



NED's NEWS

A monthly newsletter for members and friends of the
Northeastern District of the Barbershop Harmony Society.



JULY 2021

1946 - 2021 ~ 75 years

Vol. 4 / Issue 7

In This Issue...

1. Letter from the DVP-M&PR
2. Harmony College 2021
3. NBC News
4. CPOTY-2020
5. Chapters Helping Chapters
6. Upcoming NED Events
7. Video of the Month

About "LINKS"

Links to online web pages and email addresses are provided in the PDF doc throughout in text and images. Light blue text.

All are interactive - just hover & select and your browser will do the rest!

District Web Page:
nedistrict.org

Society Web Page:
barbershop.org

BHS MemberCenter Login:
members.barbershop

Submit articles and other information for the NED News to Ed Fritzen:
elfritze@gmail.com

The **deadline** for the next **NED News** is Sunday, August 15

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Edited, produced & published by
Steve Salamin, DVP-M&PR

1. Letter from the DVP of ...

You receive in the mail the bi-monthly issues of the BHS *Harmonizer* magazine - right? Do you read it cover to cover? Many issues have a wealth of information, lessons and great advice - for you "personally" (like coaching) - and for you "organizationally." What? No, not about organizing your life - although we could use some help. Rather, allow me to drive a point. Mind you, the foregoing is for ALL members.

Marketing is not just my life and passion. Marketing is really quite interesting to me. It's about actions - and reactions. Impressions. For example, you LOVE the "reactions" when you are singing and emoting. You are excited at the impression it makes. The depths of your good singing are making a personal connection. Your audience reacts. You respond further by continuing. Many times - it is a deep and meaningful reaction. Your performance is entertaining, yes, and often, to new folks especially, it is **remarkable**. That is: "worthy of being or likely to be noticed especially as being uncommon or extraordinary (m-w).

That's barbershop harmony! **Remarkable**. Uncommon and extraordinary! And, to coin a public trending phrase that makes another great impression... "It's what (we) do." (*Kevin Hart/Chase Freedom card*)

The point? You have heard this before. It's not just for the "marketing guy."

Every member, every singer and supporter of Barbershop - man, woman, child- is an ambassador, a marketer, an advertisement for this thing we do - singing Barbershop because we love it. You each have a stake at what's going on. And it's remarkable!

So, as we unravel the past year and reacquaint ourselves with the performing world again, who is better to help us regain and re-establish our foothold in our community? It is YOU. Indeed, this is still too secretive in our communities. Time to be selfless.

The chapter/chorus marketing person can only do so much with the limited resources at his/her disposal: money, time & effort, connections, etc. Now - add 10, 15, 25, 45 other fellow members, ambassadors of harmony - and the reach within your community is exponentially expanded. Every singer and lover of barbershop needs to embrace the cause which attracts YOU to make this a remarkable experience.

Of course, there needs to be some organization in all this. Planning; that concise pitch or "elevator speech" preparation; "buy-in;" and real interest in what is happening and an atmosphere of giving, collaboration and communication. "Word of mouth" advertising is the cheapest and best advertising.

So, I could give lots of advice to NED Marketing VPs right now on how to build new



momentum for your chapter and growing. But the single best advice I could give is to ask each and every dedicated singer to JOIN your leadership and assist with growing your chapter and chorus. Great amounts of money poured into ads won't attract singers. Performances will. This is a "auditory" experience first, for all. Second, it's visually appealing and entertaining. Ballad or comedy song - doesn't matter. If you're engaged in the singing, you are forging the path to attract and rebuild, automatically. We need this, you need this.

We have been taught, too, how the **Marketing VP** position and effort is so inextricably connected to and intertwined with the **Membership VP** position. Indeed, for greater success, both VPs are vital to (and for) each other - and the chapter/chorus. So, just a reminder: you need to work TOGETHER. Make it so.



imagine • inspire • influence • encourage • sing!

