

Taglines

SUMMER
2015

GREATER NY/NJ REGION #15

HARMONY, FRIENDSHIP, AND FUN!

Empowering women through education, passion, and innovation.



**Harriette Walters Leadership
Award Winner**

Regional Awards Wrap-up

Marketing Tips

Upcoming Events

VocalFest 2015

Quartet Corner

A New Tag

What
you
need
to
know
now...

VocalFest 2015

"Bet on Coaching to Up the Ante"

September 18 – 20, 2015

Albany Hilton

Guest Facilitator: Paula Davis

Classes will include:

Using Physicality to Promote Musicality

Expressive Singing, Tempo, and Rhythm

The Mystery of Forward Motion

The Care and Feeding of Our Members

Plus a Region 15 Chorus, Classes from your RMT, PVIs and more!

You do not want to miss

Saturday Night's Dinner and Love Gift Celebration
with performances by your Vegas 2015 Representatives
and Our Host Chorus, Capitaland!

Intros

Getting to Know the Harriette Walters Leadership Award Recipient



This year's recipient of the Harriette Walters Leadership award, given at the 2015 Regional Competition, is Johanna Herudek from Liberty Oak Chorus. Johanna has been a Sweet Adeline and member of Liberty Oak Chorus since 1990.

Her qualifications for this award include her dedication and drive to help her chorus by holding various management positions. She has worked within Region 15 for eight years, and was an integral participant of the 2013 Transition Team to welcome the choruses from Region 16.

She is currently the coordinator of the Standing Rules for the Region and the Housing chairwoman for the Regional Competition Committee.

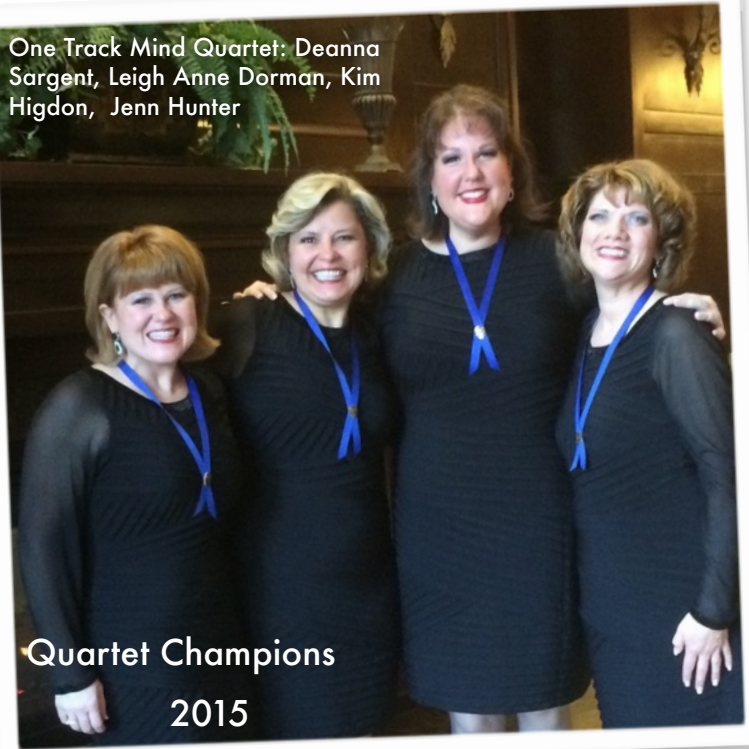
By maintaining the Standing Rules for the Region, along with overseeing and reviewing those drawn and submitted to her by the chapters, she ensures that submissions by our chapters are done in agreement with International guidelines.

In addition she is always ready to assist the RMT wherever needed at events such as VocalFest. In 2013, she suggested the idea of random seating at the dinner event so participating members were able to meet and talk with the new singing sisters coming into the Region from Region 16.

She unselfishly shares her knowledge and skills through collaboration, delegation and team participation. Her positive attitude and enthusiasm to take on any job presented to her makes her the perfect recipient for this award.

Quartet

One Track Mind Quartet: Deanna Sargent, Leigh Anne Dorman, Kim Higdon, Jenn Hunter



Quartet Champions
2015

Five One Track Mind Facts

1. Leigh Anne and Kim are the Region 15 Quartet Coordinators and Jenn is the Regional Communications Coordinator
2. OTM began in 2012.
3. OTM represented Region 15 in Hawaii after the Harmonic Progression, sharing the stage with Drive Quartet.
4. Deanna joined the quartet in 2014.
5. Kim recently moved to Florida and is singing with Jacksonville Harmony Chorus.

