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February 2010

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.

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for Philly

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Dear Heather,

What happened to January? Or February for that matter? The RMT hopes all Region 15 members are energized in this new year, and we are excited to see you all at the contest in April.

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](#)

Desperately Seeking Shell for Competition

The Regional Competition Committee (RCC) has not yet been able to locate an acoustical shell for the chorus competition in April. If you have any ideas, connections, suggestions of schools, groups, etc., who may possibly have a shell we could use, please contact Joyce Brandt (CRC) at 908-273-0441 (day) or 908-647-5987 (evening & weekends) or via e-mail at jbrandt@centralpres.org or jkhbrandt@verizon.net.

Retreat Minutes Now Available

[Minutes from the January 2010 RMT retreat](#) may be downloaded from the Region 15 Web site. Take a moment to learn about the exciting events planned for Region 15 this year and years to come.

**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 April 1.

A Note from Your Education Coordinator

As 2010 gets underway I am very excited to tell you that we now have faculty booked for future educational events through most of 2013. We do this so we can get you the best faculty possible; so we can get contracts signed and lock in a decent fee that will not be raised later, and to make sure YOU then can go ahead and make YOUR chorus plans accordingly. Many of us plan ahead for years with our coaches and retreats. By setting regional events and dates early, we hope to avoid conflicts.

We have listened to your input and decided to add a rotating third event to our yearly education per your requests. In addition to the Music/Leadership Workshops and TRAX weekends already in place each year, we are adding the following on a rotating schedule:

- Regional Faculty training
- Quartet Seminar
- PVI schools

This year, we have Regional Faculty training with Nancy Field. For 2011, we are planning a Quartet Seminar with a.k.a; this will be held most likely in April 2011. For 2012, we will plan three area schools for all members to get PVIs in the Hudson Valley area of New York, on Long Island and in mid-New Jersey.

So please get your calendars out right now and make sure the following dates are reserved:

2010

- Regional Faculty training with Nancy Field, Feb. 27
- Music/Leadership Workshop with Kathy Carmody, May 21-23
- TRAX with Jim Arns/Renee Porzel, Aug. 13-15

2011

- Quartet Seminar with a.k.a, most likely on April 9 or 16
- Music/Leadership Workshop with Bev Miller, May 13-15
- TRAX with Diane Porsch, Sept. 23-25

2012

- 3 PVI area schools, location and dates to be announced
- Music/Leadership Workshop with Karen Breidert,
May 18-20
- TRAX with Laura Pallas, Sept. 14-16

2013

- TRAX with Lori Lyford, Sept. 20-22
- Music/Leadership Workshop with Marcia Pinvidic,
May 17-19

We encourage choruses that need special help to contact an RMT member to apply for one of the 15 Internationally Funded Visits the region may assign each year. Depending on your specific musical or administrative need, we will choose a regional faculty member to come and help your team or chorus at no cost to your chorus; International pays the mileage and the faculty member accepts that as the only reimbursement for the visit. An Internationally Funded Visit may not be supplemented with or substituted for a regular coaching fee.

Finally, if your chorus is thinking of piggy-backing on the visit of one of the outstanding International Faculty members above, please be sure to notify me. The region and the chorus will split the airfare in those cases, as Hickory Tree did with Betty Clipman and Harmony Celebration will do with Kathy Carmody. The region has created a special contract for your chorus to sign in such a case.

As always, any ideas, suggestions and help you are willing to give us are more than welcome. While not all ideas are feasible to implement, they get us thinking differently and every idea is always valuable.

Lisbet

Greetings from Your Directors' Coordinator

It is the MOST WONDERFUL time of our year! Region 15 is

preparing for Contest 2010. Everyone is working diligently on vocal production, artistic lyrical interpretation, and the performance. The songs we sing become embedded in our lives. Everyone anxiously waits for the day we all arrive in Philly. We join together ready to "play hard" and achieve greatness!

On April 24, we will have the opportunity to perform our best. The hard work of music and visual teams, and all of the singing members is recognized. Then, as tradition holds, we gather on Sunday morning to embrace each other in good will and friendship. It is time for our Mass Sing. The following songs will be sung on Sunday morning: "Best of Times," "Harmonize the World," "How We Sang Today," "San Francisco Bay Blues," "Send Your Love," "That's What Friends are For," "Tuxedo Junction," "We'll Meet Again," and "When I Take My Sugar to Tea." Our year will come to an end with laughter, tears, and fond memories.

I wish all competing choruses and quartets the best of luck this year. I wish Liberty Oak and Harmony Celebration choruses the very best in your preparation for contest 2010 in Seattle.

