March 25, 2017

EVP AND OPERATIONS TEAM REPORT

Mid-Atlantic District 2017 Spring Board Meeting
Mid-Atlantic District 2017 Spring House of Delegates Meeting

This report is a summary of M-AD Operations Team information and activities reported to the EVP for presentation to the Board of Directors at its March 31, 2017 Spring Meeting. Updates and highlights will be delivered by the EVP at the Spring HOD meeting in Reading, PA.

HIGHLIGHTS

• [Lowlight] Convention attendance in 2016 was significantly down. 2012-2015 averaged 3801, 2016 was 2781. Besides reduced revenue, this also increased expenses due to hotel attrition penalties. As a result, the District incurred a net loss of $32,570.
• Ready, Set, Sing (RSS) master classes conducted at all 3 Division conventions and HCE. In the Northern Division alone, 200 men took part in RSS sessions and 98 have chosen to join BHS.
• LEEAP grants made to 4 of the 5 chapters selected. The fifth did not apply for funding.
• Certified 18 judges from M-AD. Two applicants are in the next cycle (Womer and Hawker).
• Southern Division convention moved to a new venue (Hilton Alexandria) and off of Father’s Day in 2018.
• Received contributions to the M-AD Endowment Fund in 2016: $17,056.61. At HCE, the Endowment provided scholarships to 9 Directors, 2 youth quartets, and 1 adult quartet.
• Membership Development developed an Exit Survey for members leaving a chapter. Implementation requires further discussion.
• New Northern Division VP: Rich Galdi

INITIATIVES

• Continue to promote RSS to chapters and conduct Master Classes at conventions.
• Rebrand contests to conventions across all media channels. (See Marketing and PR, below for a complete list of exciting convention initiatives. See the last page, below, for Sample Spring Convention marketing material.).
• Increase traffic to the District web page.
• Continue “Audience Choice” awards at conventions.
• 26 quartet registrations received for the Spring convention (Prelims/Mixed/Seniors).
• Implement more activities at conventions.
• District convention will be held in the Santander Performing Arts Center in Reading. Beginning in 2018, the convention date will revert to the ever popular first weekend in October.
• The Endowment expects to provide the same number of scholarships to HCE as it did last year.
• Conduct HCE in a new venue, McDaniel College in Westminster, MD.
EVP GOALS FOR 2017

- Encourage and support cross-team effort to enhance **communications**: District leadership to chapters and members, and across the Operations Team. Result: Improved attendance at conventions and HCE.
- Enhance data collection and storage to provide better **metrics** to measure performance and track results. Result: Central repository and index of historical data; begin implementation of visible metrics.
- Populate the **District Operations Manual** with Operations Team input. Result: All Ops Team input provided to District Document Manager.
- Support the BHS **Healthy Chapter** initiative as needed or requested by Harmony Hall. Result: Over time, improved member satisfaction in their chapters.

TRANSITIONS

- Oley Olson retired as Northern VP.
- Roger Tarpy has requested “to be put out to pasture” as of the end of the year. A new M&P VP will be sought.
- Top Gun has a new leadership team in Gary Plaag, chair, along with Sean Devine and Tony Colosimo. Kudos to Ron Knickerbocker for his many years of faithful and successful Top Gun leadership.

FUNCTIONAL AREA REPORTS

DIVISION VP REPORTS

CENTRAL DIVISION – DON MYERS

*2016 Summary:*

- Merged former Western and Atlantic into the Central Division with the assistance of Rob France.
- New Chapter Advocates placed for Hershey, Somerset, Reading and Hanover.
- Continued to assist the growth of the York chapter

*2017 Initiatives:*

- Support and encourage attendance thru Chapter Advocates for 3 conventions; International Prelims, Central Division and District Fall convention in Reading, Pa.
- Arrange and complete phone conferences with Central Division Chapter Presidents
- Plan and execute 1 chapter visit per month with Central Division Chapters
- Continue to work with Chapter Advocates to have chapters update their CRM page and stay current with their E-Biz page
- Continue the search for Chapter Advocates for Cherry Hill, NJ and Ocean County, NJ
- Continue to plan for a Chapter Presidents meeting 2017
- Attend 3 chapter shows,
- Attend Harmony College East 2017
- Promote and encourage, thru Chapter Advocates, attendance for all chapters to HCE 2017
NORTHERN DIVISION – RICH GALDI

