

WESTUNES, established in 1951, is the official publication of the Far Western District Association of Chapters in the Barbershop Harmony Society



**2019 FWD Quartet Champions Vocalocity** 



**2019 FWD Chorus Champions Masters of Harmony** 

INSIDE: • Modesto Pictures, pgs 2-8, 42-45 • 2020 Fall Cruise • 2019 Harmony Camp



Ray S. Rhymer, Editor • Now in his 18th year

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Westunes Vol. 69 No. 4

## **Features**

**Winter 2019** 

A new era in the BHS and the BHS Contests
Westunes Editor Ray Rhymer shares his toughts on
the impact that "Everyone in Harmony" has had on
oyr FWD contests.

Harmony Camp 2019
At the urging of Musi

At the urging of Music Teachers, the date was changed to October. The latest report is included.

2020 Fall Convention Cruise
A comprehensive presentation of most of the details you'll want to know about the plan, scope, and ship accommodations.

Lloyd Steinkamp Endowment Fund
Donation Matching Offer

Your contribution is matched dollar for

Your contribution is matched, dollar for dollar! Please help - see article for details.

2019 FWD Champions Masters of Harmony A quarterly update of their recent activites, including their trip to Russia.

Email Marketing

Marketing Director David Melville shares thoughts on how to write an email that people will ALWAYS open, and tips to reduce email bounce rate to ensure delivery.

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## WESTUNES

Westunes is published quarterly by the Far Western District Association of Chapters in the Far Western District, Inc. dba Far Western District, and is distributed electronically at farwesterndistrict.org.

#### Here are some Advertising Rates (per issue)

Ad Size	1 Issue	2 Issues	4 Issues
Full, Inside Covers	\$60.00	\$48.00	\$36.00
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Half Page	\$25.00	\$20.00	\$15.00
Quarter Page	\$12.50	\$10.00	\$7.50
Business Card	\$5.00	\$4.00	\$3.00

A complete list of rates and specs appears later in this issue.

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#### A New Era in the BHS and the BHS Contests

[Westunes Editor Comments]

With the advent of "Everyone In Harmony", the number of contest categories increased to accommodate the variety of contestants. i.e., Men's, Mixed Harmony, and Women's Quartets and Choruses. Some simple math indictes a potential for 3 Quartet contests and 3 Chorus contests being conducted simultaneously in any contest weekend. Another three contests are added to the mix when including the Senior Quartets. The Far Western District also conducts a FWD Special Contest for Super Senior Quartets, but those contests are conducted only at the Division level, which has a potential for another three FWD contest categories. One impact is the Contest Adminstrators have a challenge to keep track of who's who and in which contest - so do we <smile>

In the notes at the bottom of the "Official Scoring Summaries" [OSS] for Quartets and Choruses for the 2019 FWD Fall Contest in Modesto, these catagories and other details were identified. The actual notes follow:

#### **Chorus OSS**

The Phoenicians is competing for qualifying score for the International Seniors Chorus Festival.

Masters of Harmony qualifies to represent the Far Western District at the International Chorus Contest next July. Masters of Harmony is the District Men's Chorus Champion.

Pacific Coast Harmony is the District Mixed Harmony Chorus Champion.

Sounds of Aloha Barbershop Chorus is the Far Western District Plateau A Champion.

Peninsulaires is the Far Western District Plateau AA Champion.

Masters of Harmony is the Far Western District Plateau AAA Champion.

Sun Harbor is the Far Western District Most Improved Chorus.

Fog City Harmonia is competing for evaluation score only; scores published by request.

#### **Quartet OSSs**

**Quartet Finals** 

Vocalocity is the District Men's Quartet Champion.

Troubadour is the District Women's Quartet Champion.

Noteable is the District Novice Quartet Champion.

**Quartet Semi-Finals** 

Over The Line qualifies to represent the Far Western District at the International Seniors Chorus Contest next January. Over The Line is the District Seniors Quartet Champion.

Tenor First is the District Mixed Quartet Champion.

Seniors Quartet Finals

Over The Line qualifies to represent the Far Western District at the International Seniors Chorus Contest next January. Over The Line is the District Seniors Quartet Champion.



Another change - High School Quartet Contests:

Although not part of the "BHS Official Contest and Judging System", the Far Western District has conducted a High School Quartet Contest for many years during the Spring Convention and International Preliminary Quartet Contest weekend. No longer. The High School Quartet Contests will now be conducted only at each of the five Division Contests using the three new contest categories.



## FAR WESTERN DISTRICT

# 2020 FALL CRUISE

**CONVENTION & CONTESTS · OCTOBER 8-11 · LONG BEACH · ENSENADA** 

This is so exciting that we're inviting EVERYONE to attend the

## FAR WESTERN DISTRICT 2020 Fall Convention

on a Three-Night Cruise aboard Carnival Imagination<sup>®</sup>
Sailing October 8-11, 2020 • Long Beach, California - Ensenada, México

Our package deal includes: Accommodations, Meals, Amenities, Cruise Fare, Taxes, Port Fees and Gratuities. Secure your room now with a refundable deposit.

Visit farwesterndistrict.org/2020-cruise for information and pricing For best cabin selection, make your deposit NOW!

Contact Donna Hisey to make your booking 714-801-7674 • dhisey@cruiseshipcenters.com

Get On Board for the

FIRST-EVER

BARBERSHOP

CONVENTION

& CONTESTS

AT SEA!

## Book Your 2020 Fall Cruise by January 1

It's full steam ahead for the 2020 Far Western District Fall Convention Cruise aboard the Carnival Imagination, leaving Long Beach on Thursday, October 8 and returning Sunday, October 11. Folks from all over the country are buzzing about this unprecedented event, and we're anticipating that there will be a large contingent of barbershop enthusiasts coming from near and far to join us for what is sure to be the biggest party ever. Quartet Semifinals will be held on Thursday night, the Chorus Contest and Quartet Finals will be on Friday, and Saturday is set aside to play in Ensenada on the beach, in the water and on-board ship, with the Show of Champions on Saturday night. You can watch the competitions and shows in the theater or on closed-circuit TV in the lounge. Wow!

#### DO NOT BOOK THROUGH CARNIVAL!

In order for the Far Western District to take control of the ship, we need to have everyone book their cruise through Donna Hisey, our official agent on this cruise. You will also miss out on the additional perks that our group will receive. If you are worried about Carnival points, you will still get all your points by booking through Donna.

If you already did your booking through Carnival, please contact Donna ASAP, and she will advise you on how to switch over to the Far Western District group.

We realize you might be hesitant to put down your deposit and commit to an event so far away, especially if you don't know if your quartet or chorus is going to quality. We've solved that problem! It's an Open Contest. Everyone in Harmony! Any FWD Chorus or Quartet, mixed or unisex, who WANTS to perform/compete is eligible. That's it: you're in! The only condition is that you need to enter and perform/compete in your spring divisional competition, which is a great opportunity to sing before a large, enthusiastic audience and get high-quality coaching on your performance to make October's performance even more fun.

We need you to put your (refundable) deposit down now. There are plenty of great cabins set aside for the District but they will be released to the general public in February so get your berth now. Whether you are a competitor or just someone who enjoys a barbershop good time, we need you to act now to reserve your cabin and make sure you don't miss out. We can have up to four people in the cabins which really reduces the cost. We have a spot for you and your friends and family. This is going to be a party you won't soon forget. This will be awesome!

In addition to our quartet and chorus contests, and other convention activities, the ship provides a host of activities for all ages, with stage shows, live entertainment, comedy acts, dancing, movies, casino, mini-golf, fitness center, and more. You can lounge by the pool or take a splash on the water slide, and for the ultimate in relaxation you can pamper yourself with a trip to the spa. There are numerous activities for kids, and a serenity adult-only retreat for those who prefer to enjoy some quiet time.

Unlike hotels, cruise ships book far in advance. Also unlike hotels, prices are PER PERSON, not per room; this is because amenities and all meals are included. The Far West-

ern District has locked in group pricing on 500 cabins based on double occupancy. For those on a budget, you can book for three or even four to share a cabin.

The first 500 cabins booked will receive a complimentary bottle of wine and an invitation to a cocktail party (age permitting), hosted by the cruise line. We are also coming up with some additional prizes for the first to pay their fare in full.

Some people have wondered about the cost. Carnival Cruise Lines has sharpened their pencil and given us great rates because they want this to be a big success. Since "lodging" includes all your food, this three-night cruise is actually cheaper than staying three nights at one of our normal FWD hotels. Note: Everyone attending the convention will need to register in advance; there will be no on-ship registration.

#### A deposit is all it takes to get started

The amount of the deposit varies by the type of cabin and the number of persons. And remember, the total price includes accommodations, all meals, amenities, cruise fare, taxes, port fees and gratuities. Once your refundable deposit is made, you can pay the rest on installments, so by the time you come on board it will be a done deal, so you can relax and have fun on the cruise and convention.

## **Book with Donna Hisey**

(714) 801-7674 • dhisey@cruiseshipcenters.com

A few things to note...

- Passengers booking as a single will be charged for two deposits and cruise fares.
- Deposits are 100% Refundable until February 11, 2020.
- Inquire with Donna about optional Vacation Protection Insurance - includes Trip Cancellation, Travel Insurance, and 24/7 Worldwide Travel Assistance. For more information visit www.carnival.com/about-carnival/vacation-protection.
- Convention registration is not included in the cruise fare.
- A current passport is recommended. Proof of citizenship required for re-entry to the U.S.

U.S. citizens can sail on U.S. cruises with ports of call in the U.S., Canada, Mexico, and Caribbean that start and end in the same U.S. port (called a closed loop cruise) if you have some notarized documentation even if you don't have a passport.

In lieu of a passport you'll need an original or notarized copy of your government-issued birth certificate and a government-issued photo ID, such as a driver's license.

That being said, having a passport card or passport book is the most straightforward way to ensure you can get on your cruise without any hassle, but it's not your only option for these types of cruises.

More information at farwesterndistrict.org/2020-cruise

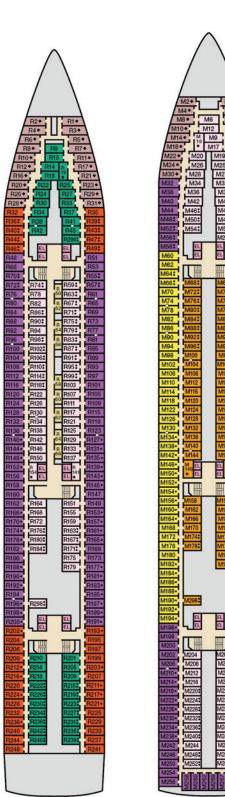
#### **ACCOMMODATIONS SYMBOL LEGEND**

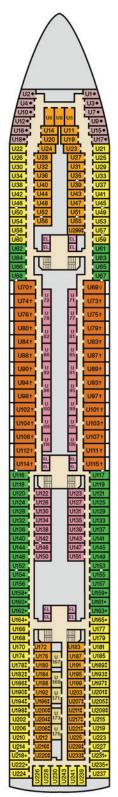
- ★ 2 Twin Beds (convert to King) and Single Sofa Bed
- · 2 Twin Beds (convert to King) and 1 Upper Pullman
- 2 Twin Beds (convert to King), 1 Lower Pullman, and 1 Upper Pullman
- : 2 Twin Beds (convert to King) and 2 Upper Pullmans
- † 2 Twin Beds (convert to King) and Double Sofa Bed
- · Stateroom with 2 Porthole Windows
- Connecting staterooms (ideal for families and groups of friends)
- \* Twin beds do not convert to a King Bed.
- U Unisex Wheelchair Accessible Restroom

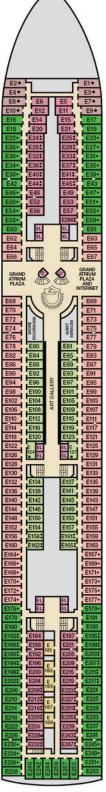
All accommodations are non-smoking.

