

February 2005

HARMONOTES

The monthly newsletter of Kansas City's

Heart of America Chorus



The second-oldest chapter in the
Barbershop Harmony Society

*Drawn by Harmony...
Bound by Friendship...
Striving for Excellence!*

OFF AND FLYING!

by Jim Bagby, Ye Olde Arm-Waver



I'm jumping up and down! Initially, it was to keep from freezing to death. But once all the circulation got to raging, it helped me realize what a great start HOA is off to for 2005.

Consider: one of the most inspirational installation/award dinners we've had in years. A great coaching session the following week with **Kevin Keller**. Singing Valentines

right around the corner. And show preparations, including announcement of the "Love at Home" family chorus...OK, maybe I'm just easily encouraged, but I've thought all along this is gonna' be a great year.

I want to add my congratulations to **Grant Hunget**, a second-generation Barbershopper of the Year—and I can attest, as chairman of the 2004 HOA Awards Committee, a virtual unanimous choice for the award. He does so much for us, musically and administratively.

We don't give the Ozzie Award every year, but do you have any doubt that **Mike Schumacher** is a highly worthy recipient for all the hours he devotes to the music team, and in offering individual instruction early on Tuesday nights? I suspect if you look in the dictionary under "dedication," you'll find Mike's name.

Tony Strub is a relative newcomer, but what an impact he has made. We really had a long list of fellows to choose from who had exemplary attendance—many of them, of course past John Cross Award winners. **Ron McIntire** does a great of keeping up with the figures (especially considering not everyone remembers to sign in each week). But Tony not only joined **Jerry Garrard** and **Tom Forsythe** in nearly perfect attendance, he also is undertaking our chapter grant writing program and working with Marketing Veep **Dick Korek**—as well as always seeming to have a riser under his arm.

The highlight of the evening was Society Historian and veteran HOA member **David Krause** reminding us why Joe Stern was such a significant figure in our chapter and Society—and then presenting the first **Joe Stern** Lifetime Achievement Award to past Chapter, District and two-time Society President **Gil Lefholz**. *Wow!*

Now we've invited our male relatives to join *Power Play* in what could be a chorus of 30 or 40 singing "Love at Home" to start the second half of the show. I've had numerous HOA members tell of plans to get their sons, brothers, sons-in-law, etc. from literally all over the country to be part of this special event. My brother is coming from Chicago, my grandchildren from Arkansas and maybe other relatives from Colorado and Oklahoma.

And no, HOA won't be robbed of this great number. We'll make it our finale/reprise, complete with the key change we don't use the first time around, to cap what I predict will be another memorable show (see the complete tentative lineup elsewhere in this issue).

So jump on board as we make tuning, breaths and embellishments key to great music for HOA in 2005. ♥

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HARMONOTES

... is published by the board of directors of the Kansas City, MO., Chapter of SPEBSQSA, Inc., a non-profit organization. Unless accompanied by a byline, all articles have been written by the Editor and do not necessarily reflect the opinions of the officers and members of the chapter. Space will be made available for opposing points of view.

Heart of America Chorus

The Kansas City, MO. Chapter S.P.E.B.S.Q.S.A., Inc.

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All chapter officers and quartets are expected, and chapter members encouraged, to contribute their ideas on a regular basis.

The editorial staff reserves the right to deny publication of material deemed inappropriate for *Harmonotes* and to edit all submissions for reasons of space and clarity (grammar, phrasing, and spelling).

Permission to reprint articles is granted to barbershop chapters as long as the author and *Harmonotes* are acknowledged.

The utmost care was used in preparation of this newsletter. However, should you notice erroneous copy, please let the Editor know! Comments/submissions may be made to:

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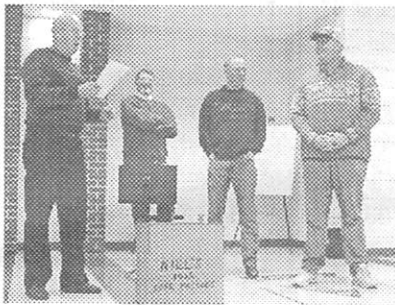
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TO MY HOA FAMILY

by Dr. Neil Johnson

Words still escape me as I try to describe the wonderful feeling I have from our last chapter meeting. I am absolutely humbled and grateful for my surprise send off that night, which I will remember forever. Thank you for reminding me once again how incredible an organization we belong to, and how easy it is for us to show how much we care about each other. That's family; that's HOA.

I'm reminded of a night I was carpooling with **John Stucker** when I first got here, and he said that the best part of being a member of this chapter is the brotherhood; the love for barbershop music simply unites us and gives us something to work for together. He's so right.



I want to convey my most HOA-felt thanks to the gentlemen of HOA for honoring me in the way you did. I especially thank the *Sounds Like Treble* guys for orchestrating such a surprise behind my back (and I thought I was pretty hard

to surprise!), PVP **Jerry Garrard** for capturing the production for posterity, and all the guys who brought going away gifts from the heart. I'm still elated and amazed; I just can't describe it any better than that.

I promise to keep you all up-to-date as much as I can after I leave. Every day I'm gone is another day closer to coming home, at least that's how I look at it. And perhaps the best part of taking this assignment is the fact that I get to return to Ft. Leavenworth for a few years. Those who know me can attest that the #1 reason I chose to come back to the Kansas City area is so I can continue to experience the brotherhood of the *Heart of America Barbershop Chorus* for a few more years.

