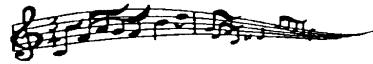




the north shore harmony rag



Joseph Schlesinger, Third Assistant
Temporary Editor and Royal Keeper
of the Minor Typos

North Shore Chapter,
SPEBSQSA
(The Barbershop
Harmony Society)

Meetings:
7:45 p.m. Wednesdays,
Elliott Hall,
Presbyterian Home,
3131 Simpson St.
(Golf Rd.), Evanston, IL
(Guests are welcome!)

August 2004

25 Members

Volume 32, Issue 8

We put this version of page 1 (minus the disclaimer in the box) together four weeks ago, after having just received the details we had long been awaiting from the organizers of Evanstock.

The information in the box might make the rest of this page anticlimactic, but since we still do not know at this time whether our performance is a go or a no-go, we thought it best to let it stand as is.—Editor

EVANSTOCK

Our Next Big Gig

On Sunday afternoon, Aug. 22, the **Shoreliner Chorus** will perform at Evanstock.

Evanstock, the first event of its kind, is a three-day reunion of performers from across the country and around the world who got their musical start in Evanston. All events will occur at the Unitarian Church of Evanston, 1330 Ridge Ave. (southwest corner of Ridge and Greenwood St.), Evanston.

We will warm up in one of the lower-level rooms at 3:30 and will perform in the sanctuary from 4:00 to 4:30. Chorus members are requested to arrive early and stay after the performance, to mingle with other artists and the audience. We will wear the formal chorus uniform.

There is a parking lot adjacent to the church, but it is likely to fill up early. If the lot is full, park on-street.

A Multi-Pass (which gains admission to all events over the three days, Aug. 20-22) is priced at \$35. Single-day tickets may be purchased in advance for \$15 or at the door for \$20. Purchase advance tickets at:

- Hecky's Barbecue, Inc.
1902 Green Bay Rd., Evanston
- Angelo's TV Repair
3421 Church St., Skokie

We have been informed that performing members of the Shoreliner Chorus will each be given one complimentary Multi-Pass. One guest of each performing chorus member will get a free single-day ticket for Aug. 22 and will also be offered a 50% discount on a single-day ticket for any of the other days.

See page 2 for the schedule and lineup of performers at Evanstock. There will be food and refreshments for sale, and other activities throughout the weekend.

Organizers hope this will become an annual event, with a different mix of performers each year. Because this is the first time anything like this is being attempted, it is unknown at this time whether our chorus will receive an honorarium. Nevertheless, it ought to provide us with excellent exposure to music-lovers throughout our community.

Find out more at the www.evanstock.org Web site. or phone 708/431-4893.

Slight change of plans: As of this writing, it's a coin toss whether we will actually perform at Evanstock or cancel out. Our show of hands in May indicated that there would be sufficient participation to accept the invitation to perform. However, in the ensuing time between that evening and presentation of the sign-up sheet, many members' schedules have changed, and we now face the prospect of not having enough singers committed to the performance. I will keep you all informed. — Joseph Schlesinger

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Rag Deadline: Second Wednesday of Every Month

Board Meetings: First Sunday of each month.
 The August Board meeting is scheduled for 7:45 p.m. **Tuesday, Sept. 7**, at **Marty Steigman's** home, 4322 Greenwood St., Skokie. All chapter members are welcome.

Chapter Web site:
<http://www.harmonize.ws/shoreliners>
 (Current *Rag* issue is also on the Web site!)

OUR VISION STATEMENT:

North Shore Chapter of SPEBSQSA will:

1. Provide, to whatever extent possible, organized chorus activities and organized quartet activities at every regular chapter meeting.
2. Actively seek public performance opportunities for the chapter chorus.
3. Continuously strive to increase its active membership.
4. Continuously strive to improve the musical quality of its chorus as a collective unit and the musical ability of its chapter members as individuals.
5. Contribute to the cultural panorama of the communities from which our organization draws its membership, thereby:
 - a. Increasing its visibility in the local community and fostering a positive perception of our organization,
 - b. Enhancing public awareness of, and appreciation for, barbershop harmony, and
 - c. Creating opportunities to recruit new members.

