



NEWSLETTER

THE NEWSLETTER OF THE ELECTRIC CITY CHORUS · SINGING BARBERSHOP HARMONY SINCE 1944

www.electriccitychorus.org

Jim Bowen, Editor/Webmaster



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Shampoo

Editor: Jim Bowen
Circulation: Ed Gifford

Visitors Welcome

Rehearsals are every Tuesday (except Holidays) at 7:30 PM at the Faith United Methodist Church at the corner of Brandywine and Eastern Parkway, Schenectady. Park at the side of the Church and enter from Brandywine. If no one is at door, ring bell and wait.

visit@electriccitychorus.org



A Cappella Christmas Concerts Brought Joy to Many

The ice storm cut short the number of A Cappella Christmas performances the ECC performed by one, but couldn't limit the success. The photos at the top of the page were taken at Faith United Methodist Church in Schenectady.

The second was a great success at St. Edward the Confessor Church, Clifton Park. The other four photos were taken there. One hundred plus gathered around tables to hear ECC sing.

The third, scheduled for Christ the King Church in Westmere (Guilderland), was postponed because of the ice storm that left many without electricity for nearly a week.

The audiences contributed items and money to holiday spirited appeals for those in need.

(The young lady in the photo at top of page is Phill Christmas's granddaughter.)



More Concert on page 6 and Installation Dinner photos on page 3



Monthly Comment of the Electric City Chorus President

The Prez Sez

by Walt Lane

Our fabulous Editor has asked for some response to Larry Clow's "Rant" from the last issue, claiming that it was a negative statement and someone should show that we are not all negative in this chapter.

Well, as it happens, I didn't find Larry's message all that negative. It is time for everyone in the Schenectady Chapter to step up and take part in what we are all about.

And a number of us have done that. We have a nearly complete Board of Directors with six officers and four At Large members who will do a fine job for us next year.

We have a Singing Valentine's Team in place, a Show Chairman in place, four directors, a Music Team and a Music Committee. We have a MRRT Team in place.

About the only thing we don't really have ready to roll in 2009 is enough pride in who we are and what we do that we are willing to go out into the community to tell the 50,000 men who live near us that this chorus is a terrific place to be every Tuesday. We are not willing to put forth the effort that it will take to mount an effective membership campaign.

Two years ago we had 52 members. We added two more in 2007, but no new members in 2008. We now have 42 on the books, 8 of whom never come to any meetings. That means we are, in effect, a 34-man chapter. Why have we let that happen? Are we willing to let this chorus shrink by another 8 men? Will that happen in 2009?

The message is: "Membership is every member's job." Recruiting new members is a hard job, but the rewards are worth every ounce of the effort expended. Where do you see us in December, 2009? What are you willing to do?



While enjoying a vacation at Disney World over Christmas, Walt Lane got to sing with the Dapper Dancers at the Barber Shop on the town square in the Magic Kingdom, Orlando... Thanks for photo Sandy Lane.

Hanging around the Pole

with Jim Bowen



Congratulation, Mr. President. You are the leader of ECC even if you refused to install yourself at the dinner. Like Mr. Obama, you're president even if you skipped that part.

Speaking for us all, thank you for your decision to stay for one more year. You have many responsibilities and could have easily refused. Your shoes would be very difficult to fill.

I'd like to thank Sandy for the many photos she supplies for publication. Most of the Christmas pictures in this issue came from her. Check the vacation photo at the bottom left of the page.

Wow! What a surprise and what a great honor to be chosen to receive the "Doc" Fendley Award for 2008 when so many are more deserving. It all came as a shock to me. I am moved deeply by your ovation. Thank you very much, and as I said, I will treasure this award for many years to come.....



Chris Jensen Presenting

E-Mail :
eccnews@nycap.rr.com



Dinner for the Installation of 2009 ECC Officers (Great Fun too!)