Updates/Of Interest:

- The Society has provided tons of COVID-related resources for navigating the past and present. Recent additions include the two **Big Ideas Roundtable Series** (links: [June 13](#) / [July 11](#)) recorded sessions, available to view now, that review specifically re-opening and returning to singing. I believe NED chapters and choruses are more advanced and prepared in the re-opening efforts, and I am glad to learn so many have embraced the changes and protocols to reopening safely. THANK YOU for your efforts! Forge ahead!
- That's right... I am the VP-Marketing for the Keene chapter, too. Recent efforts here included a major press release that included the usual invitation to sing and a plug for growing the chapter. Sample ads here, too:

Recent Keene marketing/ads - <https://www.cheshiremen.org/marketing2021>

- Media update: just an FYI - your marketing plans should now include **online ads**. Free ads and press releases should be placed first and are best. Try a commitment to once weekly or bi-weekly, arrange for some public relations reporting or feature article. Look for opportunities to collaborate with other organizations on/for performances and the ads that support the event. Your ability to appear with larger and broader audiences, and for other causes, only enhance your presence and outreach. Reach out!

- IPP **Ed Fritzen**, your NED newsletter editor, and I, scratch our heads: Ed sends me the Newsletter text - with only two articles. Only one chapter offers new, exciting content to share with all of us. THANK YOU. But... we need YOU to share your news and experiences! NED VP of Membership Development, **Dianne Brooks**, has launched an initiative for you to do just that. **Chapters Helping Chapters**. Share your reopening experiences and growth opportunities. What are you doing now to enhance the harmony? Share your successes - maybe even your failures - and ask us for help!

Please know that I am available anytime to assist you with your marketing (or membership plan). I am happy to learn more myself. What works for one chapter may not work for another - so a "one idea fits all" won't ever work! If I don't have an answer for you, I will find one, or someone, who can help us both!

Thanks for reading this. Marketing guys and gals usually have a never-ending list - there's always more to do, places to go, people to meet - lots to share! I appreciate your patience and consideration! I want success for you.

Good luck, stay safe, be smart and ... "Sing Well! Have Fun! Serve Others! Marketing Really Matters!"

~ **Steve Salamin** • NED DVP-Marketing & Public Relations • sc.salamin@gmail.com



2. Virtual Harmony College Northeast 2021

This is a reminder to keep August 21st open and available for this year's **Virtual Harmony College** (VHCNE). This NED event is FREE and will be held virtually to include members from all corners of the Northeast! All sessions are open and welcome to anyone and everyone in harmony - including NED, Harmony, Inc., and SAI members and community Music Educators, and any new friends who might be interested in joining in on your local barbershop scene!

This year's college will have four main tracks that members can follow:

The first of these is the Quartet track which will be taught by AIC members including **Nick Gordon** and **Sean Devine**. The next track is the Directors path which will be brought to you by **Steve Tramack** and **Gail Jencik**. There will be a basic music theory track brought to you by **Tom Gentry**, which will give any newer members (or members who have trouble reading music) a basic understanding to help propel them into learning more pieces! Lastly, there will be



general sessions throughout the day brought to you by instructors from across North America and the NED. You can mix and match these sessions with any of the above sessions! The end of the afternoon will be topped off with a Keynote address by our BHS President **John Donehower**, which I am sure you won't want to miss!

The schedule and class descriptions are now showing on the NED web site! Keep an eye out for more information on the school and the specifics on each session and instructor! **Registration opens soon!** I hope to see you all there! Go here now and see:

<https://www.nedistrict.org/hcne>

PS - Oh! The day is capped off in the evening with the unusual "Saturday Night Big Show" - a virtual presentation that will include guest performances and the **2021 Harmony Explosion Camp Northeast Virtual Chorus!**

It's all FREE! Please see the NED web site for the exact show link. We'll provide in an email campaign, too!

