

Area Directors Report

Ladies: Here is my Annual Report April 01/2011 to March 31/2012

I have carried out my responsibilities as Area 2 Director to the best of my ability.

- Attended IBOD Mid-May meeting
 - May 2011 - attended AC&C. Chaired Area Council meeting
 - July 2011 - assisted with reviewing and updating the Area Manual with Aileen Murray
 - August 2011 - visited Champlain Echoes with Aileen Murray
 - August 2011 - Attended Harmony Youth Explosion Camp as an observer
 - Arranged and chaired 6 Teleconference Calls with Area 2 Council and Finance Committee
 - Nov. 2011 - Attended IBOD meetings at IC&C
 - Planning more chapter visits in the near future
- Respectfully submitted
Gail Kelsall, Area 2 Director

2011-2012 President's Reports

BARRE-TONES, INC. BARRE, VERMONT

The Barre-Tones have been very busy this year. The membership and PR Committees are still working diligently on the FYV project and we have increased the chorus by 6 again this year bringing us to 45 members.

The Barre-Tones host a quarterly 'guest night' and also invite women to sing with the chorus for the holiday show. Both of these approaches had a favorable outcome. In addition, PR in the form of our website, media, and unabashed lobbying at performances has resulted in attracting women to the chorus.

Carol Hollenbeck is our director, Lisa Parro and Jane Watson are assistant directors. The chorus also has 2 registered quartets, Stay Tuned and In Cahoots, RALI Singers [Retired And Loving It...a group of 12 within the chorus who can do daytime singouts] and Group du Jour, a sextet. Pick-up quartets are encouraged and usually perform at the Annual Show and the Holiday show.

The Annual Show "Forecast Harmony" was a big success and featured the 2010 Harmony Queens "Ringtones" as our guest quartet. The finale, an ABBA medley highlighted by our director in a flaming orange outfit [ala "Mama Mia"] brought the audience to it's feet.

The chorus was very pleased with its scores at IC&C. Especially the singing scores, which again was an indication that we are still improving.

The Holiday Show with the Green Mountain Chorus and the Chancel Bell Choir joining us was nearly sold out. A quartet from the chorus sang at a Boston Red Sox game after competing for the opportunity. The chorus and quartets did several paid performances as well as community service performances for Flag Day, Mountaineers game and as part of a concert series sponsored by the legislature. There were also performances by the chorus, quartets, at other service organizations events and nursing facilities.

Our 2 registered quartets and a couple of pick-up quartets did 51 Singing Valentines this year. Other fund raisers included selling "Buddy Badges" at the unique July 4th parade in Warren, a dinner performance and silent auction, a yard sale the weekend after "Hurricane Irene" [did surprisingly well as they were removing mud from the streets with snow plows], and selling ads for the show program.

A chorus goal setting session was held in January and now a new choreo team is working hard on our contest songs. Changes in the education portion of rehearsals are underway to incorporate better use of skills within the chorus to help us be the best we can be.

As Chapter president it has been a unique pleasure to represent dedicated and caring women who share in our magical gift of making beautiful music for ourselves and others.

CAPITAL CHORDETTES, INC. - AREA 2 ANNUAL REPORT

The Capital Chordettes have had a busy and productive year starting off with our return from AC&C on a high to share our third-place win with the members who were unable to join us at contest.

Our highlights this year include:

