

2024 LO'L Leadership Training Academy- Lakes Chord College Class Descriptions

Office Specific Core Classes - (Sat 8:30 am -12:00 noon)

- ◆ **President** – Grant Warning - A 3-1/2 hour class on how to be an effective president for your chapter. In addition to the basics needed for a chapter to function (chapter budget, board meeting structure, yearly planning, etc.), this class includes leadership transition strategies, community engagement, member development and more.
- ◆ **Secretary** – Tim Schubbe - A 3-1/2 hour class on the duties of the chapter secretary, BMI SESAC, ASCAP or SOCAN (Canada) license requirements, show clearance, board meeting minutes, legal files, membership records, access to the Society website. Chapter Secretaries are asked to bring their computer to class as Tim will walk you through the Member Center website and how to update information for your chapter.
- ◆ **Treasurer** - Lowell Bennes - A 3-1/2 hour class for chapter treasurers. It will cover chapter budgets, IRS tax returns, Society, State & Federal forms and reports.
- ◆ **Membership/Chapter Development VP** – Gary Schmidt - This 3-1/2 hour class will offer ideas on how to find more members for your chapter as well as how to retain your current members. It will review a wide range of membership development tools.
- ◆ **Music & Performance VP** – Joe Ceruitti - A 3-1/2 hour class designed to investigate the possibilities of the musical aspirations of the local chapter through effective organization and support for the music team/directors. Topics could include performance opportunities for the local community, music selections, quartet organization and support and recruitment. Here's the chance to ask, share, dream as well as be encouraged for the musical well-being of your chapter and community.
- ◆ **Chorus Directors & Assistant Directors** – Scott Perau - This 3-1/2 hour class is a class for the front line Directors and Assistant Directors. It will deal with the principles of good directing, motivation, retention and mutual problems in small and large choruses.
- ◆ **Barbershop Smorgasbord** – Scott Kvigne - In this 3-1/2 hour class, Scott shares his knowledge of Barbershopping. This class will cover everything you want to know about singing barbershop harmony. Most importantly, Scott will show you how to have more fun with your hobby.
This class is for the persons who are not taking the Office Specific Core Classes.

Elective Classes -

Offered Friday & Saturday – (These are all 90-minute classes)

- ◆ **Be The Best Performer You Can Be** -Scott Kvigne - Don't fret about trying to remember, and execute, a host of moves befitting the Rockettes. Sometimes, less is more! Learn how we use gestures naturally in our speech, and then how to use those same gestures in our songs.

- ◆ **Bringing A Song To Life** – Jay Althof – Some of our greatest joy is helping our audiences experience genuine emotion from the songs we sing. In this class Jay will explore the key elements that take a song from being just words and notes to truly making music that can touch the hearts of ourselves and our audiences. Together we will learn to become even better story tellers.
- ◆ **Chorus Repertoire: Share Session** – Scott Perau – Discussion on repertoire for various size choruses and how to select music that fits the number of members the chorus has.
- ◆ **District/Chapter Liaisons Preparation** – Jim Rasmus – The District has established a new and successful program to enhance communication between the District and Chapter leaders. District Liaisons are paired with Chapter Liaisons in order to share resources available and successful ideas being utilized within the LO'L. This session is primarily designed for District Liaisons to discuss our important tasks but Chapter Liaisons and others are welcome to attend.
- ◆ **Forming and Directing a Mixed Chorus** – Scott Kvigne – Mixed choruses are becoming part of barbershop chapters. What can you do to promote this new structure for your chapter?
- ◆ **Generating Grassroots Financial Support** – Joe Cerutti – How is your chapter doing financially? Want some new ideas? Here is what you are looking for.
- ◆ **Harnessing Social Media – A Tool for Youth Engagement in Barbershop** – Justin La – A comprehensive exploration of leveraging social media platforms to engage young audiences in the world of barbershop harmony. The presentation will delve into the role of social media in youth culture and the potential it holds for barbershop organizations. Strategies for creating compelling content, including videos, images, and graphics will be discussed, along with the importance of crafting authentic and relatable messages that resonate with people.
- ◆ **How to Welcome and Keep Your Guests** – Jim Rasmus – “You Never Get a 2nd Chance to Make a Good First Impression”. Every Tuesday is guest night in Manitowoc and we have developed an effective system to welcome guests and introduce them to singing barbershop. It includes guest tracking forms, hand-outs provided after their first 3 visits that describe Clipper City Chordsmen, as well as a new member orientation sheet once they decide to join. Hear about the process and review a packet of the material.
- ◆ **How to Bring Barbershop to Your Community** – Joe Cerutti – A discussion on new ideas for your chapter going forward after the pandemic.
- ◆ **Leadership in Volunteer Organizations** – Jay Althof – Together we will identify and discuss key aspects of leading and managing organizations, especially as it pertains to volunteer groups such as our chapters. We will highlight the differences between leadership and management and also discuss why both are important to success. We also will share “best practices” from all the participants on how to effectively communicate and build teams within our chapters to ensure long-term sustainable growth.
- ◆ **Membership Guest Night Ideas** – Gary Schmidt – If you are planning a special membership guest night, what are things that you can do to make them more productive and effective?
- ◆ **Moving with Freedom in Performance** – Scott Kvigne – As you add choreography and moves to your performance, what can you do to make them more effective and visually natural?

- ◆ **New Member Recruitment and Retention** – Gary Schmidt – Ideas for new techniques you can consider to find new singers. Then once you have them singing with you, what can you do to keep them coming back?
- ◆ **Planning for a Successful Chapter Show** – Walt Ogburn & Mark Berglund – The chapter annual show is usually the highlight of a chapter calendar. Along with learning your music well, what can you do to ensure the show will be a performance and financial success?
- ◆ **The Barbershop Paradox – Building a Thriving Barbershop Community** - Jay Althof – The paradox for our chapters is how do we balance “fun” and “good singing”? The majority of us want to get together to sing, have fun and build friendships. But when we get too wrapped up in contest scores or “driving for success,” we likely lose members because we lose the fun. Yet we want to make a positive impact on our communities. To help balance this out, the class will have an interactive discussion on topics such as the following:
 - How to balance “fun” and “good singing”
 - Contests vs. conventions
 - Tips on how to grow membership
 - How to tell the story of what a great opportunity exists for others to join us
 - What community involvement results in positive experiences for our members
 - Other topics from class participants
- ◆ **The Basics of Vocal Pedagogy** – Scott Perau – We will cover the anatomy of the voice, common misconceptions, etc., and discuss how we may apply this to chorus/quartet rehearsals.
- ◆ **Warmups and Vocal Techniques** – Scott Perau – What are some warmup tools you can use to get your singers ready for good vocal production?
- ◆ **What Churches & Chapters Have in Common** – Larry Lewis – What is happening today with the different generations and how each has an effect on the membership of both Churches and Chapters.
- ◆ **Youth Barbershop in Schools** – Justin La – A comprehensive exploration of how barbershop harmony can be successfully integrated into school music programs. The presentation will focus on the benefits of introducing barbershop techniques and repertoire in schools and practical approaches for implementation.
- ◆ **Friday Eve Mass Session – (You don’t need to register – Just drop in.)**
- ◆ **Three Songs** - The Friday Mass Session also will include songs that you can take back to your chapters. Then at the brief closing Session on Saturday, we will run through the songs again. Learning these songs with about 80 other voices should help to send you home fired up to share everything that you learned and experienced during the weekend. .