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October 2009

# Taglines

Greater New York Region 15 is dedicated to advancing four-part *a cappella* music through the original American art form of barbershop harmony by providing opportunities for education, performance and personal growth.

## In This Issue

Introducing ...  
the [2009-2010 Women of Note](#)

[Mark Your Calendars](#)



**Dear Heather,**

And your Fourth Place International Chorus, with a score of 2717 points, is .... Greater Nassau Chorus!

Can you say "WOW!?" Region 15 is proud and thrilled to report that GNC continues to climb the ranks of the finest Sweet Adelines choruses in the world. Its fourth place finish is three ranks higher than its last showing, when it earned 7th place.

Our quartet representative, a.k.a, also made a fabulous showing, finishing 11th with a score of 1252. (a.k.a.'s score reflects one round of competition, whereas GNC's score includes its cumulative score from two rounds.) a.k.a. automatically qualifies to return to the International contest stage next October in Seattle. The quartet also got to show off its finals package as the Mic tester for this year's quartet finals.

We are so PROUD of all of you!

**Heather Collins, Communications Coordinator**

**Region 15 Management Team**

**Team Coordinator**  
[Arlene Gunther](#)

**Finance Coordinator**  
[Jeannie Allen](#)

**Education Coordinator**  
[Lisbet Kline](#)

**Director Coordinator**  
[Carole Argulewicz](#)

**Events Coordinator**  
[Carol Schultheis](#)

**Region 15 Members Cheer On International Competitors**

**Marketing  
Coordinator**[Dana Dunlevy](#)**Membership  
Coordinator**[Dolly Power](#)**Communications  
Coordinator**[Heather Collins](#)**Submissions  
Deadline**

If your chorus or quartet has news to share, [e-mail your idea to Heather Collins](#) for consideration in the next Taglines. The next deadline is December 15.

Members of Liberty Oak Chorus and Heart of New Jersey Chorus enjoyed an evening of friendship and harmony while watching this year's International Convention webcast. (Top Back: Signe Lockwood, *LOC*; 3rd Row: Robin Stevenson, *HONJ*, Lois Scott, *HONJ*, Jackie Palmer, *LOC*; 2nd Row: Arlene Britton, *LOC*, Sheila Hodroski, *LOC*, Anne Silber, *LOC*; 1st Row: Pat Reynolds, *HONJ*, Ginny Cebello, *HONJ*; Seated on Floor: Betty Coben, *LOC*, Terri Gottfried, *LOC*, Kim Fry, *LOC*)

**June Open House a Real Success!**

As one of six Membership Pilot Program Regions, the Greater New York Region was able to report "real success" in our first quarter! With 14 of our 15 chapters reporting, we welcomed 24 new members during the region-wide June Open House "real women. real harmony. real fun." campaign.

The results of the First Quarter Regional Evaluation were made available to each chapter's Marketing Chair. Here are some highlights:

- The "real women" message does attract real women who love to sing. We may enjoy more success by better identifying and

targeting where those women are, rather than accidentally reaching them with scatter-shot advertising.

- Chapters that offered Free Singing lessons enjoyed the most success in terms of number of guests and those who were converted to members. Serious guests were quickly turned into members by the free-first month membership offer, but there was some concern that any mention of membership dues in initial publicity may have cost the region some potential inquiries or guest visits.
- Word-of-Mouth advertising (face-to-face, phone or electronic invitations, fliers) attracted the most guests to individual chapters. The chapters that involved their total membership in publicizing the June Open House were the most successful.
- Prospective members see us as a friendly and welcoming organization. Membership concerns seem to be about time and, to a lesser extent, financial commitment. Some are not interested in the work involved in achieving musical growth.
- The region-sponsored advertising on 1027fresh.com and Google ads generated a dramatic increase in visits to the chapter pages on the Region 15 website, from 0 (yes, zero!) in April to 137 in May and 232 in June.

Region 15 would love to deliver guests directly to chapter doors, but our long-term goal is to make more women aware of the Sweet Adelines "brand" through increased visibility of the "real women. real harmony. real fun." message, thus benefiting all chapters. As we continue to deliver the "real women. real harmony. real fun." message throughout this fiscal year, we look forward to more "real success"!

**Love, Dana**  
**Dana Dunlevy, Marketing Coordinator**

### **Region 15 Women of Note**

***At TRAX 2008, the region adopted a recognition program called Women of Note. Choruses are asked to select one member whose dedication to their chorus and to Region 15 is unfailing. Last month, at the latest TRAX event, the 2009 Women of Note were named. Here are bios for four of them. Future issues of Taglines will feature the additional ones.***

#### **KAT BRITT, JERSEY HARMONY**

Selecting Jersey Harmony's "Woman of Note" couldn't have been easier

this year. Kat is a tireless cheerleader and hard worker for our continuing pursuit of musical excellence.

Acting as our Assistant Director, she's our Director's right hand. She stands before us each week smiling and encouraging, as she makes sure we're properly warmed up for the rehearsal with correct mouth shapes, faces lifted ("HI, KAT!") and bodies moving. When voice testing or giving a PVI, Kat makes each person feel valuable and motivated.