ONE TIME SING- ING GROUPS

The Quartet
Don F- Lead
Chuck E- Tenor
Dave M- Bari
Chuck F- Base



The Sextet
Walt L- lead
Joe S- tenor
Jim B- bari
Ron M- base
Wally A- base
Don C- base



The Octet
Roger M- lead
Joe M- lead
Chris J- tenor
Jim S- bari
Jim B- bari
Jack R- base
Jack K- base
Joe B- base



2009 Officers

President: Walt Lane
VP Music: Jim Stearns
Chap. Dev: Ron Messersmith
Marketing/PR: Roger Murphy
youth: Dave Mattice
Secretary: Wally Adelmann
Tres. Chris Jensen
Past Pres Chris Jensen
Delegate: Chris Jensen
Chorus Manager: Joe Betz
Board: John Bowen, Jack Kidalowski, Richard Lenehan

Editor

Honored

Jim Bowen, editor of the Shampoo and of the 24 page annual newspaper was honored with the “Doc” Fendley Award. Chris Jensen made the presentation and recognized the many hours of work and high quality of our award winning Chorus publications.

Steve

Lawrence

Honored

President, Walt Lane presented the Presidents’s Award to Steve, an Assistant Director sighting the quality service he had preformed all year and especially during the summer when Chuck was hospitalized and recovering. This Steve did while also being chorus manager.



THE NEW SETTING

Thank you Jack Kidalowski—your hard work paid off. Moving the dinner to the Edison Club worked out very well. The women spoke highly of the setting, and the food was great for the price. The beer on tap was a treat and prices were reasonable. The Holiday decorations added to the party setting. The large windaows that overlooked the golf course also gave us a vew of the Mohawk River. Nice!

The Program Man Did “Good”

Jim Stearns, you provided an enjoyable program. We ejoyed the additions to the ususal chorus songs. (Chuck, where did “Jingle Bells” come from?) The thrown together singing groups were fun (see above left).

Singing around the center pole was interesting and equalizing. Those who could see the podium couldn’t see the singers who were warming their back sides at the fireplace. Adding the barbershoppers national anthem was a great touch.



Watsup!
Coming Events

Feb 13/14- Singing Valentines
Mar. 20/21- Mountain Divison Spring Contest, Burlington, VT.

ECC Board Meeting Highlights for January 2009

by Wally Addlemann, Secretary

- The Music Team has decided on new songs for next year, and that music has been ordered. We are working on contest songs for the Spring Contest. Discussed Singing Valentines, the Spring Contest, Summer Performances, and the upcoming Annual Show. A Chorus manager is still needed.
- NED Leadership School: January 9 & 10 2009. Chris, Ron, and Wally are attending. Walt is instructing.
- Jack Kidalowski has coordinated the Installation Banquet and Jim Stearns will be MC-ing the event.
- Quartets are needed for Singing Valentines in Feb., 2009. Dave Mattice and Fred Simon will co-chair the event.
- Singing for Life / Red Cross Blood Drive – the date will be changing.
- We discussed “Tunes for Teens.” Music CDs are purchased by the chapter, and then the CDs are distributed to high school music groups, exposing them to A Cappella music. It’s a way to encourage young people to get involved in Barbershop music. Dave Mattice will coordinate.
- The Treasurer reported a current balance of \$17,986.16, and Chris presented the budget for year 2009.
- Walt discussed the need for the chapter to have a president to serve as the point of contact with the District and the Society, and Walt volunteered to fill that role, with the Board filling other presidential responsibilities. The Board then agreed that the presidential responsibilities for day-to-day chapter operation, including the planning and conducting of monthly Board meetings, will be carried out by the elected vice presidents, rotating these responsibilities on a monthly basis.

The Electric City Chorus Announces a VLQ!

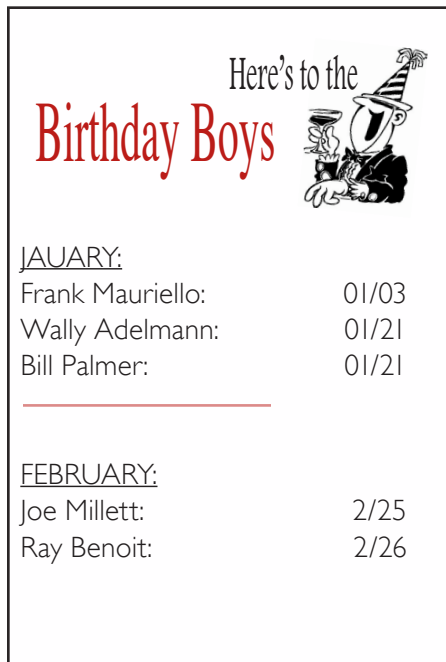
Chuck Eaker - Lead
Dave Mattice - Bari
Frank Mauriello - Lead
Jack Kidalowski - Bari
John Oppenheim - Tenor
Ron Messersmith - Bass
Wally Adelmann - Bass

Tag Time

The links below will take you to two tag times at Nashville in July. Thanks to the person who had the camera out.