July/August Guests

Lisa Steinman (Mimura)
 (Bring a guest—and see your name in print!)

COMING EVENTS

North Shore Chapter:
 Every Wednesday night—**Informal Guest Night—BRINGASINGA!**
 Sun., 8/22—**Shoreliner Chorus Performance at Evanstock**—4 p.m. at Unitarian Church of Evanston, 1330 Ridge Ave., Evanston. Warmup at 3:30. Attire: chorus formal. See story on page 1.
 Sat., 9/11—**Evanston Not-for-Profit-Day**—9 a.m.-noon at Evanston Farmers' Market, University Pl. and Oak Ave., Evanston.
 Fri., 9/24-Sun., 9/26—**Illinois District Fall Convention**—Peoria.
 Sat., 10/2-Sun., 10/10—**Arts Week Evanston.**
 Wed., 10/6—**Guest Night/Open House.**
 Sun., 10/10—**Potential Shoreliner Chorus Performance in Evanston Arts Week Music Showcase**—sometime that afternoon at Music Institute of Chicago, 1490 Chicago Ave. (at Grove St.), Evanston. Performance most likely will be 30 minutes. More info to come.

North Shore Chapter Web Site:
<http://www.harmonize.ws/shoreliners>

Elsewhere:
 Fri., 8/20—**Interstate Woodshed**—8 p.m. (dinner at 6:30) at American Legion Hall, Hwy. B, Silver Lake, Wis. For information, call the hall at 262/ 889-8255 or **Gerry Carroll** at 847/678-0092.
 Thurs., 9/9-Sat., 9/11—**22nd Annual Barber-shop Pioneers Convention.** See story on page 3.

Barbershop Harmony Chicagoland Web site:
www.bbs.singer.as

Who's Performing at Evanstock?

Friday, Aug. 20
 5:00 p.m.: Richard Levine with Monte Rifkin
 6:00 p.m.: Neal Sears
 7:00 p.m.: Benny "Brotha Deep" Dorsey
 7:30 p.m.: The Kings of Soul
 9:30 p.m.: The Other Half

Saturday, Aug. 21
 5:00 p.m.: Joelee
 5:45 p.m.: Renda Pettis
 6:30 p.m.: The Dynamics & Friends
 7:00 p.m.: Cecil Lyde Holden
 8:00 p.m.: Urban Crisis
 9:00 p.m.: Bill Quateman

Sunday, Aug. 22
 4:00 p.m.: Shoreliner Chorus
 ?: Fred Simon
 ?: Bill "The Buddha" Dickens
 6:00 p.m.: Wayne Champion
 7:00 p.m.: Robin Jones Watson
 8:00 p.m.: Bikini Car Wash
 8:40 p.m.: The Morgan Brothers

OUR MISSION STATEMENT:

North Shore Chapter of SPEBSQSA is a group of men of all ages who enjoy gathering in fellowship to sing in the four-part, a cappella, close harmony style known as barbershop. As we participate in our varied social and musical activities, including both choral and quartet singing, our members can develop their vocal skills and their appreciation of the rich heritage of American song, which we share with our community through performances in a variety of settings.

Today your editor looked across Davis St. from the front door of his office. They're finally demolishing the old Evanston Parking Garage. It's about time: the building had become structurally unsafe. Yet it held a very special association for me with this hobby. You see, it was there in July 1977 that I first discovered barbershop harmony and learned about North Shore Chapter. How different my life would have been if I had been elsewhere at the time!

Barbershop Pioneers: A Different Kind of Gathering

Gerry Carroll informs us the dates of the Barbershop Pioneers Midwest Convention are Thursday, Sept. 9 through Sunday, Sept. 12 (Thursday through Sunday following Labor Day).

He says: "Get yourselves ready for one heck of a good time. The hotel is ready and waiting for us to fill the halls with song. They really do look forward to our being there. If you want to stay over, the room rates will be the same as they have been for the last four years: \$69. They have 20 rooms set aside for us and, with a little luck, they will be all in the same wing and on the first floor. For those of you who have not been here before, everything is all in the same building, hospitality room, symposium, swimming pool, and restaurant. We will have some really great quartets lined up for the Saturday night show."

The place: Midway Hotel, 1600 Oakton St., Elk Grove Village (847/981-0010).