2016 Summary:

- International Competitions:
  - Hell's Kitchen earned 10th place finish in International Chorus Contest
  - East Coast Sound earned Superior rating in AA category of College Chorus Contest
- Special Events:
  - Morris County shared Ready, Set, Sing at 3 Division Masters Classes:
  - Wilkes Barre, PA, Harrisburg, PA & Reston, VA. Along with Nate Barrett teaching a Masters class at Harmony College – East.
  - Sussex, NJ hosted a successful Harmony Explosion Youth Festival in Wantage, NJ under extremely difficult circumstances after the loss of Rich Taylor, founder.
  - Montclair, NJ hosted their Annual Interchapter Get Together.
  - Nassau Mid Island, NY hosted their Annual Interchapter Get Together.
  - We held a successful Leadership Academy with 48 members from 13 chapters
- As Division Vice President I visited: (12) chapters: Ridgewood, NJ, Westchester, NY, Princeton, NJ, Sussex, NJ, Rockland County, NY, Bucks County, PA, Nassau Mid Island, NY, Mahanoy City, PA, Columbia Montour, PA, Lewisburg, PA, State College, PA, Altoona, PA.
- Created Chapter Advocate Badges along with business cards which have been made available to each Division Vice President.
- At the end of the year, to the best of my knowledge, Northern Division Chapters have exposed approx. 200 men to barbershop harmony through the Ready, Set, Sing Program and 98 have chosen to join.

2017 Initiatives:

- Instituting monthly Chapter Advocate meetings via www.freeconferencecall.com
- Strengthen Rahway, Ridgewood, Rockland County, Western Suffolk, Allentown Bethlehem, Brooklyn & Mahanoy City using the Chapter Advocate to work closely with them.

SOUTHERN DIVISION – CLIFF SHOEMAKER

2016 Summary:

2017 Initiatives:

CHAPTER SUPPORT AND LEADERSHIP TRAINING – CHUCK HARNER

2016 Summary:

2017 Initiatives:

- 2017 Southern Leadership Academy was cancelled due to low enrollment.
- 2017 Northern Leadership Academy had 47 attendees from 16 chapters.
- 2017 Central Leadership Academy had 44 attendees from 13 chapters.
CHIEF INFORMATION OFFICER – MIKE KELLY

2016 Summary:

2017 Initiatives:

- Added chapter age distribution charts to chapter pages on MidAtlanticDistrict.com. A page also contains average age by chapter. See http://www.midatlanticdistrict.com/?Code=AgeDistribution

CHORUS DIRECTOR DEVELOPMENT – GLENN PHILLIPS

2016 Summary:

- 5 Chapters (Frederick, MD; Hanover, PA; Kilmarnock, VA; State College, PA; Wildes-Barre, PA Chapters) received $1000 Leadership Education and Encouragement Assistance Program (LEEAP) grants for use toward musical improvement via Music Educators.
- 1 Chorus Director Workshop Intensive (CDWI) held at Wilkes-Barre, PA Chapter (March 2016) – 3 front-line Directors and 2 Assistant Directors received director training
- 9 Directors received Director Scholarships to Harmony College East (HCE) care of Alan Wile and the District Endowment Fund (June 2016)
- Approximately 29 Directors attended the HCE Directors Roundtable (June 2016)
- 13 M-AD Directors were recognized with either certificates or plaques for directing longevity at District Convention (September 2016)
- 1 District trainer conducted a training session this year (Joe Hunter), and 1 SUN trainer, too (Sean Milligan)
- DVP CDD authored 3 director-focused articles (once quarterly) for publication in Mid'l Antics

2017 Initiatives:

In addition to more of all of the above, here are some initiatives for 2017:

- Poll M-AD directors, asking what training they wish to receive – Apparently two years ago the BHS cancelled its Director Certification Program. (You would think that I would have known that as the DVP CDD; don’t get me started!) This affects all of the training I (read: the DVP CDD) offered in the past because the BHS also cancelled all train-the-trainer courses because “those courses no longer exist.” So my plan is to poll our District directors to better understand what training they would like to get. It seems that the District will have to create new ways to provide training to our directors without any BHS assistance. In some ways this frees my hand because we can do whatever we want; in the past that was strongly discouraged. Still thinking: best for me to send updates throughout the year.
- Hold regional Director Roundtables, as this seems to be something our Directors really want.
- Volunteer to teach director-related courses at Division and District conventions as a means to expand and enhance the convention experience.
- Encourage director applications for Harmony University scholarships
CONTEST AND JUDGING - GARY PLAAG

