

## V.P. CHAPTER SUPPORT JIM MCDUGALL

### Coach gains name change — Now Counselor

Following a lengthy study by the CSLT Advisory Team, the Society board has voted in favour of their recommended report. The advisory group studied the chapter coach program from three directions.

- \* 1) the original intention,
- \* 2) the actual program as it exists today,
- \* 3) the true needs of the chapter, district and Society, today and tomorrow.

The study was to include but not be limited to the following.

- a. A definition of the role to be played by the chapter coaches in the future of our Society.
- b. Criteria for an appropriate name and job description for the position now known as the chapter coach.
- c. Recommendations for the organizational placement of the revised functions at the Society level.

The conclusions of the Advisory Team are based on a meeting in Portland, extensive e-mail discussion, survey of district presidents, CSLT district vice presidents and CSLT committee and a survey of 96 chapter presidents completed in the spring.

The name has changed. Chapter coach is now known as Chapter Counselor. The title chapter coach has created confusion because Society members understand the word coach to mean musical or performance coach. Counselor defines the job better.

The Advisory Team also recognizes that for many chapters and chapter counselors, the current system is working very well. Yet it is clear that we are not meeting our goals in many other chapters.

Logically it follows that the chapter counselor program can only make a difference when the chapter leadership recognizes the value of a relationship with a chapter counselor. Hence the role of a chapter counselor should be a proactive one.

Further, the chapter counselor should work with the chapter leadership as appropriate to see that the chapter's objectives include both

- \* 1) growth in membership, given that the Society's vision statement is to be an "ever-growing fraternity of barbershop-style singers," and
- \* 2) some way of "leading the cause of encouraging vocal music in our schools and communities."

There are 13 points put forward by the Advisory Team, including a revised chapter counselor job description be placed in the Operations Manual.

If you are interested in becoming a chapter counselor, you must train for the position at COTS. Please call **Jim McDougall** at 519-245-0843. ❄



Photo by Dick Stuart — PROBE  
Second place *Toronto Northern Lights* in competition at Portland international convention under the direction of **Steve Armstrong** and **Chris Arnold**, performing "Polka Dots and Moonbeams" and "Alabama Bound." ❄

## V. P. MARKETING & PR ROGER CARL

### Change is good!

Trust that 2002 is proving to be a successful year for your chapter. We must continue to promote our chapters.

Change is good! Try some new ways to market your chapter shows and guest nights. Distribute small information circulars to your local library, florist, or other businesses in your area. I am sure you are all taking advantage of the free ads available to nonprofit organizations in your local newspaper.

Keep the public aware of your chapter's activities, availability of your chorus or quartets for celebrations that are taking place. Featuring local talent on your shows will provide more ticket sales and also bring recognition to your chorus.

Barbershopping is said to be one of the "Best kept secrets." Let's change that attitude through our marketing. ❄

### E-mail anyone?

If you have e-mail and would like to get listed in a directory of e-mail addresses of *Ontario District Barbershoppers*, send an e-mail to **Waldo Redekop** at tating your name, your chapter and your e-mail address.

We currently have over 375 members on the list and it has become one of the fastest means of communicating with all members. Why not join the list and be one of the first to know? ❄