



BARBERSHOP HARMONY SOCIETY

All the News that's Phit to Print from
The Polk-Burnett County Chapter

The Smoke Signal



Chapter sings Monday nights, 7:30 pm in the lower level of the Polk County Government Center at the NE corner of "I" and "46" — www.indianheadchorus.com

Editor: Ken Mettler, Kbmett@hotmail.com, 125 N. Blanding Woods Rd., St. Croix Falls, WI 540245

Barbershop Harmony Society, 110 7th Avenue N., Nashville, TN 37203-3704 www.barbershop.org

Land-O-Lakes District - LOL home page: www.loldistrict.org

1,000 Lakes Division –Probe Member

This magazine is winner of 4th place in the Electronic International Bulletin Contest.

Volume 53, Number 2, February, 2010

Check out these Upcoming Events for barbershopping!

February 12 – Singing Valentines delivery day (*page 2 is the poster*)

March 5 – Quartet clinic with Sweet Adoline Champs: The BUZZ

March 6 – The Vallee de Croix Chorus show with GNU and the BUZZ

March 21 – Riverbend Assisted Living concert at 2:30 PM in Amery

April 30-May 2 – 10,000 Lakes Division Contest in Mankato, MN

June 17-20 – Youth In Harmony Camp in LaCrosse, WI

June 23 – Centennial Celebration in Milltown, WI at 6 PM

August 10 – Music in the Park at Luck, WI

October 9 – Harvest of Harmony at Unity School
with "Four Man Fishin' Tackle Choir"

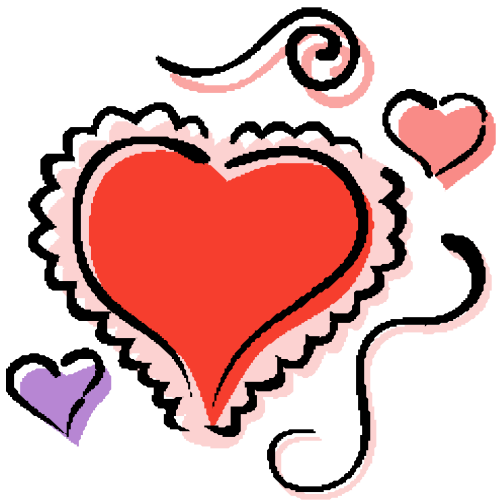
We Called to Wish You Happy Valentine's Day!

A quartet member from a neighboring state phoned one of his neighbors to extend Happy Valentine's Day greetings. After he dialed the number the quartet sang "I Love You Truly" to her.

When they finished their off-key rendition, they discovered that they had dialed the wrong number.

"Don't let it bother you," said a strange but amused voice. "You folks need all the practice you can get."

Give your Sweetheart a Singing Valentine!



For \$30 you can have a Quartet sing to your sweetheart at their residence, place of work,you tell us where.

Quartets will be delivering your message on **Friday, February 12th**.

For \$30 you get:

1. A memory to last a lifetime.
2. At least one song.
3. A special gift.

Quartet Contacts

Duane Morris	268-9063
Larry Fisk	327-8091
Steve Swenson	483-9797

Deer Park to Balsam Lake, Clear Lake to Turtle Lake, etc.
Luck, Milltown, Frederic, Siren, Webster, etc.
St. Croix Falls, to Lindstrom, Dresser, Osceola, etc.

www.indianheadchorus.com



Chapter Notes:

Thanks to all who braved the weather and were able to make it to Ladies' Night/Officer Installation. Special thanks to Peter Jarnberg from Minneapolis for coming all the way to Grantsburg. Of course, I suppose Loren and Beulah coming from Texas really should get the award for coming the furthest. We had a nice night with a smaller crowd, and the food and accommodations were very good.

