



Quarterly Publication of PROBE  
Public Relations Officers and Bulletin Editors



# PROBE MOTER

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July/Sept 2008

The following e-mail was intended to be sent a few weeks ago by **Herb Bayles**, but it never made it out of the outbox. Speaking with Mona, she suggested the e-mail be sent today with the news that Herb passed away at 8:00 am this morning, July 10, 2008. The e-mail below describes the health condition Herb was battling the past few weeks. Herb indicates at the end of the e-mail to forward this onto anyone missing from his e-mail distribution. Please send any replies to Herb's daughter Barbara so that she can pass the news onto Mona. Barbara's e-mail address is [Barbara.Adams@NGC.com](mailto:Barbara.Adams@NGC.com).

Respectfully, Allen Adams (Herb's son-in-law)

## To my dear friends,

Just recently spent a few days in ICU in our local hospitals and came home with the diagnosis, lung cancer. Was given only two options for treatment: chemotherapy or hospice care. (Radiation and/or surgery were ruled out.) Since chemotherapy offered extended periods of extreme sickness, with little hope of significantly prolonging my life, I opted for hospice care which, in essence means "send him home to die from the disease, but with as little pain or discomfort as possible."

That's where I am now. I'm signed up with a hospice care society organization and have been overwhelmed with attention from medical technicians and loads of medical "freebies" including an oxygen generator and various respiratory drugs and relief applications. They even threw in a hospital bed and a commode chair, but so far I'm able to get to our lowest level bathroom, and much prefer to sleep in my faithful ol' recliner chair. I'm receiving regular visits from a doctor and several nurses (LVNs) and all their services, plus all drugs I shall be needing, are provided completely free of charge. Not a bad way to go, eh?

The only problem thus far is the limitations on my physical activities. Our home is multi-leveled: kitchen, living and dining rooms and den at the lowest level, entry level and a 1/2 bath up seven steps, master suite up another nine steps and guest bedroom, office and a third bath at the top, up yet another nine steps. Those 25 stairs from den to office provide quite a challenge and today is the first time I've tackled them. Made it okay, but with some difficulty, so won't be visiting the office (and the computer) very often to conduct e-mail correspondence.



So if you want to be sure of contacting me, I'm afraid reversion to snail mail (*wife is Mona—SJ*) is your best option. My home address is: 1119 Wren Glen, Escondido, CA 92026. Please be assured I'm quite at peace with my future and quite comfortable with my present state of health and the hospice people are going to work diligently to maintain the latter state. Bestest to y'all!

**Herb Bayles**

[More on page 3](#)

**Todd Anderson Wins IBC**

**Herb Bayles Remembered!**

**Martin Banks Year-Long PROTY**

**Art Lane Named to Hall of Honor**

**SCORES ON PAGE SIX**

**Ray Ashcroft Single-Event PROTY**

**John Elving Best in Online Contest**

**Jackson Elected PROBE President**

**Bruce Budde Year-Long PROTY**

# PROBE HALL OF HONOR

*Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp, Lloyd Davis, Wade Dexter, Mel Edwards, Leo Fobart, Jim Fulks, Harry Gault, Dick Girvin, Ray Heller, Bob Hockenbrough, Paul Izdepski, Steve Jackson, Terry Jordan, Grady Kerr, Art Lane, Deac Martin, Bob McDermott, William Moreland, John Morris, Roger Morris, Buddy Myers, Dee Paris, John Petterson, Waldo Redekop, Craig Rigg, Jerry Roland, Lowell Shank, Wilbur Sparks, Stan "Stasch" Sperl, Dick Stuart, Jim Styer, John Sugg, Staff Taylor, Dick Teeters, Arnold Wade, Charlie Wilcox*

# P.R.O.B.E. LEADERSHIP

### President

Steven Jackson  
215 Cheyenne St. Lot 18  
Golden, CO 80403  
(303) 384-9269  
[sjjbullead@comcast.net](mailto:sjjbullead@comcast.net)



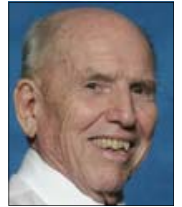
### Imm. Past President

Lowell Shank  
2413 Stonebridge Lane  
Bowling Green, KY 42101  
(270) 202-0515  
[Lowell.Shank@wku.edu](mailto:Lowell.Shank@wku.edu)



### Secretary-Treasurer

Dick Girvin  
34888 Lyn Avenue  
Hemet, CA 92545  
(951) 926-8644  
[dickgirvin@juno.com](mailto:dickgirvin@juno.com)



### Vice President for Public Relations

Bruce Anderson  
2010 So. 26th Street  
Lincoln, NE 68502-3025  
(402) 435-0974  
[job60@ix.netcom.com](mailto:job60@ix.netcom.com)



### Vice President for Membership

David Haase  
4142 Fillmore  
Davenport, IA 52806  
(563) 391-6426  
[quartetmandh@yahoo.com](mailto:quartetmandh@yahoo.com)



### PROBEmoter Editor

Steven Jackson  
215 Cheyenne St. Lot 18  
Golden, CO 80403  
(303) 384-9269  
[sjjbullead@comcast.net](mailto:sjjbullead@comcast.net)



### Vice President for Bulletin Editors

John Elving  
6806 Peaceful Pines Road  
Black Hawk, SD 57718  
(605) 718-4292  
[leaderman@earthlink.net](mailto:leaderman@earthlink.net)



### Webmaster

Dr. Arnie Wade  
3628 Sussex Drive NE  
Milledgeville, GA 31061  
(912) 452-4491  
[arnibari@alltel.net](mailto:arnibari@alltel.net)



## Bulletin Exchange Program

I do believe we need both hard-copy as well as on-line bulletins. I am aware of the economic necessities, rising postal and printing costs in particular. However, just as the computer was supposed to be a tool to enhance but not replace clerks and accountants and to help them do more work faster and better, so our internet technology should be considered in the same way — a means to enhance the quality and distribution of chapter bulletins, not an alternative to hard-copy editions. Consider the frustration and problems we have with automated communications — there's nothing like the personal, face-to-face exchange of information. Likewise, there's no better PR than the impact of a hard-copy-in-hand edition of a chapter bulletin. "It's great to be a barbershopper [editor]!"



## Coordinator

**Alexander Edwards**  
535 W. Broadway #150A  
Glendale, CA 91204  
(818) 956-1132  
[edwardsalexander@sbcglobal.net](mailto:edwardsalexander@sbcglobal.net)



## AskHerb@AOL.COM

By Dick Girvin

(Past President of PROBE, Past Editor of WESTUNES and pleased to be counted as a friend of Here Bayles).

*“Please be assured I’m quite at peace with my future and quite comfortable with my present state of health and the hospice people are going to work diligently to maintain the latter state...”*

The above fragment and the accompanying message from Mona Bayles that Herb passed away on July 10th came as a shock—and a gasp. Another real icon of our journalistic and barbershop world gone...and yet I am sure that many join me in saying...“but not forgotten...”

I am sure that there are many “I remember Herb...” stories that stem from wind chimes, his Catalina Island quartet and his long and fruitful term as the FWD **SoCal** bulletin digester for **WESTUNES**, the Far Western District magazine. I know a few—and I am sure that others know many more. One such story involves his time as **SoCal Digester** for **WESTUNES**. It was a monthly then, and each month Herb would round up all of the bulletins under his domain and “digest them...” and provide a column stating what was going on in the chapters. One of his most interesting and widely read documents was one that he made available to chapter bulletin editor (the actual title escapes me) describing things in bulletins that were “digestible...” i.e. things that others could read and find interesting—particularly if they were not members of the chapter that originated the bulletin. It was an eye opener...

His “blue pencil,” was sharp—and chapter bulletin editors of **SoCal** had to agree that “what he had in the **SoCal Digest** was indeed interesting to everyone or it wasn’t there.” His editorial offerings were often with tongue-in-cheek and sometimes the humor escaped the casual reader. But I will never forget the time he opined regarding the Whittier Chapter and nearly had the editorial staff of **WESTUNES** run out of town. Whittier had been working hard and attracting members and their crowning glory was the fact that they had reached the heretofore unreachable apex of 200 members—a double century chapter!

They hadn’t basked in this glory very long before **SoCal Editor** Herb noted in his column--“they are not THAT big, they have only 199 members according to Kenosha...” There was talk in Whittier of not only tar but feathers for the digester (Herb) and even the **WESTUNES** editor (me) that took some several months to quell.

Herb masterfully handled the task of publishing the PROBE bulletin (**PROBE<sup>m</sup>oter**) from 1990 to 1996 and even afterwards continued to provide guidance and counsel in written and illustrative form to the BE’s of the Society as a bulletin judge. It was a task of love and his products are still in many of our files.

