

**Subject:** August Taglines  
**Date:** Tuesday, August 19, 2008 7:40 AM  
**From:** Heather Collins <heather@voiceonly.com>  
**Reply-To:** heather@voiceonly.com  
**To:** Heather Collins heather@voiceonly.com  
**Conversation:** August Taglines

August 2008

# 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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**Dear Heather,**

Less than a month to go until TRAX! Read ahead for more details and directions. Don't miss this exciting Region 15 educational event.

Your Regional  
Management Team

**Team  
Coordinator**  
[Peggy DiSunno](#)

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

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

**Director**

## **A Word From Your Education Coordinator**

As I continue to get to know to more and more of you, I am reminded by what my now deceased Sweet Adeline Mentor told me for more than 20 years: **"If you want to be a champion, surround yourself with champions."**

This has been very true of planning the

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

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

**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](#) before the 15th of each month for consideration in the next electronic Taglines. The next deadline is September 15.

upcoming TRAX in September, and I am incredibly grateful for all who have answered the call and helped with the hundreds of details that go into such an event.

I believe very strongly that if you have viewpoints you consider important, you need to speak up. Nothing was ever a success without many brains being involved, and if there are ideas that are important to you and issues you feel strongly about, you need to be part of the solution by bringing them forth. Many of the new ideas for this year's TRAX have come from YOU, the general membership, and that is the way it is supposed to be. My job is to disseminate which of all the ideas are possible and would work for the region as a whole. You will therefore be asked to fill out a very important evaluation form at the end of the TRAX weekend, and I urge you to do it before leaving the hotel.

Planning for next year is already underway and now is the time to give me all your input, your constructive criticism and ideas for how to improve even more. There are so many details to consider, and it is my intent to get back to every one of you who bothers to give me positive, constructive input.

Have you read the book ***"The Fred Factor"*** by Mark Sanborn? If not, do it! It is short, uplifting and describes my life philosophy so well: **Service is the heart of leadership-going the extra mile and always doing more than is expected will**

**revolutionize your life.** Fred is a real life mailman who brought extraordinary creativity and commitment to delivering the author's mail. He is proof that there are no insignificant or ordinary jobs when they are performed by significant or extraordinary people, which are what every one of you truly are.

Read it and help me make you realize that this region can become advocates for the "Fred Factor."

*Love, Lisbet*

### **TRAX: Discover Your Star Within Featuring Guest Faculty Jean Barford**

**DATE:** Sept. 12-14

**LOCATION:** Ramada Inn & Conference Center, 130 SR 10, East Hanover, N.J.

**FACULTY:** Jean Barford, Certified International Faculty, Certified Sound Judge and Master Director, Gem City (Region 4), Five-time International Chorus Champions. Jean was also a member of Sounds of Music, the 1974 International Quartet Champions.

#### **Other Dates To Remember**

**Sept. 8:** RMT Conference Call

**Sept. 20: Brooklyn Chorus' 50th Anniversary!**

**Sept. 20 & 21:** Island Hills Garage Sale (9 Silo Lane, Levittown, 516-735-7694)

**Sept. 28:** Long Island Sound Show

**Sept. 28:** Hickory Tree Show

**Oct. 19:** "Forever Island Hills," Annual Show at 2:30 p.m., Huntington High School. Guest performer: Round Midnight Quartet (BHS)

**Oct. 25:** Jersey Harmony Show

**Oct. 26:** Evergreen Show

**Nov. 4 - 8:** International Convention (Honolulu)

**Nov. 15:** RMT Meeting

**Nov. 23:** Heart of New Jersey Show

**Dec. 7:** Greater Nassau Show

**Dec. 7:** Song of the Valley Show

**May 2, 2009:** Harmony Celebration Show

**May 3, 2008:** Liberty Oak Show

## **Making Tracks for TRAX**

Hotel Information and Directions

### **Ramada Conference Center East**

#### **Hanover/Parsippany**

**Ramada Drive (130 Route 10 West)**

**East Hanover, NJ 07936 United States  
of America**

**Phone: 973-386-5622 Fax: 973-386-  
5724**

### **Driving Directions**

#### **From Interstate 287:**

Traveling North Exit 39 - Route 10,  
Traveling South Exit 39 A - Route 10 East.  
Follow Route 10 East for 5 miles to a U-  
turn, just after Ridgedale Avenue. Ramada  
Drive will be the second driveway on your  
right.