So again, I thank you all, from the bottom of my heart, for being there for me in a big way. I am so very proud to be a barbershopper in K.C.!

*And if someday we ever meet again, [in about 12 months]
I will smile and stand in line, [the 5th row probably]
Just to sing once more, just one more time
With that HOA Gang of mine... ♥*



Top: SLT and HOA surprise Neil with a sendoff!

At left: *Sounds Like Treble* members Neil Johnson, Rob Varney, Al Fehlauer, and Bill Bay perform a number at the Dec. 21 chapter meeting.

Photos courtesy of Rich Huyck

Heart of America Chorus

TWELVE-TIME Central States District Champion!

CHAPTER QUARTET CHAMPIONS

Rural Route 4 - 1986 International Champion

Don Kahl (tenor), Calvin Yoder (lead),
Jim Bagby (bari), Willard Yoder (bass)

Gentlemen of Note - 2001 International Seniors Medallists

Rod Rule (tenor), Jon Gathright (lead),
Rich Huyck (bari), Monty Duerksen (bass)

HyPower Serenaders - 1948 Central States District Champion

Don McPherson (tenor), Ben Franklin (lead),
Bert Phelps (bari), Dale Warrick (bass)

Gambolliers - 1952 Central States District Champion

John Dooley (tenor), Eddie Schliebs (lead),
Orval Wilson (bari), Jimmy Byrnes (bass)

BMA Gambolliers - 1957 Central States District Champion

Barney Wasson (tenor), Eddie Schliebs (lead),
Orval Wilson (bari), Harold Robinette (bass)

The Kippers - 1962 Central States District Champion

*Ken Gabler (tenor), *Tom Taylor (lead),
John Goldsberry (bari), Don Page (bass)

The Four Kippers - 1966 Central States District Champion

*Ken Gabler (tenor), *Byron Meyers (lead),
John Goldsberry (bari), Gil Lefholz (bass)

The Morning Times - 1974 Central States District Champion

Dave Snook (tenor), Roger O'Dell (lead),
Steve Leone (bari), Stan Grossman (bass)

Corner Quartet - 1981 Central States District Champion

Don Kahl (tenor), Lance Heilmann, (lead)
Steve Leone (bari), Stan Grossman (bass)

Harmony Spectrum - 1982 Central States District Champion

Gene Bowers (tenor), David Krause (lead),
Jim Bagby (bari), Willard Yoder (bass)

Special Touch - 1984 Central States District Champion

*Rick Kready (tenor), David Krause (lead),
*Bud Clark (bari), Matt Moore (bass)

KC Connection - 1986 Central States District Champion

Rod Rule (tenor), Wayne Lankenau (lead),
Rich Huyck (bari), Larry Wilson (bass)

12th Street Rag - 1994 Central States District Champion

*Rick Kready (tenor), Mark Fortino (lead),
John Fortino (bari), Keith Schweer (bass)

OTHER CHAPTER QUARTETS

12th Street Rag - 2000 International Semi-Finalists

*Micah Jeppesen (tenor), Mark Fortino (lead),
John Fortino (bari), *Barry Moore (bass)

Crosstown Four

Dale Neuman (tenor), Gordon Coleman (lead),
Ron Abel (bari), Val Putzier (bass)

Grandstand

Rob Mathieu (tenor), David Krause (lead),
*Jeff Veteto (bari), *Adam Veteto (bass)

Mother's Guys

Rob Mathieu (tenor), and Mike Mathieu (lead)
Rick Mathieu (bari), Joe Mathieu (bass)

New and Used Parts

Jerry Garrard (tenor), Mike Neff (lead),
Grant Hunget (bari), Keith Schweer (bass)

Rewind!

Marlin Weidler (tenor), Thom Tisdall (lead),
Dick Irwin (bari), *J.B. Witham (bass)

Sound Alibi

Tom Elfson (tenor), Jerry Garrard (lead),
Shawn Jeffries (bari), Darrell McCune (bass)

Sounds Like Treble

Niel Johnson (tenor), Rob Varney (lead),
Al Fehlauer (bari) and *Bill Bay (bass)

SureFire!

Carter Combs (tenor), Mike Neff (lead),
Grant Hunget (bari), Don Young (bass)

The Buzz

Mike Troyer (tenor) Jason Eggers (lead),
Kalin Tapp (bari) and Mike Louque (bass)

Tone-Henge

Bruce Wenner (tenor), Dan Henry (lead),
Jim Bagby (bari), Keith Schweer (bass)

*Member of other chapters

2005 ANNUAL SHOW SHOULD PROVE TO BE ONE TO REMEMBER!

by Grant Hunget, 2005 Show Chairman

Our theme is "Love at Home," and all HOA Members and male singers from their families have been invited to perform in the "HOA Family Chorus." They will all join *Power Play* (2003 INTL CHAMP) on a great arrangement of "When There's Love at Home," one of the touching numbers they won with in Montreal. See more info on page 7!



This Show will be a great opportunity for the Chorus to perform our Salt Lake City Contest Set—*Tie Me to Your Apron Strings Again*, and *Look Me Up When You're in Dixie*. We'll hear some new stuff from our own 11th Place International Finalist, *12th Street Rag*, and we will hear from 5 of our current Chapter Quartets: *Rewind!*, *Command Performance*, *Tone-Henge*, *Sound Alibi*, and *Sounds Like Treble*.

The Jr. and Sr. High Champ Quartets from Harmony Explosion will once again appear & they're always a hit. Oh, come out early to take in the great sounds of **Marvin Faulwell** on the Grand Organ at Music Hall!

