

**SWEET ADELINES INTERNATIONAL CORPORATION**

**RMT EDUCATION FORUM  
OCTOBER 18, 2010  
SEATTLE, WA**

***COMPILATION OF REPORTS  
FROM THE SPECIES NETWORKING FACILITATORS***

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**REGIONAL COMMUNICATIONS COORDINATORS’  
NETWORKING SESSION  
Anne Cargill, Facilitator**

At the beginning of the session the group suggested the following topics for discussion:

- State of the Region Report (SOR)
- Annual Regional Evaluations (ARE)
- Using social media effectively
- Regional rosters - online tools
- Mass emailing - which tools are best?
- Supporting membership
- Regional websites
- Working with MKC
- Maintenance of regional calendar
- Video conferencing
- Communication with members not on email
- Competition webcasts
- Arrangement for taking minutes at RMT meetings
- RMT elections/appointments

**1) Regional Rosters/Social Media**

The group expressed thanks to the International Board for the changes to the website.

Concerns were expressed about the Regional member database as it can differ from the international list, not all regions have them and an accurate list is dependent on chapter leaders communicating to members. The group discussed what currently happens and how systems can be improved.

***Suggestions on managing to keep accurate lists included:***

- Requesting rosters from choruses
- Verifying status of individuals
- Making efforts to track members
- Using newsletters for listing “lost and found” email addresses
- Regional directories to be electronic

### ***Use of Social Media***

- YahooGroups targeting individuals - low acceptance of this
- Facebook page perfect for choruses to input their own promotion/show flyer/advertising
- Set up Regional Facebook page

### ***Improving communications among Communication Coordinators***

- Need to check into COC Forum moderator (Kagey to do) - allow attachments
- Encourage all COCs to send newsletters to each other
- Send regional communication blast to COCs on Yahoo
- Mass emails - try to have a regional look and feel

### ***Reaching non-email members***

- Support members to learn how to use computers
- Ask members to bring laptops to tech classes at admin workshops - help sign on to websites, give/draw tickets for games, exercises to raise tech "score"
- Help people to set up/join groups
- Help people to update their own data

## **2) Supporting Membership - International Growth Program – 2010 Global**

The group discussed how best to communicate to membership and the overlap between international, marketing and membership. Who does what often depends on team's procedures.

What part does COC play in facilitating *One Voice, One Message*?

### ***Suggestions included:***

- Share any program development/ ideas/template on COC YahooGroups
- Basic template from International??

It was agreed that the membership's acceptance of this program begins with selling a positive outlook by **this group!**

## **3) Regional Websites**

- Levels of user access varies according to creators, hosts, origins
- Does the future hold a demand for "IT coaches"?
- Privacy issues - how to make some information easily accessible without compromising confidentiality
- Regional rosters sent electronically

## **4) Marketing/RMT video conferencing**

- Skype--tough to use if connections are slow
- Does cost offset face-to-face; concerns?
- Concerns about losing non-verbal communication
- Ask international about resources available for use (Anne C to check)

## 5) **Regional Elections**

The discussion centered on the current system of elections and clarification of the process to members.

The membership needs to understand how this process works as members sometimes think that RMT hand-picks people.

Shadow programs are beginning in a few regions where shadows are given a variety of jobs but are not guaranteed a position. Some RMTs fund people in shadow positions

There was a discussion about the fact that the Education Coordinator appointment may be someone other than the person whom RMT recommended, and the subsequent management of this situation i.e. communication with unsuccessful candidate.

It was suggested that the process be reviewed to reflect technology e.g. references by e mail. Anne C to raise with RLC.

### **Arrangements for RMT minutes**

Some regions have admin assistants to do this.

#### ***Suggestions included:***

Template/agenda used as format

Send summarized minutes to international

## 6) **State of the Region Reports (SOR)**

-Templates are good and very helpful!

-RMT needs to prepare for SOR throughout the year i.e. remind RMT during the year of topics/events that they will need to write up for the SOR

-When reviewing other regions' results, split up the reports among the RMT members

- Put SOR's on RMT site instead of sending as attachments.

## 7) **Webcast Regional Convention**

This is done in Regions 13 and 24 and archived for one week after – money can then be made on the archives.

There are various arrangements for payment, sometimes done free and sometimes by donations. In one situation the vendor is put up in the hotel, his airfare is paid and he is paid a subscription of \$500.00 per event and \$7.00 per subscriber. The licensing is handled by the vendor.

## 8) **Regional Calendar**

Individual choruses are responsible for getting information to the COC  
Challenges include

- Communicating events to the right people
- Events conflicting with regional events
- Including men's events

### **Summary of discussions**

- Regional directories to go electronic
- Social media - how to best use
- Education for those members unfamiliar with computers
- Shared ideas for global effort
- Video conferencing/Skype - International involvement?
- Review of RMT election procedure

**REGIONAL DIRECTORS' COORDINATORS  
NETWORKING SESSION  
Dale Syverson, Facilitator**

The Director Coordinators in several regions met for a networking session on the Monday of the Seattle convention week. Harriette Walters began the meeting with a greeting of welcome and support from the DEC. We were also visited by Peggy Gram. The discussion that followed resulted in the following information now passed on to the DEC for their review and follow up: A discussion of and observations shared on the DC job in the various regions represented:

- Strive to be the person who helps *find* answers rather than *has* answers.
- Let the directors know what they are voting for so they can make an informed decision about who will be DC in their region.
- Listen when people need to vent.
- Schedules Int'l. faculty visits
  - You have to work well w/Ed Coordinator.
  - Be proactive about using the International funding for your region.
  - Protect the volunteers who do these regional visits by clarifying the coaching parameters, including \$\$.
  - The funding for these visits is handled differently in various regions:
    - Some pay all
    - Some choruses pay all
    - Some regions have a co-pay (region pays part; chorus pays part)
    - In one region, anyone under 450 points automatically gets 2 visits
- DCP mission for region
  - All directors and assistants to finish
  - Post/announce/celebrate who is certified at regional events
  - Schedule classes for modules and tests at regional meetings
- Communication
  - Regular email contact
  - Meet with directors over a meal at regional events as a discussion forum
  - Newsletter
    - Consider getting help with this from someone who might potentially be a future candidate for DC (get their feet wet and raise their profile); also helps develop staff

They also shared their dreams:

If I had all the resources, no limits, boundaries...what would sheer heaven be for DCs?

- Provide a way for each director to have hands on work on going.