- ⤴ Successfully established Groupanizer to facilitate communication.
- ⤴ Prior to contest we learned that Elizabeth Knight, a member of 37 years, had become ill. In recognition of her significant contribution to our Chorus we learned a new song "For Good" which was dedicated to Elizabeth at a wonderful Concert for her and many residents at her retirement home. In late May we were invited by her family to share our tribute to Elizabeth at a reception following the beautiful Memorial Service.
- ⤴ June started with a busy schedule with our participating in a Festival of Arts in the City providing entertainment to families and friends in our community. We enjoyed singing as fans arrived and then singing the Canadian Anthem at the opening of the Fat Cats Baseball Game in June as well as singing at the local 67 Hockey game in January. We received very positive feedback on our performance.
- ⤴ We held another Christmas Sing to which we invited former members and people from the community to join us in October through December in singing Christmas Carols providing them an opportunity to sing in our Christmas Concert and Craft Auction. We had two young ones join us a granddaughter of a former member and a niece. They were delightful and thoroughly enjoyed it.
- ⤴ Two 50/50 concerts were held this year, one in Cornwall and a sell out performance for Hospice Ottawa.
- ⤴ We were pleased to be awarded the Ruth Geills Trophy at IC&C and appreciated the best wishes from so many..
- ⤴ Our membership were invited to provide their feedback about the chorus which became the catalyst in developing our Board priorities which will go a long way to revitalize our chorus.
- ⤴ Our annual Christmas Craft Sale & Auction was a great success and we were pleased to present a cheque to our chosen charity "the Children At Risk", in the Ottawa area who have been diagnosed m disorders.
- ⤴ Over the summer many Chordettes got together to join in harmony while practicing for the Christmas Caroling season ahead. Our Christmas Carollers had a wonderful time performing for customers shopping at a local Mall. We are looking at expanding this program for 2012.
- ⤴ The Chordettes are pleased that the proposal submitted to Algonquin College was accepted. We have been working with the students and faculty to develop a marketing plan to recruit new members by April 2012.
- ⤴ We are proud of our new banner which we use to promote our Chorus in the community as well as in-house events.
- ⤴ Exciting plans are underway for a year long celebration of our 50th Anniversary in 2013.
- ⤴ The Chordettes had two great parties this year. In June many were decked out in very original "Fascinators" in keeping with the Royal Wedding to celebrate a wonderful year. It was great fun and a nice way to complete the sign off for the summer. Our Christmas Party was a great success with lots of singing and a chance to catch up before heading off to celebrate the holidays with our families.
- ⤴ Our current membership is 41.

We are now busy learning new music and are certainly looking forward to April and seeing everyone in Montreal. Respectively submitted, Carol Anne Clarke

CHAIR CITY PIPERS, GARDNER, MA. - CHAPTER ANNUAL REPORT

The Chair City Pipers have participated in approximately fourteen sing-outs in our surrounding area throughout the past year. We have sung to groups at churches, town anniversary celebrations, fairs, assisted living facilities and side walk sales. In exchange for advertising in the program booklets of a local theater group, we sing in the lobby before show performances start.

We have held our own Ladies Night Out event, hosting 10 to 15 guests. This was successful for us as well as for the vendors who took part. In addition we were invited to sing at a city-held Ladies Night Out in a nearby community, which helped with our goal of doing some recruiting in that area. We also sang at Christmas time at that town's local cable T.V. station which was a fun experience. Another 'just for fun' event was inviting a Mary Kay cosmetic representative to show us new things in make-up techniques.

The Pipers held our annual retreat at which 15 members worked hard and enjoyed fun times too, with our Director and coaches Jean Patterson and Diane Coates from Harmony, Inc. The homemade meals over the week-end are always a big draw.

Our annual show in June was a variety show with the Granite Statesmen, one of their chorus quartets, and some very talented young people from an area elementary school. Money from the town's cultural grant and a sell-out

crowd all helped make for a very profitable evening. Auditioning and performing with these young people was great fun and a wonderful opportunity to make ourselves known to another community.

We are fortunate to have a contact with a local community college through a retired faculty member and our own E-board member, Janice LeClair. She arranged for us to perform for their Audio class to give them practice and in turn gave us the opportunity to hear and improve our singing skills..Another valuable member, Connie Thompson has served above and beyond by allowing us to practice in her home when there was no heat in the rehearsal hall.

Nearly the entire chorus was able to join in the Harmony flash mob in Nashua last April. What a wonderful experience to hear so many friends all singing together. Some members were able to attend and volunteer at both Harmony Explosion Camp and IC&C. Hopefully more of us will be able to do this in the future.. Members had a great time going to an inter chapter party, and we all felt very fortunate to get coaching from Lauren Lindeman when she traveled to coach the Sounds of the Seacoast chorus. Thank you for making this possible, ladies.

We hold monthly E-board meetings and I feel grateful to have other officers dedicated to giving their time to help us stay organized, informed and an active chorus of Harmony, Inc.