A number of us tried to convince Herb that he should be the PROBE President, but he always deferred and stayed out of the political limelight. He remained active, offering written and verbal support and guidance to many budding editors of the Society (see **Owen Herndon’s** story in the April/June 2008 issue for a case in fact). His dedication to “the most influential fraternity in the Society” was recognized publicly when he was elected to membership in the PROBE Hall Of Honor in 1996.

Herb withdrew from active on-line daily discussions a number of years ago and told us that he and Mona were going to tour with their 5th wheeler and enjoy retirement without the strings of digesting, and even on-line discussions. We all objected but to no avail. He surfaced a number of times at conventions and where quarteting abounded and was always a welcome sight. It’s been a while since I have seen him, so the above message and the news came as a sudden, stark jolt.

Knowing Herb as a fine objective editor...I can only take solace in the adage that “**old editors don’t die-they just take less demanding deadlines...**” So, Rest In Peace, Herb. You now have eternity as a deadline. We will continue to remember your sharp wit, your good baritone and to miss you as a good friend and fellow Barbershopper.

*“We shall meet, but we will miss him, there will be one vacant chair...”*





**Todd Anderson,**  
Kansas City, MO  
Central States  
**First Place**



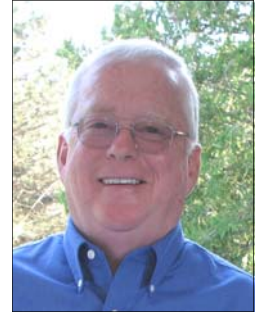
**Robert Uy**  
Des Moines, IA  
Central States



**Linda Williams**  
Hunterdon, NJ  
Mid Atlantic



**Chris Papa**  
Red Bank Area, NJ  
Mid Atlantic  
**MOST IMPROVED**



**Wayne Whittaker**  
Barrie, Ont.  
Ontario  
**MOST IMPROVED**

# International Bulletin Contest



**Martin Banks**  
Year-Long Event  
ALEXANDRIA, VA  
Mid Atlantic



**Bruce Budde**  
Year-Long Event  
HUNTERDON, NJ  
Mid Atlantic



**Ray Ashcroft**  
Single Event  
FULLERTON, CA  
Far Western



# On Line Bulletin Contest



**John Elving**  
Rapid City, SD  
Rocky Mountain  
**First Place**



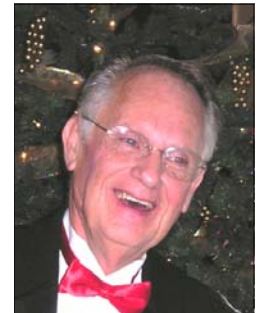
**Karen Nanninga**  
Manhattan, KS  
Central States



**Mark Sheldon**  
Orange, CA  
Far Western



**Roberta Miller**  
West Portland, OR  
Evergreen



**Ken Steffen**  
Ft. Wayne, IN  
Cardinal



Art Lane accepting his Hall of Honor plaque from Lowell Shank



Central States District takes 1st & 2nd place in PROBE IBC! Todd Anderson, editor of the Kansas City's Harmonotes, takes first place while Robert Uy, editor of Des Moines, Iowa's Harmony Overtones, takes second place. Accepting the awards for Robert and Todd are Harvey Kiser, CSD's Marketing & PR VP, and Don Fuson, CSD President and member of the Kansas City Chapter.

RH is photographer Ron Hesketh, daily Int'l bulletin editor, Sunshine District Editor

Art Lane, Holland, Michigan PROBE Hall Of Honor



Martin Banks, Alexandria, VA "Year-Long" Public Relations Officer of the Year (PROTY) Award receiving from Lowell Shank



John Elving directs the group in "The Old Songs!"

## 2008 On Line Bulletin Contest

Entrant	Entry Name	DIST	D&G		CON		G&S		A&F		TOTAL
			1	2	1	2	1	2	1	2	
John Elving	Voice of Democracy	RMD	171	166	156	218	55	63.60	71	68	968.60
Karen Nanninga	InCider Press	CSD	193	181	169	191	24	58.80	71	68	955.80
Mark Sheldon	Squeezins	FWD	127	156	180	194	44	62.30	71	68	902.30
Roberta Miller	Sound Bites	EVG	158	160	105	188	62	59.20	56	56	844.20
Ken Steffen	The Score	CAR	165	175	177	146	14	59.08	47	45	828.08
Frank Fedarko	What's Happening?	MAD	151	166	187	169	-2	59.70	0	0	730.70
Barry Kaplan	Buckshots	MAD	85	120	172	187	38	62.90	0	0	664.90
Kirk Riffer	Harmonotes	MAD	51	76	172	153	15	58.10	0	0	525.10

### Judges

CON Content:	1. Dave Stock	2. Lowell Shank	3. Rapid City, SD	5. Ft. Wayne, Ind.
GRM Grammar & Style:	1. Alexander Edwards	2. Craig Rigg	2. Manhattan, Kan	6. Fairfax, Vir.
D&G Design & Graphics:	1. Dick Girvin	2. Steve Jackson	3. Orange, Cal.	7. Bucks County, MD
A&F Accessibility & Functionality:	1. David Haase	2. Bruce Anderson	4. West Portland, Ore	8. Alexandria, Vir.

## 2008 PROBE International Bulletin Contest (2007 Bulletins)

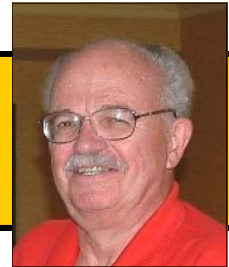
Place	Bulletin (22)	Editor	Chapter	District	Content			L&R			Total
					1	2	3	1	2	3	
1	Harmonotes	Todd Anderson	Kansas City, MO	CSD	212	235	238	191	196	192	1264
2	Harmony Overtones	Robert Uy	Des Moines, Iowa	CSD	196	241	213	181	182	181	1194
3	In Tune	Linda Williams	Hunterdon, NJ	MAD	230	215	176	177	192	169	1159
4	***Atlantic Gazette	Christopher Papa	Red Bank Area, NJ	MAD	198	233	83	167	184	161	1126
5	***Off The Risers	Wayne Whittaker	Barrie, Ont.	ONT	219	219	174	182	171	158	1123
6	Voice of Rushmore	John Elving	Mt. Rushmore, SD	RMD	209	171	164	184	175	170	1073
7	Hatter Chatter	J. Bradley/D. Zang	Danbury, CT	NED	218	215	179	156	144	151	1063
8	Fox Tales	Clary Reinhardt	Appleton, WI	LOL	169	166	195	178	169	156	1033
9	Chord-inator	Hardin Olson	Minneapolis, MN	LOL	183	138	172	171	182	164	1010
10	The Pitchburgh Press	Tom Koch	Greater Pittsburgh, PA	JAD	174	186	162	170	163	153	1008
11	The Heartbeat	Elbie Ford	Central Florida, FL	SUN	152	141	189	177	170	165	994
12	The Score	Ken Steffen	Fort Wayne, IN	CAR	151	161	177	171	173	158	991
13	The Beat	Jerry Troxel	Greater Indianapolis, IN	CAR	157	143	167	172	165	174	978
14	Encore	Hugh Timmerman	Owen Sound, Ont.	ONT	170	194	124	172	155	143	958
15	Voice	Lionel Bening	Town North Plano, TX	SWD	162	151	120	175	176	158	942
16	The Burlingtone	Cal Briggs-Harris	Burlington, VT	NED	104	157	144	158	148	151	862
17	The Orange Spiel	John Alexander	Jacksonville, FL	SUN	103	157	143	160	150	143	856
18	Orange Squeezin's	Mark Sheldon	Orange, CA	FWD	127	178	163	114	130	141	853
19	Concho Capers	Paul White	San Angelo, TX	SWD	92	144	129	172	134	144	815
20	Noteworthy	Ken Krancher	Peoria, IL	ILL	104	129	139	147	138	140	797
21	Smoke Signals	John Cowlishaw	Pontiac/Waterford, MI	PIO	174	142	149	111	117	91	784
22	Genescene	Allen Muskopf	Rochester, NY	SLD	87	120	149	137	105	120	718

### NOTES:

- \*\*\* Winners (tie) of the *Dick Girvin Most Improved Bulletin Award*.  
Christopher Papa - *Atlantic Gazette* (11<sup>th</sup> to 4<sup>th</sup>) and Wayne Whittaker - *Off the Risers* (12<sup>th</sup> to 5<sup>th</sup>)
- G & S was not judged for the IBC
- There were no entries from DIX and EVG and only one entry from FWD, ILL, JAD, PIO, RMD and SLD.
- Judges: Content: 1) Elbert Ford; 2) Waldo Redekop; 3) Tom Wheatley  
L&R: 1) Bruce Anderson; 2) Dick DeLorm; 3) Steve Jackson
- IBC Chairman: Lowell Shank
- Preparation of *Participation Certificates* and Plaques for the winners: Bruce Anderson

## Notes from the Nashville Convention

By Imm. Past President Lowell Shank



The PROBE meeting was held on Thursday morning and poorly attended because of too many conflicts. Next year we will meet on Wednesday morning, so plan your arrival accordingly.