~ **Brandon Mollon** • NED VP-Music and Performance • blm583@mun.ca

Class/Event	Instructor/Staff
Quartet Track - AM/PM	
v.1 - 7/20/2021	
1 General Session / Welcome (All of NED)	Brandon Mollon
2 How to be a Great Lead	Sean Devine
3 How to be a Great Baritone	t b a
4 How to be a Great Bass	t b a
5 How to be a Great Tenor	Nick Gordon
6 How to start a Quartet	HCNE Coaches
7 Quartet Coaching Session / Meet and Greet with Coaches	HCNE Coaches
Regular Track - Alpha List for the Day (see schedule!)	
0 General Session / Welcome (All of NED)	Brandon Mollon
1 Back in the Habit of Singing	Sandi Wright
2 Beating Stage Fright (Mindfulness)	Dr. Alan & Gita Klaus
3 General Session / Lounge	Brandon Mollon
4 Going From B to A in Performance	Sandi Wright
5 Hand Independence and Expression in Your Conducting	Gail Jencik
6 How the Music Category Affects the Front-Line Director	Steve Tramack
7 How to Be a Magnet for New Members	Katie MacDonald
8 How Your Voice Works: Understanding the Singer's Instrument	Cay Outerbridge
9 >> KEYNOTE ADDRESS <<	John Donehower
10 MC's Do's and Don'ts	Mike Maino
11 Technology and your chapter rehearsals	t b a
12 The Sensual Performer	Gail Jencik
13 Theory 101 (Crash Course in Music Reading)	Tom Gentry
14 Theory 102 (Musical words and what they mean)	Tom Gentry

7:00 PM - NED Harmony Explosion Virtual "BIG Show" with Guest Performances (free!)

3. Narragansett Bay Chorus News

This month we have two bits of news received from the Providence Chapter's *Narragansett Bay Chorus*. The first event is the announcement of the **56th Annual Block Island A Cappella Festival** on Saturday, July 24 at 4:00 PM. The NBC has sponsored this event throughout its history, and the money raised from the show has gone to local charities on Block Island. This year's show is free and starts at 4:00 PM, at the Fred Benson State Beach Pavillion which allows plenty of time to catch the late ferry back to the mainland, thus avoiding the cost of spending the night on Block Island during the height of the summer tourist season.



A couple of months ago this newsletter featured an article that showed NED President **Mike Maino** receiving the District President's pin from IPP **Ed Fritzen**. Not to be outdone, this month we see President Mike officially "pinning" our newly elected Executive Vice President **Mike Savard**. Congratulations to both Mike's!

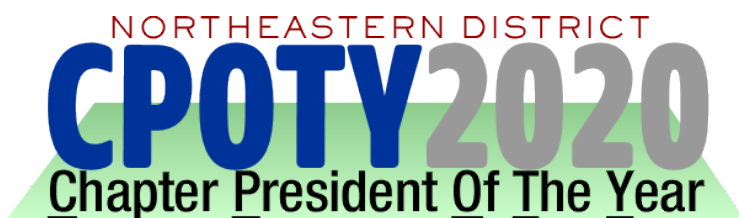
A poster for the 56th Annual Block Island A Cappella Festival. The text reads: "THE NARRAGANSETT BAY CHORUS PRESENTS... THE 56TH ANNUAL BLOCK ISLAND A CAPPELLA FESTIVAL". It features musical notes and a large blue box with the word "FREE". Below that, it says "A FREE concert featuring the Narragansett Bay Chorus and Several Quartets." and "SATURDAY, JULY 24, 2021 4:00 PM FRED BENSON STATE BEACH PAVILION". A small photo of the chorus is included. Text at the bottom says "FOR MORE INFORMATION: WWW.SINGNBC.COM".

The Narragansett Bay Chorus is a 15-time district champion group with over 75 years of history encouraging and promoting the a cappella style of music known as "Barbershop" harmony to people of all ages.

4. NED Chapter President of the Year Award (CPOTY-2020)

Nominations for the 2020 award are now open! Submit your nominee, soon! Deadline is September 1st.

The award nomination process for 2020 was announced in May, and so far only two nominations have been submitted. This award is presented to the person in your chapter who served as Chapter President in 2020 and who best exemplified the qualities of an outstanding chapter president. *The Alan Lamson Award* is usually presented every year at the Fall District Convention. We're on-track now to doing so this October!



Please review the details, guidelines and online submission process at the CPOTY page on the NED web site.

Navigate to: <https://www.nedistrict.org/> - select ABOUT US drop-down, and see Chapter President Award.