- Someone able to go monthly and help directors who are not on the “clue bus” yet.
- Real Tool Kit – a box with things in it for new choruses, especially, like a pitch pipe, educational info, recordings, DVDs, etc.
- Web tools we can sign up and see...classes or demos, etc., produced by our International Faculty (an IF member teaching a skill on demand on the web); possibly a subscription service to get all the new videos for a set price.
- Some possible ideas for the web tools
  - Resonance
  - Interval accuracy
  - Basic vocal skills
  - Breath skills
  - Training on digital equipment (qualifying)

Additional points of discussion included:

- Communication options between DCs in all regions.
  - Forum by Mary Ashford will be reactivated and updated.
  - Director’s resource page (Reg.3) on web site
  - Identify at risk choruses at every level
  - Encourage participation at Int’l. Level education events
  - Create a time line for contacting directors
    - Have you picked out your contest material?
    - Deadlines for regional events
    - Member encouragement (to attend) from directors
    - Has your chapter voted in the International election?
    - Use chapter team leader cc when appropriate
- Education
  - Encourage listening to good SAI BBS for ongoing ear training
    - Learn the sound and the sound of the (complete) chords
    - Learn the balance
    - Learn the tuning
  - Ideas for director schools at regional level
  - Alert directors to Roz Beste theory web site
  - Participation in DCP (include more than directors)
  - Assistant director training; role of assistant director
  - Director Mentors at regional level
  - Leadership skills for directors
    - Problem-solving
    - People skills
    - Conflict management
    - Servant leadership

Also included in their “wish list”:

- another EASY contest folio
- someone who reviews contest choices for directors that need help
- Rehearsal plan on web site says “coming soon”, but two years later it isn’t there.  
Would someone please check on that?

**Facilitator Observation:** There is a wide variety of duties being assumed by these women; some significant, many relatively insignificant. Better use of these women as regional leaders could result in an easing of the burden of being the regional Ed Coordinator. There still appears to be a need to define and develop the potential for this job. Continued guidance from our DEC is likely needed here.

**REGIONAL EDUCATION COORDINATORS’  
NETWORKING SESSION  
Patty Martin, Facilitator**

Wow, this was an unbelievable opportunity to meet and work with Education Coordinators from around the world. The session participants were engaged and truly upheld the SAI Mission statement regarding advancing the music art form of barbershop harmony through education and performance.

Session discussion began with individual introductions and an outline of day. Harriett Walters, DEC, visited the Education Coordinators to indicate the need for ongoing and monitored director education. She stated the importance of Education Coordinators working to reach all directors in their region. This discussion topic was added to the day’s agenda. Thank you Harriett!

The session facilitator presented an outline of discussion topics based on prior input from Education Coordinators. Session participants coordinated and merged like-topics to develop 6 main topic areas that included: Funding, Quality Control, Director Coordinator/Education Coordinator Relationship, Judges as Faculty during Regional Contest Weekend, Creative Ways to Deliver Education to All Members, and Public Invitations to Education Events.

**FUNDING**

The current financial crisis has resulted in a decline on consumer wealth. This has had an impact on our organization. Attendance at both International and Regional Education Events has declined. The Education Coordinators discussed the impact of planning events and the difficulty of affording the venues, meals, accommodations, faculty, and travel. Because members are affected by the financial crisis, it is difficult at times to justify costs of attending events. Regions want to offer low cost registration fees, but are faced with the high cost of putting on the event.

Suggestions/Solutions include:

- Using all SAI Funded visits to offer education to the chorus without individual member costs
- Develop criteria for funding members for education events
- Create a line-item in the region budget for chorus visits
- Create a line-item in the region budget for individual education scholarships

Education Coordinators will continue work on developing affordable education offerings for members in their region.

**QUALITY CONTROL**

The dictionary defines Quality Control as the inspection, analysis and action required ensuring quality output. One of the Education Coordinator responsibilities includes approving chapters

and prospective chapters for public performance and auditioning CAL quartets for public performance. The Quality Control discussion was centered on ensuring quartets and choruses represent SAI at a certain level when performing. The Basic Criteria for Public Performance guidelines are available on the SAI website. This tool needs to be used when assessing choruses and quartets for performance. Participants indicated the difficulty of monitoring quartets and the following suggestions were shared:

- Chapter directors need to follow the Basic Criteria to make sure quartets in their chapter are representing the chorus and SAI appropriately
- In addition to in-person assessment for CAL quartets, provide an opportunity for these quartets to send a recording to the Education Coordinator for assessment

The Education Coordinator receives a quarterly list of region registered quartets. This information needs to be monitored to determine if quartet members are all CAL and if the quartet's affiliated chorus has an assessment in place to approve public performances.

Suggestions/solutions included:

- Education Coordinator send out basic criteria to choruses and quartets throughout the year in addition to what is received in the competition packet
- Place the Criteria in the region newsletter and post on the region website
- Use additional region music experts to help with quality control
- Work with the Region Director Coordinator to communicate with all directors regarding an approval process for registered quartets in their chorus.

Region #17 volunteered to send the facilitator their quartet guidelines.

### **DIRECTOR COORDINATOR/EDUCATION COORDINATOR RELATIONSHIP**

Teaming with the Director Coordinator (DC) to develop appropriate education and success opportunities for directors was the next topic of discussion. Participants feel it is extremely important to ensure Region Education Events include curriculum for directors. The Director Coordinator has the opportunity to know the pulse and level of director education in the region. The teaming of the DC and EC will spark director education discussion for upcoming education events.

Suggestions/solutions included:

- Specialized director classes at all education events
- An event developed for Directors Only and includes more than one region to share expenses
- Fund Directors to attend a one day seminar that includes one night's lodging
- Include a Director Track at a region education event.

Participants feel it is very critical to ensure quality education for directors. Highly educated directors will be better teachers for members in our organization.

### **JUDGES AS FACULTY DURING REGIONAL CONTEST WEEKEND**

Participants then discussed the possibilities of utilizing judges' expertise and talent as an education opportunity for members at Regional Convention/Competition. The consensus seemed to be that an invitation could be offered with the understanding that the competition judges are very focused on the job at hand during the competition weekend.

Suggestions included:

Offering a formal invitation

Offering a judge faculty fee

Offer a class after competition (Sunday)

### **CREATIVE WAYS TO DELIVER EDUCATION TO ALL MEMBERS**

In the Education Coordinator job description, it includes planning curriculum for education events such as seminars and workshops. Participants feel this is crucial for event attendance.

