

## No judges left after July

By Barry Towner,  
District VP Contest and Judging

### Current Certified Judges

*Contest Administrator* — Rob Arnold and Mac Dallman  
*Music* — Steven Armstrong, Chris Arnold and Jeff Taylor  
*Presentation* — Dave McEachern and Barry Towner  
*Singing* — Ken Fisher

### Candidates

*Singing* — Denis Laflamme

Mac Dallman has bought a house in Nanaimo, British Columbia and so will not be an ONT judge when it comes time for re-certification this summer.

### New Contest and Judging Manual available on Society Website

An updated C&J manual has been put onto the Society website. A number of changes were made to bring it up to date. It is in PDF format, with easy access to any section. The format has been changed to single column from double column. I highly recommend all members of the DMT should have a copy for their own use and recommend their chapters print a new copy for their music teams.

### Midwinter results

The Midwinter convention in January in Albuquerque, NM was a great success from an attendance standpoint as the target of 900 attendees was exceeded. Despite many snowstorms leading up to the convention, the city was clear of any sign of snow and we had bright sun (although chilly temperatures) every day. Congratulations to *Play It Again!*, *Sound Association*, and *Silver Threads* for their eighth, sixteenth and twenty-third place showing respectively.

### Category School this summer

This summer Category School will be held beginning the Wednesday prior to *Harmony University* this summer. This is an event that happens once every three years. Invitations to current judges and candidates will be sent out in early May.

As of Saturday night of the International Convention in Denver, there will not be any certified judges until the Sunday morning of category school. At that time, the opportunity for people to apply to become judges opens up until December of 2007. If you are aware of anyone who you think would make a good judge, please talk with him and have him contact me for information regarding becoming a judge.

You can also read about the process of becoming a judge in the updated C&J manual mentioned above. ❁

### Put effort into marketing — from page 9

If an Affiliation chapter wants to attract men with similar desires/values, they might want to look at the following.

- \* At senior homes.
- \* In taverns and other locations where men congregate socially.
- \* At churches, youth organizations, etc..
- \* At fraternal organizations.
- \* In softball leagues, bowling leagues, etc..
- \* In college fraternities.
- \* In university clubs (chess, gamers, computers, etc.).

So often, when we talk about the differences between affiliation and achievement, listeners believe we mean “old men” and “young men.” But there are plenty of affiliation young men out there; we’re just not going to where they can be found to recruit them.

If an affiliation chapter wants to maximize the return on their marketing dollars, while also developing channels through which new members can be found, they would do well to focus their dollars AND their performances on the audiences identified above. That doesn’t just mean singing at the local college student union building, it means doing joint shows with the college a capella singers AT the college, singing a song or two WITH the church choir AT the church, and so on.

The answer for achievement chapters is quite different. A good achievement chapter has the following.

- \* Focused rehearsals with specific goals, timetables, little socializing, etc..
- \* Members who share a strong desire to sing well.
- \* Members who care more about singing well than about developing new friendships.
- \* Few social events outside rehearsals.
- \* Few public performances.
- \* Performances that are focused on quality and entertainment value.
- \* And so on.

If an achievement chapter wants to attract men with similar desires/values, they might want to look at these.

- \* In university music programs.
- \* Among the members of orchestras and professional musical groups.
- \* Among the members of garage bands, singer-songwriters, and other modern musical groups.
- \* In the leadership ranks of other non profit groups.
- \* Among high achievers in business, sports, and other activities.
- \* For men with “Type A” personalities.

So an achievement chapter should focus their dollars AND their performances on the audiences identified above. Go after the men who are already singing, or have a dedication to music, or have the achievement mentality and can learn to sing. ❁

**APOC Pep Rally — June 19, 2007**

**Be there!**