The phone number to call for your hotel reservations is 847/981-0010. Tell them that you are with the Barbershoppers and use the CODE Bar 0909.

Admission to the convention is free, registration is not required, and the public is invited to attend.

Gerry adds: "For those of you that like to golf, we have a golf date set for Friday, Sept. 10. First tee time will be at 9 a.m. The cost will be \$50 per man, including golf and cart. There will be NO prizes. You can make up your own foursome or just show up and we will stick you with someone. If you would like to golf, please call or e-mail me, so that I can give the golf course some idea as to how many to expect to help clear out the snakes."

Should anyone have any questions, please contact: Gerry Carroll office phone: 630/675-4694 (better to call this number) home phone: 847/678-0092 e-mail: oldway1@juno.com

Have a Good Time at Fall Convention

Illinois District Fall Convention will take place in Peoria Sept. 24-26. The dates are a little tricky this time, as Yom Kippur starts at sundown on Friday the 24th. But if that doesn't affect you, why not plan on enjoying the convention with us?

Attractions include the district quartet contest, the district senior quartet contest, and the chorus contest featuring the best choruses in Illinois. Since our chorus will not be

competing, you'll be free to enjoy all the events with none of the pressure.

Find out more at the district Web site (www.harmonize.ws/ILL). Please note: The district has split up convention registration and housing reservation. There are now TWO forms you must use if you wish to do both. So please read the instruction page at www.harmonize.ws/ILL/contest.register.cfm very carefully!

Is This a Slow Time for North Shore Chapter?

Absolutely not! In addition to our preparation for a couple of upcoming chorus performances, Music Veep **Paul Mimura** has been working with Society headquarters on a new music plan that may very well revolutionize how the **Shoreliner Chorus** entertains. We are also starting to bring in some guest coaches who can help our presentation and vocal production. You won't want to miss a single meeting. BCNU.

Entertainment Books Are Here

The ever-popular *Entertainment* discount coupon book is one of North Shore Chapter's most reliable fundraisers.

The 2005 books are in print, and **Pete Brandt** is once again heading our book selling campaign. While he is on vacation, **Martin Steigman** is managing our book inventory.

Available in North/Northwest, South, and West geographic editions, the books offer up to 50% discounts on fine dining, casual dining, movies, shows, hotels, car rentals, shopping, and other commodities. Each book sells for \$20, of which the chapter keeps \$4.

We urge you to contact everyone you know who likes to save money and sell them a book. Since many organizations sell these books, it's important that we get the word out first. Let's work together to "fill the till that's nil."

Barberpole Versus Hourglass

Ever get bored while your PC processes data and that little hourglass thingy dribbles sand from the top to the bottom? If you're operating with Windows 98 [or later], there's relief in sight. Would you rather watch an animated, full-color barberpole while the seconds tick by? Here's how you may change your "waiting" icon to a barberpole.

Click on Start>Settings>Control Panel>Mouse. Click on Pointers>Working In Background>Browse. At the top, there will be a space to view various folders. Click the small down arrow at the right of it and choose C:/.

Continued on page 6— see BARBERPOLE

Barbershop Harmony Society Announces Staffing Changes

—Rob Hopkins, President, The Barbershop Harmony Society/SPEBSQSA

Gentlemen:

In June I wrote to say that we must change if we are to grow and flourish in a bright and prosperous future. Several changes have occurred recently to help us on that path, though one of those necessary changes—a reduction in staff—was exceedingly difficult and painful. Nevertheless, with the help of our members, we *will* move ahead and create a brighter future.

At its June 29th meeting, the Society Board reaffirmed the action taken in July 2002 whereby the Board adopted the practice of regularly representing the Society as the “Barbershop Harmony Society” while maintaining the Society’s legal name as SPEBSQSA, Inc. A professional marketing survey of members and prospective members ages 18-54 revealed that both prospective members and our own members preferred “Barbershop Harmony Society” to “Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America.” The Board encourages chapters, effective immediately, to use “*Barbershop Harmony Society*” in all communication and promotions activities.

The Society Board did not adopt a new logo, but one will be prepared for consideration in the near future. The slogan “Keep the Whole World Singing” will be maintained, given that it has the overwhelming support of both members and prospects in the professional marketing research that was conducted.