The next topic of discussion was creative ideas to deliver education to all members. Ideas shared included:

- Offering Area Schools with the same faculty and same curriculum on different weekends. This would help regions that are geographically challenged in addition to offering more than one date for the workshop so members have additional scheduling opportunities.
- Sharing seminar curriculum with other regions for replication and to eliminate re-inventing the wheel
- Develop a small chorus event where you tailor the curriculum to the chorus circumstance and performance level
- Budget constraint discussion prompted ideas for a possible 3-year plan that could include:
  - First Year – Provide money to each chorus for coaching or education training related to musical growth
  - Second Year – Provide Area Schools
  - Third Year – Offer Seminar/Workshop for all members in the region
- Work with chorus directors to instill the culture of learning in order to entice members to attend all education events. It is very important that directors also attend the events.
- Work with another region to share ideas and costs of event
- Offer on-line classes

Fun things that can help promote attendance would be:

- Using a demonstration chorus and/or quartet
- Select a song for use at the event
- Attendees split into 2 choruses then perform at the end of the event
- Have a sing-a-long
- Dance with piped-in music (ABBA)

## **PUBLIC INVITATIONS TO EDUCATION EVENTS**

Other general education ideas included inviting the public to region education events whether it is for the entire event or just part of the event. This could potentially help with financing the event and keep the cost for member registration at a lower rate.

Suggestions included:

- Sending music for the event to registrants (members & non-members) in advance so all attendees could participate in actual barbershop singing
- Offer a PVI Palooza with a “voice lesson” approach
- Offer a group voice lesson with a master director (Region #19 will send their developed program)
- Encourage International faculty to provide a class on PVI’s for directors and regional faculty
- Change the “brand” from PVI’s to “voice lessons” and charge \$5 each participant for the lesson (Bev Miller will send Central Indiana Youth Choir Information Sheet)

**TASKS** (Information to be sent to Patty Martin, [pgmartin1@comcast.net](mailto:pgmartin1@comcast.net))

<b><u>Task</u></b>	<b><u>Assigned Education Coordinator</u></b>
Quartet Guidelines	Region #17 – Kay Seymour
Group Voice Lesson Program	Region #19 – Sherry Stanton
Central Indiana Youth Choir Information Sheet	Region #4 - Bev Miller

The time went by so quickly and there was and will continue to be more information to discuss. The Education Coordinators would like to have a venue for an Education Coordinator track that would include creating education opportunities, discussion time, brainstorming for the future, and classes to help education coordinators succeed.

The session was wrapped up by providing each participant an opportunity to share the positives of the day. Some of these included:

- Individual compliments
- EC/DC Teaming
- Sharing great ideas
- Knowing you are not alone
- One Size does not fit all
- Quality Assurance for performing choruses and quartets
- Appreciation of the additional time for the session

**REGIONAL EVENTS COORDINATORS  
NETWORKING SESSION  
Patty Cobb Baker, Facilitator**

Eleven enthusiastic regional Events Coordinators (EVCs) gathered in Seattle to share experiences and exchange ideas. The following narrative captures the major topics addressed, including their salient discussion points.

**REGIONAL EVENTS: Creative Cost-Saving Strategies**

Participants were very interested in sharing and brainstorming ideas for cutting costs (incurred by the region and/or members) associated with holding regional meetings, education events, and RMT meetings. The following list details the thoughts shared:

- Utilize community facilities/resources for the event, e.g.,
  - Churches
  - A local chorus rehearsal facility
  - Libraries (for RMT or Committee meetings)
  - Businesses
  - Junior Achievement
  - Private schools
  - Police/Fire Department facilities
  - City Hall
  - Chamber of Commerce
  - University/Junior Colleges
  - County Administration building meeting rooms
  - Non-profit organization's facilities

One region reported that it conducts area chorus coaching, made possible by using local chorus rehearsal locations. The region pays a local chorus for the use of their facility, and books faculty for a Friday evening/all-day Saturday event. Choruses are invited to come for coaching with the faculty, at a price of \$150.00 for a two-hour session.

- Shorten events – plan the event to be a single day of education so that no one must pay for overnight lodging. This works well with the local or area model of education delivery. Many regions say that they rotate this format into their event schedule every other year. In addition, regions might consider moving additional contests (e.g., YWIH Quartet, Novice Quartet, Double Quartet) to regional convention so that the non-convention event could be shorter (saves member lodging, region room fees, etc.)
- Offer education classes/tracks during regional convention, when most members will already be together in one location – classes might be held by regional faculty on Thursday afternoon or Friday mornings, or perhaps on Sunday morning with a judge(s) as faculty. One region did the latter and paid for their directors to attend.

- For geographically large regions, “subsidize” choruses that are in the outskirts of the region who always have to travel long distances to events. That is, charge these chorus members a lower event registration fee or otherwise help ease their cost burden.
- Combine education events with other groups/regions (see additional discussion on this topic later in this report).
- Request that choruses local to the regional convention/seminar site store regional equipment and transport it to regional events.
- To save on the costs of RMT meetings, several RMTs are trying Skype/ooVoo or other means of videoconferencing. Many are also utilizing e-mail/e-groups to handle team business. It is recommended, however, that teams meet face-to-face at least once, and ideally twice, each fiscal year.

During the discussion about shortening events, the group took a quick survey of the regions in attendance to learn how often each offered education events. Of the eleven regions represented, the results were:

- Every year
  - Fall event – 5 regions
  - Summer event – 3 regions
  - Winter event – 4 regions
  - Director school – 4 regions
  - Local area workshops – 4 regions
  - Quartet workshop – 4 regions
  - Leadership workshop – 5 regions
  - Arranger school – 2 regions
- Every other year
  - Fall – 1 region
  - Director school – 4 regions
  - Quartet workshop – 2 regions
  - Leadership workshop – 2 regions
- Every third year/occasionally
  - Arranger school – 2 regions
  - Director school – 1 region

It was suggested that perhaps an additional way to cut costs to the region would be to eliminate an event, should a region offer more than one event per year. It was observed that many regions

have gone to one big education event per year, with smaller, more affordable local events also offered, in some regions every year and in other regions every other year.

## **EDUCATION ASSESSMENTS VERSUS SEMINAR REGISTRATIONS**

The topic of levying an education assessment in lieu of charging separate seminar registration fees was one the participants were very interested in exploring. Of those attending the session, only one region had an education levy that was included in the regional assessment (which they, of course, had to raise a few years ago to incorporate the education levy). This region's goal was to encourage more attendance at its regional education events and, overall, it has been successful in meeting this goal. The earmarked education levy also provides for a more consistent event budget and this helps with managing each event's costs. The region carefully marketed the assessment change to the regional membership for one year before it took place. They "did the math" for their members and, consequently, the membership was very receptive to the concept and are attending education events in higher numbers.