A number of changes for both Hard Copy IBC and On Line (now entitled Electronic) IBC were approved and are discussed in a separate article. Both contests are being continued. Congratulations to the winners and to all who entered the PROBE contests.

A committee will be formed to investigate having a chapter web page contest.

Thanks to **John Elving**, we had excellent free coverage of PROBE and the awards on the big screen in the Sommet Center. They didn't follow his instructions and posted the winners' names before the Thursday meeting. One positive effect was that some of the recipients were sure to come to the meeting to collect their plaque. By moving our meeting to Wednesday we should not have this problem of early announcements next year.

The newest endeavor for PROBE was to have a 10x10 booth in the Exhibitor area near the Harmony Marketplace. We were listed in the program along with our web address. The booth was recommended at our meeting in Denver.

The projected cost was \$500, so I attempted to find someone to share a booth, but was not successful. I essentially gave up since we did not have \$500 to spend. **John Elving** pursued this matter further and got a rate of \$200, which we took. Thanks John.

John and **David Haase** manned the booth where issues of the *PROBE<sup>em</sup>oter* and *ADLIBS* were displayed. We also had Member Applications (got three new members) and handouts with helpful hints for bulletin editors. The traveling plaques for the bulletin and PR contests were displayed on the table. Next year we will hang the plaques on the back curtain to allow more space on the table for BE and PR handouts.

John had also prepared a power point display on PROBE that ran continuously. We had to pay an additional \$75.00 for the electrical hook-up and have decided not to repeat this next year.

Thanks to **Steve Jackson** for becoming the new PROBE president, thus ending my four year term as president. I will recap those years in an article in the next *PROBE<sup>em</sup>oter*.

**Are you a leader or a follower?**

## Bulletin Contests - 2008

By IBC Chairman Lowell Shank

The number of bulletins entered in the 2008 IBC (hard copy) dropped from 25 last year to 22 this year with 32 being the goal. The winners are noted in a separate article. Only two districts (DIX and EVG) had no entries. Six districts (FWD, ILL, JAD, PIO, RMD and SLD) had only one entry. For the first time ever, the **Grammar and Style** (G&S) category was not judged in the IBC because of a shortage of G&S judges.

Next year, the number of entries for the IBC will be reduced to one per district with wildcards (highest scoring bulletins) added to make a total of 16 bulletins. Another change is that the bulletins judged in the IBC must be the same as those judged in the district contests. Two consecutive issues, instead of three in the past, will be judged in all bulletin contests.

The number of bulletins entered in the **Online Bulletin** contest was up this year — from two last year to eight this year. Two of the eight were also in the IBC (hard copy) contest. Next year editors will have to choose which venue they want to compete in as they will not be able to enter both.

The first **Online Bulletin** contest was held in 2004 for 2003 bulletins with three entries, and the winner being **David Haase**. The next year 12 editors entered the contest, and the expectation was that more would enter the next year, but only two entered. What happened? Lack of promotion probably was the reason. We hope to solve this next year by having district contests to determine which bulletin (one per district) will be entered in the Online (now entitled Electronic) IBC.

**PR & Marketing VP**

**Bruce Anderson**

[job60@ix.netcom.com](mailto:job60@ix.netcom.com)



**Just what is Public Relations?**

I have been the Vice-President for Public Relations for PROBE for the last year and have often asked that question. I have taught the Marketing and Public Relations course at COTS, and have often asked that question. I don't know that I really can answer that question. Below is a slide that I use in my COTS classes that I think helps with the question, but really does not answer the question.

- If the circus is coming to town and you paint a sign saying, "Circus is coming to Fairgrounds Sunday," that's Advertising.
- If you put the sign on the back of an elephant and walk him through town, that's a Promotion.
- If the elephant walks through the Mayor's flower bed, that's Publicity.
- If you can get the Mayor to laugh about it, that's Public Relations.
- If you planned the whole thing, that's Marketing! --Author Unknown

I know that each chapter in our Society should have a Marketing and Public Relations officer. Without that officer there is no means for a chapter to make itself know to the public and to the community.

This year has been one of not knowing what to do next. I am also my district convention chairman and we had a couple of problems this year. I also just took over the position of secretary for one of our state Masonic organizations and it has been a learning year. In November of this year I had major surgery and I am still not back to work because of complications. With all this I really did not have the energy to do the job justice.

I did have several entries in the PR officer of the year both for "year long effort" and for the "single event" category. Thank you to the following people:

SINGLE EVENT	YEAR LONG EFFORT	
Ray Ashcroft Orange Empire Chapter Far Western District	Bruce Budde Hunterdon Harmonizers Chapter Mid-Atlantic District	Jack Teuber Pontiac-Waterford Chapter Pioneer District
Bruce Budde Hunterdon Harmonizers Chapter Mid-Atlantic District	Lawrence Stern Santa Cruz Chapter Far Western District	Martin Banks Alexandria Harmonizers Mid-Atlantic

These gentlemen have put a tremendous amount of work and their entries attest to that fact. It was truly difficult to pick a winner in each category. I won't reveal the winners in this report, but it will be announced at the annual meeting. I do have a couple of observations. I judged the hard copy bulletins again this year and found that several of the entries were in reality on-line bulletins that the editor just printed out and sent in for hard copy judging. This should not happen. I would recommend that we do everything possible to separate hard copy from on-line copy and if on-line copy shows up in the hard copy bulletins for judging that it be disqualified and the editor be advised to enter the on-line section.

I was impressed by most of the hard copy bulletins. Editors are doing a great job of communication. The on-line bulletins were also very good, but there was a lot of confusion as to how to enter. I got 12 issues in PDF format from one editor. There was confusion as to how many issues editors should enter. We need to make this perfectly clear to all editors.

One other item that needs to be addressed, if an editor enters the on-line contest the judges need to be able to access the entries. If they are only in the "members only" section of a chapter's web site the judge needs to have a password to enter the area to access the bulletins entered, otherwise the bulletin should be ruled not eligible to compete.

Studies prove that we need to drink a minimum of eight eight-ounce glasses of water a day as a minimum for a grown adult. For every ten pounds you are over weight, we need to drink one more glass a day. Yes, that's correct, one more glass for every ten pounds we are over weight.

You may wonder, "Jon, if I drink this much won't I constantly be running to the bathroom?" Initially. Well, yes. However, after a few weeks our bladders adjust and we will urinate less frequently, but in larger amounts. By consuming these eight or more glasses of water, we will be well on our way to a more consistent and healthier voice.



**PROBE VP — Bulletin Editors**

**John Elving**  
[leaderman@earthlink.net](mailto:leaderman@earthlink.net)



**Open Letter to All Chapter Presidents**

How much is \$10 worth to your chapter? How much is a \$20 or \$30 expenditure from your coffers worth? One of the figures is what you should be spending to further the marketing and public relations of your

chapter. You see, \$10 is what it costs your chapter to pay for the membership in PROBE of just one person from your chapter. There are three members who should be members in good standing of PROBE (**P**ublic **R**elations **O**fficers and **B**ulletin **E**ditors). Those members are the Bulletin Editor, the VP for Marketing & PR, and the Webmaster. Are all three of those people members of PROBE? If not, why not? Like so many others have, did you just plain forget?

Now, some of you may ask, “What good is it going to do to have those people become a member of PROBE?” The answer is fairly simple. How much good do you want it to be? How can PROBE help?

Number one would be that it will help give you the tools to better publicize your chapter. In today’s world, the most useful means we have of communicating what we are about is through the worldwide web. That’s right, your web page will do more to interest other men to check out your chapter than most any other means. More people turn to the web to find things than the yellow pages, the newspaper or radio and TV. Even those who have their interest piqued by individual contact (personal invitation) go to websites to find out more about a group. Is your website attracting new “clients,” for lack of a better term?