Famous Janes Quartet

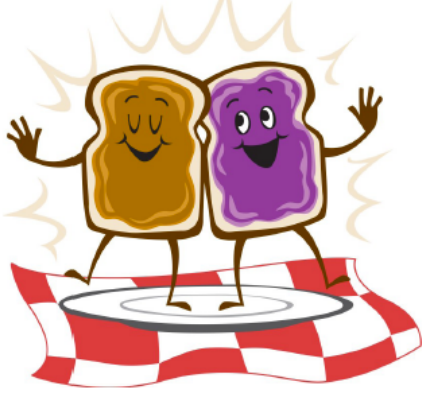
Region 19 Quartet Champions

Greater Nassau Chorus Director, Harriette Walters, will be joining Jennifer Keuthe (l), Amanda Clements (bs), and Sue Taylor (t) in Las Vegas 2015!



The new 5th place International Rising Star quartet...
RESONANCE!!

This year our Region was fortunate to have a Young Women in Harmony quartet, Resonance, representing us at the 2015 Rising Star competition in Phoenix, AZ. Resonance quartet is made up of 4 young ladies from the Spirit of Syracuse Chorus. They met and began their journey together last year at Lakeside A Cappella camp. Be sure to like them on [Facebook](#)..



CHORUS MEMBERSHIP & MARKETING!

*“We go together like
peanut butter and jelly!”*

When you think of "marketing" your chorus, consider not only what message you want to share, but who your audience might be. The first question to ask is "Who are we?" then consider, "Who do we want to talk to?" and then "How can we talk to them?" If you are looking for someone who likes to cook, the best place to look is in the kitchen, right? You could yell in the middle of the street and hope that people who like to cook hear you, but it would be easy and more efficient if you put a flyer in every kitchen you can find or in a local culinary school newsletter. It is the same with marketing to potential members. Is it better to put a flyer up in a supermarket (a general place like yelling in the street) or could you consider sending a flyer addressed to the chorus of your local church or to the members of a local college choral group? Do you need help or fresh ideas for marketing to potential members? Do you have a unique marketing idea to share? Contact me at Tzichello@gmail.com or www.sweetadelineintl.org for marketing resources. They have easy to use marketing templates that will make it easy to get your message across. Check it out!

Tricia Zichello
RMT Marketing Coordinator



Inspired by Harmony Celebration Chorus's work ethic and enormous talents among its members and director, when the time came, I was excited to volunteer to become Marketing Coordinator for the group. I knew it would take no effort at all to promote (dare I say flaunt?) the chorus's musical attributes to the world. Indeed, we were invited to perform at Carnegie Hall – twice! In addition, having a background in fine arts has given me the foundation needed to market Harmony Celebration successfully. Community Outreach and social media play a positive part in marketing. In fact, earlier this year, HCC was privileged to be the focus of a two-page article in Bergen County's (201) Magazine's Spring 2015 Arts Issue. We work hard, LOVE our craft, and it shows.

Ginny DeMario
Harmony Celebration Chorus

Elaine Macrillo
Certified Director
Seneca Soundwaves Chorus

As part of our Summer chorus schedule we have designated the month of July as "Sing Along!" with HTC. As an added incentive, members receive a raffle ticket for a chance to win a free quarter of chapter dues each time they bring a singing guest with them to chorus. So far we have had seven guests and most importantly seven potential new members!

Phyllis Prestamo
Hickory Tree Chorus

For Seneca Soundwaves, getting out and performing is a great marketing tool. Summer performances include the *Waterloo Memorial Day Festival* with time on stage and strolling among the crowds and antique cars. *Geneva Porches* evening turned out a crowd and two hours of intermittent singing and recruiting. Our "porches" picture was featured in an article awarding Geneva an All American City Award in the Finger Lakes Visitor's Connection .

News



Check our [website](#) for more events!

One Track Mind Fundraiser
August 23rd 1:00pm

Spirit of Syracuse Fall Event
November 8th

Evergreen Chorus Show
October 18th 3:00pm

Twin County Show
"It's All in the Stars"
December 5th

Heart of New Jersey Show
October 18th 3:00pm

Jersey Harmony
"Hear the Jingle"

Harmony Celebration
November 7th 7:30pm

December 11th

Congratulations to
Harmony Celebration Chorus.

They recently accepted a
Wildcard Invitation to
compete in Vegas in 2016!
They will join Regional Champions
Liberty Oak Chorus



[Click here](#) for the Summer
Sweet Adelines International
Board of Directors Update

VocalFest



Greater NY/NJ Region 15

Presents

VocalFest 2015



“Bet on Coaching to Up the Ante”

**September 18 – 20, 2015
Albany Hilton**



Guest Facilitator: Paula Davis

Certified SAI Expression Judge, Certified International Faculty for SAI, President-Elect of Sweet Adelines International, Expression Judge Specialist, Certified International Faculty for SAI, Member of the International Board of Directors for SAI

Classes will include:

**Using Physicality to Promote Musicality,
Expressive Singing, Tempo, and Rhythm,
The Mystery of Forward Motion,
The Care and Feeding of Our Members**

Plus... a Region 15 Chorus, classes from your Regional Management Team, PVI's, performances by our Vegas 2015 Representatives Greater Nassau Chorus and Saratoga Soundtrack Chorus as well as our host chorus, Capitaland!