This discussion led to the sharing of other creative examples for pricing education. One region charges \$150.00 per chapter for a Leadership seminar, and the chapter may send as many people to the seminar as they wish. On another note, one of the larger, more spread-out regions hires faculty to do a chapter "tour" in the region over a six-week period, and chapters partner on housing the faculty and/or sharing a common rehearsal facility. The faculty transportation expenses can be reimbursed through the Internationally Funded Chapter Visits program.

## **JOINT EVENTS WITH OTHER BARBERSHOP ORGANIZATIONS**

Of those attending this networking session, several are advertising their convention and education events to surrounding regions and many are coordinating their event calendars with other music organizations, such as the Barbershop Harmony Society (BHS). Regions 13, 24, and 26 have collaborated with the BHS Evergreen District and held a joint "Barbershop Summit/Harmony College Northwest" education event that is very successful and well attended. The group enjoyed learning how that event is co-hosted. Two SAI regions have begun discussions that could lead to combining their two regional conventions. It was suggested by the attendees that this last topic would be excellent discussion fodder for the EVC e-group.

## **SUCCESSOR PLANNING**

A final topic of discussion was to share ideas for attracting new leaders to the EVC position. Ideas included:

- Actively champion and market the position!
- Ask chorus leaders to suggest potential leaders
- If there is an International Faculty member in your region, find out if she knows or knows of anyone with potential talent

- Use RMT associates/shadows/interns – a model for this concept might include:
  - Sits on the RMT
  - Funded for one year
  - Assigned specific responsibilities and reports directly to the EVC
  - May participate in RMT discussions, but steps out for sensitive issues
- Assign out-going EVC to RMT committee work during the new EVC's first year to ensure access to corporate knowledge

## **MISCELLANEOUS DISCUSSION**

Kathy Carmody, Chair of the Regional Boundary/Governance Task Force, stopped by the session and mentioned that EVCs should refrain from signing facility contracts for timeframes four and five years out for the time being. Waiting until the task force completes its work is the most prudent action at this time. The Task Force is considering potential boundary and governance changes, and a separate Competition Task Force is looking at all aspects of competition for possible improvements to that system. Kathy emphasized that no boundary or governance changes will be made without thorough study. She welcomes any and all ideas or suggestions and asked that they be sent to her.

Finally, the group was excited about creating an EVC e-group that will be used to share:

- Knowledge of how each region holds remote meetings
- How transitioning from reports to Project Management works for you
- How EVCs gather information for monthly update meetings
- Contract review timelines for recalculating/renegotiating room blocks/rates
- And more!

**REGIONAL FINANCE COORDINATORS’  
NETWORKING SESSION  
Carole Kirkpatrick, Facilitator**

Attendance (Name and Region): Peggy (Mary) Taylor #4, Jamie Reed #8, Cathy Frey #9, Marcia Bosma #11, Sherry Rowe #12, Mary Neff #13, Jeannie Allen #15, Bonnie Kerr #19, Diana Dahl #24, Pat Brazell #25, Judy McAlpine #26, Nuala Hobden #31, Jennifer Grauer #34, and Mary Ann Zorovic #35.

**MORNING SESSION**

**Introduction:**

Each finance coordinator gave an overview of her accounting experience. The group had a varied background and agreed an accounting degree was not necessary to be able to perform the job.

Suggested topics for today’s meeting: Cash flow, Quick Books, and collection of dues (regional assessments).

**Discussion:**

**Regional assessments.**

- Some regions handle it monthly, based on the SAI billings. They do not initiate a separate billing from the region but rather choruses know they’re to send a check to the region each month.
- Most regions designate a person to handle Chapter at Large (CAL) member assessments.
- Some choruses are moving away from escrow accounts; some regions pro rate dues when a member joins in other than the April/May timeframe.
- At least one region collects All Event Ticket (AET) fees at the time of the annual assessment. One region incorporates AET fees as part of their assessment calculation to help compensate for lost revenue from non-competing choruses.
- Some regions reserve blocks of hotel rooms at Competition to obtain rehearsal/conference room space; other regions (especially non North-American) require each chorus to select a hotel/reserve their own rooms, make their own busing arrangements, etc.
- Some regions assess levies for education events, conventions, etc.
- Dual members. Some Regions require payment regardless of which region is their “primary region.” This should be included in the region’s Standing Rules.
- Directors working with children in the Young Women in Harmony programs are required by some regions to undergo background checks.

## **Biggest financial challenge?**

- Educational events. Costs are becoming prohibitive and events are often money losers. This needs to be accommodated in the budget.
  - Discussion followed about whether regions should break even on education events and not fund them “on the backs” of others, or if it’s appropriate to lose money because we’re an educational organization.
  - In region 31, each chorus is given 350 pounds to spend on education however they chose to use it. Localized training is available.
  - Paying for International coaches for education events and still break even or make money is difficult.
  - One region is raising assessments to pay for education on the premise that education benefits everyone.
- Budgeting and projecting costs of events. How many will attend? Getting good figures from estimating and forecasting. One region, due to a bad contract, lost all of its reserves.
- Some regions are losing money on their annual convention.
  - Convention costs are going up, attendance is going down. Avoiding busing costs is a key factor in making a profit.
- Spending consistent with income to accommodate lack of reserves and to keep from dipping too far into reserves.
- Locked into contracts for facilities and then not enough attendance to financially support the event.
- Costs of education events, convention need to keep pace with revenue – attendance, membership. Raising rates also affects attendance - is a fine line.
- Cost savings ideas for events: Move from capitol cities to locations where costs are lower, consider how many choruses are required to compete when determining location and costs, early bird registrations so unused rooms can be released, use PayPal for accepting registration fees.

## **Information from Carole.**

- Membership loss is currently at .3%, which shows a leveling off.
- International task forces have been created to address boundaries and regional governance systems – should they be changed? Also to review all aspects of convention and competition.

## **AFTERNOON SESSION**

### **Cash reserves.**

- Generally 1 – 2 years expenses.
- Rule of Thumb is 3 years for major events, such as competition and education events.

- Two (2) years is advised for regions.
- Recommend to choruses they operate with a least 1 year of expenses.

### **Cash flow.**

- Monthly basis, project over 6 months.
- If money coming in once a year, map it out month-by-month.
- Spending needs to match income.