2016 Summary:

- We are continuing with the “Audience Choice” Awards at all of our contests this year. This program was a big hit in 2016.
- We had particularly low participation at prelims and some of our division conventions. I expect increased participation this year.
- At the BHS Judge Certification “Category” School in July, we certified 18 judges from MAD: CA: 4, MUS: 4, PER: 4, SNG: 6
- We have 2 judge applicants for the next cycle: Fred Womer (SNG) and Ben Hawker (MUS) who will likely be invited to Candidate School this summer

2017 Initiatives:

- We have 18 entries for our Spring Convention (Prelims/Mixed/Senior District).
- We have 3 Mixed entries for our Spring Convention.
- I will not be able to attend Central Division or Northern Division this year. However, I have two great substitutes to cover my duties: Ig Jakovac will cover the C&J duties at Central Division and Dick Powell will cover those duties at Northern Division.

EVENTS – WALTER GRIFFITH

2016 Summary:

2017 Initiatives:

- According to the 2016 Fall HOD meeting the delegates are looking for more activity in the Conventions to make them more exciting, therefore I am working with the Events Team and District Leadership to work to make this happen. Ideas to have classes are in the works as well as making information available that outlines where to go in the areas for our guests
- We are going to have our first District Event at a Performing Arts Center this year. The District Fall Convention will be held at the Santander Performing Arts Center on September 15, 16 2017 in Reading PA. Let’s all promote this new event and get the word out as it is in September and this is early for our District, so we need to keep the PR Going.
- The District Events Team is pleased to announce we have moved the Southern Division Convention off of Memorial Day Weekend in 2018, as requested by the membership, for the first time in over two decades. We need to be sure we get everyone on the PR Train to be sure there is good attendance. The date is May 18, 19 2018 and it is at a new facility as well. The Hilton Alexandria Old Town VA.
- The District Events Team is also happy to announce that our District Fall Conventions are returning to the First Weekend in October in 2018 and beyond. We need to thank everyone that has endured the hardship of the recent move to September the past two years, due to the Jewish Holiday, and hope attendance will be increased due to our obtaining the favorable dates and new venue.
- The 2017 Spring Convention is here, let’s get the word out about the exciting things that are happening as well as the inexpensive hotel room rate to make our event successful. The date of March 31 is a little later and we plan to get back to early March in 2018 and beyond. There is a Mixed Quartet Contest for those quartets that
wish to participate as well as our House of Delegates Meeting, we need to try to get this Convention in the "Black" financially and we need everyone's help.

FINANCIAL DEVELOPMENT (HARMONY FOUNDATION/DISTRICT ENDOWMENT FUND) – ALAN WILE

2016 Summary:

- Contributions to the Mid-Atlantic District Endowment Fund in 2016: $17,056.61
  - $540.00 from individuals
  - $2,931.02 from chapters
  - $0.00 from quartets
  - $332.05 from miscellaneous donors
  - $13,253.54 from Harmony Foundation (from "donor choice")
  - $17,056.61 = Total receipts in 2016
  - $165,356.23 = Total contributions received to date
- Fund balance (as of 12/31/2015*): $174,304.20
- Allowed withdrawal for 2016: $4,541.69
- Directors Scholarships offered for Harmony College East: nine (all provided)
- Youth Quartet Scholarships offered for the Youth Harmony Festival: two (provided)
- Adult Quartet Scholarship offered for Harmony College East: one (provided by lottery)

2017 Initiatives:

- Anticipate that two checks will be received from Harmony Foundation (one in March; one in October) from "donor choice" designated contributions.
- Anticipate that the "authorized withdrawal" amount will be sufficient to offer at least the same number and type of scholarships to Harmony College East and the district’s Youth Harmony Festival at McDaniel College in 2017.
- I intend to keep beating the drum for HFI and, specifically for contributors to select the "donor choice option" in favor of donors' chapters and/or the district (for the Endowment Fund) ... and, of course, to accept direct donations to the Endowment Fund ... and occasionally engage in direct (but very subtle) solicitations at House of Delegate meetings, DELA, and any other opportunity that may arise.
- The Fund balance at the end of 2016 will not be reported until HFI audits are completed ... probably in March or April.