The weekly, monthly, bi-monthly, occasional bulletin or newsletter is a great way to keep the interest of members, visitors, and families up. It can be used much like any magazine in doctors’ offices, to send to show sponsors, widows of members who have passed on – the list really is endless. Is your bulletin attracting and keeping interest up? If you don’t have one, would you like help in getting one started?

Just what efforts is your chapter making at marketing – getting your “brand” out there for the local world to see? Do you need help in all of that? Are you satisfied with how the public perceives you? Could you possibly use any help with that?

PROBE is here to help in many different ways. As an official affiliate of the Barbershop Harmony Society, we want to help your chapter succeed in any way we can with these areas, and more. Also, as an affiliate, we exist and are able to do things for you and the Society through the dues that are charged for membership. If you figure the math, the more members we have, the more finances we have to help not only your chapter, but others as well.

As a legitimate expense, how much is \$10 per person for three people to be able to gain so much help and knowledge? I would think that every chapter would want to make sure that those three people hold valid membership in PROBE. Until it happens, you won’t know how much benefit it is to you. *[As an aside, I would also think that every district would want to be paying for the membership for their district bulletin editor, VP of PR & Marketing and the district webmaster.]*

Of course, some of you may say, “We don’t need the help. Those three people are doing just fine and are helping very much as is.” Great! Now, how much help could they be to other, sometimes struggling chapters through their membership and contributions to PROBE?”

Looking at my own chapter, I can honestly say that the membership in PROBE for all three of those people has been invaluable. It has given new ideas for marketing and public relations to our VP in charge of that. It has helped our webmaster, although a professional, with ideas he hadn’t really thought of. It has also shown him things that unfortunately don’t work on web pages. As far as my job as bulletin editor, I can’t express how much positive feedback I have gained which has helped me become a better editor – not the best, but better than I was, and continuing to improve.

Take the time at your next board meeting to instruct your treasurer to write a check for membership for each of those men. Need an application? Email me and I’ll send one your way. (You can also find one on the PROBE website: <http://www.harmonize.com/PROBE/Membership.htm>. I’m looking forward to meeting a lot of new members and gathering knowledge from them in district meetings and at Nashville. Maybe I can even share a little with them. We’re here ready to help. \$10.00 for a world of help is cheap!

**Quiz 61**

**BARBERSHOP HISTORY QUIZ**

Mark Axelrod, editor of "Blue Chip Chatter," Teaneck, NJ.

**Questions:**

The only father-son combo in Society history to sing in first place international quartets consists of Harlan Wilson, baritone of our 1961 champs, the Suntones, and Todd Wilson, tenor of the 1990 champs, Acoustix. There were, however, many other intra-family champion duos. In each of the following five questions you will be given the name of a barbershop champion. There are more than five of these top prize winners whom I could have selected, but I specifically chose the ones I did because I feel they have the greatest name recognition. With reference to each, your answer must be in two parts.

**Part A:**

Specify how each person became a champion, i.e., as a singer or director, the name of his quartet or chorus, and the year in which he was in the winner's circle.

**Part B:** Identify each person's champion relative, the name of that relative's quartet or chorus and the year in which each relative took the gold. Note carefully, dear students, while doing the heavy research to enable you to ace this quiz, that I did not specify the relative's gender.

- 1- Gene Cokecroft
- 2- Brian Beck
- 3- Buzz Haeger
- 4- Gary Parker
- 5- Jim Clancy

**Answers on page 18**



**Bulletin Editors VP**

**John Elving**

**Changes Are Coming**

During the PROBE meeting in Nashville, held on Thursday, July 3, it was voted to make some changes to the annual bulletin contests. These changes will bring the bulletin contests more inline with our electronic world today.

More and more we find in-depth news being disseminated via electronic means with complete interviews being posted in video format on the web. Hardcopy versions of newspapers contain short descriptions or highlights and reference a web link for the full story and interview online.

Our Society is increasingly making great use of websites, blogs, email, etc. to keep our members informed. In light of our quest to keep up with the times, the following changes are being made to our bulletin contests:

Districts are encouraged to hold both a **HARDCOPY** and **ELECTRONIC** BETY contest. Editors may enter only one contest—either **HARDCOPY** or **ELECTRONIC**.

1. **ELECTRONIC** entries must be accessible online—no printed versions. A **Members Only** page must be password accessible for judges.
2. Text messaging does not qualify.

**The winner from each category is eligible for the IBC contest.**

Each district will have two entries, **one HARDCOPY** and **one ELECTRONIC**.

1. We are currently limiting the number of entries to 16 in each category—one from each district, due to a lack of judges (at this time—care to be a judge?).
2. If there are no entries from each district, the roster of 16 will be filled with the next highest scoring bulletin until all 16 slots are filled.

**Submissions for judging:**

Editors for **HARDCOPY** bulletins will submit two consecutive months of bulletins:

1. Three copies of each monthly or bi-monthly
2. Three copies of sets of eight weekly; four bi-weekly.

**ELECTRONIC** editors will supply the URLs for two consecutive months of monthly or bi-monthly bulletins:

1. Eight consecutive issues of weekly
2. Four consecutive weeks of bi-weekly bulletins
3. If on a Members Only page, must be password accessible for judging
4. Printed pages will not be considered as an ELECTRONIC bulletin!

While this is still very fresh in all our minds, I wanted to keep you all apprised of these changes so we can begin preparing for next year's contests. All of the final details have not yet been worked out, such as leveling out the judging and scoring parameters. However, now is the time to start thinking about getting your ducks in a row (makes for easier pickin's) so that when January rolls around you aren't caught by surprise.

**More next column**



**Membership VP**  
**David Haase**  
[quartetmandh@yahoo.com](mailto:quartetmandh@yahoo.com)



**Who should be a member of PROBE?**

Everyone that has a hand in communications and public relations should be a member of PROBE. Well, that means the bulletin editor and the PR guy... right? Wrong! Everyone has a hand in promoting our barbershop Society, and I do mean every-one from **Ed Watson**, our Barbershop Harmony Society CEO, down to the guy that sets the risers up every week

The guy that sets up the risers? Yep, that person may have the greatest idea to promote your chapter or may know how to communicate effectively through the chapter bulletin. So where does PROBE fit in? Those ideas need to be shared to others in the barbershop society. Some chapter may have a similar problem and you may have the answer.

Okay, I may have stretched it a bit too far, but you get my drift. Everyone is a PR person for our great hobby, but the people that need to be members of PROBE are all bulletin editors, from **Lorin May** of the **Harmonizer** to the district bulletin editors to the chapter bulletin editors. They are the backbone of communication within our barbershop society.

Public relations officers or marketing VP's in our Society has the task of getting the word out to the community. I talking about all PR people, from **Todd Wilson** of the Barbershop Harmony Society to the district PR and marketing VP's to the chapter PR/marketing officers. They all should be members of PROBE.

Anyone else? Yep, webmasters should be members of PROBE too. The internet has become a source of information for everyone. Want to find out about a barbershop chapter in your area? People will look to the internet for information on your chapter. Just like a job interview your chapter must give the best first impression on your chapter website. It must be updated regularly to give it that fresh look. Don't have a website? PROBE has a mentoring program to get you started. Just do the PROBE website, [harmonize.com/PROBE](http://harmonize.com/PROBE) for more information.

**MORE ON PAGE 17**

Keep checking the PROBE website ([harmonize.com/probe](http://harmonize.com/probe)) where we will post the refinements as they come along. Look for new features throughout the website about our contests and other things that you will need to know.

Another exciting idea that we found interesting is to have a contest for the best website. A committee will be formed to explore this and have it ready for implementation. If you would like to help with this committee, please contact either our President **Steve Jackson** or VP Bulletin Editors **John Elving**.

Any questions about this new judging format can be relayed to **John Elving** at [leaderman@earthlink.net](mailto:leaderman@earthlink.net) or (605) 381-9680. He'll do his best to compound the confusibility factor.

