



Photo—Waldo Redekop

(L-R) Ontario District President **Wylie Forster**;  
**2004 Ontario District Barbershopper Of The Year**  
**Ron Whiteside**; Society CEO **Don Harris**;  
 Ontario and NED Society Board Member, **Paul Arnone**. ❁



- Ontario District .....Ron Whiteside
- Barrie Chapter .....Al Hooper
- Burlington Chapter.....Bruce Bonnyman
- Grimsby Chapter .....Bob Pyper
- Guelph Chapter.....Don Doyle
- Hamilton Chapter .....Ted Byers
- Hamilton Chapter .....Bob Gills
- Hamilton Chapter .....Sam Sloane
- Hamilton Chapter.....Jordan Travis
- K-W Chapter.....Al Davis
- Mount Forest Chapter .....Bruce Whale
- Niagara Falls Chapter .....Jym Cummings
- Newmarket Chapter .....Clarke Edward
- Oakville Chapter.....Norm Riddle
- Oshawa Chapter .....Rick Falkner
- Ottawa Chapter .....Bruce Sandor
- Owen Sound Chapter .....Jim McConachie
- Quinte Regional Chapter.....Dave Smith
- Sarnia Chapter .....Paul Greaves
- Scarborough Chapter .....Dan Holbrook
- Simcoe Chapter .....John Deacon
- St. Catharines Chapter.....Art Fallis
- Strathroy Chapter .....Frank Knoll ❁

[ED: Taken from LiveWire newsletter from Barbershop Harmony Society.]

## Barbershop Harmony Society releases new graphic identity

If the revitalization process of the Society's image were a reality show, this would be the "reveal." Together, we are stepping forward today to meet the needs of our members.

We've done it by answering your needs for a forward-facing image that welcomes singers into our Society. We've done it by re-energizing our Society's image in a way that will help you share the joy of making music with more singers. We've done it by learning what making music means to our prospective members — and designed a logo that speaks to their aspirations for music and fellowship.

Restating our identity as the Barbershop Harmony Society was the first step. Now, we're ready to introduce to you — and to a world that is largely unaware of our Society — a successor to a logo that has served us for more than 60 years.

"Our new logo is a marvelously elegant statement of who we are: singers of four-part harmony," said Society President Rob Hopkins. "It brings to mind a quartet, but it also could be four men in any row of a chorus," he explained. "The different colors of the facial profiles reminds me that our members come from all different walks of life, yet share the core elements of singing, fellowship, fun, enrichment, and creativity. I love the way that the facial profiles add depth to the design, and the clean, uncluttered, contemporary look is great"

Dozens of concepts submitted from a variety of sources were reviewed and refined before the final version was approved by the Society Board of Directors. Look for the new logo to begin appearing immediately in various publications and web pages.

### Part of a process

This new logo is only a starting point in the process to re-energize the Society's outward focus, and create a vivid awareness of our Society's unique sound and the experience of barbershop singing. This new image evolution, while greatly significant to us all, is not in itself the single step that will change our fortunes. However, it is the right and necessary first step.

What comes next is an aggressive membership recruitment plan later this year, a strong media relations plan, and a general new direction toward dynamically marketing our Society. Along with our members' earnest and intense recruitment efforts, our Board of Directors has put the Society on a positive path toward growth and prosperity for the future.

Download logos from <[www.spebsqsa.org/logos](http://www.spebsqsa.org/logos)> ❁

