremonies for the Jackson Chapter Annual Festival of Barbershop Harmony for 43 consecutive years. He was known for his dry wit and perfect, well rehearsed delivery.

The first annual show took place only a dozen years after O. C. Cash and others gathered for the first time at the Tulsa Club and has a tradition of featuring one or more of the Barbershop Harmony Society International finalists since the 1950's. The Sun Tones were frequent participants when the quartet was a favorite on the national scene. In recent years, both Old School and Storm Front have been celebrity participants in the annual event.

This year's Festival of Harmony will be held on April 28 on the campus of Belhaven University. This year's guest quartet is Dixie's own **A Mighty Wind**.

Tunica *(continued from page 4)*

convention in Gadsden, AL. Craig Brown from Germantown, TN, who is the administrator of our new District Facebook page, will again teach this class. He is requesting that everyone who plans to attend to register for the class before the convention (it is still a free class). Go to the District website, click on the convention information page, and click on the "Facebook Class" link under "Convention Events." Craig will teach you how Facebook can help you promote events and help market your chapter in different ways.

Finally, I urge you to start talking to your chapter leadership and membership about the fall convention, which will take place in Tunica, MS! The convention will be held at the Gold Strike Casino Resort in Tunica, about 30 miles south of Memphis, TN. All of the convention activities will be held in the Gold Strike, so you will not have to drive to or be transported from a hotel to a contest venue. We will be promoting the convention at the spring convention and all through the summer. It is not too early to start making your plans for the fall convention in this fabulous destination!

The spring and summer are going to be busy for all of us. As always, I stand ready to help any of you with marketing ideas, suggestions, etc. Keep up the good work!

Youth *(continued from page 5)*

Georgia.

The 2012 Harmony Explosion Camp will be held July 19, 20, 21, in Huntsville, Alabama. Dr. Bill Adams will be one of the clinicians, and Adam Scott from the Society will be the other. The teaching quartet may be **To The Fore** from Atlanta. More information about this camp will be forthcoming soon. As you know, all students and educators to this camp are given scholarships, so now would be a good time to prepare your chapter budget to help support them. Harmony Foundation and the Dixie District also contribute to the costs of presenting the camp.

Remember that in 2012, the District will again award a music educator a scholarship to attend Harmony University in St. Joseph, Missouri. This is a great way to make teachers aware of the benefits of introducing barbershop into their music programs. If you would like to nominate a music teacher for a 2012 District scholarship to HU, send to me by March 31 a nomination letter, a copy of the teachers resume, and a statement assuring that the teacher can attend. The dates of Harmony University in 2012 are July 29th through August 5th.



Calling All Directors!



John Buttler
Chorus Director
Development

2012 is a great year to start the process of Director certification. The process will help you and your chorus continue to improve your skills. There are 3 levels of certification.

Applicant - Once a person has submitted an application to enroll in the program but has not reached the stage of

"Certified" director, they will be called an "Applicant" director

Certified - Once an "Applicant" director has completed all certified level course requirements, the applicant will earn the "Certified" director status. This status will be rewarded by a framed certificate and a lapel pin and will be presented at the home district convention / contest by the district VP of Chorus Director Development. Additionally, many BHS districts may denote this status in their convention / contest programs.

Master - Once a "Certified" director has completed all master level course requirements and the Board of Review approves, the applicant will earn "Master" director status. This status will be rewarded by a plaque and a lapel pin and will be presented at the home district convention / contest by the district VP of Chorus Director Development. Additionally, the International Convention program will denote this status and many BHS districts may denote this status in their convention / contest programs.

Let's see how many Dixie District Directors can start the process in 2012. Please contact me if you have questions.

Hall of Fame Nominations Open April 1 - June 30

Nominations of a person for induction into the Hall of Fame shall be made by any member of the District and shall be made in writing to the District Historian (Gerald Adams - bariadams@att.net) between April 1 and June 30 of any year. The initiating nominator shall provide a legible, detailed description of the nominee's qualifications. Such description need not be precise on dates, places, results, etc., but must provide sufficient credible information to substantiate the qualifications offered. Corroborating sources, such as publications or individuals, may be used, but such must be either generally available or made available by the nominator.

