

2005-2006 Marketing & Membership Team

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Member to Member

March 2006

Every member counts

Put your Spring cleaning on pause, put HGTV on mute, grab a cup of tea and relax . . .



It's March, so we must be marching to regional competition, which means some of our members are under stress, especially our first-time competitors. Perhaps our long time members are under stress as well. But it doesn't have to be that way. Here is some food for thought, along with that steaming cup of tea.

Regional competition is wonderful. It's wonderful for the camaraderie, the joy, the music, the shopping, the eating, the education, the wonder of it all. Yes, Region #4s competition is wonderful simply for the wonder of it all. Even if your chorus is not competing, it is your responsibility to encourage your chorus members to attend for all the reasons above. Attending regional competition is a heck of a powerful retention tool for members to experience the wonder of it all.

Consider this. What if you encourage each of your chorus members to meet and become friends with at least one member from another chorus? Oh, my. Do you know what that means? That means Sweet Adelines have yet another reason to love what they do – the friendships in other choruses. All of a sudden, the horizon of the new Sweet Adeline is expanded from beyond her chorus to the region. Soon, she can expand her horizon from beyond her region to international.

What does this mean to you? It means retaining another chorus member because all of a sudden it's not just about her or her chorus. It's about staying a Sweet Adeline because of friendships throughout the world. It's about you as the Director or the President or the Team Manager or the Membership Manager or the Marketing Manager taking on the responsibility of mentor – mentoring each of your members to expand her horizon and relish in the joy of Sweet Adeline friendships.

All of sudden, going to 'contest' means a wonderful couple of days experiencing our love of barbershop with our friends. I challenge you to make this happen. Retain yet one more member.

Divas merchandise comes to Region 4

Our own Christmas City Chorus has a Diva Store! Go to www.christmascitychorus.org and click on Diva Store. Find cool ways to market your chorus!