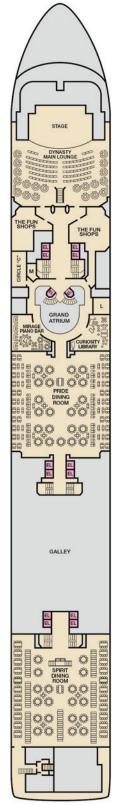
Accessible staterooms are available for guests with disabilities. Please contact Guest Access Services at 1-800-438-6744 ext. 70025 for details, or visit

http://www.carnival.com/about-carnival/special-needs.aspx.









Riviera • Deck 4

Main • Deck 5

Upper • Deck 6

Empress • Deck 7

#### **CATEGORIES**



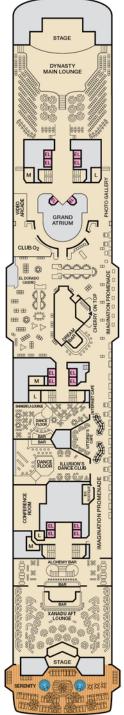




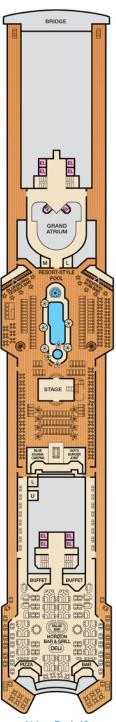




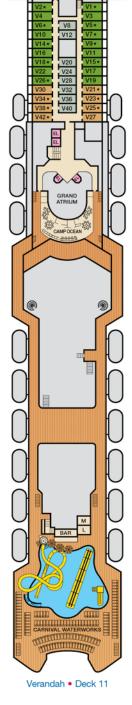
Gross Tonnage: 70,367 Length: 855 Feet Beam: 103 Feet Cruising Speed: 21 Knots Guest Capacity: 2,056 (Double Occupancy) Total Staff: 920 Registry: The Bahamas



Promenade • Deck 9



Lido • Deck 10

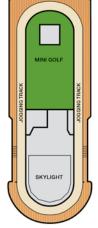




Forward Sports • Deck 12



Aft Sports • Deck 12



Sun • Deck 14



Santa Fe Springs Chapter by Ron Larson

From Russia with Love to Modesto and Beyond

#### Masters of Harmony Russia Chorus Wows St. Petersburg Audiences

After months of meticulous planning shepherded by the tireless organizational skills of Mark Travis, a group of 35 singers, 32 from the Masters, two from Harborlites Chorus and one from the Carpe Diem Chorus, traveled to St. Petersburg, its imperial capital for two centuries and still its cultural center. They were determined to charm Russian audiences with a cappella barbershop music, and charm them they did! Each performance venue is unique and steeped in Russian history. The Capella Concert Hall is part of the oldest active professional music institution in Russia. The intimate St. Stanislaus Church saw performers and audience in close proximity. The Saint Petersburg Philharmonia dates from 1839 and the chorus filled its 1500 seats to capacity. All three audiences received chorus members warmly. MOH Interim Director Alan Gordon led the group as it sang MOH favorites such as "When the Roll Is Called Up Yonder," Route 66," "Precious Lord," and "Deep River." A specialty song named "Moscow Nights" was a huge hit with the Russian audiences. The Russia Chorus and Masterpiece (Rob Menaker, Patrick Haedtler, Alan Gordon, Brett Littlefield) also shared the stage with 3 to 5 exciting local groups making the a cappella performances truly international in nature. Some chorus members took advantage of the numerous sightseeing opportunities in this beautiful far northern European city. One notable example was a visit to the world-famous Hermitage Museum, founded in 1764, the second largest art museum in the world next to the Louvre in Paris. Two-thirds of the chorus members extended their stay in Russia with a visit to its capital city, Moscow. True to the nature of barbershop singers anywhere, given the opportunity, there were several impromptu songs performed for onlookers at various street corners—a parting message to Russians with love from the MOH.

#### The Masters Path to Los Angeles 2020 Goes Through Modesto

In order to qualify as a competitor in the 2020 International Convention in Los Angeles it will be hosting, the Masters of Harmony took part in the 2019 Far Western District Convention held this year in Modesto. Because of fires in the Southern California area, just getting out of the Los Angeles area became a challenge. For some, the traffic diversions produced miles-long traffic jams that increased travel time by 2-3 hours. The Masters performed as the last chorus competitor and won the chorus contest over a very talented chorus from the Bay area, The Fog City Chorus. The Vocalocity quartet with Rob Menaker won the quartet contest. A crowd-pleasing MOH quartet Noteable, featuring two new chorus members (Jacob Gonzalez, Emilio Pichardo) won the Lloyd Steinkamp Award (most entertaining Friday night quartet), the Novice Quartet Championship, and placed fifth overall in the quartet contest.

#### Masters of Harmony Are Featured Performers at Ontario Arts Festival

On Saturday, October 19, the Masters of Harmony took the stage at the Second Annual Ontario Festival of the Arts. This event is a partnership between the City of Ontario and the Ontario Museum of History & Art, and this year's theme was "Let's Celebrate Our Story." The event featured 50 artist booths selling a variety of artistic wares. In addition to the MOH, the music groups included a symphony orchestra, a mariachi band, bluegrass and jazz bands, as well as native cultural dancers. The enthusiastic audience reception is a harbinger of what promises to be regular appearances by the Masters of Harmony in this unique city arts festival.

#### The Masters Form a Partnership with City of Hope

The Masters of Harmony are proud to announce the formation of a unique partnership with City of Hope, the world-class medical research and treatment facility best known for its work treating cancer patients. COH will promote the MOH's November 30th Christmas show at the La Mirada Performing Arts Center on its extensive social media feeds. In return, the Masters will send singing groups to their various COH facilities to bring the healing joy of Christmas music to patients and staff. The MOH will be giving a percentage of its gross sales from that show to COH representatives during the show. Erin Howden once challenged us to "reach out beyond the floodlights, and change someone's life with our performance." This very special partnership gives MOH another tool to bring Erin's words to fruition.

#### Fall 2019 Miller Match Campaign

In yet another opportunity to "reach beyond the floodlights," John and Sharon Miller have announced a challenge program in cooperation with the Barbershop Harmony Society and Harmony Foundation International. The Millers will contribute \$1 for every \$3 raised at the BHS Fall District Conventions, up to \$50,000. The funds raised will be used to strengthen BHS programs that help young people experience barbershop harmony through healthy chapters, Harmony University, youth programs, and musical education.

#### **2020 MOH Board of Directors**

On October 9, the following members were chosen as leaders of the Masters of Harmony for 2020: - President (Joe D'Amore), Secretary (Maurice Freleaux), Treasurer (Skip Farrar), VP Chapter Development (Mark Travis), VP Music & Performance (Dave Tautkus), VP Marketing (Bart Halberstadt), VP Operations (Foster Howlett), VP Public Relations (Larry Icenogle), and Board Members-at-Large (Hugh Brown, Bob Hartwig, Justin McQueen, and Ed Schackman).

Since the last issue of Westunes, the Masters of Harmony welcomed Jim Browne, Paul DeWeese, Stan Gile, Jacob Gonzalez, Matthew Hasty, and Emilio Pichardo into membership.

#### Harmony Camp 2019

Setting the Stage ....

It is 2:00 pm October 18th. The registration table is set up ready for the Harmony Campers to check in and pick up their name tags. Bill Faulkner arrives at 2:45 bringing the risers in the VoCal trailer. The riser set up crew arrives at 3:00 and they have the risers set up in the gym by 3:30. In the meantime Dave Wallace arrives with Wildfire in tow, having picked them up at the airport and stopping for a bite to eat. The registration crew enjoys hearing them rehearse in their room as the boys begin to arrive. The first to arrive are four boys from Chico who enjoyed the trip with Don Franklin our security guy for camp. After registering the boys run up the hill to claim their bunk for the weekend and get acquainted until getting in line for dinner at 5:45 pm.

What a weekend!!! Wildfire quartet was fantastic!!! They interacted with the boys, helped out with the teaching, and of course they even sang Great!!!

Wildfire just happens to be the International NextGen Quartet Champion and after spending the weekend with them we can understand why they are the Champion. They also all happen to be young and related easily to the high school boys; and they are all just great guys.



Wildfire singing for the boys

We increased our attendance from last year, welcoming 56 boys this year and as usual, the sound was amazing and their propensity for quick learning was unbelievable!! At the request of music educators we moved camp into October this year and yes it was cold Friday evening. The good news is that we discovered the cabins do have heat! Equally exciting was the addition of boys attending from five new schools. We seem to be moving from having a large number of boys from one school (10 or so) to fewer boys from each of more schools. Schools do have cycles in their programs and we see this in camp participation. Would we like to increase the number of boys attending? The answer is yes however I do believe we are increasing our base of schools and long term this will serve us well.

Saturday afternoon we have a meeting with music educators who attend camp for all or part of camp. In my experience this was the best meeting we have had in 17 years. We had seven educators participate in our meeting in addition to Gabe Caretto and Steve Kirch. The discussion was lively, informative and very positive. The unanimous recommendation was to continue with the October camp date. It seems there are always conflicts (this year it was homecoming) and the music educators felt there will always be conflicts. Two of the educators attending Harmony University in 2019 on scholarships provided by Harmony Foundation and with travel assistance from Voices of California and Voices in Harmony. At their suggestion we are purchasing the teaching materials used at Harmony University for all of the music educators attending camp. Quite honestly the group was so engaged we had to hustle to make dinner on time.

I would be remiss if I didn't mention one more time that one of our campers from 2010 is now a music educator in Chico. He returned to camp this year and brought students with him and yes his quartet did compete in Salt Lake City this past July. I am also reminded of another camper from the Central Valley who is now a music educator in Texas and who brought a mixed chorus to MidWinter in January 2019. Add to these individuals the growing number of former campers who are currently singing with choruses throughout the United States. Sometimes it is easy to want more instant results however long term we are making a difference thanks to the continued support of so many barbershop members and chapters.