# More on NAMEPLATES and MASTHEADS

1. Does the nameplate attract and announce with impact? **Does the name of the bulletin have a different (and maybe unique) look, size of font; does the use of color make it pop? If black and white, is there use of artwork or logos to compliment the text? Is there a chapter logo included?** It should take up no more than one-third of page one [0-5]. May be split, top and bottom of front page. **Sometimes there's lot of information to impart — why not run a header of text (Member of Rocky Mountain District and Barbershop Harmony Society) in large size font — maybe 12 or 14 point bold and maybe in color or shadowed, engraved, embossed, ALL CAPITALS, SMALL CAPITALS, or outlined?**

2. Does the bulletin look like a barbershop singing publication? **If colored, is there red and white? Any barberpoles? Music style artwork? Some indication of quartet [5] picture? Photo? Clipart used as watermark or to enhance text? , singing clipart or photo of either individuals or of quartet singing? [3], music? Clipart of music notes, music signatures (treble or clef), [2].**

3. Is the Society's logo [3], name [2], or initials [1] in the nameplate? (Maximum of 5 points) **This is pretty cut and dried**

4. Is the volume number [1] **what year did your chapter first start publishing a bulletin — do the math**, issue number **ok, it's your February issue and you publish monthly, it's number 2 — pretty basic stuff** [3], and date **month and year, please** [6] clearly shown? **If nothing else, critical from a historic perspective**

**Subtotal**

**B. MASTHEAD** [page one, two, or last page] (12.5%, possible 25 points)

- 1. is the chapter name [3], city [2], state [2], and district [2] identified?
- 2. Is the chapter meeting place [2], day of the week [2], and time [2] shown?
- 3. Is the editor's name [3], address [3], phone number [2], and e-mail address [2] clearly shown?

**Subtotal**



Steve Jackson  
L&R Judge

This is a sample of a nameplate

Rocky Mountain District
PROUD MEMBER OF PROBE
Barbershop Harmony Society



## Mountain Talk

Published bi-monthly by the Denver MountainAires Chapter, Denver, Colorado

Chapter meets Tuesdays, 7:30 pm to 10:00 pm at the Edgewater Community Church  
2497 Fenton Street, Edgewater, Colo. 80214 Guests are always welcome!



Vol. 30 No. 4
[www.mountainaires.com](http://www.mountainaires.com)
Aug/Sept 2008

I like to put B1& B2 into my nameplate, a balanced combination of text and logos. I feel that too many logos are distracting — does your chapter have a great logo? Oh yeah, use it! Why not write out Society and District, or use a footer to impart the information? If you do use the Society logo, keep it in correct proportion, and please, don't make it too large. This is your CHAPTER bulletin.

I put my name and contact info in two spots — with chapter leadership list (always on page two — the format may change but the spot doesn't because our members always look there for our leaders email addresses and phone numbers) AND on the back page in the mailing square (return address). I always put complete address of meeting hall (for the "Map quest'ers) in the nameplate. Letting your readers know that **guests are always welcome?** We're NOT an exclusive club.

Rocky Mountain District

## Mountain Talk

**is published by the Denver MountainAires Chapter  
Denver, Colorado — Barbershop Harmony Society**

Jan/Feb, March/April/May/June, Aug, Sept/Oct & Nov/Dec  
**Deadlines are always 10 days prior to the first of the month, example: Feb. 18 for March/April**

**Chapter meets Tuesdays, 7:30-10:00 pm, Edgewater Community Church, Edgewater, Colo. 80214**

Steve Jackson, editor  
215 Cheyenne St. Lot 18  
Golden, CO 80403  
303 384-9269  
[sjbullead@comcast.net](mailto:sjbullead@comcast.net)

Chapter Officers

# PROBE Meeting Minutes

The annual meeting of **PROBE** (Public Relations Officers and Bulletin Editors of the Barbershop Harmony Society) was called to order by President **Lowell Shank** at 8:47 am.

## PROBE Officers Present

**Lowell Shank**, President  
**John Elving**, VP Bulletin Editors  
**David Haase**, VP Membership

## PROBE Officers Absent

**Bruce Anderson**, PR & Marketing VP/Imm. Past Pres.  
**Dick Girvin**, Secretary/Treasurer

**Attendees** (including those listed above) for a total of 13.

<b>Tom Waltens</b>	<b>CAR</b>
<b>Don Fusion</b>	<b>CSD</b>
<b>Harvey Kiser</b>	<b>CSD</b>
<b>Paul Sandorff</b>	<b>FWD</b>
<b>Clary Reinhardt</b>	<b>LOL</b>
<b>Martin Banks</b>	<b>MAD</b>
<b>Lee Roth</b>	<b>MAD</b>
<b>Bill Fitzgerald</b>	<b>NED</b>
<b>Art Lane</b>	<b>PIO</b>
<b>Ron Hesketh</b>	<b>SUN</b>

## Agenda

*The Old Songs*, led by John Elving (who had a pitch pipe)

1. Introduction of members & guests
2. Minutes of the Denver meeting (July 5, 2007) were approved as received. MSP
3. Secretary/Treasurer's report passed out and read by President Shank which then became VP Membership **David Haase's** report.
4. VP Membership report
  - a. CSD and RMD had booths and membership information at their respective Spring Conventions.
  - b. Will work with Secretary **Dick Girvin** to send out notices to members so that their membership doesn't lapse.
  - c. **Grady Kerr** reported to **John Elving** that as soon as the Society gets Aptify working properly, they will put the option to include PROBE dues on the Society membership renewal page.
  - d. VP Marketing & Public Relations report submitted by President **Lowell Shank**
  - e. VP Bulletin Editors – **John Elving**
  - f. Apologized for the winners of the competitions being announced early. When submitted, the instructions were pretty clear that that PowerPoint program wouldn't be shown until Thursday. The welcome slides were to be shown on Tuesday and Wednesday. It was a foul-up on the part of the convention crew.
  - g. Second report to augment **Dick Girvin's** report about judging – one person going through certification process.
  - h. New District BETY coordinator for Evergreen District is **Jim Blokzyl** of the Federal Way chapter.
  - i. We had more entries in the hardcopy BETY contests this year from some districts, and fewer from others.

j. In the IBC there were a total of 22 entries, fewer than last year.

k. The IBC online contest had more entries this year.

l. **PROBEmoter** report from **Steve Jackson** presented by President **Lowell Shank**.

m. Suggested that since we are publishing electronically, we publish six issues per year.

n. Awards

o. Hall of Honor – **Art Lane**

## PR Officer of the Year

Single Event – **Ray Ashcroft**

Year long – **Martin Banks & Bruce Budde**

## IBC Editor of Year

### Electronic

First Place – **John Elving**

Second Place – **Karen Nanninga**

Third Place – **Mark Sheldon**

### Hardcopy

First Place – **Todd Anderson**

Second Place – **Robert Uy**

Third Place – **Linda Williams**

### Most Improved

**Christopher Papa & Wayne Whittaker**

## 10. Old Business

### 11. New Business

a. Motion to set up district BETY judging for both online and hardcopy versions of chapter bulletins. The winner from each division would then be entered into the IBC contest. Editors would need to decide on which division they would enter – They could only enter one, not both. There will be only two consecutive issues entered for each division. MSP.

b. Motion to limit issues judged to the same issues from district BETY to IBC. MSP.

c. Motion to fill in with top scores to total 16 (districts) in either online or hardcopy if there are fewer than the 16 entered in the IBC. MSP.

d. Suggested by President **Lowell Shank** that we set up a committee to set parameters for Web page contests.

e. Election of Officers

f. **Steve Jackson** – President

g. VP Marketing – vacant (no volunteers)

h. Declared by vote of acclimation to accept officers as put forth.

Meeting adjourned by singing *Keep America Singing* led by **John Elving**.

## Fix the Product First

A Lesson ...from the Supermarket Industry

Adapted from an article by  
Daniel Anstandig, VP, McVay Media

*In my "other" life, that of being a radio personality (disc jockey), I ran across this article. I thought it was very appropriate to adapt for our use. How does this fit for us in PROBE? Is it time to "rebrand" ourselves? Let us know!*

John Elving, VP – Bulletin Editors

My grandfather, Myer Anstandig (a.k.a. "Pop-Pop"), was a grocer in Pittsburgh for over fifty years. In the course of his career, he went from managing the family store in small-town Donora, PA to managing several stores in downtown Pittsburgh. He was a businessman who loved people. Pop-Pop probably never realized before he [passed away] last year, just how much he inspired and taught me. He understood business in a way that transcends any particular industry—he understood the power of relationships in business. Moreover, he understood the power of authenticity in business.

The supermarket industry has changed since my grandfather got out of the business years ago, but the power of authentic marketing has not.

### Case-in-point... Safeway Stores

Grocers are faced with new retailers who are attempting to gain their share of the food market. The number of visitors to any grocery store—let's call it "cume," and the amount of time an average customer spends in the store—let's call it "Time Spent Shopping," have been declining.

Caught in the whirlwind of a changing marketplace, Safeway Stores started losing money. After over eighty years of popular food at low prices, Safeway reported its first annual loss back in 2002. Declining numbers of shoppers at Safeway stores antagonized executives of the company to reevaluate their product and positioning. Market research confirmed that Safeway was in need of a new marketing campaign. They needed to "build cume" again.