Full weekend schedule, event registration form and hotel registration information is available at:

www.sairegion15.org/vocalfest-2015.php

Group event registration is due by **September 1st.
Individual Hotel registration is due by **August 17th.****

[Click here](#) to sign up for the
VocalFest 2015 Regional Chorus,
Showgirls,
directed by
Master Director, Scott Brannon.

[Click here](#) to sign up for a PVI
during VocalFest with one of our
regional faculty and experts!
It is first come, first served,
Don't wait!

Contest 2015

Special Awards

Novice Director Award
Bill Stauffer, Capitaland Chorus
Renee Craig Performance Award
Liberty Oak
Harriette Walters Leadership
Award - Johanna Herudek
Most improved Quartet
One Track Mind
Most improved Chorus
Capitaland
Audience Choice Chorus Award
Island Hills
Audience Choice Quartet Award
After Hours

Quartet Results

5th Place
Harmonix
4th Place
SoundByte
3rd Place
Just 4 (Kicks)
2nd Place
Drive!
1st Place
One Track Mind

Chorus Results

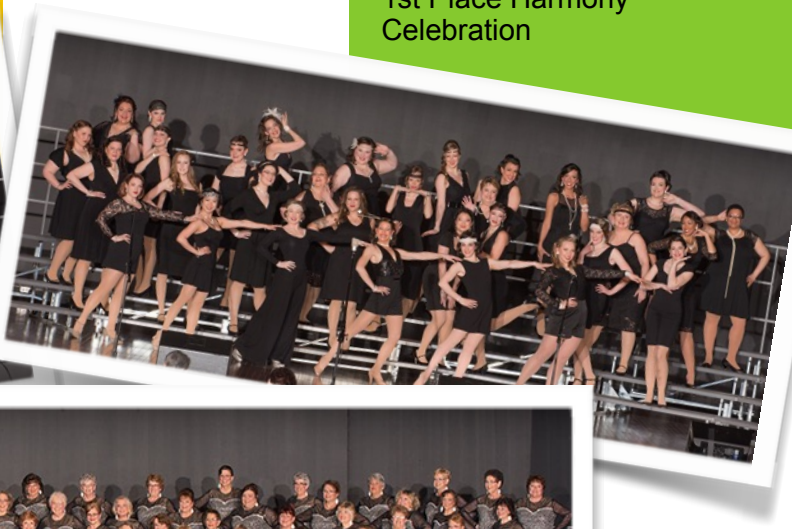
5th place - Capitaland
4th place - Hickory Tree
3rd place - Spirit of Syracuse
2nd place - Harmony
Celebration
1st place Liberty Oak

Div A Chorus

3rd place Evergreen Chorus
2nd place Long Island
Sound
1st place Sirens of Gotham

Div AA Chorus

3rd place Capitaland
2nd place Hickory Tree
1st Place Harmony
Celebration



Interact

Here's your chance to get involved!

Thinking about the RMT but not sure if it's for you?

Consider the RMT Associate Position!

[Find out more here](#)



"Being an associate member of the RMT gave me first hand knowledge of how the RMT operates and what each position does. The experience allowed me to explore options and see where my strengths could be used to the fullest. It is wonderful way to give back to the region and be part of a wonderful team."



Shop at AmazonSmile
and Amazon will make
a donation to:
**Greater NY/NJ Region
15**

Get started

amazonsmile

Purchase your Region 15
Car Magnet at VocalFest 2015!

Back to School Shopping?



Harmony Classic Contestant
Saratoga Soundtrack Chorus

Regional Chorus Champions
Greater Nassau Chorus

Regional Quartet Champions
One Track Mind

Region 19 Quartet Champions
Famous Janes

October 5-10, 2015
MGM Grand Hotel and Casino

Get ready to have fun at VocalFest 2015 by learning the VocalFest 2015 regional song, Girls Just Wanna Have Fun!

Check out this teaser tag below!

Words & Music by Robert Hazard

Arranged by Carolyn Schmidt & Lauren Kahn

Girls Just Wanna Have Fun - tag

Tenor Lead

They just wan-na, they just wan-na, _____ girls, _____ Girls just wan-na have fun!
Fun just wan-na, the girls just wan-na have fun, girls, Girls just wan-na have fun!

Bari Bass

Fun bum bum bum bum girls just wan-na have fun, girls, Girls just wan-na have fun!

Taglines Staff Jenn Hunter Lisa Fedele Proofreaders Quay Houchen Vicky Green