Tickets are once again \$20-\$15-\$10, and valid groups of 15 or more can receive a discount. To order tickets, call **Vince Perry** at 816-478-4165, or purchase online at www.hoachorus.com.

Next time you see the following men, tell them how much you appreciate their hard work. Heck, go out of your way and CALL them! They are (your) Show Committee & they make everything happens related to (your) Show: **John Warrior** - Stage, **Vince Perry** - Tickets/House, **Dick Korek** - Marketing, **Mike Mathieu** - Hotel & Afterglow arrangements, **Al Higgins** - Harmony Explosion & Groups, **Mike Schumacher** (with wife **Linda** & **Jeffi Combs**) - Buses & Ushers, **Dick Irwin** - first time Afterglow Coordinator, and your Directors - **Mike Neff**, **Carter Combs**, and **Jim Bagby**. Thanks, guys, for all the effort & hours!!

Move those tickets, guys. Advertising is great for us, but it's really up to EACH of us if we want to fill up the house! ♥

March 26, 2006
Annual Show Headliner:
GOTCHA! 2004 INTL Champs!

PRICE CHOPPER: 35 WOULD BE "JUST RIGHT"

by Dale Neuman, Membership Development VP
Central States District, SPEBSQSA

I was notified that we did not have the required number (35) of registered users of the Price Chopper Shopper Card to continue to receive the 1% of purchase amounts as a donation to HOA. However, as soon as we DO receive the correct amount of registered shoppers, we can start receiving funds again. Typically, these could be \$50 to \$60 per month or more if last year was any guide.

One way to make this happen is to get friends, neighbors and other members of your family in the metro area to also designate HOA (#512332) as the local charity that they want to get credit for their purchases. You do NOT need to be a member of HOA to have your Price Chopper Shopper Card registered as linked to our account number. You may however only designate one charity to receive those credits. It can be done using the forms that are available on Tuesday night; it can be done on line. It can be done!!!! The \$600 or more that we can earn this way helps all of us as we move forward toward our Chapter goals.



So, you can do it on line at www.mypricechopper.com or you can print out a form from that site and fill out and

send it to: P.O. Box 26766, Overland Park KS 66225. If you do not have a Price Chopper Shopper Card, you can get one at the customer service counter of any of their stores. Again, our group number is #512332 and you will have to enter it on your form along with your number. Then, when you shop and they run your card through the computer, your number gets associated with our number and we get the 1% credit. Let's see if we can get back in the game on this! ♥

ARE YOU READY TO SING 100?

by Stew Grosser, Membership Vice-President

I'm not talking *Per Cent*. We already do that! Of course I mean 100 plus voices singing on the risers. So move over and let's get more brothers-in-song then check out the differences. We sang 82 at International and about the same at Omaha in October and did great. So add 18 more and when we get there, why stop? Keep the voices coming! The question is will we make it happen? That is why every rehearsal is Guest Night. That is the reason we have to offer guests what it takes to want to become active members. Lets start with personal fellowship, great 4 part singing, and being proud to perform and compete in front of family and friends. We can offer all of that! Our sister chorus the Sweet Adelines of KC sing over 130 with more in the wings.

Our Goal this year is GROWTH (as it should be) both in number and internally. The improvements we have made with our singing and showmanship within the last few years is an example of internal growth. Internal growth is about you and me, and making us more satisfied and productive members. I do have ideas and plans for our growth and welcome your constructive suggestions at anytime. One person alone cannot accomplish growth. Your help is needed! Remember the March 29th guest night. Our theme is "Welcome In and Bring a Friend".

By the way, bring a guest next rehearsal. BRINGING A NEW MEMBER IN IS THE GREATEST LEGACY YOU CAN LEAVE TO BARBERSHOPPING. ♥



12TH STREET RAG AT THE REXBURG, IDAHO BARBERSHOP YOUTH FESTIVAL

by Mark A. Fortino

We have experienced A LOT of things over the many years as a quartet, but I dare say that nothing could compare to this past weekend.

Let me start off by saying our hats go off to **Phil Ricks** of the *Carousel Chorus* in Rexburg, Idaho. The youth camp that he and his chorus have put together is one of the most incredible programs we've ever seen.

Our week started off with a show on Thursday night at the Rexburg Tabernacle Civic Center. This show was the pinnacle of the High School Barbershop Festival that began several days prior to our arrival. Barbershop Harmony staff liaison for the *Young Men In Harmony* Committee, **Rick Spencer**, along with **Tomi McEvoy** and **Bette Gorton**, baritone and tenor respectively of the 2001 Sweet Adeline's International Quartet Champions a cappella Gold, led over 500 kids in what was one of the most brilliant High School performances we have ever witnessed. The real kicker for us was stepping out on that stage in front of those 500 screaming/cheering kids, AND THEIR PARENTS!!!! We felt like the *Back Street Boys*. . .WOW! LOUD! DEAFENING! UNBELIEVABLE!!!!

Oh, but wait. . .that was just the start of this three day experience. On Friday Phil Ricks took us to BYU-Idaho's campus where we sang for several hundred University kids and listened to them prepare for the shows that were to follow. We assisted Rick, Tomi, and Bette in adjudicating seven college quartets to determine who would get to sing on the two shows that evening, and on the Saturday night show. These young quartets were extraordinary and I dare say that several could easily have been in the TOP 10 in many of our district competitions. We later found out that most of them had only had the music for 4 days!