A specific person may be nominated more than once. If someone is nominated by more than one person, it shall be treated as a single nomination, but the combined facts and information may be considered. A quartet may be nominated, but it shall be considered as one nomination.

Standing Ovation Program



Greetings, brothers in Harmony,

I'm hopeful that our existing Dixie District Standing Ovation Program Reviewers will be attending this year's July 20th - 21st Dixie Lakeside Harmony Weekend on the

Sherwood Platt
Standing Ovation
Program Chairman

campus of the University of Alabama at Huntsville where we will have an

opportunity to review the latest SOP materials and share performance review ideas. All of you are invited to attend our classes.

I'd like to hear from you if you are interested in having a SOP review of your chorus or quartet rehearsal or performance. We'll do what we can to respond to your specific request.

If you would like information on becoming a SOP reviewer, send me an e-mail that includes your name, your chapter, home address, phone numbers and a brief description of your experience in theater or performance. You should be able to attend the Lakeside Harmony Weekend classes and become a certified reviewer.

While the Standing Ovation Program class is primarily an opportunity for existing reviewers to exchange ideas and provide training for those who would like to become reviewers, this year it will be open to all singers, script writers, show directors and performers who would like to sharpen their public appearance skills. Come and visit our class, ask questions, and share your ideas with us. You might even decide to join us and become a certified reviewer.

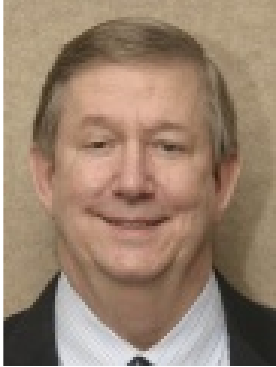
The Dixie District Standing Ovation Program provides an opportunity for your chapter's chorus and quartets to be evaluated in their public performance presentations. This is a voluntary, confidential program. Results are not reported to the Society, any of its committees or any other chapter. The evaluation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

Reviewers are trained to observe the overall performance of a chorus or quartet, identify performance strengths and weaknesses, make recommendations to improve the presentation and suggest appropriate resource material that might be useful. Let me know if there is anything we can do to be of service.

In Harmony,

Sherwood Platt, Dixie District SOP Chairman
901-747-2358
901-219-8793 (cell)
asp11@juno.com

Mid-Winter BHS Society Board Meeting



Jim Sams
Society Board
Liaison

The Tucson Mid-Winter Convention lived up to its billing with a rousing youth chorus festival, a strong Senior Quartet competition, and evening shows from the best quartets in the world of barbershopping.

Despite the low attendance, less than desirable sleeping arrangements at the headquarters hotel and cool temperatures, everyone thoroughly enjoyed this reunion of our barbershop family, and were enthralled with the grand style of barbershop harmony and brotherhood that we have become known for over the last 75 years.

The Society Board spent Tuesday evening and most of Wednesday during the convention week discussing and interviewing potential Society CEO candidates. There is no doubt that the SBOD knows what we are truly looking for in a new CEO but are still in the process of finding that individual to take over the reins of the Society. We have seen a number of very talented, dedicated, and personable men involve themselves in the CEO search process, but we are still looking for the man we feel will take our Society to the next level of growth and musical excellence. In a word, the CEO search is still ongoing and in process. You will know when we know who the next CEO will be.

The board meeting agenda was not overwhelming this time and allowed time for discussion on some very important pressing issues and ongoing programs. Due to the absence of some Operations and Committee leaders, and a lack of several current reports, a number of issues were tabled until the spring board meeting in Nashville. Here are some of the more memorable subjects that were covered during our meetings.