Our clinicians, Gabe, Ron, Chris, and Bruce were outstanding. Gabe, the pied piper, had the boys in the palm of his hand. Ron was his usual magical self in his creative and over the top teaching style. Chris Lewis brought his Fog City magic with him to mold his song, Love Me and the World Is Mine, into a truly memorable event at the show. And Bruce Sellnow exhibited his own brand of magic in his very first year of being a clinician directing Drivin' Me Crazy. Bruce was magnificent!!!



Bruce Sellnow weaving his magic

We did add a new class this year – teaching the boys a couple of easy songs they could take back to their schools and teach their friends. This again, was at the suggestion of music educators last year. I have not had an opportunity to talk with the teachers to evaluate the class yet.

This year there also seemed to be many more friendships made. I know that as director of the Camp, I rarely get to have much in the way of really personal interactions with the boys, but this year was different. I connected with two boys from Chico who were simply wonderful singers and personable young men and we talked about a myriad of subjects during one meal and, of course, solved all the problems of the world!!! I know I will treasure that moment in time for always.

We also had two gentlemen who are Very special to Harmony Camp, as they happened to be at the very first Camp at Camp Wrightwood in Southern California. Ron Black who has been to Camp many times d was in the "teaching" quartet at that first Camp. The really special treat was to have Todd Woolley at this year's Camp. Todd was one of the very small group of guys, including Lloyd Steinkamp and John Krizek who actually came up with the idea of the weekend retreat and brought the idea to fruition in that first Camp in 1996.

Here we are some twenty-three years later giving Todd a look at what this creation called Harmony Camp has become. It was quite a privilege for me to see Todd's expressions as he sat and watched the boys and the clinicians work together to make a whole lot of very special music.

All in all, Harmony Camp 2019 will go down as one of the all-time great Camps (every year seems to get better).

Richard Lund, Director

#### **Lloyd Steinkamp Endowment Fund for FWD Harmony Camps**

Challenge Grant: ALL DONATIONS TO STEINKAMP EN-DOWMENT FUND WILL BE MATCHED DOLLAR FOR DOLLAR up to the donor limit of \$5,000.

The Steinkamp Endowment Fund is currently at \$100,285. It would be great to reach the \$150,000 milestone by December 31, 2019 with a long term goal of fully funding the Fund (\$200,000) by the end of 2020.

Initially all funds donated to the Fund will be used to build the capital of the Fund toward an initial goal of \$200,000. Once the Fund balance achieves this goal, withdrawals may begin consistent with the policies of the Sacramento Region Community Foundation. Currently those policies allow a withdrawal of no more than four percent per year.

The overall goal of the Fund is to grow the principal to a level that will provide long term financial support for the Far Western District Youth Movement. At the time the Fund reaches \$400,000 the Far Western District Board is empowered to fund a broader youth movement, including additional Harmony Camps.

This is your opportunity to truly make a difference in many boys' lives through the medium of vocal music. In addition to cash, donations may be made through appreciated stock and the required minimum distribution from Your IRA.

Make your check out to the Sacramento Region Community Foundation, with a note at the bottom Lloyd Steinkamp Endowment Fund and send it to the Sacramento Region Community Foundation, 955 University Ave, Suite A, Sacramento, CA 95825 or to Richard Lund, 6164 Windlestraw Road, Placerville, CA 95667.

You can also donate directly to the Steinkamp Fund with your credit card by going to the Sacramento Region Community Foundation at: <a href="https://ssl.charityweb.net/">https://ssl.charityweb.net/</a> sacregcf/ and find the "Lloyd Steinkamp Endowment: in the drop down box preceded by the words: "Please use my donation for:"

AND THANK YOU!! Your contribution will ensure that young men from all over the Far Western District can continue to experience the thrill of ringing their first chord at Harmony Camp for untold years to come.

Richard Lund, Director **FWD Harmony Camp** rlund@innercite.com 530-621-1904

#### **NOVICE QUARTET CONTEST** SAVE THE DATE

2020 NorCal Novice Quartet Contest

February 22, 2020

**Centenary Church** 1911 Toyon Ave Modesto, CA

Men's Novice

**Women's Novice** 

**Mixed Voice** 

**High School** 

For more information, email:

novicecontest@gvc.org







# CHRISTMAS SHOW "CAVALCADE OF MUSIC"

Featuring Arizona's Top Choruses & Quartets

TUCSON BARBERSHOP EXPERIENCE
A CAPPELLA SYNDICATE

Saturday, December 14th, 3 PM

St Francis in the Foothills UMC Church 4625 E River Road, Tucson AZ 85718

In Advance: \$18 (Seniors/Students \$15, Children <12 Free)

Online: tucsonbarbershopharmony.org

At The Door: \$20





#### The Crescenta Valley Quartet Chapter

2409 Florencita Dr. Montrose, CA 91020 - Mondays 7-10 Announces A New Program in Barbershop Quartet Singing

#### What we DO! - Always! (almost)

1. Guarantee a chance to sing at least FOUR songs with an award winning (first place) quartet, every Monday 7-10pm





- 2. Welcome **ALL**, **including women**, who love to sing Barbershop QUARTET Style
- 3. Sing tags and woodshed songs
- 4. Share singing tips and ways to IMPROVE our sound
- 5. Provide quartets as a community service and/or for MONEY
- 6. Eat healthy snacks (mostly) and drink pure water

#### What we DON'T do! - Ever!

- 1. Chorus
- 2. Sing on the risers (for three hours or three minutes)
- 3. Choreography that requires cartwheels
- 4. Beatle tunes or Rap "songs" requiring vocal percussion
- 5. Compete in BHS adjudicated contests
- 6. Pirate members from other chapters

robert saxe@earthlink.net Bob Saxe: 818-590-2423

David Kilpatrick: 213-215-4257 dkil@mac.com

# The 58th Annual Southern California Open Novice Quartet Contest

A Handicapped Contest Open to All BHS Members, and High School Students

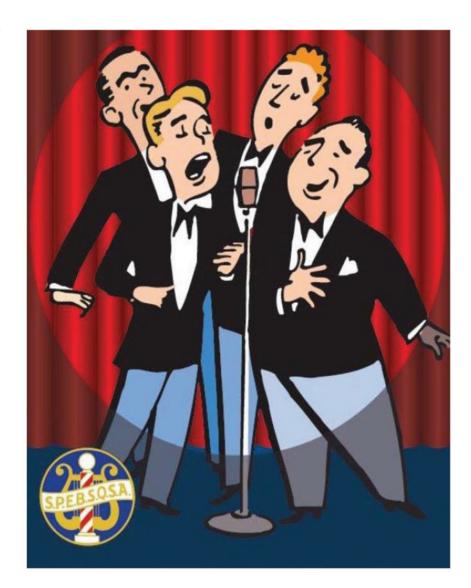
Saturday, February 29, 2020 7:00 pm

First Presbyterian Church of **Fullerton** 

> 838 N. Euclid Street Fullerton, CA 92832

General Admission Tickets Adults - \$15 Children 11/Under - Half Price

Presented by The Orange Quartet Chapter of the Barbershop Harmony Society



For entry forms and information for competing quartets and for ticket purchases, visit:

## Orange.harmonize.com

Or leave a message at (714) 442-8500





The VELVET FROGS are an entertaining vaudeville barbershop quartet. We love singing the songs and doing the routines your audience eagerly anticipates, and we are proud to "look the part".

We'd jump for joy to be on your show, and we will have your audience hoppin' in the aisles with our croakin'!

Contact CJ (our baritoad ) at 562-425-2924 or email your request for information to: <a href="mailto:mcjsams@verizon.net">mcjsams@verizon.net</a>

Visit us on Facebook at:

https://www.facebook.com/velvetfrogs/
We hope you will "like" us!





See some of our Velvet Frog antics on

Far Western District Senior Quartet Champions

2-time International Senior Medalists

Voted "audience favorite" at past 5 district contests

"Top Performer" with booking agency *GIG SALAD* 



## Craig Hughes

Far Western District President president@farwesterndistrict.org



2019 has been a successful and eventful year. The quality of singing has never been better and the variety speaks for itself. We have begun to expand our joy of harmony across male, female and mixed Choruses and Quartets. While this change has added Chapters and increased the vitality of some of our existing Chapters, we have also seen our men's Chapters prosper. It is truly Everyone in Harmony.

Let's salute our International Champion Westminster Chorus. Their record setting performance in Salt Lake City was electric. You had to be there! Their leaders contacted me the night of their victory to ask if it would be ok if they performed for the District in October. Wow. One of their first thoughts was of the District. That speaks volumes.

We had an outstanding Fall Convention in Modesto. The journey was challenging for most given:

- Three Venue Changes
- PG&E Power Outages
- Major Fires blocking access to Modesto

Thank you for all who made the trip. All but one scheduled competitor got there on time. We enjoyed 30 Quartets and 16 Choruses and awarded District Championships in Men's, Women's and Mixed Categories for the first time and we had the joy of experiencing the extraordinary Westminster Chorus.

The House of Delegates was well attended. Three items of note:

- The 2020 Contest Cycle Amazing and Historic Year for FWD
  - **Our Spring Division Contests** 
    - SE/SW Convention and Prelims March 19 to 22 in Ontario, CA (Tent.)
    - Arizona Division Contest April 17 and 18 in Mesa, AZ

NE/NW Division Contests – May 15 and 16 in Stockton, CA

#### The Fall Convention at Sea

- Long Beach Departure Cruise Ship Imagination - October 8 to 11
- This is a multi-faceted event
  - It's a Contest that will award District Champions in all Categories.
    - Competitors: Don't wait to see if your Quartet or Chorus qualifies for the Fall Contest. Everyone that competes at a Spring Division Contest will qualify. The only requirement is that you compete in the Spring so book your cabin NOW.
  - It's a Convention with extraordinary opportunities to sing and party.
    - We are running full page ads in the Harmonizer and online to encourage all Barbershopper's participation in this historic event. Sales have been brisk for the non-competitors but not so for the competitors. We are building an incredible audience and need the Chapter and Quartet Competitors' support.
  - It's a Vacation with family and friends.
    - We plan to complete the "required business" of Barbershop on Thursday and Friday and free up Saturday for excursions and once-in-a-lifetime experiences in a family friendly environment.

NOTE: We have a block of rooms dedicated to our Event that must be booked prior to the end of 2019 so we can get the needed facilities to optimize this Convention. Our rooms will be released to the general public and some facilities may be lost if we don't meet our commitment. It's time for action. Put down a 100% refundable deposit on your room now. Details at: https://farwesterndistrict.org/2020-cruise.

- For Carnival Loyalty Program Members: Please book this cruise with our coordinator: Donna Hisey at (714) 801-7674 • dhisey@cruiseshipcenters.com. You will get Loyalty credit from Carnival and the District will get the credit needed to secure the service and rooms required.
- One request: Please shoot me a quick president@farwesterndistrict. email at org if you have already booked via Donna or direct through Carnival or if you are intending to book. Now is the time. Let's pack this ship with friends and family.