The chorus will soon need to decide if we are going to prepare to compete at the Division Contest on May 1st. This year, we are a combined contest with the Southwest Division and the spring District Convention and International Preliminaries. The contest is in Mankato, which is a little farther than our usual division contests. We'll need to have a good showing, but maybe some of our snowbirds will be back to join us? We've done well at contest the last few years. It would be good to keep it going. Look for a discussion at chorus practice, very soon. If you have ideas, please share them with the Music team or the Board.

Valentine's quartets for our chapter are planning on singing on Friday, February 12th (since Valentine's is on a Sunday). We hope to be able to have three quartets out that day.

Thanks to all for your support. Let's get visitors to a Monday meeting!

Mark Nelson, President



Peter Jarnberg installed the 2010 officers at the Woodlands Restaurant in Grantsburg on Ladies Night, which was held January 23, 2010. The officers are listed under a separate category.



Larry Fisk is 2010 Barbershopper of the Year

This photo of Ken Mettler and Larry Fisk is by John Roeber, our new “*professional*” chorus photographer

At Ladies Night on January 23, 2010, Mark Nelson, our 2009 BOTY, gave an explanation of what it takes to win the Barbershopper of the year award. He said:

Many things go into a BOTY
As you'll become aware,
It's not for the faint of heart,
You can earn it, if you dare.

In order to qualify for it
You must be quite unique.
Only the busiest of chorus members
Can be the one we seek.

We've got some good candidates
For this year, as in most
To find the rightful owner
For whom this plaque will host.

So who's it going to be
That will earn this great award?
Who could get this honor?
(It's someone from the board).

He must have great attendance,
Who's usually there on Mondays.
And shows up all the other times,
Like church singouts on Sundays.

A guy who does all kinds of jobs
 Who doesn't shy from work.
 And he's also a real nice guy,
 'Course no one is a jerk.

Someone who sings in quartets
 Whenever he is sought,
 (This award, it must be earned,
 You know it can't be bought).

You want to know the answer,
 And so I will comply,
 That it is Larry Fisk
 For the 2010 BOTY.

Larry has been our Secretary/Treasurer for 21 years and also received a plaque of recognition for this service to the chorus. Here is his latest report:

How are we doing financially?

Operating fund.....	\$5,103.54
Performance fund....	1,000.00
YIH fund.....	6,644.56
Uniform fund.....	4,140.33
Equipment fund	1,000.00
Quartet fund.....	6000.00
Social fund.....	946.02
Total of all funds.....	24,834.45
Committed funds....	800.00
Uncommitted funds...	4,303.54

Larry Fisk, Treasurer

2009 Show income

Income:	
Ticket Sales	\$ 7,909.00
<u>Sponsor Ads</u>	<u>\$ 7,670.00</u>
Total Income	\$ 15,579.00
<u>Total Expenses</u>	<u>\$ 7,786.81</u>
 Net Profit:	 \$ 7,792.19

Take a Minute for the Minutes.

Uniforms: New shirts are here and should be in our hands soon.

2010 Show: Ken has lined up "Four Man Fishin' Tackle Choir" and "Expedition", our District Champion quartet this year.

Larry Fisk, Secretary

Important National Security Advisor: Our government said they are working even harder now to try to find Osama bin Laden. In fact, they've put his picture on the side of cartons of goat's milk.

Is Your Barbershop Info Current?

You can check it out on a website of Barbershop Harmony Society Rosters. Sometimes I notice that the personal information for some of our members has not been changed or updated on the BHS on-line roster. To check out your information, go to the following web site and log on with your membership number (on your card and Harmonizer label) and establish a password, you will be able to check the Society's roster and your information. You can alter your personal information yourself or have the chapter secretary send the information to the BHS. The chapter number is on your membership card.

<https://secure.spebsqsa.org/members/login.asp>

You can also look at the rosters of other chapters. Go to the Land of Lakes web site and click on ABOUT US. Click on DIVISIONS/CHAPTERS, and scroll down, you get the listing of all the chapters and their chapter number in each of the divisions. You can go to each of their web sites by clicking on the blue links. Surf away!

