

# BARBERSHOPPING CAN BE FUN!

V. P. MARKETING & PR  
ROGER CARL



## Prize winners announced

**M**arketing and PR must be a continual channel of information. When a product is introduced you have to advise the consumer about it, the same is true about Barbershop. Introductions are not always successful, so you may need a new approach.

Ideas that were successful years ago usually return to renewed acceptance. For instance, Irving Berlin in 1914 was asked to write a show theme, he came up with a song entitled "As You Smile Show your Dimples." The show was a flop.

Years passed, and once again Irving was asked to write a show tune for the 1922 Broadway Show. He revived the old 1914 music and did a rewrite and came up with one of the most popular pieces of music that we hear today, "Easter Parade," the rest is history. The same goes for show themes, and music, it is nice take a look back once in a while.

### Promotional material

Regular posters eight by 11 are usually used to promote our shows. A novel idea, which has been used for promotion by chapters, is a coaster size poster three by three, which may be distributed to florists, libraries, Doctors offices. The size allows them to display this item without taking up space.

### Spring convention - April 2003

The talent presented for your entertainment was well received. The tribute to the *Nighthawks* by APOC was great.

Saturday we enjoyed a performance by the *Sir Oliver Mowat Collegiate Chorus*. It was certainly nice to see the young people interested in music and the continuation of music in the school program.

Thanks also to *Northern Lights* and *TKO*. As usual, a superb contribution to the evening.

### Onta/Fame prize winners

**First prize** - Raleigh bicycle - **John Gower** -East York

**Second prize** - Raleigh bicycle - **Casey Vanhooydonk**-Peterborough

**Other prize winners** were **Bob Lean**, Oshawa; **Donk Ferguson**, Peterborough; **Marilyn Dunn**, Guelph; **Robert Laing**, Fontheill; and **Ken Bernside**, Kingston.

Thanks to all who supported the Onta/Fame draw.

Although our registration was not what we had hoped for, we cannot look back, but go forward to our future conventions. We are scouting out new venues. If you have any information that you would like to share regarding this, please let our convention chairman know.

Mail to **Paul Greer** 205-26 Park St. E. Missisauga, Ontario, L5G 1L6 E-mail

EASTERN DIVISION  
BROCK SHARPE, D.C.



## Incorporate, don't disipate

### Cornwall Chapter

**Rick Forrester**, the beloved chorus director of this chapter, recently past away after a courageous and long battle with prostate cancer. Our deep sympathy and prayers go out to Dorothy, the children and the extended family for their loss.

### Brockville Chapter

A number of members attended the spring convention and had a ball. The chapter has planned a songfest and it was held on May 10. All *Eastern Division* chapters along with Watertown and Canton chapters were invited to this Parade of Songs and fellowship. An old fashioned way of getting together to enjoy our hobby. Sometime the old ways achieve greater results. Way to go Brockville and kudos to **Bob Panter** and his group for making this happen. Thanks also to all who participated.

### Nepean Chapter

Two members attended spring convention (**Tony Bova** and **Gary Berezin**) and they kept the Kingston Hospitality suite going along with others. The membership continues to grow slightly and we look for bigger things for this growing chapter.

### Ottawa Chapter

Five members attended spring convention including *As Time Goes By* quartet who competed in the competition. Well done!

The chapter recently conducted an all day Saturday session on visual interpretation, choreography and stage presence.

The chorus sang at the Ottawa Tulip Festival May 3 and also will have the chapter annual novice quartet contest on May 26.

### Kingston Chapter

The chapter attended spring convention and participated in the chorus contest. Way to go guys and thanks for supporting the convention. They also conducted one of the best hospitality suites and the singing didn't stop until 3.30 p.m..

**Digger MacDougall** was presented with a *Barbershopper of Renown* pin for 2002 at the convention.

**Paul Tamblyn** has conducted three successful *Men Learn to Sing* sessions outside the chorus rehearsal and after a two hour session on vocal production, the chorus came in and performed for the men. What a great way to attract new members. Offer them the opportunity of free voice lessons and then demonstrate the Joy of Singing with the chorus. Congratulations Paul!

**All chapters remember:  
Incorporate don't disipate**