#### **High School Quartet Contest**

- The HOD approved a change to the bylaws authorizing a High School Quartet Contest at each of the five Spring Division Conventions. This will make the Contest more accessible to the singers and allow all our attendees a chance to cheer their local Quartet. Three Additional Points:
  - ☐ 2020 will be the 30<sup>th</sup> Annual Contest and will include any four middle or high school singers regardless of gender.
  - A Champion will be awarded for each Division and the highest scoring Quartet over all will be awarded the District Championship.
  - ☐ We encourage Quartet sponsorship by all Chapters.

#### Installation of our 2020 District Officers

- The HOD elected our 2020 District Officers and Bernard Priceman, Society Board Member-at-Large, installed the new Board:
  - President Bill Rosica
  - Executive Vice President Nick Papageorge
  - Secretary Jim Maass
  - Treasurer Rich Owen
  - SW Division Vice President Brent Anderson
  - SE Division Vice President

- Kyle Williamson
- **NW Division Vice President** Dick Whitten
- NE Division Vice President **Chuck Roots**
- Arizona Division Vice President Adam Kaufman
- Vice President Music & Performance Rob Menaker
- Vice President Contest & Judging **Brett Littlefield**
- Immediate Past President **Craig Hughes**

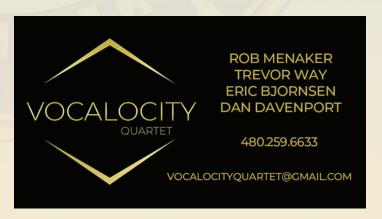
The District is in good hands and 2020 will indeed be amazing and historic.

This is one of my last opportunities to address the District as your President. The last few years have been quite a ride. Our District is a complex organization and then we expand with Everyone in Harmony and all the possibilities and challenges that brings and it can get overwhelming. I asked that we Keep Calm and Keep Singing and we did just that.

Thank you to all the Leaders at the Chapter and District levels and the Far Western District Family for your open-mindedness and willingness to embrace the expansion of the Barbershop Harmony Society and the Far Western District.

Thank you for everything you do for your Chapter and the District.

In Harmony





Well another year is almost completed, and the Far Western District is still alive and kicking. Our transition into Everyone in Harmony seems to have gone as smooth as possible. Brett Littlefield embraced the change from the very beginning, and it shows by the results of the Fall Contest in Sacramento, Lodi, Stockton, Modesto. (A little humor here). Bryan Forbes and his Convention team did a terrific job in handling all the problems thrown at them.

Your District Board will have a fairly new look this year with Nick Papageorge replacing me in the Executive VP Role while I step into the very large shoes of President Craig Hughes. Filling Nick's spot will be newcomer Kyle Williamson of Flightline fame. Rob Menaker will begin his term at Vice President of Music & Performance with Scott Suwabe moving into the Chorus Director Development role.

Stepping into the role of President is never easy. The main goal is not to mess anything up, because those who have gone before me kept things running for the best District in the Society. The common theme for those Presidents has been communication and I believe they did a wonderful job of keeping us all informed. So, my job is to keep on truckin'. I have an idea or two to strengthen the already tight, District functions. Presidents will see a program that will allow them to talk to each other and their Division VP, on a quarterly basis. More to come on that in January.

Speaking of January, our DVPs are busy setting up the Leadership Academies for Northern California, Southern California and Arizona. Keep an eye out for dates and times of these academies and make sure your Chapter has a representative at these events. We're going to go back to the original idea of training for particular offices rather than the less-than-successful Leadership Summit, I tried last year.

Last but certainly not least is our Contest Cycle beginning in the spring. Remember anyone singing at the Divisionals automatically qualifies for a spot on stage at the Fall Contest at Sea in October. You just have to sing well enough not to get disqualified. I don't see that as a problem. As I mentioned earlier, we are the best District in the Society on several levels. This Contest Cruise is a first and there are plenty of eyes watching to see how we pull this off. At this writing we have 312 of our 500 cabins booked with 622 of our budgeted 1,000 people. Most of these people are audience members, so if your Chorus is going, please give Donna a call to get your 100% refundable deposit in. Then, start the passport acquisition process. I'm just about ready with mine.

As I mentioned to a few of you, this cruise may not be for everyone, but in order to make the Fall Convention more enjoyable, we decided to think "Outside the Box". It will be different and not like most conventions, but with scheduling everything for Thursday and Friday, Saturday will be a time to visit Ensenada or stay aboard ship and enjoy the many Carnival Lines amenities. Saturday night, the ship will host a President's Reception where you can hear and see your favorite Quartets and Choruses, while enjoying an adult beverage and snack of your choice.

I look forward to serving as your President next year and would love to hear from any of you who have suggestions, comments or just want to talk.



Where has the year gone? It seems like only yesterday that I was writing about the hot summer here in Arizona, and now we are getting ready for our not-quite-ashot winter.

The past few months have been busy ones. In September we welcomed a new Chapter to the Arizona Division family. The Maricopa County Chapter, the Southwest Vocal Alliance, was given their official charter on September 10. They were formed to be a mixed voice Chorus, and I am really looking forward to hearing how they sound!

In October we had the Far Western District Fall Convention in Modesto, CA. The Contest was wonderful with 30 Quartets and 16 Choruses. From the Arizona Division we had 4 Quartets and 2 Choruses representing...and what amazing representation! Vocalocity brought the Quartet Championship back to Arizona for the second time in the past three years, and Hometown Heroes was thrilled to have made the top 10. A Capella Syndicate put on a fine performance and came in third, and from what I see, will be given a wildcard spot at the 2020 Internationals in Los Angeles.

The weekend after the Contest, I attended the Harmony on the Rocks Annual Show honoring their Director John McDougald's 50th year of directing Barbershop Choruses. The show was very well attended. The venue was the Church of the Red Rocks, and the views were spectacular. A nice addition to the show was the appearance of our newly crowned FWD Quartet Champions, Vocalocity. Both the Chorus and the Quartet received well-deserved standing ovations for their performances.

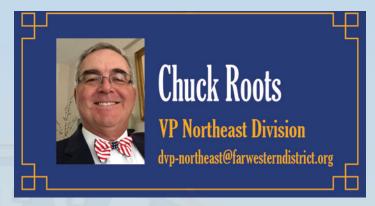
Now for some words about the future...

The Arizona Leadership Academy is scheduled for Saturday January 11, 2020, at St. Mark's in Mesa. I am very excited to announce that the President's class will be given by Bill Rocisa, the current President-elect of the FWD. I will be sending out Division-wide emails as soon as registration opens, so please be on the lookout.

Also coming up is the FWD Fall Convention at Sea in 2020. If you have not booked your cabin - stop waiting. I know as Barbershoppers it is our right to wait till the last minute to make decisions, however if you wait much longer you are going to miss the boat...literally!

Finally, I am happy to say I will continue for another year as your AZ DVP, and as your DVP, I consider it my job to be a conduit to the FWD Board of Directors. So, if there is anything I can bring to the Board, please do not hesitate to contact me either by e-mail a.kaufman@ <u>vahoo.com</u> or on my cell: (516) 770-3743.

We know Barbershop is awesome. Let us share it with the world!



So much has been happening since last I wrote an article as your Northeast Division Vice President!

In September I was excited to meet with a number of men in Fresno who wanted to reconstitute the Gold Note Chorus in Fresno. Several individuals have stepped up to assist in this endeavor. Namely, Jim Turnmire came out of retirement to help in directing the newly formed Chorus. Chapter President, Ron Whisenant, has been tenacious in efforts to bring men together in harmony. Keep your eyes and ears open for this Chorus's reemergence in the division!

The Gold Note Chorus was the first Barbershop Chorus I ever heard. My parents bought tickets for my wife and me to attend the Chapter's Fall Show in 1983. At the time I was pastoring a church in Fresno. I sat in the audience, transfixed by the Chorus under the direction of Ron Black. During the performance, invitation cards were passed down the aisles. I eagerly filled one out. Sure enough, early the next week I was contacted by phone, inviting me to their next rehearsal. I have been in love with this hobby ever since. Some of you will remember that the Gold Note Chorus in that day were the perennial favorites in Division and District competition.

Another Chorus I'm excited about is the Sacramento Capitolaires. In speaking with their President, Clark Abrahamson, I learned that they have hired a new Director. If you've been around the NE/NW Divisions for any period of time, then the name Dan Warschaur will bring a smile to your face! In fact, the Golden Valley Chorus held their Fall Show on Saturday, November 2, and Dan was our emcee. One thing is certain: Since Dan is now the Director for the Capitolaires, they're going to have a lot of fun!

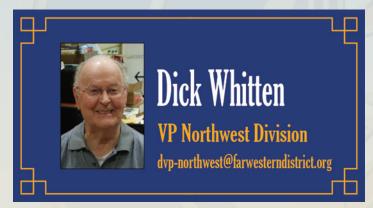
As you all know, the Society has moved toward "mixed" Choruses. As of this writing, there are four Choruses who are now, or have been mixed Choruses. The trendsetter in this category is the Stockton Portsmen under

the direction of Bill Litz. The other three are: the West Valley Chorus (Davis-Vacaville); the Gold Rush Chorus (Placerville); and the Mighty Oak Chorus (Visalia). This is all in keeping with the Society's "Everyone in Harmony" theme.

Finally, you'll want to plan on attending VoCal's (Voices of California) Christmas Show on Saturday, December 7. It is an early matinee performance set for 1:00pm at the Harris Center, 10 College Parkway, Folsom, CA 95630. The show title is: A Very Elvish Christmas. This is going to be a hoot! The entire Chorus is going to be dressed as Elvis, recognized in garb from a certain period of time during his career. Wait till you hear their rendition of "Blue Christmas"! For tickets, call 800-385-3659, or go to the web site: www.voicesofcalifornia.org.

And don't forget to get on board with the 2020 Fall Convention cruise, leaving from Long Beach and arriving in Ensenada, and then back. This is going to be something special!

Let's ring a chord together!



I have been fortunate enough to be elected to serve as the DVP of the Northwest Division for a second term and am preparing to do even more in the coming year. I look forward to serving you all again, and welcome any input you might have about changes for the future. My goals for 2019 and 2920 are as follows:

- To visit as many Chapters in this division as 1. possible through the year.
- 2. To represent the Division as a spokesman for the Chapters at all District functions and meetings.
- 3. Help any Chapter to meet their goals for the year when asked.
- To be a communication link between the 4.

- District officers and chairmen, and the Chapters of this Division.
- 5. I will be available for any Chapter when asked to visit or be a part of its functions.

With these goals in mind please feel free to call on me to help in any way you believe would aid your Chapter. I urge all of you to take part in all District and Division functions in the coming years.

To begin my term I would like to once again offer my assistance to any Chapter in the Northwest Division and help in any way I can with the successful operation of the Chapters in the Division. We now have a new Chapter in the Division in Arcata California and I wish them well. Maybe we will see a mixed Quartet or Chorus happen with this addition and with the singers of the Humboldt Harmonaires. I'm just thinking outside the box but with two Chapters in close proximity it could happen.

We are now working on a Chapter Officers Training Seminar for the Northwest and Northeast Divisions in Sacramento on January 18, 2020. As soon as we finalize the curriculum and hire the staff we will put the enrollment page on the District website.