Carole Argulewicz, Director of Evergreen Chorus

Why You Should Attend the Regional Dinner

Let me explain why Region 15 has a dinner on Saturday night and why you should attend. When we sign a contract with a venue, in this case the Sheraton City Center in Philadelphia, we negotiate to get the best overall deal for the Region. One of the conditions in our contract is that Region 15 receives all of our meeting rooms for free; this includes setting up all the meeting rooms, and putting up a stage for us, approximately a \$24,000 value. We, in turn, guarantee a minimum amount of food and beverage sales. This year, the guaranteed amount is \$12,000.

So how is the total calculated? In order for the hotel to be able to determine the total they have to use specific events and unfortunately they are unable to include room service. Here is what IS included: chorus breakfasts, chorus dinners, the satellite

buffet (outside the ballroom) and the dinner on Saturday night.

What happens if we don't meet the minimum? The hotel charges the Region (which is basically your assessment fee) the difference. That being said, your support of the above events will not only help to nourish you, it will also help Region 15 meet our minimum contracted amount.

This year the Regional Dinner will again be a buffet, the cost is \$42 per person. We have listened and learned over the past couple of years and have made some adjustments to make the dinner more enjoyable for you. Some of the changes are:

- To avoid chaos in the buffet line all tables will be called, with preference given to chapters performing on the Saturday Night Show.
- No wine will be used in the preparation of the food.
- The desserts will be placed out only after everyone has gone through the buffet line at least once.

As in the past the hotel works very hard to get you in and out quickly so we can continue with the Saturday Night Show of Champions - which will not start until dinner is finished or 8 PM, whichever is latest...

Best wishes to all the competitors, and I hope to see you at the Regional Dinner!

Carol Schultheis, Events Coordinator

An Update on the Membership Pilot

With 60 percent of our chapters reporting, Region 15 gained 7 new members during the months of August-October. Five of those new members originally visited chapters during the Region-wide June Open House and passed their auditions during the second quarter. With the Pilot Program year half over, the Region has already realized some of its goals:

- Each chapter now has a web presence
- Each chapter's web presence features the 'real women. real harmony. real fun.' message
- Each chapter regularly identifies itself as "a chapter of Sweet Adelines International"

Our successes can be attributed to three factors. Most inquiries and visits originate through the web (sites and/or e-mails) and word-of-mouth. Getting visitors to return and eventually audition can be attributed to strong support of chorus leadership and clear Membership programs.

As a Region, we are challenged to convert more visitors to members. During the second quarter, 43 percent of visitors did not return a second time and only 12 percent of first-time visitors become new members. Better targeting of potential members and improving our guest programs/audition processes can convert more visitors to members.

All members, but especially Marketing and Membership teams, are strongly encouraged to register for the free March 2 webinar "Jump Start Your Marketing for New Members." Registration and other information is available in the Marketing Center at sweetadelineintl.org. You will need your membership number to access. The webinar will be archived and available for those who cannot attend live.

Third quarter chapter reports related to the pilot program are being submitted by your Membership and Marketing Teams as this *Taglines* goes to 'press.' Complete Regional Quarterly Reports are available to your Marketing Chair through the SAIRegion15Marketing yahoo group, and she can provide a copy to any member.

Dana Dunlevy, Marketing Coordinator

Evergreen's Physical Warm-ups Help Members Focus for Singing

For the past several months, Evergreen Chorus has organized the physical warm-ups in such a way that dancing is done on the floor in front of the risers first. Every week there is a different dance done, which gives each chorus member the opportunity to focus and concentrate on following the leader. This gets everyone moving and the blood flowing. The second physical warm-up is repeated every week. We use "Come on Get Happy," the theme

song from "The Partridge Family," which uses the same choreography every week. In the event that someone was unable to participate in the first physical warm-up, this gives them the "cue" to get on the risers and prepare for vocal warm-ups. When everyone is in their place on the risers, they are focused and prepared to sing.

**Kathy Sylvester, Communications Coordinator,
Evergreen Chorus**

Congrats to Island Hills Director

IHC congratulates our director Wayne Grimmer and his quartet 'Round Midnight for their nomination for a CARA (Contemporary a Cappella Recording Award) in the category of Best Barbershop Song for "Try a Little Tenderness" (arranged by Wayne). 'Round Midnight also has been accepted to compete this March in the Chicago Harmony Sweepstakes!

We're also happy to report that Island Hills had a great coaching weekend with Gail Jencik, Master Director of Coastline Show Chorus (7th place in Nashville) and director of Narragansett Bay Chorus (BHS). What can one say about this dynamic woman? It was phenomenal! And our time together was even more special as Gail is a former IHC member (and onstage in 1978 in Los Angeles). One song we worked was the first ballad she ever directed in competition.

