

2019 LO'L Leadership Training Academy- Lakes Chord College Class Descriptions

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

- ◆ **President** – Don Fuson - 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** – Tim Schubbe - 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 Tim 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** – Bob Cox - 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** – Larry Monson- A 4-hour class designed to investigate the possibilities of the musical aspirations of the local chapter through effective organization and support for the music team/directors. Topics could include performance opportunities for the local community, music selections, quartet organization and support, recruitment, Everyone in Harmony, and many more. Here's the chance to ask, share, dream as well as be encouraged for the musical well-being of the local chapter and community.
- ◆ **Marketing/PR VP** – Bruce Anderson - This 4-hour class covers a wide range of marketing/PR topics. There are many sides to effective PR for your chorus. Marketing includes developing a relationship with local media contacts, chapter image in the community and how to write articles for media that get published. There are long time marketing techniques that still work and Bruce will share these.
- ◆ **Chorus Directors & Assistant Directors** – Paul Wigley - 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** – Jay Althof – A little bit of many barbershop morsels. In this 4-hour class Jay will share several concepts he has gained over his 30+ years as an active barbershop quartet member and coach. We'll have fun experiencing techniques that can help us become better individual singers and also concepts we can take back to our choruses to help them improve as well. **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)

- ◆ **ABC’s of Engaging Music Educators** – Jim Rasmus – As we try to build bridges with music educators in our communities, what are some do’s and don’ts for establishing these conversations? These efforts need to be carefully planned in order to be productive and successful. It starts with a chapter first deciding what kind of Youth in Harmony program they want to build. Then there needs to be some demographic research to draft an action plan followed by careful planning before you engage with a music educator. Jim will share the insights of Kirk Young and the experiences of LO’L music educators and barbershoppers.
- ◆ **Assistant Directors/Music Team Workshop – “Directing is More Than the Wave of the Hand”** – Larry Monson – Experience the process of a shared satisfaction between the singer and the listener by being a participant in the process of the Joy of Singing. A non-stress activity that’s sure to be fun and informing. A short new arrangement will be explored as well
- ◆ **Become a Change-able Leader** – Bob Cox & Don Fuson – This class will focus around the Society’s diverse array of chapters under the new umbrella of “Everyone in Harmony” and how changes may affect our organizational and leadership structure and styles. Specific objects are the following:
 - 1) The Basics and Laws of Change
 - 2) Understanding Positive Change
 - 3) The Roller Coaster of Organization Change
 - 4) Leadership Tactics of How to Lead Change
 - 5) How to Develop an Action Plan for Strategic Change within a Chapter
 - 6) How to Become a Better CHANGE-able Leader
- ◆ **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.
- ◆ **Bringing a Song to Life** – Jay Althof – Some of our greatest joy is helping our audiences experience genuine emotion from the songs we sing. In this class Jay will explore the key elements that take a song from being just words and notes to truly making music that can touch the hearts of ourselves and our audiences. Together we will learn to become even better story tellers.
- ◆ **Coaching Under Glass** – Jay Fahl – Watch an experienced coach work with an established quartet to improve its singing and performance skills. Learn techniques that you can use in your own quartet or chorus.
- ◆ **Ear Training for Barbershoppers** – Paul Wigley – Whether you’re a note reader or not, this class will show you some techniques to better hear where your notes are in a barbershop chord. Sharpen your barbershop singing skills.
- ◆ **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.