I look forward to being your District officer and your Barbershop friend.

"CHORD" ially,



#### The Fall Contest

Congratulations to our very own Southeast Division La Jolla Chapter, "Pacific Coast Harmony," for becoming the first Far Western District Mixed Chorus Harmony Champions! By doing so, they also ended up placing 5th in our Fall District Chorus Contest in Modesto. They were fabulous, and represented our Division extremely well!

Congratulations also go to the Brea Gaslight Harmony Chorus for placing 6th in the Contest, and the San **Diego Sun Harbor Chorus** for placing 9<sup>th</sup>! And just missing the top 10, congratulations to the Las Vegas Chorus, placing 12th! You all sang and performed very, very well! I was extremely proud!

Our Southeast Quartets also did us proud in the Contest. Congratulations to our new FWD 3rd place medalist Quartet: The Summertimers Harmony Band! Congratulations also go to our Quartets who were in the top ten: Velvet Frogs 8th, HOPS 9th, King's Ransom 10th. And of course, congratulations to Tall Order, WOW, and Four's A Crowd. All of you represented our Division very, very well! CONGRATULATIONS!

#### **New Chapter Officers**

It is that time of year when I remind all of our Chapters to vote for their 2020 Board of Directors! It would also be a good time for the Chapter Presidents to re-visit your Chapter Mission Statement at your next Board Meeting and with your Chapter. Remember that it is extremely important to have a Mission Statement that describes your Chorus, and what you do; especially in light of the new "Everyone in Harmony" concept! Make sure that your Mission Statement gives a short and accurate description of what your Chorus is about. In addition, I suggest you take 20 minutes of a Chapter Meeting to have your Chapter read (or re-visit) your Chapter Mission Statement.

#### **Chapter Holiday Shows**

By now all of you are close to "Showtime" for your respective Chapter Holiday Shows. I know the Directors and Music Teams are working very hard to get you all ready for those big audiences. Make sure that each of you is helping with some aspect of the show: each Chapter member should be part of one of the various committees. This will help you really feel a part of the show. Good luck, and please let me know how it went!

#### My Farewell

As many of you know, this will be my last article for Westunes as Southeast Division Vice President. Beginning January 1, 2020, I will be serving as Far Western District Executive Vice President. I want all of my Southeast Chapters to know that it is with a heavy heart that I leave my position as Southeast DVP. I have greatly enjoyed helping you with Chapter problems, enjoyed your Chapter Installation Dinners, enjoyed

your Chapter shows, and enjoyed all the other times I have spent with you at so many other events. I was always proud that our Division usually qualified the most Quartets and Choruses for District Contests. My only regret is that I never made the drive up to St. George, Utah! Maybe you'll need me as Executive Vice President! To all Southeast members, please remember that I am still a phone call away if you need my advice.

And lastly, my successor as Southeast VP is Kyle Williamson. He is a great young Barbershopper who is ready to help all of our Southeast Chapters! He sings with the Westminster Chorus, and he is ready to sing a tag or two with you all! He will be a great leader for you. I hope that our 2020 Presidents will give Kyle a call and get to know him! He is ready to help you!

Thanks for the Memories and I'll see you next year at the Division Contest!



Although our Southwestern Division was not represented in Modesto with many competing Choruses or Quartets, those that did compete represented us well. The FWD Men's Chorus winner, earning the right to represent the FWD at next year's International Chorus competition, was the mighty Masters of Harmony, under the direction of Alan Gordon, scoring 91.0 points. Also, from our Division, we had a visit from the Sounds of Aloha Chorus, under the direction of Mark Conching. Aloha is our Plateau A Chorus Champion and sang an entertaining package. Always a tradition when Aloha visits, is the Mai Tai party, one of my personal favorite parties I might add.

On the Quartet side, that young group of college men from Citrus College, Notable, again captivated the audience, winning the Novice Quartet award, as well as the Lloyd Steinkamp Award, which is given to the most entertaining Friday night Quartet. Two of the four have joined the Masters of Harmony so they are already expanding their Barbershop harmony experience into Chorus singing.

In other news from our Division, I'm happy to announce that the Everyone in Harmony movement has breathed new life into the Valley Harmony Singers, who have welcomed women into their ranks and are growing and having fun singing. Read more about this in the SW Division Digest, elsewhere in this issue.

Check out all the good news from the Masters of Harmony in the featured article section at the front of this issue, including a recap of their recent trip to Russia, and their new partnership with City of Hope. Many Chapters around the entire Society find it beneficial to affiliate with a local charity. It gives the performers more purpose and exposes the Chorus to a wider audience.

My Chapter, Rincon Beach (Pacific Sound Chorus) is enjoying singing under our new Director, Courtney Anderson-Georges. Yes, that's my daughter and I'm very proud of her musical talent, vocal ability and teaching methods and so happy she's sharing that with my Chorus brothers. We just finished a very successful and highly entertaining show in Santa Barbara and Courtney's contribution was very evident.

All the Chapters are now working on holiday music as performances during this season are not only wonderful and joyful, but many Chapters make serious revenue during December. And Chapters are already beginning to work on Singing Valentines. This SV Season should be especially good as Valentine's Day is on a Friday, which should be good for deliveries to businesses.

Here's a success hint...send Quartets out early and sing at restaurants and businesses as early in the day as possible. Bring SV Flyers because undoubtedly in those early audiences will be people who will ask if there's still time to hire you for an afternoon delivery to their loved one. Have your SV coordinator ready to answer the phone that morning for those last-minute buyers.

One big change passed by the FWD Board in October is the High School Quartet Contest will now be held in every Division, and each Division will have a winner and the highest scoring HS Quartet from the five Divisions, will be declared the Champion and receive some scholarship money. So, I urge all of our SW Division Chapters to spread the news, start encouraging young people from Jr. High age through HS age, to create Quartets and enter the Contest. Our Contest will be held in March in Ontario, and the competitors can be

(Everyone in Harmony) ...all male, all female or mixed. This is a great chance to be of help to our local music programs and a chance to introduce these young people to the fun of Barbershop harmony. In fact, have the groups you sponsor, be on your shows. It is a surething crowd pleaser.

2020 FWD Convention on a Cruise Ship. The FWD is indeed the best District in the Society and evidence of that is the innovation of having our Fall Convention and Contest during a cruise vacation to Mexico. You notice I referred to this as a vacation, which is exactly what it is. Unlike previous Conventions where maybe you only drove in for the day, did your thing, and then drove home, this is a 3-night, 4-day vacation, during which you'll also have the chance to compete with your Chorus or Quartet if in fact, you are a competitor. How do you know if you'll make the FWD Chorus or Quartet finals? You are guaranteed to be a qualifier if you compete in your Divisional Contest and don't get disqualified.

Vacations cost money and most people save for months to get ready for the expense of a vacation. This vacation is a bargain because your cost includes the accommodation, all food, non-alcoholic beverages, port fees taxes and tips. If you take an inside cabin and stuff three to a room, it's only \$382.49 per person (total) and two to a room is just \$442.49 per person (total). A deposit of less than \$150/person must be put down now but that's refundable by Feb. 15th if you change your mind. And, with the convention being 10 months away that means you just must save \$40 or \$50 a month/per person to afford the cruise. And this is saving for a very special four-day, three-night VACATION, not just a barbershop convention.

If you've not yet reserved your cabin, please do so today. Call our Carnival Cruise rep Donna Hisey at (714) 801-7674 and she'll give you all the answers to your questions, but the deadline to register is January 1st. So, do it now...

I WISH YOU ALL A VERY HAPPY HOLIDAY SEASON WITH LOTS OF SINGING AND JOY.

IN HARMONY,



Hello Far Western District!! This is Scott Suwabe, your former Vice President of Music & Performance.

Unfortunately, my time in this position has come to an end, but the man to succeed me hardly needs introduction: International Champion, District Champion, all around great guy and even better Tenor, Mr. Rob Menaker. I will not be far away however, for I shall be moving into my new position of Director Development Chair. I hope to continue impacting our District for the better and am looking forward to continue working with the outstanding Board Members in these endeavors.

Allow me these final words, to take to heart and with you going forward: We must continue to fellowship in Harmony together, if not for ourselves, then for those who see us and want to join us. We must be welcoming with our arms and diligent with not just our singing voices, but our personal voice. Thank you all so much for enriching my life with Barbershop so far, and here's to many more experiences, newfound friends, and ringing chords aplenty.



I thought that I had written my last article for Westunes but after rethinking the obligation I have as a Past President I felt I should rehash some of the last article so that you'll all read Westunes and take to heart my request about volunteering for a District or Chapter position. I've had so many wonderful challenges and opportunities during my past decade or so on the Far Western District Board and I'd like to make sure that each of you has the same opportunity to serve and be rewarded. I know what I'm writing is duplication from the past article I wrote but my telephone number changed so now you can reach me.

I encourage each of you to consider volunteering for a position on the Board or District Management Team. Presently we have filled each of the positions on the Board of Directors but there are other opportunities to serve on the District Management Team that is really the operational body of the leadership team. Should you have an inkling of desire to pursue this position please give me a call at (530) 826-6205 or email me at gordon.bergthold@gmail.com.

There are many other interesting and challenging positions available to members and if you look at the District organization chart on the FWD website you can align yourself with one of the many Board or management positions available. Just take a look at the many benefits of volunteering:

#### Volunteering is good for your mind and body

Volunteering helps counteract the effects of stress, anger, and anxiety. ...

- Volunteering combats depression. ...
- Volunteering makes you happy. ...
- Volunteering increases self-confidence. ...
- Volunteering provides a sense of purpose. ...
- Volunteering helps you stay physically healthy.

I vow that I will not pester you again regarding the leadership issues but I do encourage you to get involved with your Chapter or District leadership. The reward will outweigh any stress you may feel and the contribution you make will make a huge difference in your life and ours.

In Harmony,





It has been my great honor to serve for the past eight years as FWD Quartet Activity Chairman.

Believing it is time for new energy and new ideas, I have advised the President that I am stepping down from that position, effective with the Fall 2019 Convention.

I would like to thank the District for their support of programs I have undertaken these eight years; and I'd like to thank all the guys who have participated in these Quartet activities. If it has encouraged more Quartet singing in the Far Western District, then it has all been worthwhile.

The FWD will likely be looking for a replacement to take on this job. I'll bet they would listen to any suggestions that you might have.

BTW, here is the latest Platoon Champs from Modesto.

#### FWD 2019 Fall Convention



#### Da Boys

(L to R) Tenor Glenn Davis, Santa Cruz CA; Lead Chuck Thurman, CA Delta/Stockton CA; Bass Jerry Totes, Santa Cruz CA; Bari John Wanless, Palo Alto-Mt. View CA



#### **Historically Speaking**

Hello to all my shoppers of the Barbering persuasion.

What a wonderful Fall Convention we all experienced in Modesto. It's always wonderful to see so many people/friends, enjoying themselves through music.

