

2018 LO'L Leadership Training Academy- Lakes Chord College Class Descriptions

Office Specific Core Classes - (Sat 8:00 am -12:00 noon)

- ◆ **President** – Thom Schubbe - A 4 hour class on how to be an effective president for your chapter. In addition to the basics needed for a chapter to function (chapter budget, board meeting structure, yearly planning, etc.), this class includes leadership transition strategies, community engagement, member development and more!
- ◆ **Secretary** – Bob Brey - A 4 hour class on the duties of the chapter secretary, BMI/SESAC, ASCAP or SOCAN (Canada) license requirements, show clearance, board meeting minutes, legal files, membership records, access to the Society website. Chapter Secretaries are asked to bring their computer to class as Chris will walk you through the Member Center website and how to update information for your chapter.
- ◆ **Treasurer** - Lowell Bennes - A 4 hour class for chapter treasurers. It will cover chapter budgets, IRS tax returns, Society, State & Federal forms and reports.
- ◆ **Membership/Chapter Development VP** – Judd Orff - This 4 hour class will offer ideas on how to find more members for your chapter as well as how to retain your current members. It will review a wide range of membership development tools.
- ◆ **Music & Performance VP** – Andrew Rembecki - A 4 hour class for Music & Performance VPs and it will review how to organize and lead the chapter music team. Learn from the experiences of a member of the Kansas City Central Standard Chorus music team, a medalist chorus in recent International Chorus Contests.
- ◆ **Marketing/PR VP** – Steve Skolnick - This 4 hour class covers a wide range of marketing/PR topics with a fellow who co-authored a book entitled “The Marketing Toolbox.” There will be an in-depth look at websites, social media and many other tools to promote your chapter and grow your membership. This class is not just for Marketing/PR VP’s, but for everyone with an interest in promoting their chapter.
- ◆ **Chorus Directors & Assistant Directors** – Adam Scott - This 4 hour class is a class for the front line Directors and Assistant Directors. It will deal with retention, motivation, mutual problems in small and large choruses and principles of good directing.
- ◆ **Barbershop Smorgasbord** – Scott Kvigne - In this 4 hour class, Scott shares his knowledge of Barbershopping. This class will cover everything you want to know about singing barbershop harmony. Most importantly, Scott will show you how to have more fun with your hobby.
This class is for the guys who are not taking the Office Specific Core Classes.

Elective Classes -

(Offered Friday & Saturday – 90-minute classes unless indicated)

- ◆ **A Deep Dive into the Marketing Toolbox (Advanced)** – Steve Skolnick – Steve co-authored “The Marketing Toolbox,” a book which is a brain dump from subject matter experts in websites, social media PR and everything you could possibly need to market your chapter (some membership stuff too). Steve will take a deep look into the marketing toolbox, so come prepared with questions, and what has worked and what has not worked for your chapter.
- ◆ **Better Chorus & Quartet Singing** - Jim Emery - This is a hands-on seminar on techniques for improving your quartet or chorus as an ensemble. It includes a short review of basic singing concepts, the concept of expanded sound, intonation, resonance matching, synchronization and precision, volume relationships, sound flow, and the impact of song interpretation and repertoire selection. A variety of exercises will be introduced that are experienced by the participants and that may be taken home as rehearsal aids.
- ◆ **Chords – Part 1** – Steve Hardy – As singers, we each contribute one note at a time to each chord. The class will discuss how the notes come together to make chords and why this is important to know. Topics include the kinds of chords commonly used in classic Barbershop harmony and how to recognize them. **You need to read music (BOTH CLEFS) to be successful.** If you’re looking for a class on how to read music or how to read it better, consider **Music Fundamentals for Barbershoppers** led by Adam Scott.
- ◆ **Chords – Part 2** – Steve Hardy – *Chords - Part 1 is a prerequisite for this class.* Use what you learned in Part 1 to analyze all or part of a song.
- ◆ **Coaching Quartets under Glass** – Jay Fahl & Derek Glenna – Watch two experienced coaches work with an established quartet to improve its singing and performance skills. Learn techniques that you can use in your own quartet or chorus.
- ◆ **Compelling Websites (Intermediate)** – Steve Skolnick – Steve will dive into website design and how to be found online. Look into what keywords a searcher may look for, and a SEO and social media at a high level.
- ◆ **Fundamentals of Better Singing** - Jim Emery - “A pleasant sound, freely produced” is what the singing judge is looking for. Get some helpful techniques from Jim who is a Singing Judge.
- ◆ **Grant Writing for Your Chapter** – Dale Montgomery – Need more funds for your chapter’s activities? Learn some tips for tapping into new sources of income by taking advantage of grant opportunities with a well written grant.
- ◆ **Healthy Chapter Initiative** - Judd Orff – As a Certified Leadership Facilitator in the Society’s Healthy Chapter Initiative, Judd will guide you through this important new program. The program is based on the idea that the success of our organization rests in large part on the health of our diverse array of chapters. A healthy chapter has a strong membership pipeline, a higher level of artistry and musical credibility. Judd will provide tools to help your chapter improve its overall health.