Interim CEO Larry Deters updated the board on where we stand financially, numerically, and how the Portland convention is shaping up. No adjustments in the current budget were needed at this time. As of January 5th the Society membership stood at 24,229 with a goal of 24,787 to be reached by year's end. The number of chapters stands at 794 with a goal of 803 during 2012. With 26 weeks to go before the Portland International Convention, registrations stood at 2093 with a goal of 5260 to be reached. As of January 1st at least 88% of the Society chapters had been visited by District and Society leadership. The reaction to this program has been quite positive and we are just now beginning to reap the benefits of all the collected data.

Director of Society Operations, Rick Spencer, and Harold Hill guru, Keith Eckhardt, brought the board up-to-date on the Harold Hill Program Society-wide. The Harold Hills are now in place, the website along with a training program for Harold Hills put together by Paul Wietlisbach, Becca Box, and Keith Eckhardt, is in place. And the website, www.operationharoldhill.com, is continually being updated. The Society BOD volunteered each of its members to serve as a Harold Hill for the remainder of the year. The goal is to add 3200 new Society members in 2012.

The number of Society chapter participants is growing daily.

CFO Heather Verble and Society Treasurer Dwayne Cooper reported that in 2011 the Society had a positive net gain with lower than expected revenues and even lower than expected expenses. The Society headquarters building has been successfully remortgaged at a lower set interest rate for the next ten years. The Management Financial Task Force is continuing its work to help streamline the cash flows and investments of Harmony Foundation International and the BHS. This will eliminate much confusion in determining the financial status of both linked organizations. The Program Fund is being reviewed for an appropriate name change that more accurately describes its use by the Society and the current value of such fund.

Larry Deters will be reporting later this spring on the Society's plan to increase the public's awareness of the BHS. Two additional items have been added to the Society Work Plan. These are the Harmonizer and the Marketing Initiative.

There will also be a task force recommendation forthcoming dealing with the regulations concerning small chapters and charter revocation. Currently the Society is depending on districts to report the need for such revocations for chapters that are non-existent or cannot operate due to lack of viable membership numbers.

Concerns about the current lack of Information Technology hiring is being assessed by both the SBOD and the Society office. Much work has yet to be done to fully utilize the eBiz system currently in place. Lack of available budgeting has delayed the addition of much needed IT staff.

The District Harmony Marketplace process was

reviewed by Rick Spencer and Larry Deters, and changes have been made to help more Districts with the ease of ordering merchandise, returning merchandise, and improving the opportunity for increased income to the districts.

An update on the American Harmony movie and subsequent public advertising was delivered. A viewing of the movie will be shown on television and copies of the American Harmony DVD are being marketed and sold in a number of public venues.

Becca Box reviewed the latest Society program to help make the dues collection process for incoming members more user friendly and easier to understand by both chapters and applicants. The new program still did not answer some of the confusion that is plaguing many chapters and the program was not approved by a majority vote.

Hopefully this will give you an insight into the workings of your Society Board and its desire to provide our membership with every opportunity for growth and increasing musical excellence and enjoyment. The resources available are immense. Please feel free to contact me or any members of the Society Board or the Society office if we can be of further service to your district/chapter leadership or membership. And feel free to contact me for any questions or input you may desire. It is my pleasure to serve as your Society liaison during 2012.

The Rebel Rouser

Keith Therrell, Editor
6846 Holly Hill Drive
Germantown, TN 38138



Plan Ahead...

03/9 - 03/11	Dixie Spring Convention and Contests Gadsden, AL
07/03 - 07/10	BHS International Convention and Contest Portland, OR
07/19 - 0/21	Harmony Explosion Camp Huntsville, AL
07/20 - 07/22	Dixie Lakeside Harmony Weekend Huntsville, AL
09/28 - 09/30	Dixie Fall Convention and Contests Tunica, MS @ Gold Strike Resort and Casino

Upcoming Chapter Shows

03/02	Lake Lanier, GA Chapter
04/21	Nashville, TN Chapter
04/28	Jackson, MS Chapter
05/12	Atlanta Metro, GA Chapter
05/12	Memphis, TN Chapter
05/19	Cleveland, TN Chapter
06/02	Stone Mountain, GA Chapter