A recent and very difficult change was necessary to address our chronic budget problems. We have done what we could to reduce costs and maximize assets over the past few years without reducing staff size significantly. It became clear that we could not continue to ignore the facts:

we have been running deficits, and the largest portion of our costs is a result of personnel. The Society Board asked our new CEO, **Don Harris**, to streamline our current operations in order for the Society to regain a solid financial footing. Sadly, we cannot afford as large a staff today as we have had in the past, and a significant reduction in force on July 15 meant that we had to say goodbye to some very dedicated employees. This was an absolute economic necessity. No further layoffs are anticipated at this time.

Our Society staff is dedicated to serving you and meeting your needs. [On page 5] is a new staff organization chart so that you will know whom to contact for assistance. Our CEO Don Harris will soon be hiring staff to fill the few open positions, and those appointments will be announced in *LiveWire* and in *The Harmonizer*.

As part of our plan to help the Society prosper in the future, the Society Board endorsed the marketing plan submitted by Clarke Communication Group as a guide for Society marketing efforts. I invite you to read the plan by going online to http://www.spebsqsa.org/id_062759 and clicking the link to “Strategic Marketing Plan-June 28, 2004.pdf.” As a part of our ongoing marketing effort, the Board has asked the Society Laws and Regulations Committee to prepare, for action at the next Board meeting, amendments to existing Standard Chapter By-laws to make the Marketing and Public Relations Officer a mandatory position in chapters in excess of 25 members and a recommended position in all other chapters. We simply need to stop being “the best-kept secret!”

In addition, I am pleased that **Todd Wilson** will serve as our new staff Director of Marketing. Todd is a 33-year Society member who has won multiple chorus gold medals with the **Vocal Majority** as well as a quartet gold medal with **Acoustix**. He was a Certified Instructor for Marketing and PR for COTS for two years prior to joining the Society Board, on which he served as Planning and Program Development Chair and a member of the Board Management Council. Todd’s success in marketing and barbershop at the highest levels will better position our organization to enjoy increases both in membership and in our exposure to the communities we serve.