There you will find the criteria, more information, history, and details. Further down the page, find the red oval button labelled "2020 Nomination Form - Online" and select. If you're prepared, it's easy and fast to complete.

Once the results are in, the committee will deliberate and select the awardee. Thank you for your timely response.

The Alan Lamson CPOTY Award Committee for 2020 is recent recipients **Don Naples, Bruce Pacht & Jack Gardiner**.

<https://www.nedistrict.org/chapter-pres-award>

5. Chapters Helping Each Other Rebuild - One Idea At A Time

This is a reminder that if your chapter hasn't begun your reopening and rebuilding strategies, the time is here to begin ... AND then share them with other NED chapters. By pooling and sharing every chapter's ideas, we all will be stronger and the wiser, feeling better knowing you helped another chapter. Plus, your chapter will be entered for a great "prize" drawing.

Please review the explanation and guidelines online at the NED web site - a new page:

<https://www.nedistrict.org/chapters-helping-chapters>

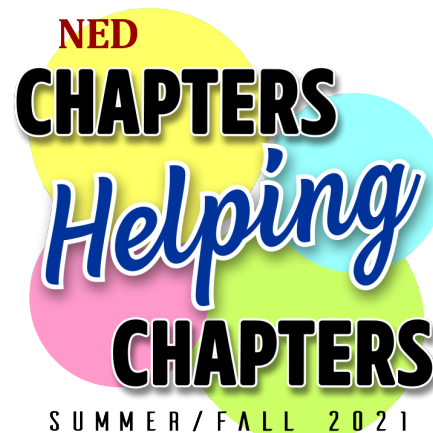
You are encourage to engage and participate right now! Check out our NED rebuilding efforts... one idea at a time.

To become part of this opportunity for success, send your chapter plans and monthly updates to:

Dianne Brooks, NED VP Membership & Outreach at email: tdbrooks07@msn.com



Let us know how it is going – and if you need any help! We're all “in this together” - here to help each other as well as try new thoughts and ideas. We can help each other move forward and grow barbershop harmony. Let's collaborate!



6. NED Events & Other Important Dates —

Now on the [District Calendar](#) (link). More information & links may be found there!

Organizers: Please submit/provide/verify your future event date, time and link. Attending? Look at the online calendar!

DATE	DAY(S)	EVENT	INFO LINK	LOCATION
July 17-Aug. 7	weekdays	BHS Virtual Harmony University	<i>SELECT</i>	virtual
August 21	Saturday - 1-day only	NED Harmony College Northeast 2021 - all day!	<i>SELECT</i>	virtual
August 21	Saturday 7:00 PM	NED Saturday Night Virtual - HXNE and HCNE Show	<i>t b a</i>	BHS YouTube
Sept. 17-19	Fri. PM – Sun. AM	New England Harmony Brigade Rally	<i>SELECT</i>	Marlborough, MA
September 24	Friday	NED House of Delegates Meeting	<i>t b a</i>	z-Zoom
Oct. 29-30	Friday & Saturday	NED Fall District Convention	<i>SELECT</i>	Worcester State U.
Jan. 7-9, 2022	Friday-Sat.-Sunday	NED Online Leadership Academy	<i>t b a</i>	virtual
Jan. 11-16	Tues.-Sun.	BHS 2022 Midwinter Convention	<i>t b a</i>	Pasadena, CA

7. Video of the Month

This month's featured quartet, *Interstate Rivals*, has been getting a lot of play-time lately appearing together at this year's Midwinter and International Conventions, both of which were virtual, but I think some of their performances were actually live. This was Joe Connelly's first quartet gold and in total, if you add up all the quartet gold medals won by the members in this quartet, you'll get 11 medals representing five championship quartets. It's great to hear these guys singing together again.

https://youtu.be/u8cwo_Lp2_0



<<<< Interstate Rivals
Hartford, 1987
and a can of apple juice

Please share your chapter's or quartet's success stories as we return to making harmony again for our friends and fans - in YOUR community! The deadline for the next issue is Sunday, August 15. Please send news, articles, pictures event dates and more, to Ed Fritzen, editor: elfritze@gmail.com. THANKS!