### **Contracts.**

- Recommend every contract you sign be reviewed by an attorney. Maybe find a friend who is an attorney for a quick review?
- How many people are signing contracts? Make sure there is no redundancy.
- Be cautious of committing to future contracts beyond 2013 because of potential new boundaries and/or combined competition events currently being considered by SAI.

### **Combining conventions.**

- The goal is to do it right by considering all issues and member input.
- Geographic issues – Australia, New Zealand, and England are huge areas to cover.
- Number of people and venue more pertinent than geographic issues.
- Ideas include 1 large contest with 2 sets of winners, choruses compete every other year; contests held each year with different groups each time.
  - Concerns/considerations – the drive to get better, need for regular feedback, potential to lose the competitive edge.
  - Shake up is good because same groups tend to win each time and change can be fun and educational.
- Region boundary idea. Divide U.S. and Canada into 5 zones or regions. Considering airline hubs/zones in decision. Suggestion was made to consider how SPEBS, LABs or BABs handle their regions.

### **Management Team Structure/Expenses.**

- Some regions report their teams are working wonderfully with some team building exercises going on.
- Most common complaint is that work is not evenly distributed, especially related to events. One region has 3 tiers on the event with defined roles; one uses SAI guidelines.
- Discussion followed on how each region reimburses (or not) mileage, registration, etc. at competition and education events.

- One region uses volunteer rate defined by IRS as the standard (currently 14 cents per mile) and considers that as reimbursing for gas versus mileage/wear and tear on vehicles.
- Consider what percentage mileage is of your total budget. Are you comfortable with that?
- How is the role of the Team Coordinator working? Are they taking charge like a President or acting as a member of the team? A challenge is not pushing the responsibility to the Team Leader for holding team members accountable. The team works together to solve problems or let the person know, in as professional manner as possible, to try and fix the behavior. Truly have to work as a team through consensus.
- Challenge is grooming new people for RMT positions. Shadowing can work, but not always appropriate on SAI approved positions. 99.9% of the SAI approves the region's recommendation, but not always.
- Be flexible in the event SAI decides to restructure RMT positions.

### **Miscellaneous.**

- To follow up on a question from the morning session, Carole checked and SAI does not track or flag a member's record when she leaves a chorus in bad standing and applies to join another chorus. It is not practical for them to do that at the International level.
- One chorus votes on member applications "pending International approval." SAI does not approve members – chapters do that, so it's not appropriate to include that language in motions to approve new member applications.
- Suggest finance coordinators look at websites searching term "nonprofit financial management." The Alliance for Nonprofit Management has a financial management section and lists 15 different books available that might be of help.
- Check with choruses on IRS 990 forms – did they fill them out? All choruses must file, even if it's just the electronic card based on the minimum level of income.
- Everyone is doing a great job and part of great teams.

*Notes taken by Mary Neff, Region 13*

**MARKETING COORDINATORS  
NETWORKING SESSION  
Fran Furtner, Facilitator**

This report summarizes key points of discussion among the Marketing Coordinators during their species networking sessions at the International Convention in Seattle. Fourteen MKCs plus Fran Furtner (Facilitator) and Maggie Ryan, both from the International Membership Committee, participated in the meetings.

- **Introductions** – The meeting began with introductions around the table. Each Coordinator was asked what she wanted to get out of the session – in addition to the three topics selected by the Facilitator (marketing the “One Voice, One Message” program, use of The Marketing Center on the Sweet Adelines International website, and social media as a marketing tool). Many of the Coordinators were new to their position and wanted more shared information and more guidance on what they should be doing. Six of 14 MKCs said they had stepped into their role with no training. Participants were encouraged to sign up for a MKC Yahoo group so they could network with each other on an ongoing basis.

Other topics of interest included:

- Regional marketing plans and marketing calendars
  - Marketing for small choruses
  - Attracting younger members
  - Appealing to more diverse audiences
  - Clarifying roles and responsibilities among Marketing, Communication, and Membership Coordinators to avoid overlap
  - Marketing Mondays
  - How to get all chapters involved in regional activities (internal marketing)
  - How to find and train my replacement
  - RMT peer evaluations
- **Marketing the “One Voice, One Message” program** – We reviewed in more depth the results of the Pilot Program, along with goals and plans for expansion; an overview had been presented to all the regional leaders in the general session that morning. The MKCs agreed that the program, which provides some structure and support from international, will help most choruses focus on member recruitment.

It was noted that in some regions, it will be a challenge to get ALL choruses to participate in the program. Some chapters don’t have a marketing chair that could coordinate the activities. Moreover, apparently, there are a handful of large, high-achieving choruses that tend not to participate in regional activities because they have the capabilities and resources within their own choruses to meet their needs without organizational support (e.g., they don’t go to regional education weekends because they routinely have the same level of top faculty and coaches work with their choruses). It

was acknowledged that we're not going to be able to force choruses to engage – but hopefully, all choruses will want to at least participate in the Open House in January 2012 since there will be regional and international promotion of that event. In addition, there will be incentives/recognition for growth during this promotional period that might help motivate choruses to participate.

- **The Marketing Center** – The MKCs in the session had all visited The Marketing Center, although not everyone had actually downloaded/used the materials yet. The MKCs were enthusiastic about the professional design and availability of these materials. The only issue is that it is not easy/intuitive for an average user to figure out how to customize the templates. Once someone understands what can be changed and how to do it, it is not hard to do. It helps to have Adobe Writer software and it was pointed out that non-profit organizations can get significant discounts on many software packages; this was news to many in the session and may need to be promoted more broadly among regional and chapter leaders. It was suggested that a class or tutorial on The Marketing Center be available to help newcomers explore the wealth of materials and learn how to adapt them.
- **Social Media** – There were several people in the meeting who have strong expertise in social media/social networking, and their regions are benefiting from their use of these kinds of tools and resources. Discussion ensued around:
  - eGroups (e.g., groups.yahoo.com)
  - Facebook - regional and chapter pages; using Facebook to advertise chapter shows
  - Craigslist for new member recruitment
  - Twitter
  - gmail accounts – free; calendar tool
  - Singphotos.org
  - ConnectedSound.com for website development
  - SEO and SEM for chorus websites (search engine optimization and search engine marketing – and using plenty of key words such as music/singing/barbershop to enhance search placement)
  - Constant Contact and VerticalResponse for email marketing

MKCs in the session who aren't as experienced in social media (and/or graphic design) were encouraged to identify someone in the region with this expertise to work on their team. The international Membership Committee plans to have a webinar in the fall to help chapters understand how to use social media in new member recruitment.