#### **From Garden State Parkway:**

Take Exit 145 to I-280 West. Travel about 7  
miles to Exit 4A - Eisenhower Parkway  
South. At the 5th traffic light, turn right  
onto Route 10 West. Continue 2 miles and  
Ramada Drive will be on the right.

#### **From Interstate 80:**

Take Exite 43 to I-287 South. Travel 2 miles  
to Exit 39A - Route 10 East. Follow Route  
10 East for 5 miles to a U-turn, just after  
Ridgedale Avenue. Ramada Drive will be the  
second driveway on your right.

**From NJ Turnpike:**

Take Exit 15W to I-280 West. Travel 13 miles to Exit 4A - Eisenhower Parkway South. At the 5th traffic light, turn right onto Route 10 West. Continue 2 miles, Ramada Drive will be on the right.

**From Newark Liberty International Airport:**

Follow signs for I-78 West (Local) to Route 24 West. Travel for 10 miles to I-287 North. Continue to Exit 39 - Route 10 East. Follow Route 10 East for 5 miles to a U-turn, just after Ridgedale Avenue. Ramada Drive will be the second driveway on your right.

**Region 15 Chapters in the News!**

This year's COMACT applications have been evaluated and the winner is . . . going to be announced at TRAX! With six chapters participating in this year's contest, the real winner is our Region with lots of great publicity generated by our chapters. Thanks to all Marketing Chairs, their committees, and you, the members, who produce the most effective type of marketing-word of mouth!

Every chapter is encouraged to participate in next year's contest, which began May 1, 2008 and will end April 30, 2009. New, updated and streamlined forms are available at [sairegion15.org](http://sairegion15.org). Log onto the site using your member number and download the form from the For Our Members section.

These new forms reflect the exciting growth

in online media coverage and the importance of feature stories generated either by the media or a press release. It's not too late to get started. Get some inspiration from this year's COMACT applicants, whose best work will be on display at TRAX.

I have had the great pleasure of meeting and communicating with many chapter Marketing Chairs and am excited about working together to promote our choruses, the region, and SAI by sharing ideas, opportunities and resources. I look forward to seeing you at TRAX. Subscribe to the regional marketing yahoo group by e-mailing [SAIRegion15Marketing-subscribe@yahoogroups.com](mailto:SAIRegion15Marketing-subscribe@yahoogroups.com)

*In harmony,  
Dana Dunlevy*

### **Members Only: Using The Region 15 Web Site**

Psst. It's a secret. To sign into the "Members Only" section of the [regional Web site](#), enter your Sweet Adelines membership number (minus any zero that might be on the front of your number). There, you'll find resources and files meant only for Region 15's eyes .... Such as the Regional Standing Rules. **AND THE REGION 15 TEAM DIRECTORY, WHICH IS PERPETUALLY UPDATED, THAT YOU CAN PRINT ON YOUR OWN!**

You'll ALSO see a directory of your chorus members, complete with e-mails that have

been provided to International. If you require changes to your membership profile, contact [Heather Collins](#).

## You Asked, We Answer

Some of you have asked recently why we can't just post the regional directory on the Region 15 Web site for all to see. The reason relates to privacy laws, which prohibit us from exposing that information to EVERYONE. The solution has been to post an electronic version of the directory in the MEMBERS ONLY section. The article above guides you how to sign on and retrieve it.

## Brooklyn Celebrates the Big 5-0!

Brooklyn Chorus is planning to celebrate their 50th Anniversary as a Sweet Adelines Chorus with a party for members, former members, and friends on Saturday, September 20. If you would like information about the party or want to send any good wishes or congratulations to Brooklyn Chorus, please contact our anniversary chairman, Mary Sheldorfer at [mgshel@webtv.net](mailto:mgshel@webtv.net).

## Stellar Attendance at IES





Thanks to all the Region 15 women (and men!) who attended the final International Education Symposium on our behalf. Most of our representatives are represented here. If you know one of them, ask them to share what they learned! Kudos to all IES attendees for furthering your Sweet Adelines education!

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