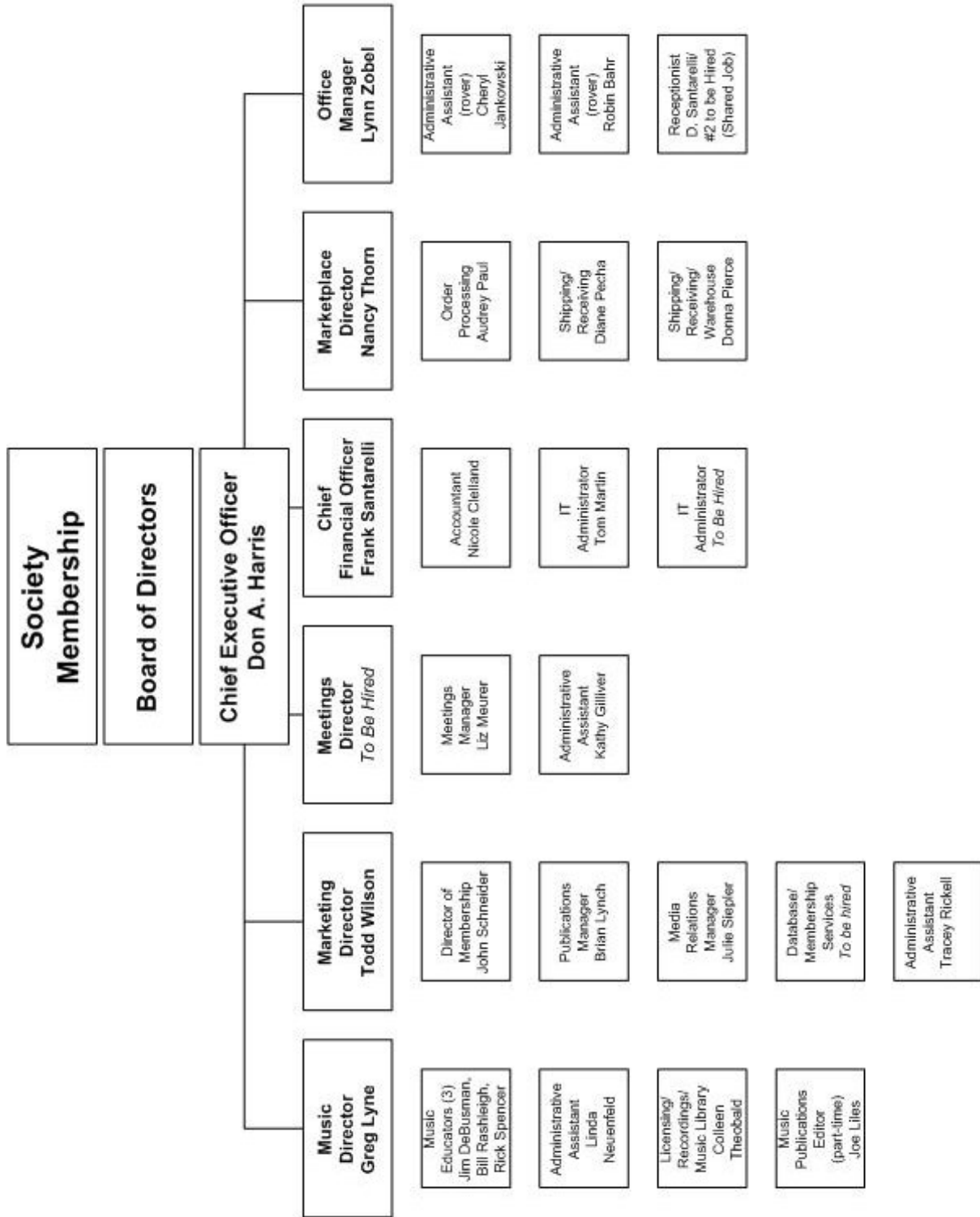
Your Society staff and your Society leadership are committed to helping all our members make their barbershop harmony experience become even more rewarding and enjoyable in the years to come. You can help accomplish that goal by sharing your love of barbershop singing with those you meet, and encouraging other male singers to join a Society that will positively change their lives! Thank you for everything you do to make our Society great and for the encouragement and support you give me and the rest of the Board of Directors and staff. Let’s keep the whole world singing!

Sincerely,
Rob Hopkins
2004 Society President

—from SPEBSQSA
LiveWire,
Julie Siepler, editor

(See page 5 for the new organizational chart for The Barbershop Harmony Society/SPEBSQSA.)

Contribute to ensuring Illinois District’s future? What a great IDEA! IDEA (Illinois District Endowment Assurance) is an investment fund designed to generate additional income for our district. Contributions and donations invested in IDEA will pay dividends and interests that will support the district treasury. Find out more about IDEA and how you can help by visiting the Web page www.harmonize.ws/ill/foundations/idea or contact Jim Graham (217/356-7789).



P. O. Box 741
Evanston, IL 60204

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“The most
wasted of all
days is one
without
laughter.”

—e e cummings

Quartet Activities

Chordmasters strolled and sang at Marshall Field’s State St. store in the Loop for a new product rollout midday Thursday, Aug. 12.

Hospitality will cook up some entertaining harmony at a Skokie Masonic Lodge dinner Friday evening, Sept. 17.

’Liner Notes

- ♪ Welcome back to **Dick Yanow** following corrective shoulder surgery.
- ♪ **Sara Pitluk** is recovering from knee replacement surgery; Marv has been spending much of his time as the faithful caregiver.
- ♪ **Bill Remien** has transferred his membership to Minocqua, Wis. Chapter.

Barberpole

(continued from page 3)

Click on Program Files>Plus!>Themes. Scroll through until you reach “The Golden Era busy” and double-click it.

Make sure you click on APPLY before you exit or you’ll have to start all over. Enjoy your waiting moments!

—from North Coast, Ohio
Chapter *Johnnycake Ridgerunner*,
Stan Wardwell, editor

Chapter Directory Update

Delete:
Jay Elliott
Bill Remien

Change exp. to 3/31/05:
Noble LeHew
Phil Martin

Change exp. to 6/30/05:
George Siegfried
Dick Yanow

(It’s been a while since we’ve recorded renewal updates.)

Good barbershop is just like good coffee—
Stimulating and impossible to sleep after!