The most impressive aspect of this weekend was that these young men and women sang BARBERSHOP! We heard songs like, *Sweet Miss Georgia Brown*, *If You Had All The World And It's Gold*, and yes, even FROG KISSIN! 12th Street Rag sang songs like *There's a Tree In The Meadow* and *Yes Sir That's My Baby*, and the kids went nuts! How does that happen???? It happens because people like Phil Ricks devote countless hours of time year after year putting these programs together. 12th Street Rag was named the Central States District Barbershopper of the Year in 2003 for the work we had done with the youth. Truth be known. . .we just show up and sing! The real BOTY's are the Phil Ricks behind these festivals! All we can say is. . .FANTASTIC!

But wait, our fun with the youth this year is just beginning. **Al Higgins** has once again set up an incredible tour of schools a week from this Friday including, Pioneer Trail Jr. High in Olathe, Bishop Miede High School, Pembroke Hill, and Raytown South High School. Before the end of the day Al estimates we will have sung for 900 to 1,000 kids.

This September we will be going to the Far Western District Youth Harmony Camp at the Sly Park Educational Center in Pollock Pines, California which is about halfway between Sacramento and Tahoe in a forest setting up about 3,000 feet. This youth work is tuff stuff, but somebody has to do it!

Needless to say, we are a very busy quartet right now, but we are having the time of our lives! ♥



MUSICAL NOTES

by Keith Schweer, Music Vice President



By the time you read this, we will have had a coaching session with **Kevin Keller**, music judge and pitch retention guru. We hope to use Kevin in 2005 to address all aspects of the Music category, with special emphasis on singing in tune. We have

not paid a whole lot of attention to this category in the past, but we are going to remedy that. Yes, we will continue to put emphasis on Singing and Presentation, so you will see **Dwain Brobst** and **Bill Biffle** (and maybe some others) again this year. It takes a high level of skill and execution in all 3 categories to improve our overall performance. We're also going to be doing more of the individual and small group vocal coaching that we started last year. Our section leaders did the coaching and we got a lot of positive feedback from the guys who were coached in 2004, so we're going to continue it in 2005. We want to make this coming year one of continued learning and improvement. ♥

HOA ANNUAL SPRING SHOW TICKETS!



Our Headliner this year will be **POWER PLAY**, 2003 International Quartet Champions.

Performances will take place at the Music Hall. Tickets run \$20 / \$15 / \$10.

Order tickets by phone at 816-478-4165, or online at:

http://www.hoachorus.com/annual_show.htm

Stay tuned for Afterglow information!

FROM THE PRESIDENT

by Marty Oldehoeft



The beginning of a year is always a good time to look for the things that will make the rest of the year worth remembering. The board suggested we involve the entire chorus in this process. That's not to say ideas from the chorus aren't welcome at any time, but this will give you an opportunity and a format that might make the process easier. We welcome your comments and ideas that will help our chorus move forward and grow. Please write

these comments and ideas down and give them to time, **Martin Oldehoeft** or e-mail me at martinoly2@att.net. Looking forward to another exciting year and thanks in advance for your input. ♥

SINGING VALENTINES 2005!

by Rich Huyck,
2005 Singing Valentines Coordinator



Well, we are now in high gear preparing for another successful Singing Valentines campaign!

John Landry has been working with *Russell Stover* to provide the candy again this year. **Jon Gathright** is working on getting quartets organized for the big day on Monday Feb. 14. **Vince Perry** and **Ron McIntire** have been tuning up the order processing system for the web and for the telephone answering service. **Al Higgins** has volunteered for headquarters duty and is prospecting for hotel overnights to be awarded at the drawing after the campaign is over. **Dick Korek** and **Monty Duerksen** are working on the plans for promotion on radio, tv, and other media. **Gordy Coleman** is at the ready with the credit card processing. The *Heartbeats* are volunteering for headquarters help. The headquarter hotel is again the Courtyard at 105th and Holmes, the same as last year. The *Kansas City Sweet Adelines* are also gearing up to provide quartets for this great project! I look for this to be a very fun and rewarding experience for all who are involved.

Tune in next month for the results! ♥

PLEASE WELCOME THE NEWEST HOA QUARTET: **COMMAND PERFORMANCE!**

by Rich Huyck

It was only a matter of time that **Jon, Monty, and Rich** would organize another quartet! We are extremely happy and proud to announce that we have successfully conned...er...recruited one of the most talented tenors and musicians in the HOA Chorus: **Carter Combs**. Carter didn't know it at the time, but he thought he was just filling in for a gig that we had committed to several months ago. It was actually a 7 performance audition and apparently the three of us passed! We have begun working on some new repertoire (not off the spots yet, but soon) and have also purchased a uniform item of clothing to get started (once we acquire the other pieces we will be able to appear in public). We will debut for the Kansas City audience on March 19 on the HOA Annual Show. We should have one new song learned by then. ♥



WHOOOPS!

Editorial apologies go out to *Harmonotes* readers for errors that were made to **Ron Abel's** long list of accomplishments!

Our last issue stated that Ron was the only HOA member in chapter history to receive all 3 of following awards: HOA BOTY-1975, Oz Newgard Award-1992, John Cross Award-2000. In addition, Ron was HOA Pres. in 1974, CSD BOTY in 1979, CSD Pres. in 1982-1983, and served on the Int'l. Board in 1985-1986.