We are continuing to try to add new members to our ranks. Similar to other choruses, we gain and also sadly lose members for some of the same reasons other choruses do. We have a lot of fun at all the various venues we perform at and hopefully this continues to help us attract new people to this wonderful hobby.

Sincerely, Lois Lundsted, President

CHAMPLAIN ECHOES

Greetings Area 2, this year has been a busy year for the Champlain Echoes. We have been focusing on our membership numbers through the use of the Share Your Voice campaign. I would like to extend a hearty thank you to Catherine Connelly of our Music committee for her efforts on this campaign. She not only created the advertising but organized a very successful outreach event at the Women's Expo held in March in Burlington. Our director, Carol, and the whole music team deserve a shout out as well for coming up with the idea of offering some private voice critique to guests and new members, and putting emphasis on some special guest nights. As a result of these efforts we have two new members and another possible three ladies who have been to at least three rehearsals and seem to be enjoying themselves.

The Champlain Echoes have spent the past year working very hard on your music, digging in and getting back to some basics, like working on tuning, matching vowels, and unit sound, and doing local singing events. While we did not do an annual show or Christmas show, we spent our time singing the National Anthem at the University of Vermont for basketball and hockey games. In October we were invited to sing at a local "Making Strides" walk marathon for Breast Cancer as teams arrived at the venue. The ladies seemed to enjoy the musical welcome very much. We performed at several senior centers, with a special Christmas appearance at Shelburne Bay where two former members reside. Another local acapella group, "Route 7" invited us to sing at their Christmas fund raising event in Williston Vermont to a sold out house. Lastly the South Burlington Fire Department honored the Echoes with a beautiful plaque for our 9 years of contributions to their 911 Remembrance Ceremony.

While we have been busy with the work of rebuilding our chorus this year and even though we won't be competing at AC&C this year, watch for us in 2013!!!

Respectfully,
Jan Finn, President

HARMONY IN MOTION PRESIDENT'S REPORT

It's with great pleasure that I share our achievements for the past year. We are currently at 43 members and are working diligently to attract more singers through the "Find Your Voice" program.

We continue to schedule monthly performances at various venues:

1. Nursing and retirement homes

2. Anniversary celebration of the opening of a local lake community.
3. New Jersey State Fair
4. "Tee It Up For the Troops" (patriotic music to honor our veterans)
5. Holiday performances at local ski resorts
6. "Holiday Greetings" for local groups, who might spend the holiday season without recognition.

In October, our show, 'Monkey Business', was a resounding success. It's so exciting to perform for a "sold out" audience of 700.

We were able to attend AC&C as well as IC&C, as enthusiastic observers. It afforded an excellent opportunity for many of our new members to experience the excitement of Conventions.

We enjoyed another successful annual Retreat.....a weekend filled with coaching, bonding and fun.

Our visual team is continuing to video record segments of our rehearsal, as a tool to improve the "sale" of the song. We have found this to be an eye opener for us all.

Our director, Pat Smith, continues with her determination to make this hobby fun, while providing us with the techniques to improve, individually and collectively.

Respectfully submitted,

Betty Martin, Pres. Harmony In Motion

Maine-ly Harmony Lea Davis

Maine-ly Harmony was thrilled to score well enough to compete in Hershey in November! While still on a high from our success at AC&C, and (of course) a bit tired on Sunday morning, we, nevertheless, all traveled from Manchester, NH, back to Maine, not to our homes, but to the University of Maine in Augusta, where we were scheduled to perform at 2 p.m. for the UMA College of Arts and Humanities! We must have rallied well, because we were treated to a standing ovation! Other performances even before AC&C included one at Thomas College and a benefit for Respite Care – not to forget the exciting Flash Mob at the Pheasant Lane Mall in Nashua with our sisters in harmony April 23rd! Our members make every effort to honor performance requests throughout the year from retirement and nursing homes, as well as from organizers of charity fundraisers, for groups such as the Elks and the Eastern Star, and for our veterans housed at the Togus Veterans Administration, for whom we have a special regard. The VA staff welcomes us to use their facility for our weekly rehearsals. On the 10th anniversary of 9-11, we performed God Bless America, This is My Country and We Rise Again for their service of remembrance. The month of December was devoted to singing our holiday repertoire throughout the community.