MARKETING AND PUBLIC RELATIONS – BRIAN SCHREINER

2016 Summary:

- We would like to build on the momentum that Steve Skolnick and Eric Herr worked to create last year
- Steve will supply all material and plans were developed through planning in prior years
- Steve will stay on the marketing team to assist as he can
- Eric will stay on the marketing team to assist as he can – media outlets
- Steve will stay an Admin for the Facebook page as well as Sean Devine
• Facebook posts will continue to be one method by which we share information and create interest.
• Facebook posts moving forward need to carry the message and brand other marketing pieces are trying to create. Will need to send an official “dos and don’ts” as there are multiple Admins on this page

2017 Initiatives:

• Re-brand “Contest Weekends” to “Convention Weekends”
  • Introduce an up to date in look and feel Convention Announcement
    • This has been done for the Spring Quartet Festival (Spring Prelims)
    • Additional Conventions will be a plug and play solution.
  • Introduce a personal invitation from the President of the District to all the chapters to come and celebrate Barbershop Harmony at your Division Convention
  • Introduce a personal invitation from the President of the District to all quartet members to come celebrate Barbershop Harmony at your Division and Spring Convention
  • Facebook, email, conversations – should all reinforce Convention not Contest.
• Create buzz with video tour/interview/drone footage of new District location
• Create buzz with video tour/interview/drone footage of new HCE Location
• Create a Festival Chorus – headed by Brandon Brooks - for members to sing in on Convention Weekends. The idea is to give them a reason to stay. The rehearsal will be Saturday afternoon following the chorus contest and the Festival Chorus will sing on the show of Champions or close the finals if at District.
• Increase traffic to the website by “consistent touches” via email marketing. This may be Convention Announcements, Show Announcements, surveys, reminders, invitations to participate, video links, resource reminders... an education process needs to take place for the general membership to visit the website.
• Increase followers on the Facebook Page –
• “Feet on the ground” – Phone calls to each chapter
  • We have a team of 5 people that will call and speak with every Chapter. The idea is personal touches. There will be a script, so to speak, that we can share key pieces of information. There are only 90 Chapters listed on the website, should be simple enough to work through that list in a few days. Any information or concerns will be documented and share with the team.
• Convention Programs will have a reduction in cost to print and an increase in profitability by targeting businesses far ahead of time. There will be a “glossy insert” or two for those businesses that want to have a “take away” and will pay a premium.
  • Thomas Clippinger is handling the programs and will work with the team on increasing ad sales.
• Increase community awareness by visiting the Chamber of Commerce in the Convention Location. Invite the Mayor to welcome the audience, emcee a session, something interesting.
• Work with headquarters hotel to get a list of normal advertisers, places they recommend to guests. Target by not just dropping off a flier, but having a
conversation about the ads and the value they can bring. Currently have a team of 3 that will target upcoming Convention Locations.

- Ready Set Sing offered at all Conventions – Not marketed to our members, but to the community that we are in. 2-3 hour condensed class, they end by singing a song with the Festival Chorus. Also, they get a free/deeply discounted ticket to the show that evening... either the quartet finals or the show of champions depending on the Convention. Nate Barrett is currently working on a condensed version of this. This would be marketed prior to the event... could be a great way to "give back" to the community we are in and get seats filled.

**Membership Development – Shawn Tallant**

2016 Summary:

- Attended/supported;
  - Southern Division Competition
    - Show emcee
  - RSS Masters Class
  - BHS Leadership forum (Nashville TN)
  - MAD District Competition & District Meeting (Reading PA)
    - Direct support to show Operations Team
- Reached out/Connected with all listed Chapter Membership/Chapter Development VP’s
- Provided quarterly newsletter (email) providing growth/retention ideas, tools, links
- Promoted RSS with specific encouragement to attend RSS Masters Course provided during the Harmony College East in June, as well Division Competition weekends
  - Assisted several choruses in pulling together 2016-2017 RSS programs
- Established direct connection/comms with Chapter Development VP’s who replied to offer of assistance (less than 10)
- Drafted MAD Membership Exit Survey – for Division EVP/Chapter use as members depart chapters
- Project sits with MAD leadership (6 months) – requires funding or IT/CIO assistance in getting tool “on line”
- Chapter Membership Data base & /trends (Note - This wasn’t easy!!)
  - Worked directly with Chip Gallent/BHS membership to drive down into the BHS data base and discern MAD Chapter membership trends
    - Note – BHS data base is not optimized to derive this kind of data – requires extensive manual manipulation
    - Note – BHS anticipates to have an updated membership tool by early-mid 2017 which will provide District/Chapter/Member statistics
      - New tool will allow for displaying Fixed annual cycle data while also accounting for the “Variable Cycle” aligned with individual member’s anniversary date renewals
    - Current data complicated by Multi-chapter membership (dual membership) complicates data
      - Future – BHS intends for members to declare a home chapter
• Compiled & provided a 2016 mid-year membership/retention spreadsheet - shared with Division EVP's