- **What should I be doing?** – Many of the newer MKCs were hungry for information on their role and responsibilities – and ideas they could use in their regions. This generated conversation on a wide variety of topics, including:
  - RMT training
  - Are they in the right role? -- using Myers-Briggs to help match skill

- sets/personalities with roles and maximize team performance
  - Clarifying the MKC role vs. other roles (e.g., the MKC is in charge of the message; the Communications Coordinator distributes that message)
  - Peer evaluations for regional leaders
  - Using the regional mission statement to guide their objectives/what they need to accomplish
  - Regional fundraising to support marketing activities
  - Regional marketing plans – it was suggested all MKCs become very familiar with the new *Real Guide to Growth* as much of the material is related to marketing for members (one region bought a printed copy for every chapter; the chapters will receive it at their annual regional convention/competition). Attendees were reminded that they can listen to an archived webinar about the *Real Guide* if they missed the live presentation.
  - Marketing plans and 15-month marketing calendars (again, samples can be found in the *Real Guide*)
  - Marketing opportunities for non-profit groups (e.g., many outdoor billboard companies will donate unsold billboard space; regions/chapters simply need to pay for the artwork)
  - Internal marketing to get choruses to participate in regional events. Some special activities that take place include:
    - Parade of flags - fun thing - 1 pm on Friday of contest
    - Poster for each chorus; VIP seating for contest
    - Queen of Hearts – recognizing past and active participants at the regional and international levels
    - Wall of Fame – honoring members who have passed
    - Incentives for choruses who have X% of membership attend regional events
  - How to find and train my replacement – RMT Associate/shadowing programs
  - Golden West Chapter 21 magazine as a great example of an internal and external marketing tool; members ask for it/take great pride in this well-produced publication and are eager to share it with friends, families, communities
- **Ways to attract more diversity and younger members** – In both cases, marketing materials must intentionally appeal to those groups (e.g., photos in promotional pieces/on website must include members of those target audiences). If there is a special guest night planned, try to get individuals of like kind to be at rehearsal; be sure your repertoire and attire will appeal to those audiences, as well. “Diversity” includes women of different cultures and ethnicities, women with disabilities, etc. We touched on the Inclusion Study the organization did a number of years ago – and the overwhelming reaction at that time was that choruses wanted to welcome and embrace diversity but didn’t believe they should try to make it happen. It was acknowledged that it’s easier for some choruses to attract more ethnic diversity because of the diverse populations in their communities. Forming a daytime chorus of good singers can help motivate young mothers to join if they are not able to participate in many evening/weekend activities.

- **Ways to support smaller choruses** – these are more membership-related ideas than marketing ideas but they were discussed at our session:
  - Offer coaching to small choruses for hostessing a regional weekend
  - Encourage RMT members and other members/quartets in large choruses to become dual members with nearby small choruses
  - Have the MKC and MMC provide special attention – “What can we do to help you?”

All the MKCs participated actively in the networking session – whether they were seasoned marketers who shared a lot of expertise and tips - or newer MKCs who found the forum an easy place to ask questions and get great ideas. Having two periods of time together allowed ample time to cover a wide variety of topics and to get to know each other a bit. Hopefully, the dialogues will continue online in the MKC Yahoo group, and we will continue to learn from each other.

**REGIONAL MEMBERSHIP COORDINATORS'  
NETWORKING SESSION  
Deb Ferenc, Facilitator**

While there was wide spread discussion throughout the entire day, the Membership Coordinators did make an effort to stay with four basic topics. We also touched on prospective choruses and the Steps to Charter process. Our topics intertwined, however I feel that throughout the report we hit each one!

- 1) Success and not success
- 2) Innovative initiatives
- 3) Priorities - actions and plans
- 4) Retention

The general thread throughout our species group was that member retention/internal marketing was the most important issue on the table. We discussed several ways to keep our existing members happy and engaged through education, programs and rewards.

**Successes**

Our sisters across the pond in the UK team up with BABS and the men's organization to sponsor a 24 hour sing-a-thon. The members LOVE this event and the proceeds are given to charity. The exposure is HUGE and the PR is priceless. A wonderful way to spread the word of Sweet Adelines and membership while giving back to the community.

One of our regions has their annual meeting contest weekend (before contest) and the chorus with the most members at RAM (Regional Annual Meeting) gets priority seating at contest.

Region 8 funds their directors, uses Skype when possible and sends RMT to attend management team meetings in addition to rehearsal visits and helps members feel connected.

Region 11 and 21 both have good, individual recognition programs at the regional level. Region 11 has the 111% Noteworthy Woman! Cute idea, and any region could tag their regional number on the end of it. Region 21 has the Notable Woman. Both regions have forms to share with all of us that help keep track. Also use a wall display with the member of the year.

**Innovative initiatives**

It was suggested to have a class on the Real Guide to Growth Handbook, using the webinar and teaching how to use the templates. You can ask members to bring their

laptops! The cost of internet access for the room will be worth it, and many facilities offer Wi-Fi as part of their package.

One Region that is very spread out sends their RMT ‘on the road’ rather than having the members go to a regional weekend, reducing the cost to member and to the region. The regional leaders stay at the homes of chorus members and hold classes in a chapter rehearsal hall. Suggested charge is \$20.00 per member to attend the seminar which covers material and travel costs.

A chorus mentoring program was another great idea. Assigning larger or higher level choruses to ‘mentor’ choruses who need help. This promotes sisterhood while raising the level of BOTH chapters. (the teacher learns twice theory)

Offering education to choruses of all levels seems to be a challenge. Vocal production may have different levels; however it is good for all. So, Vocal Production can be taught throughout. Develop year level classes, 1-5 year members – one class, 6-10 year member more advanced class. Statistics tell us that we lose the most members in the first 5 years, so address their individual needs in a class, reward them, etc.

Try to develop a “Small Chorus Specialist” within your region. Region 17 is bringing in Mo Field to teach at their Harmony Weekend to address specifically their small choruses. Also, they are offering choruses who score less than 'C' at contest \$800.00 to use for coaching dollars. This helps educate and encourages small choruses to keep competing. Develop the “Don’t have to be big to be mighty” attitude!

Develop a regional scholarship program to help fund administrators and directors in small choruses/mid-size choruses to regional/international educational events.