From being a part of the judging panel for both rounds of the Harmony Platoon Contest (thanks Derick Sturke), to sharing some welcoming words with the Sounds of Aloha Chorus (thanks Mark Conching), to the throng of folks who came by the recent Traveling Museum display...what wonderful times we enjoy together...truly it's Everyone In Harmony. Two wonderful contests.... congratulations to Vocalocity and The Masters of Harmony for taking home the Quartet and Chorus Championships respectively.

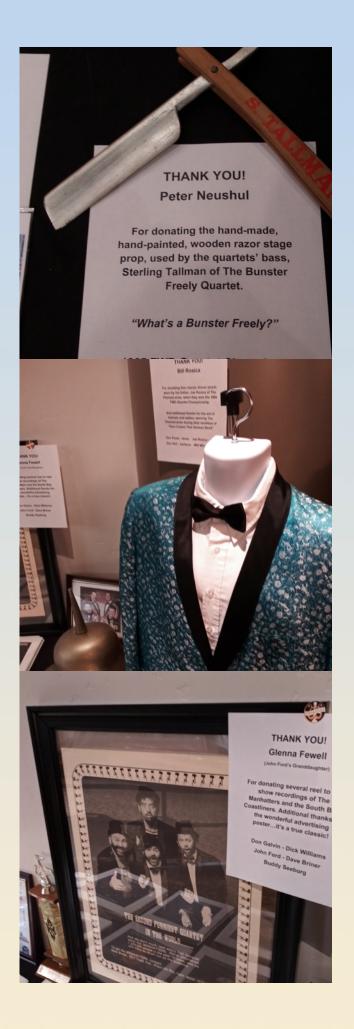
I give thanks to the FWD Board and those on our sub-committees for a wonderful year. I look forward to 2020 and more treasures to be saved and shared through my next display. I am also looking forward to competing in the Seniors Contest with my Quartet from high school!!! You read correctly! The same four guys who formed in 1975 and won the 1977 SW Divisional Contest (as The 4-Highers) then returned 34 years later in 2011 at the same contest, and almost won the title again....we are now known as GANG BUSTERS - JIM THOMPSON Tenor, SHAWN STEVENS Lead, DAN JOR-DAN Baritone and GEOFF WILSON Bass. Look for us at the Spring Contest.

Here's wishing you all a joyous Holiday Season, filled with family, harmony, peace and love.

Tag....you're it.

[See pictures on next page]







This is the eighth in a series of articles intended to help chapter marketing teams maximize their "bang for the buck", particularly when faced with a limited budget. Last time we took a close look at Color Models with some tips and tricks for preparing your artwork. This time I want to share some research I've done with respect to email marketing, with insights that many experts in the field find to be effective.



## **How to Write an Email That** People Will ALWAYS Open

Most of us go through our email like we go through our regular mail: junk mail, junk mail, catalog, something for me! We do the same thing with our email inbox: business: someone wants something ... someone spelled my name wrong ... Nigerian prince leaves me an inheritance ... oooh something for me.

If you want someone to open and engage with your email, it's gotta feel like it's something for them.

#### How? You master the art of the EFAB!

An EFAB is an Email from a Bestie, an email written in the tone that you'd use with a friend. So, here are a few quick steps for creating that effect:

#### 1. Start with an informal subject line.

For starters, don't put your subject lone in title case -that's where the first letter of each word is capitalized. Put effort into the subject line, making it intriguing and also informal, as if it's from a friend.

#### 2. Pay attention to the preview text.

There's easy html code to put in so those first few lines they see in their inbox can be different from the first few lines of the email. That can make all the difference in whether someone opens the email.

#### 3. Use an informal greeting.

Write your greeting the same you would use if you were leaving a message for them on their voice mail. "Hi so-and-so" is always a safe bet, as opposed to "Greetings" or "Hello" or "Dear so-and-so". You want to stick with "Hi" or "Hey" or "Hey there", depending on your relationship with the person.

#### 4. Have a friendly opener.

Try to use something personal like a compliment or an in-joke to get the person interested in reading the rest of your message.

#### 5. Read your copy before sending.

If it sounds like writing, rewrite it.

6. Most importantly, write conversationally.

In other words, write like you talk. Be breezy; picture an actual human on the other side of your email. Write as if you're writing to ONE friend, not formally, to a group. Remember, in the end, even if it's a work or business email, you're never a business writing to a business; you're a person writing to a person, and now more the ever being treated like a person goes a long, long way.

## But first and foremost, you've got to ensure that your emails are delivered.

Your email bounce rate matters. Why? Without proper delivery (and the accompanying low bounce rates), no

one will ever see that amazing copy you've written. And, perhaps even more importantly, consistently high bounce rates can get your IP blacklisted. When that happens, your open rates will plummet.

If your email bounce rate is giving you trouble, you're right to be worried. A high bounce rate means people aren't hearing from you, so your entire email marketing is under-performing. However, finding the cause of your bounces and reducing them isn't that hard.

## Four Tips to Reduce Email **Bounce Rate**

#### 1. Hard vs. soft email bounce rate

Before addressing any issues that may be causing a higher than average email bounce rate, it's important to understand what a "bounce" actually is. When it comes to email marketing, we need to distinguish between so-called hard bounces as opposed to soft bounces.

#### A hard bounce is a permanent delivery failure.

This can be caused by any number of issues: for example, an old domain or an expired email account. There's no hope of ever reaching a hard bounce account, and you shouldn't attempt to send another message to it.

#### Soft bounces, on the other hand, are a temporary form of delivery failure.

Like hard bounces, they can occur for a range of different reasons. The recipient's email server might be down temporarily; their mailbox could be full; or, the message you sent might be too big.

#### 2. What's a "normal" bounce rate?

According to a recent study, hard and soft bounce rates vary by industry. However, when combined for each industry and averaged across the board, a total bounce rate of roughly 2% is considered average.

If the percentage of undeliverable emails in your campaigns is significantly higher, you've got work to do!

#### 3. Build an opt-in list.

When you were first starting out and beginning to build your email list, you probably encountered the occasional website offering to sell you a list of subscriber emails, or tools that allow you to "scrape" contact information from various websites. These are known as "opt-out" lists that use the approach of building the list first, and then letting people unsubscribe if they are not interested.

Simply put, sending out emails to a cold (opt-out) list that you've purchased is going to result in a high bounce rate. Instead, you want a list that's comprised of people who have actually requested to receive content from you. These subscribers are highly valuable.

#### 4. Verify your list regularly.

No email list is perfect. Even if you've built it up yourself, there will still be undeliverable addresses. People mistype their email address when filling out your opt-in form. Or, they close an email account, or allow it to fill up such that it can't receive any more messages.

No matter what type of business you're running or how you've put together your email list, using an email verification service such as ZeroBounce is far and away your best bet for reducing your bounce rate.

With email verification, you'll know in advance which addresses are undeliverable, and you can remove them from your list before you send out your next email. Cleaning your list regularly should be a routine task if you want to maximize your delivery rate.

By understanding the difference between hard and soft bounces, using an opt-in system, and verifying your email list you'll be on your way to low bounce rateswhich means more clicks, and more positive results from your email campaign.



Editor's Note: The Arizona Division is pleased to announce the addition of our newest charter, the Maricopa County Chapter- Southwest Vocal Alliance!

#### **Central Arizona Quartet Chapter** by Bill Kane

We entered the Arizona Bash VLQ contest in August and won! Our Chapter membership is so pumped, there is talk about entering a Chorus and Quartets in the AZ Division competition. Hmm... could that have anything to do with the opportunity to sing on the FWD Fall Convention cruise? We meet monthly to rehearse for the Platoons and Brigades held around the country and the world. Each meeting concludes with a performance at a local retirement home.

#### **Greater Phoenix Chapter** by Glenn Partridge

The **Phoenicians** hosted a great Afterglow at last year's Far Western District Contest and decided to do it again this year with co-sponsorship of the VoCal Chorus. This time we had a larger room with a stage and sound system for visiting Quartets. We had a large crowd of listeners and more than a dozen Quartets performing for the enjoyment of all. Thanks to VoCal for helping with the successful Afterglow.

The Chorus had several successful performances during the quarter, including two at the same retirement community as a result of being invited back after being met by an enthusiastic audience in the first performance several months earlier. The activity director at the facility said she had never seen a performance attract a standing-room-only audience with such an enthusiastic response of laughter and applause. Credit goes to the incredible skills of our Director Dan Ryan, Sr. and our vocal coach Cary Burns for making our rehearsals and performances great experiences for everyone.

We recently moved to a new rehearsal venue at Desert Christian Fellowship, 1445 W. Northern Ave., Phoenix, where we meet on Tuesdays at 7pm. The church has been very welcoming, and we have already performed for members and the public. We will have several more performances there in coming months.

Nominated and elected to the Chapter's 2020 Board of Directors were President Jay Bartley, Secretary Mike Bickerstaff. Treasurer Howard Donley. Membership VP Glenn Partridge, Program VP Ethan Pike, Music VP Rich Kates and Members-at-Large John Mertens, Gene Brandwein, and Jerry McElfresh. Howard Donley has taken over the important job of Chapter treasurer after our former treasurer. who had served faithfully for several years, had to step down because of family obligations.

#### **Maricopa County Chapter** by Tina Petroski

On September 10, 2019, Southwest Vocal Alliance, a new mixed harmony group, received its charter with Barbershop Harmony Society and membership into the Far Western District. Under the direction of Danny Rvan, we are exceptionally pleased to share our love of Barbershop songs and style with the FWD. We rehearse Monday nights at 6:30 pm at the Church of the Beatitudes 555 W. Glendale Avenue, Phoenix AZ 85021. For more information, please reach out on Facebook https://www.facebook.com/ swyabhs/ or call us at 615-429-5670. We would love to see you at a rehearsal!

#### **Mesa Chapter** by Ray Aalvik

The East Vallev Barbershop Harmonizers continue working on new music and improving our singing skills. In addition to the weekly practice, the Chorus planned and presented a oneday hometown Harmony University with classes in Music Reading, Vocal Production, Music Interpretation, and Performance. Attendance was excellent and was followed up with in-house video courses for those who were not able to attend.

The Chorus welcomes two new members this quarter- Dave Fouts, Bass transfer from Circle City Sound Chorus in Indiana, and Don Salz, Baritone and dual member with Central Arizona. If you find yourself in the Phoenix/Mesa area on a Thursday night between 7 and 10 pm, please drop in and sing with us at St. Mark's Episcopal Church, 322 N Horne, Mesa, AZ 85203. Join us for some fun, singing under the direction of Russ Young as well as Quartet singing followed by an Afterglow.

#### **Prescott Chapter** by Sam Stimple

The lazy days of summer are becoming a memory. Many of the **High Mountain Chordsmen** used this quiet time to get out of town for some well-deserved rest and relaxation.

Antique Parts Quartet entertained members of Prescott United Methodist Church at their weekly Wednesday 'wonder-full' potluck dinner. The aroma and fragrances coming from the kitchen were enough to induce some Quartet members to dine with the audience after the singing!

HMC member Tommy Keenan has been crisscrossing the nation to attend as many Brigades as he can. He returns tired but invigorated by this fantastic experience singing Barbershop music with fellow Brigaders around the country. He shares an uplifting report to the Chapter each time.

