

HeartBeat



*Sweet Adelines International's Region 14
Virginia, North Carolina, South Carolina, Georgia, and Tennessee*

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Greetings from your Regional Convention Team!

We're looking forward to seeing all of you in March! It's great to have our Regional competition in the Embassy Suites for a second year. The Team has been working with the hotel, the convention bureau, and the stage, sound, and light people, to prepare for another exciting contest. Singers are fitting and checking costumes, polishing choreography, and singing words and notes to songs even in sleep! We'll all be ready!!

Be sure to refresh your memory of the Regional songs for the Mass Sing and bring your excitement. The Mayor of Concord and the Director of the Convention Bureau will be guests. Chorus Flags will be featured in the hallway before the Parade.

Chorus dinners will be available, the hotel will provide Happy Hour and breakfast, and the Harmony Lounge will be open on Saturday evening for mingling and singing with our sisters in harmony! Check with your Chorus Competition Liaison for more details.

Kathy Rector, Convention Regional Chair
Toni Kreitzer, Competition Chair
Sandy Adam, Facilities Chair
Nancy Field, Regional Education Coordinator

The Harmony Lounge

Let's raise a glass to all Region 14 choruses and quartets!!

Saturday evening from 9 to 11

Please join us in the Harmony Lounge, located in the Rocky River Grill area, to enjoy encore informal performances by quartets and choruses who wish to cheer us with a song. Everyone is welcome to party and sing!!

Hope to see you there!!

Convention Housing
Embassy Suites –Charlotte/Concord, NC
5400 John Q. Hammons Dr. NW
Concord, NC 28027
704-455-8200

www.embassysuitesconcord.com

Embassy Suites Standard Guest Suites: \$169 per night, plus 13% tax (approximately \$190.97 per night).

Room rates are the same for single/double/triple/quad occupancy.

Cancellations must be made 72 hours prior to the date of arrival to avoid being charged. Guaranteed reservations are held for one night only (without occupancy), not the entire length of stay. That is, if a room is reserved for Thursday arrival and Sunday departure and no one checks in on Thursday evening, the reservation is released on Friday and one night's room rate is billed.

Check-in Process:

Room Check-in: One person (room captain or 1st arrival) from each room will check-in, pick up keys for their room and have their credit card swiped – this card will have all charges for the room. This will eliminate 3 – 4 people standing in line for each room.

Room Payment: Each person in the room can go to the front desk ANYTIME during the week-end to have their card swiped to pay for their portion of the room. The charges will then be removed from the card of the initial person checking in for the room. No charges are submitted until the final check-out date.

Note: This was one reason the lines moved so slowly last year – waiting for multiple card swipes for one room. Remember, you can do this anytime during the week-end!! An alternative plan could be payment by roommates directly to the person whose card is swiped.

SAVE THE DATE! Region 14 Leadership Workshop May 31-June 2 - Durham, NC

Tip for Revising Standing Rules

Carolyn Benkowitz • Standing Rules & Bylaws Coordinator

Next time your chorus works on revising Standing Rules, consider these tips:

1) Use a legend.

* Portions governed by International that cannot be changed by the Chapter are in ***bold italics***.

* Portions from the Chapter can be changed if Bylaws are updated and approved are in *italics*.

* Portions in standard font are Chapter rules and can be changed as the chapter wishes (with compliance approval from the Region Bylaws and Standing Rules Chair).

Using this system will guide future officers/directors of your chorus when they work on revisions.

2) Be sure to **submit a redline copy of your proposed revisions** to me. This will save review time and enable me to respond to you much faster.

Even though it is no longer required that your Standing Rules be revised at least every 3 years, it would be a good idea to review them. Often times, leadership will change a procedure but neglect to update the Standing Rules. It's also possible that you have made changes to your Standing Rules but not updated your Chapter Bylaws to reflect those changes. Set up a committee to review both of these documents if they are more than 3 years old.

Questions, please feel free to contact me at ladybass1123@gmail.com.

SHOUT OUT!

Phyllis Quast is our new Charter Chapter Liaison and has already reached out to chapter leaders. Thank you to Phyllis!