Judy Sanford Guise, Lead, Island Hills Chorus

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. At the latest TRAX event, the 2009 Women of Note were named. Here are bios for two of them. Future issues of Taglines will feature the additional ones.

TERRI GOTTFRIED, LIBERTY OAK

There are all kinds of heroes in the world today, and we at Liberty Oak Chorus are very proud to have one of our own, Terri Gottfried.

At the age of 5, Terri began gymnastics, ballet, tap and jazz. At age 7, she began cheerleading, which she continued through high school. (Little did she know how well this would serve her as a Sweet Adeline.) As an adult, she has worked for a national engineering firm as an Executive Assistant for over 18 years and is also the Social Committee Chair for the "Outstanding Young Professionals" there.

Terri joined Liberty Oak Chorus in September 1994 and became an official Sweet Adeline in January 1995. Through the years, she has served as Secretary to the Board, Music Team, Assistant Bass Section Leader, Chorus Guide at Contest and Rehearsal Hall Manager. With her dance background, a wonderful sense of rhythm and tempo, and a beautiful smile, it wasn't long before Terri joined the front row. She soon discovered her love of teaching choreography, and the pride she feels when the chorus presents a well-choreographed performance. Her energy is boundless and is transferred to the chorus each and every time she presents a new choreography challenge to us.

This past year Terri has had to overcome a serious challenge to her health. She did so with grace and an amazing positive attitude. Her strength, courage and that beautiful smile during this difficult time of her life were an inspiration to us all. As she bravely stepped out on the competition stage last year no one would know the depth of her struggle. As she sang and danced and smiled to the audience, determined to give the best performance once again, we were uplifted and we were shown just how strong she really is.

We are honored to nominate this courageous and lovely woman, Terri Gottfried, as this year's Woman of Note.

LOIS TERRERI, METRO RHYTHM

When we say Sweet Adeline, the name Lois Terreri immediately comes to mind. She joined the Sweet Adelines organization 39 years ago!

Lois is currently Assistant Director of Metro Rhythm Chorus having joined in 1999. She can always be counted on to "step up to the plate" and fill in as Director whenever she is needed. Lois

participates in all chorus singouts, traveling all the way from Pennsylvania to perform with Metro Rhythm. She is an outstanding bass section leader, a great note checker and very knowledgeable about music and Sweet Adeline technique. Lois is always willing to help chorus members learn their music and help them with anything involved with vocal performance.

Lois has had a lot of Sweet Adeline experience having been Director and Assistant Director of Hunterdon Hills and Assistant Director of Far Hills, along with many committee positions. She was on Region 19's Music Staff and was also the Assistant Director Coordinator while in that region.

This talented woman has coached many Sweet Adeline choruses and quartets and has sung with various quartets over the years as a bass.

Lois retired in 2000 from the Town of Clinton where she worked since 1974 as certified Municipal Clerk and Registrar of Vital Statistics. She has three daughters and five grandchildren.

We are very proud to nominate Lois Terreri as Metro Rhythm's Woman of Note!

Dates To Remember

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

March 21, 2010: Island Hills Show at 3 p.m.

April 22-25, 2010: Regional Competition

May 8, 2010: RMT Meeting (Heather Collins' house)

May 8, 2010: [Festival of Harmony](#) (education event for young singers interested in barbershop)

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 YWIH 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

Aug. 23, 2010: RMT Conference Call

Sept. 25, 2010: Long Island Sound Show at 3 p.m.

Sept. 26, 2010: Long Island Sound Show at 3 p.m.

Oct. 3, 2010: Evergreen Show at 3 p.m.

Oct. 3, 2010: Song of the Valley Show at 4 p.m.

Oct. 19-23, 2010: 64th Annual Convention and Competitions (Seattle)

Nov. 6 or 7, 2010: RMT Meeting

Nov. 11-13, 2010: IES Pacific Rim (Auckland, New Zealand)

Nov. 14, 2010: Golden Apple Show

Nov. 20, 2010: Hickory Tree Show

Dec. 5, 2010: Greater Nassau Show

Jan. 29/30, 2011: RMT Retreat

March 24-27, 2011: Regional Competition

May 13-15, 2011: Music/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

May 18 - 20, 2012: Music/Leadership Workshop with Karen Breidert

Sept. 14-16, 2012: TRAX with Laura Pallas

Oct. 30 - Nov. 3, 2012: 66th Annual Convention and Competitions (Denver)

March 21-24, 2013: Regional Competition

May 17-19, 2013: Music/Leadership Workshop with Marcia Pinvidic

Sept. 20-22, 2013: TRAX with Lori Lyford

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.

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