



# In Tune

with the

# Hunterdon Harmonizers

Mid-Atlantic District

Flemington, NJ

VOLUME 5, Issue 8  
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## HUNTERDON HARMONIZER 2003-04 SCHEDULE

*make sure to confirm your commitment to performances (sign-up sheets)*

### Editor

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### Contributors

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### Website

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### Webmaster

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## OFFICERS

### President

Richard Kacvinski

### Past President

Richard Taylor

### Exec VP Chapter Development

Art Cole

### VP Marketing

Jack Gardner

### VP Membership

Lee B. Roth

### VP Music & Performances

Michael W. Fordice, PhD

### VP Programming

Ed Kunkel

### Secretary

Barry Liefer

### Treasurer

Richard Cornelison

### Board Members

Chris Fordice  
Charlie Mohr  
Tom Mariano  
Murray Natkie  
Ron Roth

### Director

Don Reckenbeil

### Administrative Assistant

Sharon Cole

## COMMITTEE CHAIRS

### Music:

#### Assistant Directors

Rich Taylor  
Rusty Williams  
George Schwerdt

#### Choreographer

Vida Allworthy

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**Regular scheduled Chapter Rehearsal/Meeting, Tuesdays, at the Elks** (165 Highway 31, Flemington) **7:30 p.m.**  
**1st Monday of each month, Music Team meeting at Don Reckenbeil's house** **8:00 p.m.**  
**3rd Monday of each month, Board Meeting at Lee Roth's office** (91 Main Street, Flemington)

### Other Important Dates:

Sat	Nov 22	Holiday Show Rehearsal	Flemington Presbyterian Church	9 a.m. - noon
Sat	Nov 29	Holiday Show Rehearsal	TBA	9 a.m. - noon
Weds	Dec 3	Lights of Love	Hunterdon Medical Center	6:30 p.m.
Fri	Dec 5	Dress Rehearsal for Show	North Hunterdon High School	TBA
Sat	Dec 6	The Holiday Show	North Hunterdon High School	2:30 p.m. & 8 p.m.
Sun	Dec 14	Lambertville Church Holiday Show		3 p.m.
Tues	Dec 16	Caroling at 2 Local Nursing Homes—meet at Elks		7 p.m.
Tues	Dec 23	Caroling at Hunterdon Medical Center		TBA
Sat-Sun	Jan 10-11	COTS	Hilton Hotel, Cherry Hill, NJ	TBA
Sat	Jan ?	Installation/Appreciation Dinner		TBA
Fri-Sat	Mar 12-13	Intl Prelim Quartet Contest	Parsippany, NJ	TBA
Fri-Sat	May 14-15	M-AD Northern Division Contest	TBA	TBA

## The Blizzard of OurZ

### Holiday Harmony 2003—Another Original

by Jack Gardner and Rusty Williams

Traditionally, there are two headline events that kick off the holiday season. Macy's Thanksgiving Day Parade and our annual holiday show. This year we will perform our new and original musical, *The Blizzard of OurZ*, at North Hunterdon High School on Route 31 in Annandale, on Saturday, December 6, at 2:30 and 8 p.m.

This performance is going to be two shows in one. The first half will be a musical featuring the **Hunterdon Harmonizers** chorus and quartets in a fun-filled and fanciful visit to Hunterdon Village. A number of things happen on the way to the Crystal Cottage as we encounter such characters as Granny, Uncle Scrooge, the Evil Wizard, Winterkin Dumkin, a herd of ReinBears, and Santa Claus. We have basically combined *A Christmas Carol*, *Hansel & Gretel*, and *The Wizard of Oz* into one delightful Christmas story that we hope everyone will enjoy.

The second half of the show features both traditional and holiday music that will be performed by the North Hunterdon High School **Madrigal Singers** and **Show Choir**, directed by David Lockhart.

The **Show Choir** will perform "The Heart's Cry" from *Riverdance*, and will teach the audience how



PHOTO BY LEE ROTH  
*Santa Claus in the center is Michael Fordice, the Wizard on the right is Don Reckenbeil, and the Mayor of Winterville is Ron Newsom.*

to make a favorite Mexican holiday delight, *Chile Con Carne*.