Safeway management knew that consumers would be shrewd about hollow claims and superficial marketing that could not be substantiated by evidence of real change in their stores. A new flashy marketing campaign and "redesigned window dressing" would not be enough to win over today's skeptical 25-44 year old customers. They needed a new image, so they started by carefully revamping the product (their stores). They did not medicate their declining cume problem with a glitzy marketing campaign. Instead, they first invested in their stores in a way that would make the customers' remarkable end-user experience worthy of word-of-mouth advertising.

They launched the largest remodeling effort ever undertaken by an American supermarket chain. They have spent over \$3 billion in the last three years, and they have committed to spending another \$3 billion in the next three years to remodel all of their 1,775 stores. Morphing the anachronistic convenience stores into new "lifestyle stores," has included adding full service deli counters, organic produce sections, and expanded wine and floral sections.

### Then, they started their marketing

Now, combining their brand-surgery with a well-focused \$100 million ad campaign to tell the story of their new position, the company is starting to see lucrative return in markets where renovation is complete. Wall Street called them crazy. Only the customers liked the change. Sales advanced for the company last year by 5% (Marketwatch, October 2006). According to Google Finance, Safeway's share price is up by 30%. There are several take-away points from the case-study of Safeway's brand rejuvenation.

### Study Your Customers

My grandfather would describe this as "knowing what's in it for the other guy." Get to know the core desires of our membership. What's in it for them? When people decide to join our ranks, it is because they have decided that joining PROBE would be more worthwhile and useful than not. What is it that our target group wants deeply? A few possible answers...

- Feeling of connection and influence
- To be seen as a useful person to their chapter
- To be seen as a classy person
- To be seen as a caring person
- To be seen as a smart person

How does our society within the Society offer validation for these deep desires? Assuming that they has a deep desire to be seen as a caring person, do we have something that validates that vision of them? Do we invite members to contribute to the community in a way that validates their sense of being a caring or useful person? Help bulletin editors, webmasters and PR & marketing people get the experience they want, and you will get the members we want.

### Tell a Story

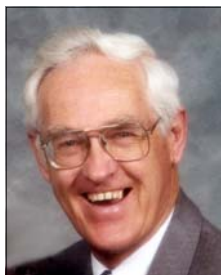
Safeway's marketing tells the story of a company that had humble Idaho beginnings—but always had a vision to serve people with quality wholesome foods and a welcoming atmosphere (note the mention of two deep desires of their customers). Marketers connected the passion of the founders' desire to serve and the evolution of their stores. What is PROBE's story? Why do we do what we do? Look at the history of our organization. What is it that "brought you to the dance?" Tell editors, web gurus and marketing/PR wonders about the people already in PROBE and why they belong. In other words, we need to "rebrand" ourselves to meet the needs of a newer generation.

### Change the experience, not just the branding and marketing

People are more cynical than ever. They sniff out brand-facades and superficial claims quickly. Authenticity is a potent ingredient in successful marketing. Take a lesson from Safeway, who upgraded the product selection and store atmosphere first. The end-user experience changed long before the new marketing campaign. They started inside-out rather than outside-in, knowing that savvy customers would sniff out superficial claims.

*Adapted & reprinted by permission.*

**Deadline for Oct/Dec PROBEmoter is September 20th — thanks!**



PROBEmail, Sun, July 13  
 Jim Cochrane  
[cochranejim@yahoo.com](mailto:cochranejim@yahoo.com)

## Singing For Life media coverage

It has been 12 years since I retired from our local newspaper and I recently discovered one thing. Not much gets covered on the weekend. In spite of spending nearly two days contacting the media in our city of nearly one million, we only had one TV outlet show up. The coverage was great, but it was quite informative to discover that many of the media are cutting back so much that there is little coverage on the weekend.

This might be of use to all PR and Marketing folk, so that things like the singing for life events might be better done at any time other than the weekend. Just a thought.

Jim Cochrane, Grove City Chorus  
 Edmonton, Alberta Canada

Submitted by John Elving,  
 PROBE VP - Bulletin Editors

Chuck Nelson  
 Bari of Polyfonix

The problem of four or more quarter notes in a row is that the singer will *usually, always, count-on-it* go flat by the third or fourth note. One can change the note structure, but a better way is to **energize** the notes as the passage moves forward.



## New Ontario "Trillium" Editor

**Tim Rutherford**

Ottawa, Ontario

[tim.rutherford@ncf.ca](mailto:tim.rutherford@ncf.ca)

Seventeen year member

Chapter webmaster and Past President



## Newsletters: Your Organization's Voice



Written by Kristine Parkes

For many organizations, a newsletter is simply a casual publication that comes out when a volunteer can get around to writing articles and finishing layout. However, this approach often creates a newsletter that presents a less than desirable impression of the organization.

A newsletter is one of the most effective and versatile means of internal and external communication available to a nonprofit. They are most effective when designed, written and distributed properly. If your organization is considering implementing a newsletter or revamping the current newsletter, here are some factors to take into consideration:

- What is your organization's size and income? As a general rule, the larger and more highly visible the organization, the higher the standards and expectations of both readers and management. Be sure to start the process with a budget that includes time, printing and postage.
- Who is going to read the newsletter? Your target audience(s) should be decided first, and should be considered whenever deciding upon articles. A newsletter whose primary audience is donors should not include a notice about employee benefits changes.
- Does everything in the newsletter reinforce the mission and ideals of your organization?
- Begin with the end in mind – when writing an article ask yourself what is the purpose of the article. It may only be to inform the reader about a program, but if the primary audience is donors, does your article sufficiently persuade them the program is necessary and is making a difference?
- How often will the newsletter be published? Publications that are issued regularly require more people to put those issues together.
- Who will be responsible for the newsletter? Do not force this job on someone who doesn't want to do it. You won't get the performance or the product you need.
- What will be the size and scope of the newsletter? The bigger or more complicated the publication is, the more time it will take, and thus the more people will be needed. Coming up with fresh ideas, while maintaining recurring themes is one of the greatest challenges to creating an effective newsletter.

How will the newsletter be distributed – mail, email, pick-up at your office? To answer this question, consider who the newsletter is targeted towards (donors, volunteers, community members, clients), and then ask what is the best way to reach these groups. There are many considerations when starting a project of this scope. Don't lose sight of the goal: furthering the mission of your organization.

New Cardinal "In-ky Notes" Editor

**Brad McAlexander**

*Indianapolis, Indiana*

[bradnann@sbcglobal.net](mailto:bradnann@sbcglobal.net)

Past chapter bulletin editor  
"The Edge" bass



Changes

**Dick Pierard**

**1031 Indian Hill Road  
Hendersonville, NC 28791**

**828 694-3779**

[CharRichP@aol.com](mailto:CharRichP@aol.com)

Sheet music like road maps is an invaluable tool. It shows you the way-where to start, pause, stop. However, you don't drive well with map in hand. An actor is less convincing with script in hand and a singer is not truly focused with sheet music between him and his audience. Solution? Memorize the map! Once we get off the music, we get into the song. I suggested that we all drop the music last Thurs. to sing *Teach the Children*. We were more effective. The ride was more enjoyable. We have done a B+ job of learning new music this year. You are to be commended. You deserve a backrub! Let's continue the good work. You know, The musical map can become addictive. We feel more secure with it in hand. We feel we'll lose our way without it. No way! Once you have done your 15-20 minutes a day cartography homework, try driving sans music on Thurs. nights. You will surprise yourself. You will become more aware of the right and left turns you missed. More aware of what you know and what you don't.

Whatever happened to **Wade Dexter**, you ask? Why, absolutely nothing. The former chapter and Central States District editor from Kansas City, Missouri (living in Liberty) still spends his time singing with the *Heart of America* chorus.

It's always a pleasure to read editor **Todd Anderson's HARMONOTES**.

One of the features I really enjoy is the glimpse into their long chapter history. Bear with me, this is going somewhere. Veteran editor Wade dives into that pile of chapter bulletins and gives us a look into the past with each issue. **Ten Years Ago! Twenty Years Ago! Forty Years Ago!** Great reading! And you thought that Todd did it all by himself. Any editor worth his salt knows to credit his supporters and contributors. And Todd is surrounded by many talented men and women who contribute to the success of his award-winning bulletin. Just read an issue.



**PROBE JUDGES HONORED**

By acclamation at the recent annual PROBE meeting in Nashville, the PROBE Bulletin judges were recognized and honored for their tireless efforts in behalf of the Society's editors. A special tribute to the judges was instituted in recognition of their special support.