Take a look at this web site, WWW.Chordhawks.org, and learn that the 1955-56 champs were from Janesville, Wisconsin, a chorus of 34.

How Do You Define Success?

Success has been well defined as "the ability to embrace a worthwhile goal and then employ all of your powers for the achievement of that goal."

Having a goal is the first step in the success of anything. Without a specific goal it is all too easy to go every-which-way with one's endeavors and thereby dissipate one's energies. And, if we're not careful, we can end up not

accomplishing anything worthwhile with our life. We become like the proverbial marksman who shoots first and then draws a bull's eye around where he hit in a vain attempt to seek to convince himself and others what a good marksman he is!

According to motivational speakers, only about three percent of people have a major goal for their life. That goal will put to good use our God-given talents in serving others.

It helps to clearly define our major goal in life by writing it out as often as possible. This will instill it in our subconscious mind and that, in turn, helps us "almost" to go on automatic pilot so we press toward our life goal.

~~~~~

***"To vacillate or not to vacillate - that is the question...or is it?"***

**Our days are happier when we give people a bit of our heart rather than a piece of our mind.**

*Did you hear about the butcher who accidentally backed into the meat grinder? He got a little behind in his work.*

*Did you hear about the dentist who married a manicurist? They fight tooth and nail!*

*Did you hear about the guy that lost his left arm and leg in a car crash? He's all right now.*

*How do you clean ice off tall buildings? With sky scrapers.*

*How do you get a frog off the back window of your car? Use the rear defroger.*

*How do you revive a drowning rodent? Give it mouse-to-mouse resuscitation.*

### ***The Dryer had a Message!***

As a lobbyist in Washington, DC, I'd just finished up a meeting with a Congressman when I stopped to use the restroom.

After washing my hands, I stepped over to the hand dryer and noticed that someone had taped a note to the machine.

The note said, "Push button for message from Congress."

## **Barbershop wish list** *(continued from last month)*

Hi, I was thinking about our chorus widows today, after reading the harmonizer. Maybe we should ask them if they would like to continue to receive the harmonizer. We all throw ours away, we could each take the responsibility to get one to a widow. Our organization is more than a hobby- it is a way of life and our wives are a big part of it.

I also think we need a picnic for everyone to get together, this summer. I enjoyed the time at Lloyd's, putting quartets together. We had fun and we got to meet others in a different venue. I think we need to do more quarteting at our chapter meetings as well.

We are having a very cold day and 25 mile an hour wind. **Jon Buss**

1. We should make a one-time exception to the BHS parochial policy of singing only music "in the Barbershop style", that being singing F. Melius Christianson's arrangement of "Beautiful Savior". If the Note Dame Glee Club can do it, we certainly can. One of my favorite sing-outs is the Church Sing-Out and there is no reason why we can't sing one arrangement that is both traditional and challenging particularly for the Church Sing-out. . We can do it and we should. Musically I think we are on track. Both of our directors have done a magnificent job.
2. I think our formal "uniforms" could use some improvement. The "Grandma's Cameo" collar arrangement creates the illusion that some of us have pumpkins instead of heads. We should revert to the standard tuxedo collar and bow tie.
3. Regarding ads for the annual show program: I have done Webster and others for years and I am really uncomfortable with it. It feels an awful lot like begging. I'd almost rather just donate the money myself rather than going out and approaching local businesses. I'll do it, but there must be a better way.
4. Encourage more quarteting.  
Best regards and stay warm.

**Fred Weber**

*The officers are listed under a separate category.*

## **Our Officers for 2010**

|                                                       |              |
|-------------------------------------------------------|--------------|
| President: Mark Nelson .....                          | 715-483-3152 |
| Sec/Treas: Larry Fisk .....                           | 715-327-8091 |
| VP Marketing & PR & Bulletin editor: Ken Mettler..... | 715-483-9202 |
| VP Music: Steve Osero.....                            | 715-268-8146 |
| VP Membership: Clint Gjerde .....                     | 715-483-3152 |
| Asst. Music Dir. & Webmaster: Karl Wicklund.....      | 715-268-2685 |
| Music Director: Steve Swenson.....                    | 715-483-9797 |
| Members at Lg.: Larry Durand .....                    | 715-263-2201 |
| Roger Johnson.....                                    | 715-825-4393 |
| John Roeber.....                                      | 715-472-6164 |