- ◆ **Generational Differences in Your Chorus – An Update** - Larry Lewis - The membership of our society now spans five generations. Each generation has its own set of values, beliefs and priorities. What does all of this mean for our society and local chapters? What do Barbershoppers need to know and need to do? What does this mean for chorus directors? Come to learn, listen and participate about this exciting, yet challenging, aspect of our Barbershopping culture. Larry has previously shared this information and now he gives an update.
- ◆ **Leadership Development** – Don Fuson – The success of your chapter and the Barbershop Society depends on strong leadership. 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.
- ◆ **Leadership in Volunteer Organizations** – Jay Althof – Together we will identify and discuss key aspects of leading and managing organizations, especially as it pertains to volunteer groups such as our chapters. We will highlight the differences between leadership and management and also discuss why both are important to success. We also will share “best practices” from all the participants on how to effectively communicate and build teams within our chapters to ensure long-term sustainable growth.
- ◆ **Marketing Your Chorus** – Bruce Anderson – There are many sides to effective PR for your chorus. Along with hearing ideas from a guy with extensive marketing experience, there will be a sharing of ideas from other folks in the class.
- ◆ **Membership Center is for Everyone** – Tim Schubbe - 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. Tim 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.
- ◆ **Orientation Equals Improved Retention** – Bob Cox – Retention is a membership topic that never seems to get enough attention. We focus on getting singers in the door, but often we lose those new members after a year or two. So what can we do to build long time members? Orientation is an important tool to address this and Bob will show how to make this work.
- ◆ **Planning Rehearsals for Your Chorus** – Dave Speidel – Rehearsal plans are vital for achieving a positive member experience. It requires advance communication between music team members, the chapter program VP and even members. Specific topics include the benefits of sufficient vocal warm-ups and exercises, crafting a rehearsal music schedule, ways to make rehearsals interesting and fun and the importance of utilizing additional personnel.
- ◆ **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?
- ◆ **Reading Basic Music 101** – Larry Monson - This musicianship class will give you the information

to begin learning how to read music. Topics will include recognizing rhythms, notes, and “Listen Louder than You Sing”.

- ◆ **Recruiting with New Ideas** – Bob Cox – So you think you’ve tried everything possible to find new singers for your chorus? Bob will share some new things you may not have considered. Learn how to find those guys who eventually say, “I wish I had learned about this earlier.”
- ◆ **Social Media – Round Table Discussion** – Bruce Anderson & Dave Helf – The word is out there that effective PR/marketing these days needs to make use of social media. And like everything else, social media tools are constantly changing. This class will bring you up to speed in how to work social media tools into your chapter’s marketing.
- ◆ **Standing Ovation Program Basics & Review** – Dave Sylte – This class will cover the basics of the Standing Ovation Program (SOP) as well as serve as a refresher for those who have been doing SOP reviews. Completion of the class will serve as certification to do SOP reviews around the District. Or if you’re just curious about the SOP, it provides a check list for putting together a performance that will grab your audience and bring them to their feet with a standing ovation.
- ◆ **Successful Directing for the Novice** – Dave Speidel – This class is for novice directors as well as Assistant Directors. Topics will include chorus warm-ups – doing them right, basic directing techniques and basic music interpretation. Then there are the elements of preparation and assuming command as well as communicating what you want from the chorus with your body, face and hands.
- ◆ **The Joy of Singing – A Shared Satisfaction** - Larry Monson - Participate in “The Joy of Singing” during the audition process through good posture, listening, and a smile for vocal placement. Learn a new arrangement while using this new vocal placement with a smile.
- ◆ **Vocal Improvement** – Paul Wigley – This class will talk about common misconceptions about proper vocal technique. It also will introduce Musical Theatre vocal techniques designed to improve range, focus of tone, and tension-free singing, especially in the singer’s upper register. This will be a Master Class format, with volunteers coming from class participants.

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

- ◆ **Joe Barbershop Craft Session** – When you arrive on Friday morning, after checking in at registration rather than just standing around and waiting for the doors to open for lunch, you can jump into some group singing. With warm-ups, tags and possibly a peek at one of the Mass Sing songs, we 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.**
- ◆ **Everyone in Harmony – A Bold Vision for a Bright Future – A Keynote Address – Don Fuson & Bob Cox** - Two Barbershop Harmony Society leaders will share the latest from Nashville on the recent changes that are unfolding as we move ahead in new directions as an organization. **This 25-minute address will be part of the Friday night general session.**