The **Madrigal Singers** will sing an 8-part a cappella piece, "Sleep" by Eric Whitacre, and the holiday favorite, "This Christmastide (Jesse's Carol)" by Donald Fraser. They will also perform a barbershop arrangement of the old hymn, "It Is Well With My Soul."

We will also have a finale, featuring all the singers in the show.



PHOTO BY LEE ROTH

## SCARRED FOR LIFE ON STAGE

by Rich Taylor

Every year at Mid-Atlantic District House of Delegates Meeting a special invitation goes out to the current district champ or some high-caliber quartet to lead the house in the "Star Spangled Banner" and to sing a song or two. In all my years of attending, when they had a quartet perform, it was always a quartet of distinction. This year that honor went to our own Scarred for Life. The invitation came from Mike Fasano, Chairman of the Mid-Atlantic District Young Men In Harmony. He was so impressed with SFL's improvement since they were first seen by the district that he wanted to share their talent with the house.

Great job, guys!

## A WORD FROM THE HOLIDAY SHOW CHAIRPERSON

by Ron Newsom

Time is very short and we must fill every seat for our show. We can put up all the ads, flyers, posters, and other advertisement material that we have, but the best ticket sales come from YOU, the barbershopper. Ask your family, your friends, your fellow workers, your community, etc. to come and see a great show. Yes, a *show*. Many people don't even understand that this is a *show* and not a concert. Talk it up and sell, sell, sell. Thanks for your support.

## FROM THE SECRETARY'S CORNER

by Ron Newsom

Welcome to our newest member, **Chris Heitkamp**. Chris sings baritone and has already participated in our last District Competition. Let's welcome Chris, his wife, Amy, and family, to the Hunterdon Harmonizer family. They have all pitched in for our holiday extravaganza (Squire/Ogre Dan Heitkamp).



## HOW TO SELL SHOW TICKETS

by Lee Roth

So how do you sell show tickets (or advertising space in the show program)? What is the secret? Is there a secret? What is the most successful method for ticket sales? Is it about advertising? Does a mailing list do most of the work? Should individual members be required to sell a certain number of show tickets?

These questions and others were recently being discussed in exchanges of email on the *Harmonet Lite* exchange and news group on the internet. Having read a number of comments based on different barbershoppers experiences I've found that there really is no secret to selling show tickets but there are some suggestions to help increase those sales. The following is a summary of some ideas from John Donehower, Co-Director of the *Music Men Chorus*, Dubuque, IA, a chorus that put 32 on stage this year for two shows and sold about 1000-1100 tickets of 1250 available.

1. **No negative selling.** Stop badgering and scolding members about selling tickets. It hurts sales and it is bad for morale.

2. **Set out expectations and then use positive reinforcement.** Ask that each member make a commitment to sell tickets. As ticket orders come in, give regular feedback as to how many tickets are still available for each show. Spend a little time giving pats on the back of members who are selling tickets, whether that be 5 or 55. Praise goes a long way to inspire others to sell.

3. **Give everyone a chance to be a star.** Give as many people the opportunity to have lines, sing in a quartet, and emcee as possible. Have one quartet perform in the afternoon show, and then a different one for the evening show. The guys will sell more tickets to a show in which they have a chance to shine. They want their friends, co-workers, neighbors, and acquaintances to see them doing something on stage other than standing anonymously on the risers.

4. **Quality.** Make sure people want to come back next year! Don't put anything on stage that won't entertain and reflect well on your chorus. Work with the speakers and the quartets to ensure quality. Not everyone will be able to put on a champion-level performance, but that's okay. Your audience will still enjoy it if it's done well.

5. **Change your focus.** Don't just look at the \$\$, look at a ticket sale as a potential member. Give free tickets to a poten-

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**“HOW TO SELL TICKETS” (continued)**

tial guest who may be on the fence about visiting or joining. Give music educators free tickets and maybe they can do something for the chorus in the future. Let them see what fun barbershop can be. Let them see musicality and polish. Let them see a great guest quartet. Let them see the audience reaction. Get them in the door! You may be losing a few dollars in ticket sales, but you may be gaining dozens of new members. Expose as many people to our wonderful hobby as possible.