~~~~~other functions~~~~~

Young Men in Harmony: Jon Buss.....715-246-3074

Birthday/Anniversary cards: LeRoy Brown.....715-857-5422

Chapter Historian: Gary Merchant.....715-646-9396
2010 Show Chair: Ken Mettler.....715-483-9202
Librarian: John Roeber715-472-6164
Performance Coordinator: Dan Valentine.....715-472-2164

Help us Market the Magic of Barbershop Harmony!

What happened at Chapter Officer Training School?

It was great to be with all who attended COTS this year. From our chapter there were four who attended: Mark Nelson, Steve Swenson, Larry Fisk and Ken Mettler. For those who did not attend, we can't tell you all we learned, but, we can share a few tidbits. Here is a list of ***marketing ideas*** or ***public relations tools*** that those in that class came up with for selling your next show:

Bulk Mailings – Phone calls – Arts Group ad exchange – Talk shows – Radio ads – Lawn signs – Social networks – Visitor's associations – Public service announcements – Marquis – Banners – Billboards – Magnets – Ringtones – Coupon books – Benches – Vehicle stickers – Brochures – Placemats – T-shirts – Buttons – Balloons – Community Calendars – Cards – Cash register tapes – Key chains – Jar openers – Pens & pencils – Door hangers – Newspapers – Performances – Posters – Service organizations & clubs – Parade floats – Restroom signs, etc.

These are primarily old, tried and *often* true marketing ideas. However, the wave of the future is using the internet effectively. A key principle to web-marketing is focusing on our buyers first. By knowing our target audiences we can develop "buyer personas" and have valuable material that each group is looking to find on our websites. We need to lead our site's visitors through the site so they can find the most help from our organization and we can benefit from gaining new listeners and members.

The old rules of marketing our products do not apply very much when we use the internet. We have to think of what the people are looking for on the web if we are going to attract them to our site. It may be vocal training, it may be entertainment, it may be a social club, or something else people want that we need to focus on as we determine our web content and target our audience.

The use of an E-book can draw searchers to your site. If you offer free information on topics of interest it could draw in people and encourage them to continue their relation with your chorus or quartet. Webinars are online seminars that could feature a learning quartet and helpful information. A blog, which is a personal website, can be written by someone who is passionate about barbershopping. If you want to be found on line, you have to offer information people are looking to find. On the internet, it isn't so much about promoting ourselves as it is about offering what people are looking for, and being found by search engines.

Craig's List is one of the many places on line to list your services for sale.

Face-book pages are great ways to keep your friends informed about your next concert or your availability to provide entertainment.

All these marketing ideas, whether old or new, are meant to help us develop relationships with clients, attendees, or potential chorus members. Public relations begin when we work at understanding our target audience.

Thanks for reading another episode in *Marketing the Magic of Barbershop Harmony!*

Ken Mettler, Marketing & PR Director, Land O Lakes District

Repertoire Songs for 2010

America the Beautiful Overlay
Coney Island Baby
Dear Hearts and Gentle People
Hello, Mary Lou
I'm Sitting on Top of the World
It's a Good Day
Louise
Simple Melody
A Son of the Sea
There Goes My Heart
That Railroad Rag

Church Songs 2010

Ain't-a That Good News!
Go Tell It on the Mountain

Show Songs 2010

I Want a Girl, Just Like the Girl...
Little Pal
Nearer My God to Thee
Wonderful World
Toot Toot Tootsie
Crazy Bout You Baby
Nobody Knows What a Red Haired...