- ◆ **Leadership 101** – Larry Lewis – This class will explore the basic fundamentals, understandings and concepts of leadership. Emphasis will be on personality styles and how to be effective in using facts and influence in leading within a volunteer organization. The class will be interactive and is appropriate for all past, present or future chapter officers.
- ◆ **Learn to Sing Recruitment Program** – Thom Schubbe – Learn to Sing was created by the Barbershop Harmony Society as a membership recruitment program, but it also provides many other benefits to a chapter. Learn more about it from the experiences of the Mankato chapter which continues to grow. All material needed to implement this program at your chapter and create a dynamic experience for your guests is provided.
- ◆ **Likes, Tweets and Home Pages (Beginner)** – Steve Skolnick – Steve will take a high level look at what makes for a compelling, unified approach to your forward facing marketing.
- ◆ **Membership Center is for Everyone** – Bob Brey - Ebiz has now been changed to The Membership Center. It is the online tool that allows you to take care of chapter and personal barbershop business, so you need to learn about the changes. Bob will show you all the Membership Center bells and whistles so you can use it more efficiently. This important for chapter secretaries as well as for every chapter member.
- ◆ **Millenials –What Do They Want, When Do They Want It?** – Doug Carnes – The answer is simple, EVERYTHING AND RIGHT NOW. Join this discussion that looks into wants AND needs of Millenials. It will cover how to get them in the door and most importantly, how to get them to stay!
- ◆ **Music Fundamentals For Barbershoppers** - Adam Scott - This musicianship class will give you the information you need to learn how to read music. Topics will include the basics for reading both rhythm and pitches as well as identifying chords.
- ◆ **Plan/Organize/Communicate Rehearsals** – Doug Carnes – This interactive session will dive as deep as possible into the most effective ways to get the most out of your rehearsals. From weekly score study, to communication with your chorus during the week and rehearsal, it will cover as much as we can. Come with questions and Doug will do his best to answer them all. Positive communication to your singers is the most important thing you do in leadership.
- ◆ **Planning a Successful Performance** – Dave Sylte – What are the common elements that contribute to a successful performance whether it's a 20-minute package or your annual show? Are you doing everything you can to have the most impact on your audience? Is your package tailored for that particular audience? Does it have enough appeal to possibly attract new singers to your group? Most importantly, what are the devices that connect your group with any audience?
- ◆ **Putting Your Chorus on Solid Ground** – Adam Scott – Is your chapter too reactionary in nature? Adam will discuss repertoire selection and rotation, the what and whys of warm ups and group voice lessons before your chapter begins singing their songs each week, and ways to raise the bar in your groups. No prerequisite, the class is aimed at all who wish to attend.
- ◆ **Showmanship - How To Grab An Audience** - Scott Kvigne - This class will show you how to formulate a visual plan correlating costume, image and attitude, choreography and creativity to effectively present the musical intent of the composer and arranger and the goals of your ensemble.

- ◆ **Simple Gestures to Enhance Performances** - Scott Kvigne - Don't fret about trying to remember, and execute, a host of moves befitting the Rockettes. Sometimes, less is more! Learn how we use gestures naturally in our speech, and then how to use those same gestures in our songs.
- ◆ **The Science of Riser Placement** – Andrew Rembecki - Andrew will work with a live chorus and talk about “stacking” the risers with several goals in mind. Learn how you can influence blend and pitch by where you put individuals and voice parts. Andrew is on the Music Team of the Kansas City Central Standard Chorus which has refined this topic to earn medalist finishes for its chorus at the International. This class will run twice in back-to-back sessions on Saturday afternoon.
- ◆ **Youth in Harmony in Your Chapter** – Steve Osero – This class that will show you how to develop a multi-faceted program in your chapter. It will give you ideas for possible programs as well as how to develop working relationships with local choral directors. It will guide you through and explain the steps of an excellent YIH program as well as answer any questions you may have.

Mass Session Topics – (You don't need to register – Just drop in.)

- ◆ **30 Minutes on BHS Diversity – Background/Future** – Doug Carnes – Based on David Wright's writings and Barbershop History classes and information given to us by the Barbershop Harmony Society, Doug will talk about the presence of whiteness and the concept of race within our society, our District and our chapters. Race doesn't have “a little” to do with it; it has EVERYTHING to do with it. It's a topic that's an important part of the Society's new vision statement, *“Everyone in Harmony – A Bold Vision for a Bright Future.”* **This will be part of the Friday night general session.**
- ◆ **Joe Barbershop Craft Session** – Adam Scott – When you arrive on Friday morning, rather than just standing around and waiting for the doors to open for lunch, you can jump into some group singing right after you've picked up your registration package. With warm-ups, tags and possibly a peek at one of the Mass Sing songs, Adam will serve up music appetizers to get you started for the weekend. **It starts at 10:00 a.m. and winds up 11:30 a.m., when lunch will be served.**