As the Baritone Section Leader, she comes to each rehearsal prepared to instruct and encourage her Baris to strive for perfection.

As the Performance Chair on the Management Team, she oversees all performance activities. In addition, she acts as the Show Committee Chairman, working hands-on to get it all done so the curtain goes up on time. And, let's not forget her participation on the Music Team, the Visual Team and the Front Row.

Kat wears many hats at Jersey Harmony Chorus, and she's "Sweet Adeline" through and through. While a dual member in another chorus and a regional faculty member, she never fails to give JHC her all.

Kat "breathes" barbershop harmony. With her musical abilities and her obvious love of our craft, she lifts all of our spirits to drive us to new heights. Her positive attitude and boundless energy make her a member that we're thankful to have and an obvious WOMAN OF NOTE.

### **BARBARA (BLAISE) BLAISDELL, GREATER NASSAU**

A certified deep sea diver, devoted elementary school teacher, wife and mother, Barbara Blaisdell (aka Blaise) has been a loyal and devoted member of Greater Nassau for many years. Traveling over an hour and a half each way through all types of Northeast region weather, she has one of the most consistent attendance records at rehearsals.

Blaise's versatility ranges from showmanship committee and costume committee co-chairperson to an informative and creative script writer for which she does intense research. Blaise continually surprises the Chorus with her humor and wit especially as an imitator, often putting a different spin on how hard we are working at rehearsals. In her role as emcee for Chorus shows and singing engagements she quickly develops rapport with the audience. Several years later, Sweet Adelines from

around the world still remember her performances in Detroit and Calgary.

Her veracity in Italian, English and Irish adds to her charm and sends out good vibrations to those who come into contact with her!

A lively and positive personality, Blaise enjoys singing baritone and performing in the front row with its many challenges. She is quick to volunteer and when asked to assist on any committee, the answer is always a resounding "yes." Blaise is a definitive asset to Greater Nassau.

### **DELIA SIEMERS, GOLDEN APPLE**

Delia has been a Sweet Adeline for more than 20 years. She comes from a barbershop family, so for her to become a part of a barbershop chorus was inevitable. Her beloved father was a longtime member of the Westchester Golden Chordsmen, and both her mother and sisters sang with our chorus in the past. Delia has barbershop harmony in her blood!

To say that Delia has worked tirelessly and enthusiastically for our chorus is an understatement! She has held just about every position of leadership. She has been President (and later Team Leader) at various times totaling about 10 years. She has been Corresponding Secretary, Treasurer, Show Chairman and Hospitality Chairman.

Delia has been our in-house choreographer for the past twenty years. She is currently Bass Section Leader and working hard as our Membership Chairman. Any time a job needs to be done, you can count on Delia to step up and not only do it, but do it to the very best of her ability.

At competitions and our shows, Delia is our "go-to-gal." She always does a final check to make sure our make-up is set, our shoes are shined, and our costumes sparkle. If we have any questions about protocol, Delia is there with the answer. She never tires of putting the chorus first.

Delia's love for this hobby has been shown in all that she does for us. She certainly is an Ambassador for the chapter, a talented leader and a very fine example of a "Real Woman, Singing Real Harmony, Having Real Fun." We love her and all that she's done for Golden Apple Chorus.

**AUDREY MULLINIX, HARMONY CELEBRATION CHORUS**

Audrey is a petite but powerful-voiced woman who has been a card-carrying Sweet Adeline since the mid-1960's. She has been a paragon of strength through a lifetime of adverse health conditions, both personal and family, and her positive attitude shines across the risers. Audrey has graced several choruses during her Sweet Adelines career, but Harmony Celebration Chorus is proud that she has made her home with us!

A long-time successful quartet tenor, Audrey's musical talents include Harmony Celebration Chorus' tenor section leader and keeper of the chorus' ongoing taping program - no small feat considering that Harmony Celebration makes taping a weekly part of our commitment to improved vocal production.

Audrey drives quite a distance to rehearsal every week, but she is always there on time for physical warm-ups. What's more, she often stays after rehearsal to offer a little extra help and to encourage not just the tenors but other members who might have musical questions.

In her personal life, Audrey is a loving wife, Mom and grandmother. She embodies every letter of her name:

A - Artistic and Altruistic  
U - Understanding and Understated  
D - Dedicated and Devoted  
R - Respected and Revered  
E - Ebullient and Effervescent  
Y - Young at Heart

**The Scrip on Scrip**

Looking for an easy fundraiser and a way to help ease your chorus members' financial responsibilities? Scrip is the answer!

Scrip comes in the form of gift cards. Scrip centers negotiate and buy large quantities of scrip at a discount from retailers and pass most of these discounts along to non-profit organizations. Members of the non-profit organization place scrip orders for things they would buy anyway, pay face value for the cards, and the non-profit earns money! No

selling involved!