Ron is certainly not the only chapter member who have held these positions in the past. The way it was written may have made it sound otherwise! Thanks for the heads up, Ron! ♥

ALL HOA CHORUS MEMBERS!

by Jim Bagby, HOA Chorus Director

Please invite all male singers in your family to participate in the "2005 HOA Family Chorus" on our annual show, March 19th at the Music Hall.

We will sing "When There's Love at Home" with *Power Play* at a yet-to-be-determined time in the show—probably early in the second half. The idea is for *Power Play* to sing the intro in the spotlight, then the lights come up to reveal the family groupings around the quartet. At the line "All our loved ones drawing nigh...etc." each family will raise their hands, one group at a time, so the audience can see who belongs together. This version will NOT include the new key change.

The finale, after all the groups return to the stage—including the families—will be a reprise of "Love at Home," starting at "All our loved ones..." and INCLUDE the key change.

Minimum age: 8 (we might make exceptions if you have a younger person you KNOW can carry his part, and be disciplined on and off stage). This is an ideal time to invite the relative who says he's too busy to join the chapter, but would learn one song—father, grandfather, son, brother-in-law, grandson, cousin.

If your granddaughter feels neglected, tell her we'll do another children's chorus soon.

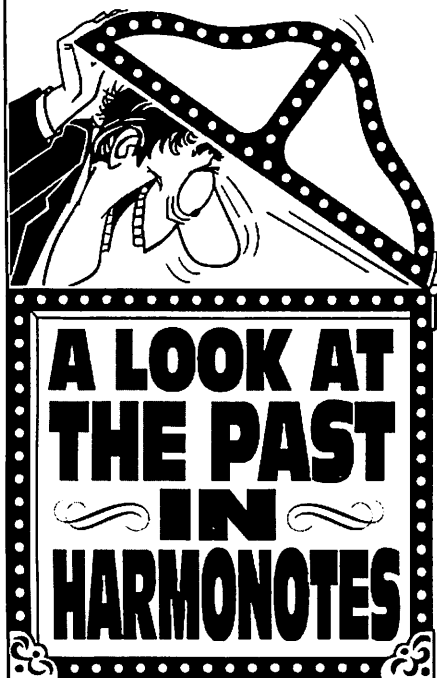
All who join us will be provided a part-predominant learning CD and the music; or they can simply download it from HOA website: www.hoachorus.com. Click on Member's Page, click the chorus picture, enter password "attitude," then scroll down to "When There's Love at Home."

The song must be memorized, and all singers will be asked to attend the final extra Thursday HOA meeting, Thursday, March 10. We will REHEARSE (not learn) it that night. If the singer is from out of town & cannot make it March 10, he must submit a zero-error tape of himself singing the song to his relative HOA member, for relay to the music team, by March 10. No exceptions.

Learning CD's will be available at the Jan. 25 HOA meeting for you to pick up and distribute to your family member(s). Attire will be decided once we determine how many participants we have, but no one will be required to buy a special outfit. The family chorus will appear on both the matinee and night shows. Free balcony tickets will be provided for the family members, if they wish to watch the first half of the show from the audience. Of course, they also are welcome to buy a seat with their family for the first half if they prefer.

In order to plan for headcount, we must have your reply ASAP, and NO LATER THAN JAN. 23... You may reply here, or sign up at the next HOA meeting. Please provide the following information: Singer's name, relationship, age and Voice part

Thanks & let's have some fun with this! ♥



By Wade Dexter,
Editor Emeritus
wadeliberty@aol.com

TEN YEARS AGO: FEBRUARY, 1995:

The recipient of the 1994 "Barber shopper of the Year" award was (who else?) **Monty Duerksen**. One of his major accomplishments during the year was the organization and execution of the first of a long line of fantastically successful "Singing Valentines" fund-raising campaigns. As a result of Monty's efforts, the concept

later caught fire throughout the Society, and practically every chapter now includes it as an important source of revenue each year. And there is evidence in this issue of *Harmonotes* that although Monty had been deeply involved in the planning phase of the 1995 "Singing Valentines" campaign for HOA, Monty would not be able to participate personally in the 1995 event, scheduled for Feb. 10-14. As Monty described it, "Through the acquisition by my employer of another corporation, some changes have been made in my plans. I will be in Chicago on Feb. 8 through Feb. 15 for cross training in the sale of vaccines and antibiotics." But Monty assures us that the team of **Dale Neuman, Mike Mathieu, Al Higgins,** and **Gordon Coleman** would guide the program "to the greatest success ever."

In a very nice letter to HOA President **Dale Neuman, Quentin Gates**, special events chairman for the 1995 CSD spring convention, to be hosted by the Overland Park chapter, extends an invitation to the *Heart of America Chorus* to perform on the Saturday Night Spectacular during the convention. Quentin revealed that our own **Lud Einess** had agreed to serve as liaison between the two chapters for the participation of our members in other aspects of the convention.

The Merry Mugs Reincarnated didn't win any awards during the 1994 "Bush league" quartet contest back in November, but there's a photograph of the foursome in this issue, and the caption states that they "brought down the house with their usual brand of zany entertainment." Members were **Gene Bowers** (tenor), **Steve Leone** (lead), **Dan**

Henry Bowser (baritone), and the late **Bob Gall** (bass).

HOA members were shocked by the news of the death of **Merlin Barcus** following a short illness. Merlin had let his membership lapse some time earlier, but he continued to indulge his love of barbershop harmony by showing up now and then at chapter meetings and other chapter events. He was a charter member of the *Sunshine Singers*, a daytime chorus.