The PROBE body approved the recommendation that the judges be honored and those that participated in the year's judging of both on-line (now termed "Electronic" bulletins) and the printed media have their membership in PROBE extended through the following year as a small token of the collective thanks of the PROBE members. Specifically the judges that were involved in this year's bulletin judging are:

**Electronic Bulletins**

Design & Graphics

**Dick Girvin  
Steve Jackson**

Grammar & Style

**Alexander Edwards  
Craig Rigg**

Content

**Dave Stock  
Lowell Shank**

Accessibility & Functionality

**David Haase  
Bruce Anderson**

**Print Bulletins**

Layout & Reproduction

**Bruce Anderson  
Sylvester Buszta  
Grant Carson  
Dick DeLorm  
John Elving**

**Dick Girvin  
Steve Jackson  
Waldo Redekop  
Dick Teeters**

Content

**Grant Carson  
Elbert Ford  
Owen Herndon  
Buddy Myers  
Waldo Redekop  
Lowell Shank  
Jade Walker  
Milt Weisman  
Tom Wheatley**

Grammar & Style

**Alexander Edwards  
Fred Hinesey  
Jerry Kindred  
Bruce Martin  
Craig Rigg  
John Shuron  
Joe Wander**

**Ken Steffen**, fifth place, On-line Bulletin Contest, has been a barber-shopper for 24 years. He has been the editor of "The Score," the bulletin of the Ft Wayne, Indiana chapter, home of the *Summit City Chorus*, for 12 years. He has held other positions on the board including treasurer (seven years). He sings baritone, and enjoys hanging out with the guys.



*I asked for a picture and look what I received with it. Actually, the picture I received is on page 4 — I found the photo above in one of his early bulletins. Love to browse those websites. SJ*

— Thanks, Max Bell, Ft. Wayne chapter —

**Editor's Note:** We're aware that most of you have seen this; it bears repeating, especially for our newer members.

## What PROBE is and what it does

**This is the first page of "ABOUT PROBE"**

Seen on the PROBE website, Arnie Wade, webmaster

**PROBE** (Public Relations Officers and Bulletin Editors) is an all-volunteer organization, affiliated with SPEBSQSA, but self supporting and open to all. See the History page for background. Follow the links in the bullets below to learn more about each specific item.

- We publish **PROBEmoter**, our quarterly bulletin about and for public relations officers and bulletin editors.
- We assist the districts in running a **Bulletin Editor of the Year (BETY)** contest. See elsewhere on this web site for district contest coordinators, guidelines and information on how to enter.
- We run the **International Bulletin Contest**. See elsewhere on this web site for guidelines, how entries are selected, and a list of winners over the years.
- We run the **Public Relations Officer of The Year (PROTY)** contest.
- We induct into the PROBE Hall of Honor those who have given to PROBE long years of outstanding voluntary service.
- We publish the Bulletin Editors Manual and the PROBE Style Guide, available in print from the Harmony Marketplace, or available at this web site.
- We run the bulletin exchange program. Information on contacting the coordinator to be included will be found on the linked page.
- We certify bulletin contest judges in the categories of Content, Grammar, and Layout and Reproduction, and are energetically seeking candidates. **Those interested in becoming judges should contact the Vice President, Bulletin Editors.** Contact information is given in the listing of officers at this web site.
- We provide a link at this web site to any online bulletin of any barbershop organization desiring to be linked.
- We provide resources to bulletin editors in the form of readily copied and pasted articles under "Aids for BE's" and welcome new material to be sent to the webmaster.
- We encourage bulletin editor classes at Chapter Officer Training Seminars, and we provide instructors upon request (contact: Vice President, Bulletin Editors).
- We mentor new bulletin editors, or those wishing to improve the quality of their bulletins with one on one assistance for anyone who asks.
- We welcome anyone with \$10 to become a member. See "Membership."



### PROBE Craft

Jon Wagner, Sunshine District

From the book, Sing Better As you Age (which recently was named the #1 book by the Canadian Choral Directors Association), here are some more thoughts to ponder and apply.

#### **Increase Breath Control**

*A decrease in breath control may be caused by...*

compromised posture  
insufficient inhalation  
loss of exhalation control

#### *Improve Posture*

Posture is improved when our stamina is strengthened.

#### *Improved Inhalation*

Sufficient inhalation is supported by upright, expansive posture. A deeper breath is also encouraged by exhaling as completely as possible before taking a fresh breath. (Use the air that you take in to create a full rich tone).

#### *Control of Exhalation*

This is aided by singing the warm-ups with complete breaths and working on some longer phrases.

From the most forward (placement of the tongue):

'EE' (cheese) --> 'IH' (chick) --> 'EH' (check) --> 'AE' (chase) --> 'AA' (chap)

Next (after 'AA'), I like to use the sequence that closes the mouth just slightly from the most open:

'AH' (chop) --> 'AW' (chalk) --> 'OH' (chose) --> 'OU' (should) --> 'OO' (choose)

Finally, conclude with the targets that are "in the middle":

'UR' (church) and 'UH' (chuck)

Here's the review:

'EE' - 'IH' - 'EH' - 'AE' - 'AA' - 'AH' - 'AW' - 'OH' - 'OU' - 'OO' - 'UR' - 'UH'

All other word sounds are actually combinations of these, expressed as diphthongs and diphthongs. For example, the word "chime" starts with the 'AH' target sound and finishes with the 'EE' sound. The word "our" uses the same 'AH' target sound, then goes to 'OO' followed immediately by 'UR.'



**THINK**  
**"NEW MEMBERS!"**

**RENEW YOUR PROBE**  
**MEMBERSHIP**

Philip Alexander,  
 Director of Multiple Choruses:

Any note with a duration of two beats or more **must** go some-where, louder or softer. If you don't do it on purpose, you'll do it by default and usually not the way you or the Director would prefer.

Sometimes you find yourself forgetting the next phrase, or missing that pitch on a high note or in a tough pattern. Me, too. I found this happening more often when I hadn't practiced for a couple of days. This same loss of skill plagued me when I ran races in High School track and when I played a trombone a half-century ago, so age must not cause all my troubles.

Well, I talked with a young professional singer friend, and asked whether he noticed loss of control after a day or two of not singing. He said that, yes, he noticed a loss of quality after one day, and he was sure others noticed it after he had gone two days without singing. WOW!

I now practice every time I drive the car. Between the Bose car stereo system turned to loud and my yodeling, the young rappers in neighboring vehicles don't stand a chance. With the price of gas, I now drive less and often can be seen and heard sitting in the car, parked in the driveway.

I was reminded this weekend of those groups who just sing, those who sing for the fun of it, those who try to entertain and those who 'give their audience everything they've got in voice and emotion every moment they're on-stage.'

How does one differentiate the style? The scores tell it all, but it's SO obvious when watching and listening. And that brings us to rehearsals and the need, when standing or on risers, to make rehearsal songs a 'performance set' - doing them just as if the audience was there. Every time. All the time.

**The rehearsal and performance 'plan'**

- Take command of the stage and the audience;
- The audience knows you're at ease and it puts them ditto;
- The audience knows you enjoy singing;
- Smiling makes you feel good;
- The audience gives you energy when you smile;
- A smile gives the Director confidence;
- A smile gives the song more intensity;
- A smile helps you stay on pitch;
- A smile with an eyebrow lift makes key changes easier;
- A smile is the easiest form of visual performance and gives you the most in return;
- A smile helps place the sound for better resonance and projection.

**Sing every rehearsal as if it's a live performance and you'll live your live performances.**

*"Smile!"*

**Membership VP**

**Cont. from page 10**

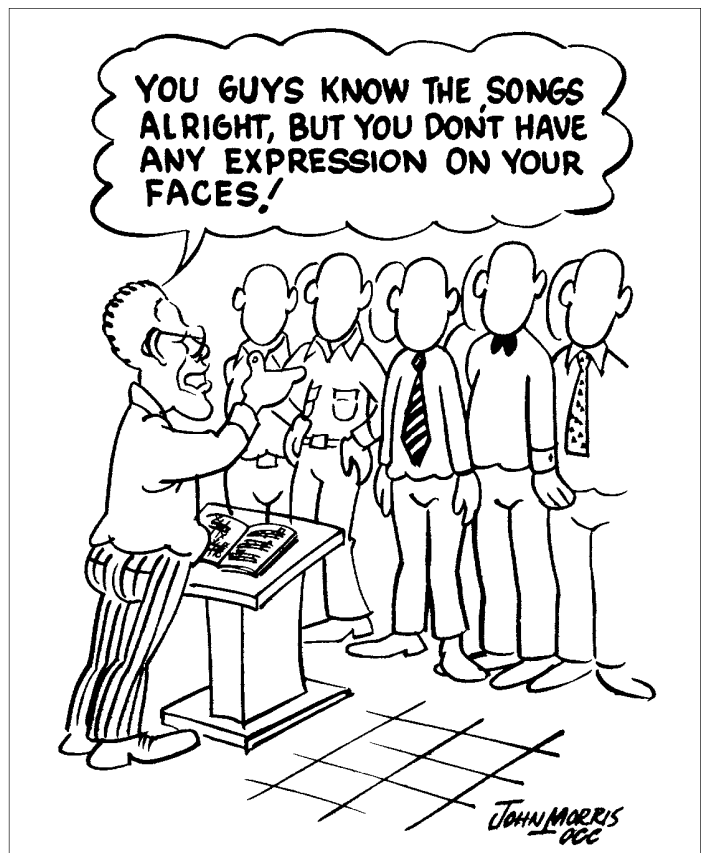
There is another group of people that should be members of PROBE, all board members from Ed Watson down to the chapter president. They can find out what PROBE can do for their district or chapter. They also may have some fresh ideas that us veterans may have never thought of.