Secret Sisters

Missy Wurthmann • Regional Administrative Chair

The REC is pleased to announce our 2019 Regional Convention "Secret Sister Chorus" program!

The desired outcomes of this program include:

- FUN!
- Creatively show love & support for a group you may or not know very well
- Grow our connection to each other in Heart of the Blue Ridge Region 14

You may be asking yourself... **"How can we show support if we are supposed to remain anonymous?"** Well here are a few ideas....

- Create a generic email address that you can send messages (even audio recordings perhaps) to the leaders of your Secret Sister Chorus for them to share with their members
- Mail a small token to them with no return address
- Make a phone call to the chorus Director from a member's phone that has a different area code during their rehearsal (prearranged of course) from your

rehearsal to sing them a quick something!

- You can use one of the REC (Missy, Nancy or Julia) as a go-between if you come up with something that just NEEDS to have help from someone who knows the scoop. (***Only members of the REC have the complete list of Secret Sister Choruses, and we are willing to help where we can.***)

Remember there is some other chorus that has YOUR chorus... so please be on the lookout for contact from some other group!

Member Acquisition: Letting Social Media Do the Work for You!

Katie Staggs • Communications Coordinator
Missy Wurthmann • Regional Administrative Coordinator
Cindy Partlow • Marketing Coordinator



Digital platforms are a great way to accomplish a long list of goals for your chorus, from gaining new members to advertising events. There are three specific digital platforms that will help your chorus gain new members and stay on top of the latest trends: Meetup, Facebook, and your Chorus Website.

Meetup

If your chorus is not on Meetup, it should be! Meetup is a social media platform with the following mission statement:

“Getting together with real people in real life makes powerful things happen. Side hustles become careers, ideas become movements, and chance encounters become lifelong connections. Meetup brings people together to create thriving communities.”

By using Meetup, individuals can search for their interests and find local groups that have the same interests. A potential member is likely to come and experience a rehearsal if they find your chorus on Meetup. The key to using Meetup is making sure that your chorus members are also using the platform so that potential members know how many people will be in attendance on any a given week.

Facebook

Facebook is a social media platform used by billions of people around the world. No matter how small you believe your area is, there are bound to be thousands of locals on this platform near you. Be proactive in your Facebook use by making sure that you have a public facing page for your chorus rather than just a private group for your members.

Two key components for a successful Facebook page are to be social and visual.

Be social--Interact with your followers and potential members through comments and messaging. Also, make sure that your chorus members are sharing your chorus' content so that it can reach a whole new set of potential members.

Be visual--People are visual; therefore, use pictures over text-heavy posts as much as

possible. Tip: Take a picture or short video of your chorus at rehearsal and post to your page.

Websites

While websites may not be considered a "social" media, they are still an effective way to get new members. When a potential member is searching Google for local singing groups, it is your website that will pop up. Because they can play such a large role in member acquisition, websites should be an exciting and accurate reflection of your chorus brand.

There are two key components to an effective website: visual appearance and organization.

Visually appealing--Your website needs to be a reflection of your groups brand. Potential members will make assumptions based on the visual components of of your website. Does it have a modern look? Is it coordinated? Two key components to a visually appealing website are a coordinated color scheme and high resolution pictures.

Organized--Your audience needs to be able to find important information easily; therefore, your website should have an information hierarchy. An information hierarchy means that the the most important information should be the first thing your audience sees. An organized website, will also promote engagement. You want to gain new members? Than make sure that your rehearsal information is easy to find.

In today's technologically advanced world, having a social media presence is more important than ever. If you aren't sure where to go from here or need some tips and tricks, don't hesitate to reach out to Cindy Partlow (Marketing Coordinator) at region14marketing@gmail.com or Katie Staggs (Communications Coordinator) at katbstaggs@gmail.com.



Mark Your Calendars!

March 21-24, 2019: Regional Competition

May 31-June 2, 2019: Leadership Workshop

October 11-13, 2019: Fall Music School

Share your news with Region 14! Send articles to newsletter@sairegion14.org.

Deadline for next issue is April 12, 2019

STAY CONNECTED