The Chorus performed at Prescott Public Library's Third Friday concert series and received a thunderous ovation.

#### Salt River Valley Chapter by Eric Bjornsen

A Cappella Syndicate continued its pursuit of musical excellence this summer and had a lot of fun along the way.

September brought Gold Medal Director and Music Category specialist Steve Armstrong to town to give us a final polish on our contest set for the FWD Fall Contest. The Syndicate continues to rely on the special talents of Performance Coach and BHS Performance Judge Theresa Weatherbee, who refined her staging of our Contest package. We are so grateful to these amazing coaches who take time away from their families to be with us.

Speaking of the FWD Fall Contest, we had numerous extra rehearsals in July, August, and September, culminating in a wonderful Friends



and Family concert on an afternoon in late September. It was fantastic to display the results of our hard work to our ardent supporters. We were joined on the show by three wonderful Quartets: Vocalocity (with Syndi-Cat Eric Bjornsen on Baritone), Intonation (with Cat Greg Singleton on Baritone), and HeatWave (an all-Cat Quartet consisting of Mark Spriggs, Kent Pyper, Marco Teti, and Jim Hansen). We are super proud of our Quartetters!

#### **Sedona Chapter** by Michael McCaffrey

Harmony on the Rocks was privileged to present a concert to a full house of enthusiastic residents at Cottonwood Village. This facility delivers independent living and assisted living support as well as memory and respite care for senior citizens. Many in the audience even sang along with some of our selections. This was our only

outside gathering for the quarter as the majority of our efforts were directed at preparing for our Annual Concert.

#### White Mountains Chapter by Duane Krause

The High Country Barbershop Chorus is still relishing the success of their July 13 summer concert, Happy Together, Then and Now. Together in harmony, our music committee chaired by Tom Wallis with the able advice from our Director **Dr. Theresa Dick.** blended the old with the contemporary to the delight of audiences at our two performances. The guest Quartet was Masterpiece and a "Now Quartet" of young men drawing cheers from the audience.

The 2019 President Duane Krause set the tone for the year by advocating for more contemporary music while still honoring the classic Barbershop genre. With the support of our Director and the Music Committee, the blend was well received in the local communities. Following the show, a nice Afterglow was held at a local steak house. Nicole Bolt and Our Better Half-Notes organized a glimmer potluck at Fool Hollow State Park in a beautiful open-air Ramada on Wednesday, July 24. The local flora and fauna were serenaded with close harmony as well. Looking ahead to December 17, the High Country Barbershop Chorus will again blend contemporary harmony with traditional Christmas and holiday music at St. Mary of the Angels Catholic Church. Last year we filled the auditorium which was beautifully decorated by the congregation. Each year we are joined by three to four area high school and junior high choirs. Parent and family admission is by donation of any amount, and proceeds are distributed back to the participating choirs. Last year President Krause remarked, "It felt like I was in a Hallmark Christmas movie. It was so beautiful."



#### California Delta Chapter by Jim DeChaine

Voices of California had 51 members on stage in Modesto at the District Convention in October, placing 4th out of 16 Choruses competing in the Far Western District, with a score of 79.1. VoCal also had members of five established Chapter Quartets performing, including our own outgoing 2018 District Champion Capital Ring (Dallas Halvorson, Larry Halvorson, Mike Stewart, Kevin Palmer). Other Quartets, among the 30 competitors, included Ring (with Robert Lenoil and James Morgan), placing 4th in the Contest with a score of 76.7; C.O.D.

(Brandon Dyer, Tim Huntsinger, Steve Leipelt, Larry Womac), with a score of 68.7; Pipe Dreamers (with Phil DeBar), scoring 66.3; and Alternate Route (Tim Martin, Frank Brannon, Corley Phillips, Richard Lund) scoring 65.2. The California Delta Chapter (VoCal) was also the host committee of the Convention, chaired by the esteemed Richard Lund who was also Director again this year of the Youth Harmony Camp. VoCal also had a special fundraising dinner show and silent auction in Sacramento, with approximately 300 guests in attendance. This show was designed to raise money to help support our planned trip next year to England and beyond.

#### **Central California Chapter** by Miles Sutter

What a day, indeed! Thirty Quartets competing at the Doubletree Hotel on Friday night, then 16 Choruses competing all day Saturday at the Gallo Theatre, followed by the 10 qualifying Quartets from Friday! Congratulations to Masters of Harmony, our new FWD Chorus Champion. The last performance of the evening belonged to Westminster. Their performance made the whole, very tiring day worthwhile.

> **Folsom Chapter** by Doug Vestal

The Folsom Chapter Harmony Express

Chorus entertained the residents of the Atria El Camino Gardens Senior Living facility. Our Chorus Director, Kent Borrowdale, skillfully prepared a custom-designed program, complete with Master of Ceremonies narration. The residents had fun joining in with us as we sang familiar songs and showed their appreciation by their applause after each song. Afterwards, many residents expressed their gratitude for our preparation and wished we would come back.

Our Chapter's Annual Fall Recital was "Travel America." Our Chorus sang songs that represented locations from the East to the West, all the way to Hawaii. Master of Ceremonies, Bill **Randolph** narrated the musical journey which included an imaginary family traveling by car (driver **Chuck Nozumi**) passing through locations like Coney Island, Route 66, My Old Kentucky Home, and Yona from Arizona. Our featured act was Soundbites, a mixed Barbershop ensemble, which included Doug Vestal, a Bass singer with our Chorus. Chapter Quartet The Atria Quartet (Kent Borrowdale, Roger Perkins, Doug Vestal) sang without their longtime Society member Baritone Ken **Potter**, who passed away on September 16. His passing affects several Choruses in the Sacramento Region.

A "Celebration of Life" was held for Ken Potter at the American River Community Church in Carmichael. There were 47 people in attendance. Speakers were Kent Borrowdale, Chorus Director and Roger Perkins, Ken's friend for 60 years. Through the years they both sang in Quartets with Ken, who was a very good Bari. All in attendance sang a few songs such as Amazing Grace. Irish Blessing and good ol' Nellie. His last Quartet was the Atria Quartet, so we sang one of his favorite songs Don't Cry Little Girl with Roger Santiago (Tenor), Kent Borrowdale (Lead), Roger Perkins (Bari), Doug Vestal (Bass). Alternate Route (Tim Martin, Roger Santiago, Corley Phillips, Richard Lund) sang a couple of songs at the service as a

tribute. A special tribute came from Raphael Pazo from Stockton. Early this year Ken asked Raphael to play his bagpipes if they had a service for him when he passed away. Raphael came dressed in his Scottish outfit and played two songs for him, one being Blue Bells of Scotland.

#### **Nevada Placer Chapter** by Roger Perkins

The Sierranaders sang at the monthly "Birthday Party" dinner at the Elks Lodge in Auburn 2. There were at least 60 in the audience and they all loved it. We sang 10 songs for them and had one Quartet (Tom Klasey, Matthew Kraywinkel, Ken Potter, Roger Perkins) singing Hello, Mary Lou. We got a free delicious dinner and look forward to singing there again.

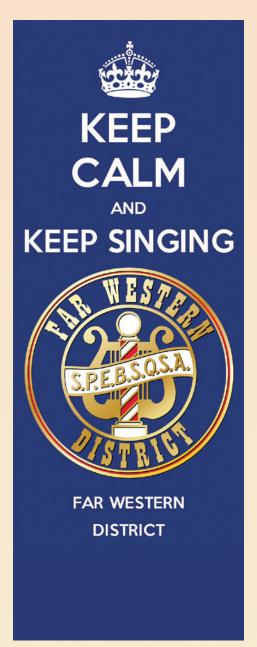
And on a sad note, our Baritone, Ken Potter, died on September 16. Ken also sang with the Folsom Harmony Express and will be greatly missed. He was both a Chorus and Quartet man and was a member of the BHS for close to 70 years. Tom Klasey and Roger Perkins, who sang with Ken in a few Chapter Quartets, made the trip to Carmichael for Ken's Celebration of Life.

#### **Stockton Chapter** by Sue Atkins

Mixed meta4 performed the National Anthem for the Stockton Ports in August. In addition, they entertained a good crowd for the Stockton Sailing Club in the sweltering heat of a 105F.

**Royal Flush** continues to work towards blending voices and ringing chords! The Quartet sang for the Lodi Historical Society Ice Cream on Pine fundraiser, and also to a receptive group celebrating an 80th birthday party. We stood in for Meta Four to sing the Anthem at the Ports game. And we have our own shirts! So I guess we're official! Royal Flush sang the National Anthem for about 80 people, including City VIPs, who attended the Ribbon Cutting Pickleball Court Dedication at Legion Park.

We concluded September for our first 2019/2020 Hockey game singing the National Anthem down on the ice once again! Our annual picnic, which was postponed due to very hot weather turned out to be a very nice event. Good singing, food, and fellowship. A special Thanks to John Eilers for hosting this event every year.





#### **Marin Chapter** by Paul Goldsmith

Marin Chapter was well represented at the Senior Fair at the Marin Civic Center. A Chapter Quartet comprised of Ben Berto -Tenor, Michael Vivrette - Lead, Newt Harband - Baritone, and Jeff Sengstack - Bass performed a spirited 25-minute set of Barbershop arrangements that were enjoyed by the diverse community audience. Other Chapter members took the opportunity to circulate through the crowd to encourage membership and promote the Chapter's Annual Fall Show.

The Chorus enjoyed the addition of several new members - new Lead Jim McClellan, new Baritones Gary Ferris and Bill Forbes, and Brad Wickes on Bass. They are clearly enjoying their new-found passion for Barbershop singing with our group.

The quality of our performances is definitely improved by the energy and expertise of our Music Director Deborah Benedict Jackson. Her knowledge and dedication were boosted by her attendance at Harmony University last July. Her talent, experience, and enthusiasm have helped Chorus members focus on their singing technique, bringing obvious improvement to our overall sound. There is a palpable sense of excitement as the Chapter embarks on its plans for 2020.

#### San Mateo County Chapter by Tom Addison

The Faultline Chorus had a successful Annual Show, presenting Magic in Harmony to over 150 guests in two shows in October. It was our first show with our new Director Mark Fish who worked hard to get us ready for that performance. We are now on to our Holiday show preparation and getting ready for about six performances in the month of December. The highlight of our holiday season for the last several years has been our performance on the Cal Train "Santa Train" which travels between San Francisco and San Jose on the first weekend in December. As in the past we will be joined by the San Francisco Cable Car singers as we perform classics from the Barbershop holiday repertoire to the several thousand enthusiastic audience members who line the train route every year.

#### **Barbary Coast Chapter** by Jess Blackshaw and Don Shively

Fog City Harmonia shares a wholehearted thank you for the warm welcome we received at the Far Western District Fall Convention. Both on stage and off, we had an incredible time singing, connecting, and sharing our love of Barbershop. We can't wait to get to know even more of the BHS community in the years to come!