To help pay for our costs, we again held a super-sized yard sale in the midst of the beautiful perennial gardens of Hill Gardens nursery, and we delivered Singing Valentines throughout the community. In the spring, we began touching base with the choral directors at Augusta's Cony Junior-Senior High School. At the Junior High, we were given a class to introduce barbershop harmony and work with the students in sectionals to teach them the first 19 measures of Beauty and the Beast. They were awesome! At the high school choral class, a quartet sang a few songs and we described our style of harmony. We were invited by both teachers to hold classes immediately after school on Wednesdays. When school ended, we received permission to conduct classes at the Kennebec Valley YMCA in Augusta. The YMCA invited our team to become part of its After-School 8-week program in September. We were supported throughout this youth outreach effort by a Youth Outreach grant from Harmony, Inc., after a vote of approval from Area 2 Council.

October 29, the evening of our big show, "Once Upon a Time..a Harmony Tale," a blizzard moved in! Even though our guest quartet VIBE, couldn't make it up from New Hampshire, and the audience was diminished, the show went on and we wowed our audience! Our scripted fairytale show was replete with laughs and good singing – from the chorus, our quartets and our YMCA Youth Chorus! We've had two open houses – in August and February, featuring the "Mother-Daughter" angle! We've gained three new members this year, and we have three more who have passed their auditions and are ready to join - a mother and daughter among them! We continue to feature "Find

Your Voice” on our website and in our PR, and printed a supply of “Find Your Voice” 3-ups to hand out at all performances. Maine-ly Harmony members are indebted to their sisters in harmony from Sounds of the Seacoast who have traveled to Maine to coach us. We are also grateful to the coaching assistance offered to us by Jay Wiley and our own Debbie Greim. Of course, the follow-through and perseverance of our much-loved director Kathy Greason who leads us towards achieving perfection, is our greatest blessing.

MONTREAL CITY VOICES

Montreal City Voices has had a busy productive year.

We had the opportunity to entertain at thirteen singouts. Seven of them were in retirement homes where we were very well received by the residents. Our four appearances in shopping malls during the holiday season were lots of fun. We also sang for a 90th birthday party and in a local civic centre.

Our annual Christmas Show and Craft Sale was a great success. We thoroughly enjoyed playing the part of elementary school children.

During the summer we had a shorter rehearsal and devoted the last hour to individual and small group vocal lessons with our director and assistant director.

Our “Kerfuffle” team continued to produce a weekly electronic newsletter reviewing important points from our rehearsal as well as keeping us up to date with other information.

We did not have a formal guest night this year, preferring to concentrate on retention of our ten new members. However, guests are welcome at any rehearsal and we did gain one new member. Unfortunately we also had four members leave. Our present membership is 33.

Much of our time has gone into planning for the upcoming AC&C in Laval. We are thrilled to be hosting and look forward to welcoming Area 2 to our Tiki Party.

Respectfully submitted
Carole Mercier, President

New England Voices in Harmony Annual Report for Area 2
Submitted by Kate Steer, President

The chapter is now 12 years old. We currently have 50 members, 41 of whom are active. We gained four new members this year and five members have moved to inactive status. Renee Tramack is our director, with Diane Fagerstrom stepping up this year as assistant director.

Contests. The year began with hosting AC&C in Manchester, our first ever contest as hosts. We had 38 members on stage and placed second. We were also given the Rising Star award and the Carol Gardner Singing with Heart award. We had four chapter quartets compete, two of whom qualified for Internationals. In addition, Under Construction won the Rae Borrer Memorial Award. In November we traveled to Hershey, PA for IC&C. We had 35 women and placed third. In addition, Cloud 9 was thrilled to take home the fifth place quartet medal.

Performances. We had ten paid performances during the past year, primarily at Assisted Living facilities. As in past years, we sang at the Nashua Holiday Stroll (a donated performance) and as guests of the Granite Statesmen at their annual Holiday Cabaret.

Music and Coaching. We learned four new songs, along with presentation. We had coaching on nine rehearsal nights from Steve Tramack and Jim Coates. Our annual retreat was held at the Barbara C Harris Center in Greenfield, NH with David Calland.