So take a look around your district and chapter and see who isn't involved with PROBE. Invite them to join us and ask them to share their ideas with others members of PROBE.

**PROBE membership and the Society**

Talking with **Don Fuson**, CSD President and member of the BHS technology team, the Society will be looking to make it easier for everyone to join or renew their dues with PROBE. Once the bugs are all worked out with the new Aptify system they are looking to make PROBE membership a snap when the chapter secretary reports the new chapter officers. The secretary just needs to sign up the bulletin editor, PR and Marketing VP, the webmaster, and the chapter president for \$10.00 a year per person. What a deal! I'll keep you posted when the new system rolls out.

**OH WOW!**



JON WAGNER

## Producing Quality Tones

It's easily done in five simple steps: The first: body-alignment. It's not necessarily the most important, but without it you're "sucking putty-balls" to achieve the others.

**Everything in singing is mental.** In other words, if we can't or don't think it first, we'll not execute it vocally. Need I say standing is better than sitting? Okay. Stand and then....

- A. Let the neck be free—head forward and up, not down or back.
- B. Allow the body to lengthen up and widen out, resulting in a high chest and expanded rib cage. It's very important to remember the high chest throughout each song. Don't let it collapse or your singing will, too.
- C. Allow the shoulders to relax down and back a little.
- D. Allow the hips and pelvis to tuck under and forward.
- E. Allow the knees to flex slightly.

As you free yourself from rigidity and tenseness you'll find the verbs above are correct. You don't **hold** your next free; you release the tension and **allow** it to be free. You don't force the hips and pelvis forward and under, you release tension, allowing the body to elongate. As the body shifts, the hips **naturally** tuck under slightly and come forward a bit, thus **aligning** the body.

**Variable Volume** works like a radio dial or the more modern sliding-button. The sound increases and decreases evenly if you change it at a steady pace. Pretend that your voice is connected to a Director's brain and his signals, whatever they may be, by matching your increased or decreased volume in direct relation to the speed of the Director's movement.

### Quiz 61 Answers:

1- **Gene Cokcroft** sang with our 1961 championship quartet, the *Suntones*. His wife, Iris, sang with the 1967 Sweet Adelines quartet champs, the *Hurricane Honeys*.

2- **Brian Beck** was in the winner's circle with our 1973 quartet champs, the *Dealer's Choice* and once again with our 1983 champs, the *Side Street Ramblers*. His mother-in-law, (Bergen County's own) **Renee Craig**, sang with the 1957 Sweet Adelines quartet champs, the *Cracker Jills*; she also directed the *Ramapo Valley* Chorus to the Sweet Adelines top spot three times between 1979 and 1990.

3- **Buzz Haeger** sang with our 1965 quartet champs, the *Four Renegades*. Phyllis Haeger, Buzz's sister, sang with the 1955 Sweet Adelines quartet champs, the *Nota-Belles*.

4- **Gary Parker** sang with our 1973 quartet champs, the *Dealer's Choice*. His wife, Ruth Ann, sang with the 1967 Sweet Adelines championship foursome, the *Hurricane Honeys*.

5- **Jim Clancy** directed the *Vocal Majority* to the Society's top position in chorus competition 11 times between 1975 and 2006. Jim's wife, Judy, sang with the 1987 Sweet Adelines quartet champions, *Ginger 'N' Jazz*.

Chris Papa doxite@verizon.net  
Subject: Improved Bulletin Editor

Hi Steve,

If you think that our fellow bulletin editors might like to know a bit more about the current most improved colleague, I am also proud that I recently won a first place award (sharing with four others) for poetry writing. A retired physician, I entered a contest offered by The Pharos, the quarterly literary journal of Alpha Omega Alpha, the medical honor society. It has been wonderful to discover that there is life after medicine, which has offered me the opportunity to do many things that I enjoyed but never had time for, like singing and writing.

Serious poetry has never been my focus, I must tell you, but rather, I have had fun during the last twelve years with an e-mail experience called Partners-In-Rhyme. I started this with a friend and neighbor, Daniel Ford, Ph.D. and we haven't missed a day in all that time. We receive the dictionary words which randomly come from two established daily sources, Merriam-Webster Word a Day and Wordsmith A-Word-A-Day.

The challenge is to then use the word in a meaningful way in a limerick. Mine are usually salacious, Dan's are very learned. It has been fun meeting others from all over the world who also contribute their rhymes to the combined results which are then collated and e-mailed (free) to our subscribers.

Here's an example of what we send: (punning and alliteration are also fun) —

qua \KWAH\ preposition: in the capacity or character of: as

Example sentence: My physician qua friend suggested that a sabbatical would be good for both my mental and physical health.

Did you know? Which way? Who? No, we're not paraphrasing lines from the old Abbott and Costello routine "Who's on First;" we're referring to the etymology of "qua," a term that comes to us from Latin. It can be translated as "which way" or "as" and it is a derivative of the Latin "qui," meaning "who." Qua has been serving English in the capacity of a preposition since the 17th century. It's a learned but handy little word that led one 20th-century usage writer to comment: "Qua is sometimes thought affected or pretentious, but it does convey meaning economically."

\*Indicates the sense illustrated in the example sentence. Brought to you by Merriam Webster Inc. <http://www.m-w.com>

A monk with a taste for sex fun,  
A sultry, sweet Sister's heart won,  
And one fateful day,  
They rolled in the hay,  
So now she's a sinner QUA nun.

Chris Papa

If anyone would like to receive and/or contribute to the fun just drop me a line at [doxite@verizon.net](mailto:doxite@verizon.net). Of course, if you look at our chapter's monthly bulletin, *The Atlantic Gazette*, you will see that I have shamelessly included a regular "Limerick Laughs" item, which, during the past year, has been enhanced by the regular contributions from the wife of one of our members. Would that I were so lucky in getting the members of the chorus to contribute to the bulletin!





# PROBE Membership Form



NOTE: \* indicates required field

First Name:\* \_\_\_\_\_ M.I.: \_\_\_\_\_ Last Name:\* \_\_\_\_\_

Address1\* \_\_\_\_\_

Address2: \_\_\_\_\_

City:\* \_\_\_\_\_ State:\* \_\_\_\_\_ Zip:\* \_\_\_\_\_

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Email:\* \_\_\_\_\_

Society Member #:\* \_\_\_\_\_ Chapter # (if known): \_\_\_\_\_

Chapter:\* \_\_\_\_\_ District:\* \_\_\_\_\_

Chapter Bulletin Name: \_\_\_\_\_ Current Position: \_\_\_\_\_  
(if Editor)

Offices: \_\_\_\_\_

PROBE Member Since: \_\_\_\_\_

**Dues are still just \$10 per year**

**Make check payable to PROBE and send to:**

**PROBE Treasurer  
Dick Girvin  
34888 Lyn Ave  
Hemet, CA 92545**

If you have questions, please contact Dick at: (951) 926-8644, or [dickgirvin@juno.com](mailto:dickgirvin@juno.com)

## PROBEmoter Editor

Steven Jackson  
215 Cheyenne Street Lot 18  
Golden, CO 80403  
(303) 384-9269  
<[sjbullead@comcast.net](mailto:sjbullead@comcast.net)>



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*Jim Henry, Gas House Gang bass and  
Director of Ambassadors of Harmony:*

“Only when the individual man makes a resolved commitment to developing his skills and becoming personally accountable to his role in the chorus can an ensemble really experience significant musical and visual growth. As I see it then, my primary responsibility as a director is to inspire the men to be hungry for that level of commitment. Without the individual commitment in place, it’s hard for the skills we teach to really take root.”

**COMING  
EVENTS**



# **PROBEMOTER DEADLINE IS SEPT. 20TH**

**PROBEmoter**