A Tag from the hallways:
<http://www.youtube.com/watch?v=IrJl23P9GTw&NR=1>

Barbershop Tag at Grand Opening in Nashville : <http://www.youtube.com/watch?v=5wcuJ04Spa8>



Here's to the Birthday Boys

JANUARY:
Frank Mauriello: 01/03
Wally Adelmann: 01/21
Bill Palmer: 01/21

FEBRUARY:
Joe Millett: 2/25
Ray Benoit: 2/26

Sorry, the January Rehearsal Schedule Is Not Available Yet!



Ouch!

Varro Clark has injured his back and will be out for a while. Please keep him in your thoughts and prayers.

Joe Barbershopper Super Hero



More
Super Hero



Joe is not just another iridescently dressed, callous, self-absorbed super star, we know that for sure! Although he's still selling slightly less than reliable used cars, I don't think some irate customer is preventing Joe from responding to the Hog Callers presentation dilemma. It must be high winds on the desert surrounding Las Vegas that has packed a shovel of sand in his very sensitive crime-detection apparatus! Or perhaps that local dry cleaner has messed up his crime fighting outfit once again. To gain some insight into this baffling set of circumstances, be sure to demand the next issue of this newsletter where you will read Joe's awe-inspiring call to battle. "Two against one..... No problem.... I think."

You're sure to be on the edge of your seat as you read the further exploits of:

JOE BARBERSHOPPER—SUPER HERO



**Multi-Talented
Jim Stearns**

Episode 9: Ganging Up

by Jim Stearns, VP- Music & Performance

The chorus is singing, faces ablaze with joy and the sound is ringing from the walls! This was just a typical performance by the Razorback Hog Callers from Catfish, Arkansas. This is a chorus that knows how to put on a great show and an even better pig roast afterglow! Suddenly a flash of light goes through the auditorium that induces an ever so slight cloud to appear over the chorus. Smiles decrease. Again the flash goes through and the cloud becomes thicker and darker. Eyes droop, faces dull, movement slows to a crawl, arms hang limp, and tongues actually begin to appear through drooping jaws, in what appears to be a major surge of stupid throughout the chorus. Just then a figure appears from the flashing light and lands on the stage before the chorus. He is dressed entirely in silver; a one-piece suit, knee high boots and silver cape. And then, slithering into view slinks a second obviously evil figure, entering the stage from a side door.

The Hog Callers have been hit with a double whammy! The initial villain that struck with such blazing speed was the notorious Gloomy Gus, destroyer of animated stage presence and appealing faces; the undisputed sovereign of deadpan expressions. But, to make matters worse, he is joined in his dastardly attack by an evil doer we've met previously, the spineless wonder, Prince Poor Posture; still ticked off by the beating he was handed by our caped crusader. He now wants to show that he is more evil, more vile, more disgusting than ever.

The chorus director, Goober Hatfield, was bend over and staring mindlessly, with an apparent fixation on the floor immediately in front of him. The faces of even the most animated chorus members are lifeless, dull and stupid-looking; a look that even a mother couldn't love. The chorus, over the span of a mere six measures, dropped in pitch a total of five semi-tones and the bases are growling like elastic stomachs full of pepperoni pizza! This dastardly duo appears to be unstoppable and the chorus is toast, or in this particular case—roast pork. Can anyone save the day? Where oh where is our hero? Where is Joe? Why is he not confronting these two? How can he possibly eat so much and move so fast? Why all the questions all of a sudden?

More Super Hero to left

Singing For Life is the Society-wide Blood Donor Drive started last year and is continuing this year. It's all about our Chapter making a difference in the Capital District by showing we care about the folks in our area. Stay tuned as plans mature.



CHALLENGES AND AN INVITATION

by Ron Messersmith,
Chapter Development, VP

It has been a challenge recovering from the NED Leadership Training in Fitchburg. There was the intense coursework and group sessions during the day, and the chordingitorium in the evening with the Top Gun Quartets, which meant I had to stay until at least 10:00 PM. Grueling! It's great amount of information to digest...reminding me of the superb buffet meals we enjoyed, especially that overflowing dessert table. Groan.