Cross market your regional education. If you are having fabulous International Faculty – advertise on SING, Facebook, etc. and invite neighboring regions. One region made \$8000.00!

One of our regions has their annual meeting contest weekend (before contest) and the chorus with the most members at RAM (Regional Annual Meeting) gets priority seating at contest.

### **Priorities – actions and plans**

Before any program can be successful the Membership Coordinator needs to assist the chorus in identifying ‘who they are’. Establish a ‘culture’. When advertising for new members or developing incentive programs for existing members use the marketing center templates on the Sweet Adelines International website. There are several available to fit any chorus culture.

Identify how healthy the chorus is before planning a guest night. Timing of a guest night is critical to its success. If there are ANY issues in the chorus, the guests will feel it. Also, if you are preparing for show, contest, etc. Find the best time to hold your guest night.

Global roll out of One Message, One Voice is a concern. Where will our choruses be as this plan goes forth? Each chapter and region will have to plan accordingly and get their members 'ready'. We discussed the upcoming webinar to help in the preparation, and that International would be helping. Careful planning for the January OPEN HOUSE month is critical. Get the members excited!

Membership Coordinator should visit rehearsals at competition, both regional and International.

RMT members will work more efficiently if they *report* to the team monthly rather than just at their RMT meetings. Most regions only have 3 meetings or so a year.

## **Retention**

Who have you lost? What percentage is due to age, economy or dissatisfaction?

Create an exit survey and send it a little while after they have left so they are more honest. An exit survey should always be sent and probably within 3 months. It was suggested to send on the chapter level and the regional level. Members might be more honest with the region than they are with the chapter.

Create a 'vision' for the chorus when establishing the 'culture.' This will help attract members who will stay. Focus on people who want the same things. Is your chapter interested in just performances? Are you mainly a competition chorus and driving towards International? These are very important questions to ask.

Re-recruit our current members! Sell Sweet Adelines to Sweet Adelines! Fran Furtner's internal marketing presentation was spectacular and would be great to show to our regions at a regional weekend. It will be available in the marketing center of the SAI website.

Dual Membership is a fabulous retention tool and should be looked on as a positive initiative. The feeling surrounding dual membership has changed in the past few years, however there are still some who do not embrace the concept. RMT's should present it as a positive tool for retention and education!

Honesty is imperative from the first day a member walks in. If a chapter hides finances, number of performances, attendance expectations, costuming, etc., they break the trust right from the beginning. Again, your vision and culture should be clear and concise to each prospective member and that will help

retention.

Develop a Regional ‘Angel Fund’ to help keep small choruses a float.

When visiting chapters the MEC should observe the atmosphere, is there a sense of happiness? Creating a joyful atmosphere will keep our members on the risers.

One of the most effective retention tools is involvement. When members feel a sense of purpose they stay engaged. This helps the member and it helps the chapter. Inspire members to help and share the joy of doing it!

**\*Treat your CAL members like they are just another chapter in your region. Their membership is just as important as yours!\***

### **Prospective Choruses**

I shared with the entire group that the Steps to Charter was being updated and The new update would be available early in 2011. All were looking forward to the Cold Start Webinar in January.

Communication with prospective choruses would be easier if International could acquire complete information. Many just had names and cities, and we need phone numbers, addresses and *email address*.

Kathy Hebert of Region 12 has a comprehensive check list for MEC’s to follow the chartering process. She is willing to share it with all of us.

We have found that a chapter must apply for their EIN and get it before they can Move on to Step 2 and when it is applied for by fax it takes 2 weeks. So, apply early in step 1.

The list of Laws needs to be tailored for individual countries. Some do not require EIN numbers.

There was a question about how long a prospective chapter stays on the books? It seems that when an existing chapter dissolves it is taken off the books right away, however a prospective chapter stays on the list forever! (an exaggeration, of course) Is there a protocol in place to remove a prospective chapter after a determined amount of time if they have not moved forward?

One last question from the attendees was why does it list under the *Membership Coordinator job description* to understand the *music copyright laws*? We all agreed that this should be under Education Coordinator. We would love some clarification!

**REGIONAL TEAM COORDINATORS’  
NETWORKING SESSION  
Marilyn Cox, Facilitator**

On Monday, October 18, 2010, sixteen Regional Team Coordinators met for a day of networking and sharing.

Various topics suggested prior to the meeting were discussed; following is a recap of those discussions.

**Topic: TEAM COORDINATOR ROLES/RESPONSIBILITIES**

Most Coordinators agreed that the rest of the team looks to the RTC to be the organizer, especially since the team can change shape and responsibilities every year with new team members. It was noted that the list of team responsibilities doesn’t appear to include the RTC as the focus point. It was agreed that she is looked at as the facilitator and is often expected to help the team stay focused. She is responsible for looking at the entire picture of all coordinators’ activities and can be the key to bridge building between coordinators if conflicts arise.

Since conflicts do arise in groups that work together, a book called *Crucial Conversations* by Kerry Patterson was suggested reading for team members. It was also mentioned that teams should spend time early on discussing ground rules regarding conflict situations. Speaking honestly and trying to understand others’ points of view are critical skills for TCs to nurture.

To keep communication flowing between members and also to help deal with inactivity by some team members, the following ideas were presented:

- Try to keep jobs manageable.
- Some regions report quarterly and some report monthly to the team.
- It is the team’s job is to monitor the overview of the region and to make sure that everything is being covered rather than doing all the jobs themselves. That’s what committees are for.
- Many regions have conference calls in place of face-to-face meetings; it was mentioned that sometimes it’s hard to feel cohesion between members in these instances.
- Some regions have tried Skype and found it very successful. Others said it wasn’t a success due to technical issues.

### Specific RTC situations and responses:

- During meetings everyone is gung-ho and then the RTC is expected to be responsible to follow up. Some team members don't like being reminded.
  - All team members send monthly reports with progress to date on action items.
  - Agree on openness within the team to be able to ask for help or offer assistance when needed.
- Can the RMT replace a coordinator?
  - The answer is yes, but some ideas suggested to be used before that step is taken are:
    - Talk with the entire team about expectations so nothing comes as a surprise.
    - In one situation, the RTC met with the problem coordinator and another member and then the entire team asked her to step down.
    - The consensus is that the entire team needs to be involved in these situations and the responsibility can't just rest on the RTC's shoulders.
- International guidelines for chapters to submit their standing rules to the regional BL&R Chair say it should be done every 3 years. Responses from various regions included:
  - Each chorus is expected to review them every 2 years.
  - The RTC sets up a time to review them with choruses at a regional meeting.
  - It was suggested that a past RTC be the standing rules reviewer.
  - Most regions don't have any sanctions if the requirement isn't met.
- Possibilities of assistance for RTCs
  - Standing Rules assistant
  - Secretary who is not a member of the RMT
- Conference Call Assistance
  - "Infinite Conferencing" (company name) – sign up online
  - Google to get protocols for conference calls
  - Cost is small and calls can be recorded
  - For 2 hr call, the cost can include 10 lines for \$100.00.
  - "Go to Meeting" is another option.
  - Meetingwizard.com is also something to look into.
  - Check on availability of international access. Many companies offer it.