6. **Broaden your audience.** Don't concentrate on only selling your tickets to local barbershoppers or to the same old clientele year after year. Other barbershoppers are already members of somewhere else and a stagnant audience dies. Easiest way to find a bigger audience? Do a better job recruiting new members. Our little chorus is going to have eight new members on stage this year. So far, those eight members have sold a combined 240 tickets. Most all of these sales are to people who have never seen a barbershop show. YES!

7. **Be positive.** You can never be too upbeat. You may lose a ticket sale or two this year because you didn't beat your guys up, but in the long run, a positive approach will win. PPO! (Praise Publicly Often!)

Finally, this from Marti Lovejoy, who describes himself as the “proud owner of SING and a 31-year society member.”

“I think the best way to sell show tickets is to be sure that your performers feel great about the product in time to sell the tickets!

“This means that the show committee must be organized, the music must be learned and polished in plenty of time, and run-throughs of the whole package are done several weeks in advance of the date so the members *know* that they will be inviting people to enjoy a quality show.”

The **Hunterdon Harmonizers** are in most regards ahead of the curve and doing a great deal in the right way, but we must recognize that there is always room for improvement.

We are trying to increase the number of quality singers that are part of our group. But there is also a need for better advance planning that gives our members a basis to have faith in the chapter music and management leadership. We need all of our singers to have faith in what we are doing and we need them to support our shows with a positive effort in selling the seats we have available.

More people, more organization and planning, more faith, and a positive attitude in selling our shows and the tickets to the shows.

It is great to be a barbershopper—especially in Hunterdon County.

**WHAT OUR NEW PRESIDENT WOULD LIKE FOR THE HARMONIZERS IN 2004**

During the month of October we've been working on the budget for next year and that has led me to share some thoughts concerning our organization. Let's get a Show Chairman lined up before the year is out. My goal will be to stay 3-9 months ahead of schedule. No surprises, if possible, for the new president. Remember what he does for a living [*Editor's Note: Art, a baritone, works for the U.S. Postal Service.*] and keep me happy by filling this position.

In the near future I will be meeting with the Board of Directors to put together next year's calendar. If you are aware of any upcoming events, let me know as soon as possible so we can keep the whole chorus on track as the year begins.

Thank you in advance for all your efforts and let's keep the lines of communication open between the board and the chorus. Remember, we need each other in order to have a great year in 2004.

Art Cole Jr.  
Executive Vice President

**COMMITTEE CHAIRS (cont'd)**

**Music:**

*Assistant Directors*

Rich Taylor  
Rusty Williams  
George Schwerdt

*Choreographer*

Vida Allworthy

*Section Leader, Tenor*

George Schwerdt

*Section Leader, Lead*

Rich Taylor

*Section Leader, Baritone*

Brian Lipe

*Section Leader, Bass*

Rusty Williams

*Chorus Manager*

Vacant

*Electronic Equipment &*

*Learning Tapes*

Charlie Mohr

*Music Librarian*

Ed Kunkel

*Vocal Coach*

Ron Knickerbocker

**Shows and Performances:**

*Craft Show*

Richard Cornelison  
Tony Weber

*District Convention*

Lee Roth

*Holiday Show*

Ron Roth

*Picnic*

Richard Kacvinski  
Rusty Williams

*Singing Valentines*

Jim Knight  
Charlie Mohr

*Church Choir Relief (summer)*

Jack Gardner

**Chorus Welfare:**

Badges  
Nick Rigas

*Health & Welfare*

Nick Rigas

*Uniforms*

Lou Bowers

*Housing (Elks)*

Art Cole

**Chorus Merchandise:**

*T-shirts*

Vacant

*CD's*

Richard Kacvinski  
Ron Roth

*Cups, etc.*

Dennis McKeivitt

**Programs:**

*Meetings*

Ed Kunkel

*Refreshments*

Clarke Applegate

**Membership:**

*Public Relations*

Jack Gardner

*Young Men in Harmony*

Ron Roth  
Rich Taylor

**LADIES AUXILIARY**

*Co-Chairpersons*

Sharon Cole  
Carol McKeivitt

*Treasurer*

Linda Kacvinski

*Corresponding Secretary*

Alice Rigas

*Recording Secretary*

Linda Williams