Quartets. The 9th annual Quartet Showcase hosted by New England Voices in Harmony was held on August 4th, 2011. We had 18 quartets come to perform, representing both Harmony, Inc. and the men’s Barbershop Harmony Society. The 1st Quartet Summit was held on January 21st at First Church in Nashua. We had representatives from six choruses in Area 2 attend the event.

Financials/Fundraising. The chapter remains financially solvent. Our CD, Holiday Voices, continues to sell well, with almost 70 sold this year. We also have paid in full the “shares” that were purchased to help us finance the project. Scrip continues to be our best fundraiser, making the chapter over \$1500. Terri-Lynn nuts are also a good fundraiser for us. Our Angel Fund, sponsored by the generous donations from members and friends throughout the year, continues to help members attend special chapter events.

Other. This is our fourth year with the adopt-a-family project at the holidays. We donated gifts and food to a Nashua family and were able to fulfill their requests. We also redesigned our website to present a more dynamic, professional image and continued using Facebook and email to promote the chapter and our events. We attended an interchapter social hosted by Sounds of the Seacoast in August.

Annual Report for Silk'n Sounds

Silk'n Sounds has had a busy year. Our director, Christine Hayes (who wrote “What A Dream Can Do”) became overwhelmed with her job at Yale and decided to quit as our director. Fortunately, she will keep singing with the chorus! We started a search, chaired by Sharon Cawley (Vice President), and after several interviews hired Scott Colman who is the President and Assistant Director of the Westchester Chordsmen. Scott was thrown instantly into the fray, starting in September, as we'd planned to go to International in November. He learned our songs, and directed us to an improved score over our Area score. Now he has to learn the whole repertoire!

We gave seven performances in the community this year, and a Holiday Show in December when we gave a contribution to the Ben Haven School for Autistic Children.

Our new Board includes:

President, Sharon Cawley (douxmete@gmail.com)

Vice President, Sandy Anagnostakis (Sandy.Anagnostakis@gmail.com)

Secretary, Christy Lennington-Asch (cryspanimal@yahoo.com)

Treasurer, Carol Roberts (RiCar22@aol.com)

Members, Dorothy Hopkins, Faith Barrington, Forence Cappelli, Donna Danbury, Hester van de Rhoer, Louise Talarczyk, Lynn Paper, Sharon Huttner, and Karen Wheeler, Chris Mongillo, Michelle Valerio.

Submitted by Sandy Anagnostakis, past president, Silk'n Sounds

Sounds of the Seacoast President's Annual Report

Evelyn Colby, President

Sounds of the Seacoast once again had a very busy year, and the days and weeks just flew by!

In April we held our Annual Show, *the Sounds of Music*, which incorporated a medley of tunes from The Sound of Music. The crowd then rocked to the upbeat a cappella performance of Alabaster Blue, a co-ed group of college students from nearby UNH. A great evening for all!

Later in April, several of our members travelled to Nashua, NH to participate in the 'Flash Mob.' It was a fun experience that we all hope will take place again!!

Following a great Area Contest in May, we enjoyed a little respite before our summer events began. We are invited each year to perform for the Exeter Library, Kingston Days and the Hampton Summer Bandstand Series.

After enjoying a couple weeks off early in July, we hosted the second annual Area 2 Fun Night, where we were joined by members of NEHIV, Women of Note, Maine-ly Harmony, the Chair City Pipers, and a special visit from our reigning Queens, Foreign Exchange. All choruses sang a song or two, followed by ice cream sundaes, luscious treats and time spent with our Sisters in Song.

Once again, we enjoyed the coaching talents and humor of Lynn Randall and Lauren Lindeman as we shared a weekend of work and play at our Annual Retreat in September. It is always amazing to see them bring things out of

us that we didn't know we had inside!! They proved to us that dedication and hard work can lead to some exciting and wonderful *sounds!*

In October, we enjoyed singing at the A cappella Festival, held for the second year in conjunction with our local UNH collegiate a cappella groups. It is enlightening to see the diversity in the various types of a cappella singing, besides our own beloved Barbershop!