### **Topic: FINDING RMT MEMBERS**

Many regions have asked for suggestions on how to get more people to be willing to serve on the RMT. Here are some of those ideas:

- Associate Program – has worked well having Associate(s) be present with no specific responsibilities. One region has a limit of 5 Associates with a time limit for associate status. These members are only chosen after being invited by RMT members to apply for the position(s). The region feels this gives possible hopefuls an overview of everyone's job and responsibilities.

- Shadowing Program – somewhat the same as Associate with the stipulation that they choose a particular team member and shadow her for a specified period of time.
- RMT Secretary – non-RMT member who takes meeting minutes, transcribes and sends out finalized minutes
- Incentives for participation in any of these suggestions:
  - Mileage, room, board or per diem
  - May have attendance requirements (i.e. may miss only 1 meeting per year)
- Strong Committee system seems to help in finding prospective RMT members.
- Some regions use a *Plunge Pack*, filled with information about responsibilities and benefits of being on the RMT that is given to potentials.
- Ideas for Promoting the RMT
  - Making chorus visits to talk up RMT and encourage future leaders.
  - Having each coordinator hold her specific “position chat” session at regional meetings.
  - Taking advantage of administrative/leadership workshops to talk about the importance of the regional governance level to the well-being of the choruses.
  - Promoting the passion for the region and regional service
  - Summer Sessions – Members meet with chorus boards and talk up the RMT
  - Chorus leadership training session on Thursday pm during regional contest weekend
  - Salad Days: (Sweet Adelines Leadership Admin Days) - \$15 fee
    - Discussion groups chaired by people with administrative skills
    - Everyone is invited – held in June/July
  - “Remote Chorus Subsidy” – Choruses located more than 300 miles from the meeting area get \$200 to help defray expenses. Regions feel this sets a good tone for possible regional leadership service.
  - At regional functions, based on number of chorus members attending, the Director & Team Leader may have their registration fee waived.
  - Regions offer a flat rate for a certain number of attendees from the same chorus.
  - RMT Newsletter sent on a regular basis to the region so that when applicants are needed, there’s a method to get that information out to each regional member.
  - Communicating directly with regional membership.
  - RMT chorus buddies who contact chorus(es) after each RMT meeting/”Ring Round” to give update to every chorus
  - RMT members go to chorus rehearsals during regional competition weekend.
  - Devise some method to communicate directly with region’s members.
  - Calling each chorus before any RMT meeting to ask for feedback
  - Region 21 sends full color newsletter to each regional member 4 times/year.
  - Moving RMT meetings around the region geographically (if possible). Open the meeting for non-confidentiality agenda issues.

- Some regions have attempted to do peer reviews of each other’s performance during the year.
  - The most successful reviews seem to be self-evaluation so that each can set goals for the next year.
  - The review can also be a tool for nominating committees.
  - Caution needs to be taken that reviewing the performance of others on the team can become hurtful and cause negative comments. Better to use individual self-reviews rather than “each one review one”!

**Topic: CONSENSUS**

Questions regarding how consensus is determined and what needs a vote were discussed.

- Definition: *It may not be exactly what I wanted, but I can live with it and support it (even if only on a trial basis).*
- By definition of a regional management team, an RMT should operate by making every decision by consensus.
- If someone is having a problem, RTC can ask, “What is your concern? What do we need to do to look at this in a different way?”
- Even financial and policy decisions need consensus.
- Consensus is particularly important when a number of regional members are affected by the outcome of the decision.
- Consensus takes good intentions on the part of everyone to do what is best for the entire region.
- If consensus is stalled, sometimes sleeping on the idea helps clarify the situation for everyone.

**Topic: ELECTIONS/APPOINTMENTS**

Under the present system, half the team is elected/appointed every other year, to serve a 2 year term with no more than 3 consecutive 2-year terms on the RMT. For example:

Year 1 Election/Appointment (terms begin in odd numbered years)

Events Coordinator (appointed by RMT)

Director Coordinator (elected by chorus directors of chartered chapters)

Finance Coordinator (appointed by RMT)

Marketing Coordinator (appointed by RMT)

Year 2 Election/Appointment (terms begin in even numbered years)

Communications Coordinator (appointed by RMT)

Education Coordinator (recommended by Regional Leadership Coordinators and approved by the Education Direction Committee)

Membership Coordinator (elected by members of the region’s chartered chapters)

Team Coordinator (appointed by RMT)

Only the continuing team members will decide who will be appointed the next year. The decision must be a consensus of the team (those on the team who are **not** applying for the position).

**Topic: HOW TO REACH OUT TO OUR SMALLER, STRUGGLING CHORUSES**

Ideas shared:

- Education Coordinator identifies C-scoring (regional contest) choruses and offers assistance.
- Develop a plan for musical/administrative assistance based on scores.
- RMT developed a revitalization plan that required buy-in from the choruses.
- RTC reached out to chorus director and had lunch with her.
- Take advantage of being a new RTC to introduce yourself to smaller choruses.
- Showcase small choruses on Friday night of musical weekend.
- Coaching geared toward small choruses.
- Region 21 has a “Musicfest” geared specifically to small choruses.
- Devise some innovative ways to market to smaller choruses.
- Allow different riser configuration at regional contest so smaller choruses can perform on that configuration.

Information to the RTCs from the Facilitator:

- Many choruses have been lax (or non-existent) in sending information to International HQ. about their change of officers at the start of the new fiscal year. Please help get that critical information out so that no chapter misses any important information.
- The new Chapter Guide is not out yet (a/o October 2010). According to Anita Larsen, Corporate Secretary, the first 4 chapters are done. As the chapters are completed, they will be put on the regional website.

Request to Facilitator:

Please request that a “fillable” PDF form be created on the internet that RMT can just fill out and send (rather than having to download, fill in and then attach to a message). This could be for Faculty Evaluations or any other form that RMTs need to send to HQ.