TWENTY YEARS AGO: FEBRUARY, 1985

This issue of *Harmonotes* contains a copy of a letter sent by **Ron Abel**, general chairman, of the committee planning the CSD "Logopedics Extravaganza" being scheduled for Nov. 2. The site would be the RLDS Auditorium in Independence; and barbershoppers from throughout the Central States district as well as the entire Midwest were expected to be in attendance to sing with the largest mass chorus in the country. Recently retired **Dr. Bob Johnson**, longtime Society director of music services in Kenosha would lend his presence as guest conductor. And one of the guest quartets would be the *Dapper Daps* from Disney World.

Dave Marti, who was hard at work making chapter hotel reservations for our trip to Minneapolis for the approaching international chorus contest, announced that our rooms would be at the AMFAC Hotel (**Joyce** and I stayed with friends in Salt Lake City), which Dave described as "very nice, very new, and very expensive." The room rate for a single occupant was only \$68 a day. Wonder what they're charging now for the same room. We'll find out soon, won't we?

FORTY YEARS AGO: FEBRUARY, 1965

Most of us are aware that it's tough trying to fill the seats in the balcony at the Music Hall for our annual show each year. Apparently this was true away back in the 1960s (although I can recall once trying to get tickets at the last minute for some friends in Lawrence and being told that the house was sold out!). For the 1965 show, **Jim Rigg**, who used to sing the bass for the *Kippers* (pre-**Gil Lefholz**), was in charge of the sales campaign for the \$1.50 seats in the nosebleed section. According to an item by Editor **Warren Edmonds**, Jim generously offered to let the winner of his balcony sales contest sing the bass with the *Kippers* at the regional (that's what they called the district back then) contest at Cheyenne, Wyoming, then in the CSD. Said Jim, "Fellows, you can't go wrong for \$1.50. The best seats in the house are available just for the buying. And look what you might win—an expense-paid trip to Cheyenne and an opportunity to sing with that famous quartet, the *Four Kippers*, on the contest even—with judges and everything. Let's see who can sell the most, be the lucky one." Wonder what Jim did if the winner turned out to be a tenor! Maybe Gil knows. Or **John Goldsberry**, the baritone. Or **Ken Gabler**, the tenor, up in St. Joe. With luck, we might even be able to find Jim Rigg. ♥

THE EMBASSY SUITES HOTEL IS HOA'S SALT LAKE CITY HOME

by Vince Perry, Chorus Manager



Just received word that HOA will be staying in the Embassy Suites Hotel (pictured below). It is located in Downtown Salt Lake City and is 3 blocks for the Headquarters hotel. This hotel has 241 rooms...all suites!! We are very fortunate to have secured this hotel considering the high number we had in the selection draw. The Embassy Suites is a perfect fit for HOA since we will be the only chorus in the hotel. Scheduling rehearsal times should be a lot easier this year

since we are not competing with 3 other choruses for rehearsal space.

Rehearsal times have not been established and will not be available until the dust settles upon a final International Events Schedule. Some critical issues at the Int'l level are still being tossed around. Hopefully when the Mid-Winter Convention in Jacksonville is over, we will get a set-in-stone schedule of events. After that we will be able to schedule our rehearsals. Still, you can count on rehearsals sometime on Thursday (probably AM), Friday (probably AM) and Saturday (AM for sure).

Last year there was no time for a Central States District Pep Rally. With the addition of the Preliminary Chorus Contest on Thursday this year, having a District wide pep rally may be even more challenging.

The next function that must be performed by all is to complete a detailed room reservation, including check-in, check-out dates, room type, occupant's names and credit card info. This needs to be completed by Feb. 22 so that your HOA is Salt Lake City Bound Committee will have time to put all the information together and still meet the Int'l Housing deadline.

For your convenience I will have the HOA Housing Reservation Form online; check the Member's section for access. I will also have a few hard copies that you may complete and return. Understand, everyone needs to complete this task.

As always, if you are not sure if your spouse will be accompanying you, it is better to make a reservation for her in a double-double room so you will have a room to cancel or share with a roommate. Rooms will be hard to get when The Society starts taking room reservations Society wide in a few weeks so it's best to hold on to as many rooms as we can for as long as we can.

The headquarters hotel is called The Grand America; it is huge with almost 800 rooms. Decked out in white marble, it is an impressive landmark in downtown Salt Lake City. For those of you that made the HOA trip to SLC in 1980, you will remember that we stayed in The Little America Hotel. The Grand America is just across the street from there.

The contest venue is the most unique feature of this convention. It is in the LDS Conference Center which features the largest theatre type seating auditorium in the world. It has 21,000 theatre style seats arranged around a central stage. Behind the stage is the 360 seat choir loft for the Mormon Tabernacle Choir. What till Sunday morning and you will see and hear the biggest choir of gold in history. Plan on Sunday AM and 600 voices!

Getting around downtown (including getting to and from the contest site) is a cinch! Simply climb aboard the UTA TRAX (a light rail) that runs the length of downtown and is TOLL-FREE! (Remember Calgary?)

For more information about HOA & SLC, please visit our Salt Lake City Web page, accessible through our member's only web page.

Finally, I would like thank all the people that have helped me this past year in my duties as your chorus manager, annual show ticket chairman, and web page guy. In addition I

would like to thank the multitudes of HOAers for their prayers and support during my recent bypass surgery. I received bunches of emails, cards and calls of support! You are the greatest!