Our Christmas Cabaret was one of the best ones yet! We sang to an audience that was very jolly and heartily joined us in singing some of the 'best loved carols' at the end of the show. Our annual food drive held at the Cabaret provided 6 large boxes of goods for our local charity, A Safe Place, a respite for battered women.

This year's Singing Valentine's promotion was our best ever! We delivered 25 Valentines, amid, tears, joy and laughter. This is always an event that our quartets, both registered and pickup, look forward to!

Sadly we did have several chorus members lose a loved one in 2011. Seven members lost either a husband, mom or dad. And, very sadly, we lost our dear chorus 'Mom', Joanne Dodge, mother of Wendy McCoole, to cancer at the end of February, 2012. We will all miss her twinkling eyes and lovely smile at our events.

Looking forward to ACC and a great weekend of sister-hood! See you all then!

The Thousand Islanders Chorus Annual Report

The past year started off on a high note....pardon the pun, when we not only qualified for IC&C, but also won the Betty Costello small chorus award at AC&C. Thirteen of our members were able to compete at IC&C this year.

Throughout the year, the chorus has had several singouts at 5 nursing homes, Mark's Work Warehouse on 3 occasions, an Odd Fellows dinner and pre-Santa Claus parade entertainment. The chorus organized and performed at a benefit concert to aid children from Chernobyl where \$2000 was raised. The chorus was asked again this year to perform at "A Community Christmas Concert" along with several other local musicians at the Brockville Arts Centre. We also sang outdoors at Brockville's yearly festival, Riverfest.

We had 4 ladies join us for our 3 week Christmas Voices program. After learning 4 Christmas songs with us, they performed on several occasions during the Christmas season. Two of these ladies have joined the chorus.

Our 2 in house quartets The FourTune Seekers and Selective Hearing, as well as 1 other quartet, could be seen caroling through the downtown streets of Brockville, on 3 Saturdays in Dec. dressed in Victorian costumes.

Selective Hearing performed at an Edwardian tea at The Fulford Mansion in Brockville.

The FourTune Seekers had many singouts of their own besides caroling downtown and the Chernobyl benefit concert. They included 6 volunteer luncheons, 2 nursing homes, taping at our local TV station for a telethon, 2 Christmas dinners for the Women's network and a ladies church group, and at A Christmas Remembered at a beautiful mill. Just before Christmas we passed on Christmas greetings in song to 13 dental offices, and a school, from one of our local dentists. We also delivered 13 singing Valentines, starting at the radio station and ending at the Casino!

Annually, The T.I.'s donate a sum of money to assist with the education of an autistic child. This past year, the money was donated to an elementary school to purchase an iPad for this purpose.

In June we held a garage sale which brought in \$1000 profit for the chorus! We sang for the neighbours and had a fun as well as a profitable day!

One of our members was honored recently by being inducted into the Brockville and Area Music & Performing Arts Hall of Fame. It was a privilege to perform with Cally Tripp, actress and singer on her special night at the Brockville Arts Centre.

Looking ahead, the chorus is not only preparing for AC&C but also The Lion's Music Festival. We are also planning a scaled down show, an "Afternoon Delight of Sweets and Songs" on June 3.

We look forward to seeing everyone in Montreal! Safe travels to everyone.

Respectively submitted by

Debbie Gay

President of The Thousand Islanders Chorus

April 2012 Membership Report – Aileen Murray

Area 2 - Membership Coordinator

Area 2 - Membership Outreach Coordinator

Lottery Contest: In an effort to assist our chapters and create additional excitement in the recruiting of new members in Area 2, a Lottery contest was held.

The chapter's name went into the lottery, for each "new" Harmony member recruited between April 1, 2011 and March 31, 2012.

The winning chapter in Area 2 will choose from the following:

- *Chorus coaching session (up to \$200) with coach of their choice.*
OR
- *Learning tracks for the chorus song of their choice (up to \$200).*

Recruiting Results

Barre-Tones	5
Chair City Pipers	3
Capital Chordettes	2
Harmony Heritage	1
Harmony in Motion	3
Main-ly Harmony	3
Montreal City Voices	1
New England Voices	4
Silk n Sounds	5
Sound Connection	8
Sounds of the Seacoast	3
Thousand Islanders	2
Women of Note	<u>4</u>

TOTAL 44

The contest again was a huge success with 44 new people joining Harmony Inc. (*up 1 from last year's contest*). A draw will take place at AC&C Saturday afternoon after the contest. A winner will be proclaimed! Congratulation everyone on a great recruiting effort!