2017 Initiatives:

• Continue to provide direct support to MAD Division & District Events
• Provide updated 2017 membership/retention spreadsheet for Spring session
  o Once new BHS membership data base in online – leverage tool into readily accessible membership intel
  o Provide emphasis on retention; My sense is most chapter membership efforts are focused around recruiting – effort needs to be focused on retention
    ▪ Industry metric on retention is 70%
    ▪ BHS retention @ 64% - Goal for BHS & MAD is to get to 70%
• Support District President in development of 2017 MAD Organization Business Plan
  o Continuation of discussion/effort started during 2016 BHS Leadership Forum
• Support District EVP Operations in bringing forward “Healthy Chapter” Initiative
  o BHS is bringing forward more details on the Healthy Chapter Initiative with expectation of districts to “play it forward”
  o VP Membership’s intent is to “partner” with Division EVP’s with goal to;
    • Leverage Healthy Chapter Initiative as stepping stone into Chapter Development/improvement - and over time – reflect in increased membership
  o Aligned with Division VP’s, Membership will reach out to targeted Chapters with above discussion to allow Chapters to define themselves and to determine what they believe defines a Healthy Chapter & What they define as achievable goals.

MUSIC AND PERFORMANCE – ROGER TARPY

2016 Summary:

• We continued our program of chorus and quartet coaching this past year ably guided by the coaching coordinator – Chuck Lower. I will forward Chuck’s report when I receive it. At this point, I feel it will show about the same level of activity as in previous years.
• Top Gun school was held Jan. 2016 in Downingtown, led by Ron Knickerbocker. Not all of the MAD International quartet contenders were in attendance, however. It may be appropriate to reconsider how to best serve these quartets.
• HCE was held in Salisbury MD in June 2016. The school seemed to be hugely successful. We had a number of new courses in 2016 (Engage on Stage; Planning an effective performance; Look inside the music; Cathedral Building – The secret to winning with young singers; Revitalizing your chorus; Ready, Set, Sing -- A Program for Increasing Chorus Membership) and all seemed to be very well received. We also initiated two new activities that occurred right before each show. They were “Mass Tag Sing” and “Mass Polecat Sing.” Both were hugely successful. There was a significant increase in the number of quartets that attended from the previous year (27 vs 19) and we had a very good representation of the top MAD quartets who were going to the International contest – Da Capo, Frank the Dog, Route 1, Last Men
Standing. We had one fairly large chorus in attendance for coaching (The Pine Barons). General attendance of “regular” students was slightly higher than in the previous year.

2017 Initiatives:

- By far, the biggest news for 2017 is our new HCE venue -- McDaniel College in Westminster MD. Preparations are well under way there. We have a contract with McDaniel and virtually all of the teachers and coaches have signed up to serve on the faculty. Two new classes will be offered -- “Happy Chorus Psychology” (Barrett) and “Become the most improved quartet” (Dougherty).

YOUTH IN HARMONY – KEVIN BOEHM

2016 Summary:

2017 Initiatives:

- We have 10 youth quartets lined up for the adjudication at the Spring Convention.
Mid-Atlantic District

REGISTRATION IS NOW OPEN!

SPRING QUARTET FESTIVAL

Come and share a weekend with your brothers and sisters in harmony.

Open Quartets -
International Qualification
Youth Adjudication -
Mixed Quarets -
Seniors -
Novice Quartets -

This convention is set to be a true celebration of Barbershop Harmony. Consider bringing your quartet or making a new one. Why not test your songs out before the Division Conventions! Enjoy top notch feeback and one of the best audiences you could ever perform in front of.

March 31- April 1 2017
The Inn at Reading
Rooms only $89.00

Registration is open for ALL Conventions

Program Ads onsale now!

Enter TODAY At:
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