Drawn by Harmony; Bound by Friendship; Striving for Excellence... let's make 2005 the best ever for HOA. ♥



THE IRRESISTIBLE, SINGABLE, STICK-IN-YOUR-MINDABLE JINGLE IS DEAD

With more and more pop songs selling products, the world of advertising is being turned upside down.

by Joan Anderman, Boston Globe Staff, reprinted courtesy of the *Boston Globe*

In 1929, a barbershop quartet in Minneapolis sang a song about breakfast cereal on the radio. So began the long, lucrative, endearing, and excruciating heyday of the jingle, when cheerful tunes about things for sale permanently lodged themselves in people's brains. Humming consumers would then go out and buy Rice-A-Roni, the San Francisco treat, or double their pleasure with Doublemint gum, or be a Pepper.

But the jingle, as anyone with a television knows, is a vanishing art form. It is too quaint, too corny, too oldschool for our ironic times. Naming your product in a commercial for your product is just tacky, say advertising executives. Modern pitchmen prefer pop songs that create a mood or spark an emotional association or conjure up some sort of vague but potent lifestyle-oriented craving that, if all goes as planned, attaches to a product and translates to a sale.

Which leaves the jingle writers scrambling to adapt to a world that has suddenly turned its back on their wares. How suddenly? Ten years ago **Eric Korte**, vice president and music director at the ad agency Saatchi & Saatchi, was commissioning original music for 90 percent of the company's campaigns. This year, more than half of his workload involves licensing published songs, and the trend is only gaining momentum.

"The jingle," Korte says, "is dead."

Of course there are exceptions. The Oscar Mayer wiener theme has been in constant rotation since 1963, and good money says everyone reading this newspaper can sing it start to finish. And jingles are still vital in local and regional markets. Notes **Jon Aldrich**, who teaches what he believes is the world's only jingle writing course at Berklee College of Music and pens jingles for K-B toys, Filene's, and Jordan's Furniture: "Everyone knows about Coca-Cola and McDonald's. They don't need ditties about their stuff. But Joe's Pizza Place needs to tell people where they are."

In New York and LA, however, music houses—the companies that for decades have supplied the advertising industry with original music to accompany their national television and radio commercials—are closing their doors in droves. **Phil Ashley**, cofounder of New York-based Rocket Music, folded his company in 2002. After creating jingles for Pepsi, Pizza Hut, Visa, Federal Express, KFC, and Gillette, Ashley says his decision was a simple matter of confronting reality. Demand for custom music was dwindling. Fees were plummeting. During his last few years in business, instead of composing original tunes, Ashley was rearranging "Route 66" for **Johnny Rotten** to sing in a Mountain Dew spot. Or not getting called at all.

"It's a cultural change. It's history moving on," says Ashley. "We're competing against a much larger pot of sources, and it just doesn't make sense to bang our heads against the wall. I know some people in my field are waiting for a better day. But I don't think it's likely to come."

For the shrinking circle of diehards, the business model has become downright Darwinian—less a question of who's writing the stickiest song and more about who's able to adapt to the changing environment. **Joey Levine** is a former bubblegum-pop songwriter ("Sugar Sugar" and "Mony Mony" are his confections) who founded Crushing Music, the field's biggest commercial music house, in the late 1970s. Levine's first jingle was an inescapable Wheaties spot

("Too bad you didn't have your . . .") and over the next two decades he created indelible themes for the Peter Paul candy company ("Sometimes you feel like a nut"), Toyota ("You asked for it, you got it" and "Oh, what a feeling"), Budweiser ("This Bud's for you"), and Diet Coke ("Just for the taste of it").

Like Ashley, Levine found himself pouring more and more time into writing new arrangements for cover songs: Mike and the Mechanics' "All I Need Is a Miracle" for Verizon, for example, and the "Get Smart" theme for American Express. He realized he'd have to branch out even further and totally revamp the services he offered if he wanted to stay in business. So Levine accepted work penning themes and underscores for television programs.

"I'm a songwriter by trade, and I miss writing songs," Levine says. "Change is tough, but necessary, so you don't become obsolete. My business is significantly smaller. It's hard to survive. The record labels are music houses now."

The use of pop songs in advertising isn't new. What's changed is the willingness—or more accurately, the eagerness—of labels and artists to allow their material to be licensed for commercial purposes. Case in point: In the 1980s, **Sting** refused to allow the lyrics to the *Police* song "Don't Stand So Close to Me" to be used in a deodorant ad. In 2000, a major Jaguar campaign featured the rock star meditating in the back seat of an S-Type to the tune of his song "Desert Rose." That track had been released a year earlier on the album "Brand New Day," a sluggish seller that rocketed up the charts on the heels of the ad campaign.

Today, the stigma (of a musician being perceived as a sellout) and the once steep price tag attached to this collision of art and commerce have been vastly diminished—fueled in large part by years of mounting losses in the recording industry.

"Once upon a time [selling a song to an advertiser] was a pact with the devil," says **Gregory Grene**, music producer at Foote Cone & Belding, whose clients include Hilton, Kraft, Taco Bell, and Diet Coke. "Now totally legitimate artists are thrilled to perform mini-concerts for ad people. The whole paradigm has shifted. The labels have no money to promote music. They're the driving force behind this."