Here's an example: Hickory Tree Chorus places a monthly scrip order with Great Lakes Scrip Center (it has a large selection of retailers). I personally order \$1,300 of scrip for groceries for me and two of my friends every month. The discount HTC receives is \$56. Here's the best part! HTC splits the profit with me in the form of HTC Bucks, which I can use to pay for my dues or other chorus obligations! So in this example, the chorus adds \$28 to its coffers and I add \$28 to my HTC Bucks account. Think about how this money can add up when you figure in all chorus members, as well as all the gift cards that people buy at the holidays!

If you have questions or would like help setting up a scrip account, please feel free to contact me at [shaynasings@hotmail.com](mailto:shaynasings@hotmail.com). Happy shopping!

**Shayna Atkinson**  
**Hickory Tree Chorus Scrip Coordinator**

## Remembering Lillian Guilfoyle

On August 18, Metro Rhythm lost our dear friend, fellow member Lillian Guilfoyle. A Sweet Adeline for more than 40 years, Lil sang with the Staten Island and Suburban Sound Choruses before joining Metro Rhythm several years ago. She was always ready to lend a helping hand, always with a smile and always upbeat, even as she was in the throes of a devastating illness. A great baritone, Lillian would travel far and wide to sing for a half-hour performance. We will forever remember clever song parodies she would write for our chorus retreat talent shows.

In the weeks before her passing, Lillian wrote a letter to her "Sister Sweet Adelines" at Metro Rhythm. In part, she wrote: "My 40-plus years of involvement with Sweet Adelines has been a very important part of my life. The wonderful friendships and the great singing and our times together have been great. Keep singing and loving each other."

*A Farewell Poem From Lillian*

*Dear family, loved ones, friends and others within earshot,  
I thought I'd write one last poem with the time I've got.*

*Now the battle's over and I've gone to eternity  
A tiny bit of all of you is going there with me*

*Who can forget the laughter and the tears or the twinkle in your eye  
A handshake, a hand held or a shoulder pressed, passing by*

*When the gates roll back and I'm greeted with a high-five  
I'll know that it's in a special place that I have arrived*

*And if in God's other hand there's a pencil and a pad  
Now really, could that be half bad?*

*And also you're welcome here to try to sing with us  
In that great choir in the sky*

*P.S. I haven't forgotten, Your service comes first  
And I'm here to serve you, Father  
For better or for worst.*

We love and miss you, Lillian. May you be blessed as you sing with "that great choir in the sky."

**In song, love and friendship,  
Portia Licciardello and your "Sister Sweet Adelines" at Metro  
Rhythm**

## **Dates To Remember**

**Nov. 1, 2009:** Song of the Valley Show

**Nov. 6-8, 2009:** In-region training for RMT

**Nov. 7, 2009:** Jersey Harmony Show

**Nov. 15, 2009:** Heart of New Jersey Show

**Nov. 15, 2009:** Twin County Show

**Nov. 21, 2009:** Hickory Tree Show (afternoon and evening)

**Dec. 5, 2009:** Metro Rhythm Show

**Dec. 6, 2009:** Greater Nassau Show

**Dec. 6, 2009:** Evergreen Show

**Feb. 27, 2010:** In-region Training, Region 15 Faculty, with Nancy Fields

**April 22-25, 2010:** Regional Competition

**May 15, 2010:** Harmony Celebration Show (featuring the 2009 BHS  
Champion Quartet Crossroads)

**May 21 - 23, 2010:** Music Leaders/Leadership Workshop with Kathy  
Carmody

**July 7-10, 2010:** IES East (Pittsburgh)  
**July 15-17, 2010:** IES Central (St. Louis) with a YWIIH Festival on July 16 and 17  
**July 22-24, 2010:** IES West (Palm Springs) with a Visual Leaders workshop on July 21  
**Aug. 13-15, 2010:** TRAX 2010 with Jim Arns and Renee Porzel of the Melodeers  
**Oct. 19-23, 2010:** 64th Annual Convention and Competitions (Seattle)  
**Nov. 11-13, 2010:** IES Pacific Rim (Auckland, New Zealand)  
**March 24-27, 2011:** Regional Competition  
**May 13-15, 2011:** Music Leaders/Leadership Workshop with Bev Miller  
**September 2011:** IES Europe  
**Sept. 23-25, 2011:** TRAX with Diane Porsch  
**Oct. 18 - 22, 2011:** 65th Annual Convention and Competitions (Houston)  
**March 22-25, 2012:** Regional Competition  
**Oct. 30 - Nov. 3, 2012:** 66th Annual Convention and Competitions (Denver)  
**March 21-24, 2013:** Regional Competition  
**Nov. 5-9, 2013:** 67th Annual Convention and Competitions (Honolulu)  
**Nov. 4-8, 2014:** 68th Annual Convention and Competitions (Baltimore)  
**Oct. 6 - 10, 2015:** 69th Annual Convention and Competitions (Las Vegas)  
**Oct. 18-22, 2016:** 70th Annual Convention and Competitions (Las Vegas)  
 Oct. 10-14, 2017: 70th Annual Convention and Competitions (Las Vegas)

For more information on events, visit the calendar on the Region 15 web site at [www.sairegion15.org](http://www.sairegion15.org).

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