- 13 out of 15 chapters were able to bring in at least one new person to Harmony.
- Notable Blend Chapter is on Reserve Status.

Ongoing Membership Support

- Provided support & advice to Area 2 chapters on membership issues and lottery contest.
- Contributed membership & lottery articles to the Borderlines.
- Participated in 5 out of 6 Teleconference Calls with Area 2 Council and Finance Committee
- Attended AC&C Council meetings in May & Nov 2011.
- July 2011 - assisted with reviewing and updating the Area Manual with Area Director.
- August 2011 – chapter visit to Champlain Echoes with Area Director

Recommendations:

- Since the lottery contest was so successful, I would like to run one again starting April 1, 2012 to March 31, 2013. (*The new name will be "Membership Reward".*)
- Chapter visits. I feel this is worthwhile and would like to continue this practice. It is important to have personal contact with the chapters, support them and encourage membership growth.
- Planned summer visits are ahead.

Respectfully submitted, Aileen Murray

Area 2 Marketing/PR Annual Report 2011-2012

As Marketing/PR Coordinator, my job is to help improve Area 2 chapters' marketing effectiveness. It's my goal to increase chapters' knowledge, understanding and capabilities, enabling choruses and quartets to better market themselves. This year's activities included:

- **Find Your Voice campaign.** All corporate materials were updated this year with Harmony's new icon replacing the older logo. Developed FYV handout for use at AC&C (all Areas) and IC&C 2011. Alan Lamson, BHS president attended the AC&C 2011 class, where he highly praised Harmony's Find Your Voice program, providing us with excellent internal publicity. Also, developed new FYV Business Card template for choruses – membership recruiting cards and new wallet cards.
- **Area 2 Flash Mob.** Developed promotional signs & business cards for this 2011 event.
- **Ongoing Marketing/PR Support.** Regularly provided support & advice to Area 2 chapters on marketing/PR topics, including: director searches, promotions for guest nights, recruiting strategies & materials, etc. Updated Area 2 Chapter Directory – portrait and landscape versions. Published several emails via Council egroup: hints, tips, templates, sample promotions, training info, marketing suggestions and ideas, etc.
- **Chapter Visits.** Assisted NoteAble Blend with futures planning. Conducted an extensive chapter assessment in April-May; presented survey results to chapter in June; held a goal-setting session with the entire chapter in June. This included: alternative directions, varied strategies, potential mission statements, etc.
- **Area 2 Manual.** Submitted the following revisions: Area 2 Marketing/PR Coordinator's job description; AC&C Publicity Chairman's job description; Area Education (ABC) Day Publicity section; Youth Outreach Coordinator's job description; AC&C Fundraising Guidelines.
- **Training.** Attended marketing sessions at NED Leadership Academy, Jan. 2012.
- **Harmony corporate.** Contributed to review of HI's new website design and assisted corporate with revising its mission statement. Updated HI corporate datasheet with new scholarship info, mission statement and new HI icon. Also adapted "About Harmony" easy template for chapters' use.
- **Consulting.** Provided marketing/PR support to Area 3 for an 'All-Day A Cappella Vocal Workshop'– Find Your Voice Day membership expansion effort. Although the event got cancelled due to severe storms, materials (saved for future use) included: membership recruiting ads, 3-up flyers, Welcome Letter, etc.

Recommendations:

Recruiting younger women should be a major focus if we want Area 2 to grow, thrive and retain its vibrancy. Also, we need to better integrate the **Find Your Voice** slogan throughout our marketing efforts – to increase recruiting effectiveness and reach broader audiences.

Presidents: What marketing/PR help, support or assistance does your chapter need for 2012?

Chris Kuntz, Area 2 Marketing/PR Coordinator

Find Your Voice...and let your spirit soar!