Indeed. Desperate for alternative promotional and revenue sources, the major record labels have quietly established marketing units that exist exclusively to reach out to potential advertising partners. **Keith D'Arcy** was hired by Sony/BMG in April to pitch recordings from the company's catalog and respond to the needs of ad agencies searching for music. He's one of 33 employees at Sony/BMG who work with advertisers.

"We're creative experts that are on call to the ad community," says D'Arcy. "Eric Korte [at Saatchi] can call me with a concept and within three hours I'll have a compilation of songs to upload for him. It used to be that only big songs got licensed, but now even the major labels are paying attention to the opportunity that's created by having a new band in a cool ad."

And yet, D'Arcy concedes, one of the key things that's been sacrificed in the glut of pop music licensing is the most basic of advertising goals: product branding. Familiar songs may evoke an emotional response—targeting baby boomers with classic rock tunes has been especially popular in recent years, with *Led Zeppelin's* "Rock 'n' Roll" (continued on page 11) ♦

(continued from page 10)

careening through Cadillac commercials and the *Rolling Stones* singing "Start Me Up" for Microsoft. But there's rarely an explicit association between the song and the product being pitched, and that can cut both ways.

On the one hand, companies are increasingly looking at unorthodox ways of reaching a generation of young, sophisticated consumers who are turned off by traditional advertising—which accounts for the recent collaboration between mainstream retailer Kmart and the cutting-edge Danish garage rock band the *Raveonettes*.

"You're trying to create a club for people who don't want to join clubs," says **Ron Lawner**, CEO of Boston-based Arnold Advertising, whose 1999 VW campaign using British singer-songwriter **Nick Drake's** "Pink Moon" sparked a huge surge in the late artist's album sales. "We've moved on to messaging that includes more of your life than just the product."

But the connection—like so many aspects of modern life—is ephemeral. D'Arcy notes that advertisers are licensing songs for shorter and shorter periods of time, sometimes just a few weeks, and considering the speed at which modern culture moves and changes, the ad world's constantly shifting landscape of rock tunes makes a certain sense. One has to wonder if product loyalty is headed in the same direction: destined to become as fleeting as the shelf life of a pop song.

The bottom line is we're in a hurry. It takes much longer for a company to build equity—adspeak for audience familiarity—with an original jingle than a pop tune, which comes with an immediately captive audience. And in practical terms it takes much longer to write and produce an original piece of music—which is roughly the equivalent of a horse and buggy in these days of instantly downloadable digital music files.

The future of the jingle looks bleak, but Levine isn't giving up. He's downsized Crushing Music from 10 staff writers to a revolving stable of freelancers who can crank out musical moods on demand, from abstract sound designs—a few beats on a synth pad, a chorus of whooshes—to faux Bowie. He's radically reduced his once-labyrinthine network of studios. And in what is perhaps the most telling nod to the jingle writer's decline, after nearly 30 years in business Levine is changing his company's name.

"Certain people have certain perceptions. If I put this under a new banner, and show you new people, some young lions, you never know," Levine says. "I might get hotter." ♥

HAPPY BIRTHDAY

to the following chapter members!

Doug Brott	February 2
Myron Hultgren	February 8
Charlie Greene	February 12
Jim Bagby	February 14
Sal Iannazzo	February 18
John Fortino	February 18
Brian Seydlitz	February 18
Jim Porter	February 20
Lud Einess Jr	February 24
Jonathan Gathright	February 27

STAYING HEALTHY IS SO IMPORTANT!

Tips to help your singing voice stay healthy

taken from the Barbershop Harmony Society's
On the QT newsletter

As a singer, we must do everything we can to stay healthy.

We can start by getting plenty of rest. If you are tired and overworked, the muscles in your throat will not work at the highest efficiency. You should also maintain proper diet and exercise. Singing, believe it or not, is an athletic event. We should always be in good physical shape when we sing.

Try to keep your body free from excess stress and tension. Do some stretching exercises; take warm showers; and get a massage once in a while, it will make a difference.

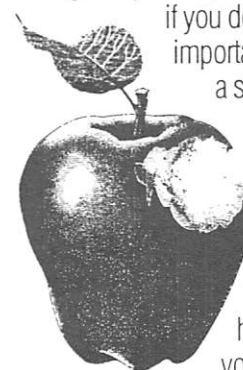
Another thing to remember, as the winter is now upon us, is to stay warm. Keep your chest, throat, and mouth well covered when you are outside in the cold air. The wind chill alone can make it difficult to keep our vocal instrument from being able to function at its optimal level of quality.

Another thing to remember is to humidify your environment. Keep your home well humidified especially in the winter.

Margaretta Taylor, MA, CCC-SLP Speech-Language Pathologist states; "we should avoid screaming, yelling or talking over background noises. These behaviors result in increased stress on the vocal muscles and may cause swelling, polyps or loss of voice."

Another habit some of us have is clearing our throat too many times. This can lead to some serious problems, so avoid this issue by swallowing and drinking plenty of water. Drinking six to eight glasses of water a day is very important to your vocal health. Decreased hydration may promote thick mucus to collect in your throat and cause you to clear your throat more often.

And finally, make certain you take some "voice breaks" throughout your day. As singers, try not to use your voice if you don't have to. This is especially important after a long week of preparing for a show or doing a weekend school or workshop.



If you do have a vocal problem that persists over a week or two, contact your doctor for an examination.

Doing the smart things to stay healthy will make a big difference in your satisfaction as a singer. ♥ 11



Society for the Preservation and Encouragement
of Barbershop Quartet Singing in America
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FEBRUARY-MARCH CALENDAR



Heart of America