The Chapter held a joint meeting of both FCS and FCH Chorus members to elect the 2020 Board of Directors. It will consist of President: Matthew Herwever. Secretary: Ben Porter, Treasurer: Aliza Gutman, the FCS Representative: Jamie Bedford and Kelley Sopher will be the FCH Representative. 2020 looks to be amazing!





If you are interested in becoming the Southeast Division Editor for Westunes, please email Westunes Editor Ray Rhymer at westuneseditor@farwesterndistrict.org or call me at 916-791-2134 to chat. It's an opportunity to donate a little time back to the FWD on behalf of your Southeast Division members and chapters. The task is not difficult, but does require a commmitment 4 times a year in late Jan, Apr, Jul, & Oct.



#### Rincon Beach Chapter by Bill Chase

Pacific Sound Quartet Modern Nostalgia (Tenor - Joel Levitz. Lead - Bobby Georges, Bass -Brent Anderson, Bari - Doug Van Bogelen), competed in the FWD Quartet Contest in Modesto and finished middle-of-the-pack. The Quartet had good feedback from the judges and are encouraged to compete again in the future. Great effort guys!

Our Annual Chapter Show Till There Was You was Pacific Sound's 20th anniversary show and featured our Chorus, Santa Barbara-based Sweet Adelines International Regional Chorus Champs, Carpe Diem, Dos Pueblos High School Jazz Choir (fresh off a 3rd place finish in the Reno Jazz Festival), SwingTime

Sweet Adelines Quartet which in September placed 18th in the world at the New Orleans Sweet Adelines International Contest, and two Chapter Quartets, Modern Nostalgia and Priority Male were featured on the show. Our headliner Quartet this year was the 2010 International Comedy Quartet Champions, **Storm Front**.

We are also excited about the number of guests we've had in recent weeks. Luke Vandenberg, a Baritone music major in Ventura. is our newest member. We have also in recent weeks welcomed four other guests, three of whom have been visiting regularly and are planning to join the Chapter.

Our new Chapter officers for 2020 will be President Russell Rawls, IPP Bill Winfield, VP Membership Brent Anderson, VP Music Doug Van Bogelen, VP Marketing PR Bobby Georges, VP Program Joel Levitz, Secretary Phil Allin, Treasurer Gary Wetzel, and BMALs Arvid Russell, Tony Koriantis, and Monty Clark.

PS committed to competing in the FWD 2020 contest aboard the cruise ship and most members are now registered for the cruise.

#### San Fernando Valley Chapter By Ben Marder

The Valley Harmony Singers were one of the special guests at the River Oak Chorus Fall Show entitled "Forty Years of Barbershop Harmony." Those ladies really know how to party! The Chorus is preparing for our Fall Show entitled "A Dream is a Wish Your Heart Makes."

Everyone in Harmony has really benefitted our Chorus. We are about to accept our tenth new member into our Chapter this year. As a small

Chorus struggling to get members, Everyone in Harmony has unlocked that door for us. Fifty percent of our members are now under 70 years old, the youngest being just 15. His mother joined the Chorus this year as well. What an amazing difference in our overall sound.

This will be my last submission to West Tunes as President of the Valley Harmony Singers. Two years have really flown by. Next year, Jack Press, a 35-year member of the BHS will be our new Chapter President. I will be Vice President of Chapter Development next year. When I joined the Valleyaires Barbershop Chorus in 1994, that was actually the first board

position I received.

The future with our Director Tom Raffety, Assistant Director Jeffrey Bunch and new leadership looks a lot brighter.

#### **Santa Monica Chapter** by Marty Mitnick

"Attending the **Oceanaires** Cream Social is a popular way to spend a summer afternoon enjoying Barbershop harmonies" said Ken Scholtz, our Ice Cream Social co-The chairman. Santa Monica Oceanaires served up both scoops and songs at our annual Ice Cream Social. Our Chorus, Chapter Quartets and guest Quartets serenaded sundae-lovers with old time pole cats and patriotic anthems. The Oceanaires were very pleased to welcome award winning and celebrated guest Quartets Vixen, Oddly Enuf and The Velvet Frogs. Our very own Quartets Harmony Smashup, Sound Stage, Anchors Aweigh, Overland Avenue, Generation Gap and Fermata the Blue also entertained.

Fermata the Blue sang at the Anna Burleigh Concert at the Culver-Palms Methodist Church. The concert was a way to raise funds for providing college scholarship funds for students continuing their chosen field of education. The **Oceanaires** performed at St. Augustine's Church as part of their Centennial Harvest Festival. A big thank you to Pat Kellogg for making all the arrangements.



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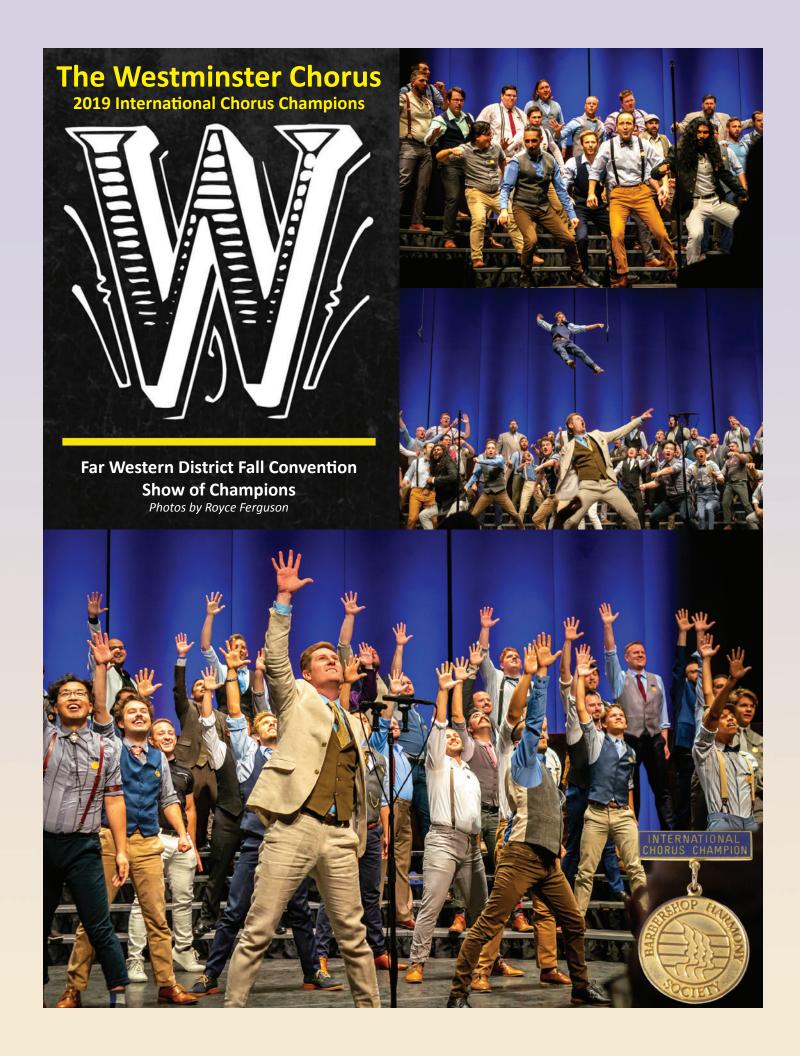




2020 FWD Board of Directors as Installed during House of Delegates Meeting









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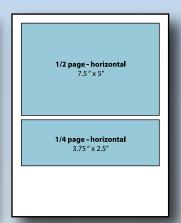
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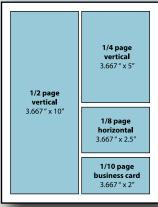


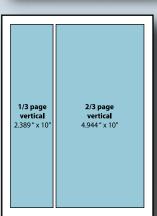
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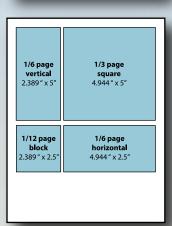
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### Ad deadlines

Spring issue (March 1)
Ad deliverables by February 15

Summer issue (June 1)
Ad deliverables by May 15

Fall issue (September 1)
Ad deliverables by August 15

Winter issue (December 1)
Ad deliverables by November 15

When using Adobe Illustrator, all fonts should be converted to outlines and linked images must be embedded. Special effects such as glows, transparancies or drop shadows are not recommended; use Adobe Photoshop for these effects instead.

Ad Size	Trim Size width x height	1 Issue Full price	2 Issues 20% Discount	3 Issues 30% Discount	4 Issues 40% Discount
Full page - back cover	8.5" x 11"*	\$75.00	\$120.00	\$157.50	\$180.00
Full page - inside front, inside back cover	8.5" x 11"*	\$60.00	\$96.00	\$126.00	\$144.00
Full page - live area	7.5" x 10"	\$50.00	\$80.00	\$105.00	\$120.00
Full page - trim size	8.5" x 11"*	\$50.00	\$80.00	\$105.00	\$120.00
2/3 page - vertical	4.944" x 10"	\$35.00	\$56.00	\$73.50	\$84.00
1/2 page - horizontal	7.5" x 5"	\$25.00	\$40.00	\$52.50	\$60.00
1/2 page - vertical	3.667" x 10"	\$25.00	\$40.00	\$52.50	\$60.00
1/3 page - square	4.944" x 5"	\$17.50	\$28.00	\$36.75	\$42.00
1/3 page - vertical	2.389" x 10"	\$17.50	\$28.00	\$36.75	\$42.00
1/4 page - vertical	3.667" x 5"	\$12.50	\$20.00	\$26.25	\$30.00
1/4 page - horizontal	7.5 " x 2.5 "	\$12.50	\$20.00	\$26.25	\$30.00
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1/8 page - horizontal	3.667" x 2.5"	\$7.50	\$12.00	\$15.75	\$18.00
1/10 page - business card	3.667" x 2"	\$5.00	\$8.00	\$10.50	\$12.00
1/12 page - block	2.389" x 2.5"	\$4.50	\$7.20	\$9.45	\$10.80

<sup>\*</sup> Full Page, trim size ads must provide bleeds at .125", resulting in finished document size of 8.75" x 11.25"

## **Events**

#### **DISTRICT CALENDAR**

View the official Far Western District Calendar at

farwesterndistrict.org/events/calendar

#### **UPCOMING CONVENTIONS**

- October 10-13. 2019 FWD Fall Convention, Modesto, CA
- March 19-22, 2020 FWD Spring Conventon, Prelims & SE/SW Divisions, location TBD
- April 17-18, 2020 AZ Division Conventnion, location TBD
- May 15-16, 2020 NE/NW Divisions Convention, Stockton, CA
- Jume 28-July 5, 2020 International Conventon, Las Angeles, CA
- October 8-11, 2020 FWD Fall Convention, Cruise Long Beach, CA
- March 11-14, 2021 FWD Spring Convention: Prelims, NE/NW Divisions, location TBD

For an extended list of conventions, visit

farwesterndistrict.org/events/conventions

#### **EVENTS REGISTRATION**

Register for FWD Conventions at events.farwesterndistrict.org

## **Sunshine**

To report important life events that occur with our members, please contact your Division Vice President

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