As we look ahead this year, the chapter development effort should probably support the NED mission, similar to ours I think, "To attract males of all ages and cultural backgrounds...through quality of singing, community involvement and good fellowship." Looking at last year, we improved our scores at the district competition, thrilled audiences at our summer, Christmas, and annual show performances, supported the local Red Cross and church food banks, and enjoyed a few Fireside afterglows, inter-chapter meetings, summer picnic, and many fun rehearsals.

Let's continue to sing for as many people as we can, as well as we can, and have as much fun at rehearsals as humanly possible. Since every singer is a lifetime member of the chapter development team, making this goal an ongoing reality for our chapter, and sharing this tremendous gift of barbershop harmony with someone new, will be a challenge we can all meet as a chorus and individually. Please share your ideas and helping hands (risers) in the year ahead.



Homespun Harmony and Rvisions at the A Cappella Christmas Programs

More Photos from Installation Dinner



Joe M. & Chuck E.



Jack K.
&
Chuck F.



Frank M.

Wanted: Valentine Deliverers

by Jim Stearns, VP- Music & Performance

It's just a month til Valentine's Day and there are many folks who will be bitterly disappointed if they are not able to give (and get) what is probably the most unique gift possible on Valentine's Day, or on any day for that matter; a personalized singing Valentine. We need quartets to serve in this vital community service, major outreach and profitable chorus venture. Keep in mind that Valentine's Day is on a Saturday, and I'm sure some folks will want the delivery then; but people get the biggest bang for the buck by having the delivery made to their special someone's office, school or other highly public location. That means two possible days of traveling around the Capital District.... We need more people to do the job! You only need to learn a couple songs and sing them well, and coaching is available. Consider doing this for the Chapter, and all those lovers and sweethearts out there who are counting on us.

Giving Your Cat a Pill

By Don Flom with a smile on his face



Oh my gosh....
...that has to hurt!



Some years ago I found the following article in Annie's Mailbox. It came originally from the Laguna Beach, CA, Coastline News and written by Bob Story. It may brighten up your day.

More Cat Instruction:

of dining table. Put on heavy-duty pruning gloves. Force cat's mouth open with tire iron. Drop pill, previously hidden in an ounce of hamburger, into cat's mouth. Hold head vertically with nose pointed to ceiling, and pour half pint of water down cat's throat, and two jiggers of whiskey down your own.

18 Ask assistant to drive you to emergency room. Sit quietly while doctor administers anesthetic, stitches fingers, forearm, and removes pill fragments from eye.

19 Drop off cat, along with generous donation, at animal shelter, and adopt a goldfish.



- 1 Pick cat up and cradle it in the crook of your left arm as though holding a baby. Position right forefinger and thumb on either side of cat's mouth and gently apply pressure to his cheeks. Cat will then close mouth and swallow.
- 2 Retrieve pill from floor and cat from behind sofa. Repeat the process.
- 3 Retrieve cat from bedroom and throw soggy pill away.
- 4 Remove second pill from foil wrap, cradle cat in left arm holding rear paws tightly with left hand. Force jaws open, and push pill to back of throat with forefinger. Hold mouth shut for a count of 10, if you are able. Hold cat's mouth closed as well.
- 5 Retrieve pill from goldfish bowl and cat from top of wardrobe. Call for assistance.
- 6 Kneel on floor with cat wedged firmly between knees, immobilizing front and rear paws. Ask assistant to hold cat's head firmly with one hand while forcing wooden ruler into cat's throat. Flick pill down ruler with forefinger, and rub cat's throat vigorously.
- 7 Retrieve cat from living room curtain valance.
- 8 Carefully sweep shattered figurines from hearth, and set aside for later gluing. Remove third pill from foil wrap.
- 9 Wrap cat in beach towel, and ask assistant to lie prone on cat with cat's head visible under assistant's armpit. Put in paper tube you've made for this purpose. Then, force cat's mouth open with pencil and blow.
- 10 Check label to make sure pill is not lethal to humans. Sip water to take taste away. Apply bandage to assistant's forearm, and remove blood from carpet with soap and water.
- 11 Remove cat from neighbor's roof. Remove fourth pill from foil. Place cat in cupboard, and close door on cat's neck and head outside cupboard. Force mouth open with dessert spoon. Flick pill down throat with rubber band.
- 12 Fetch screwdriver from garage, and put cupboard door back on hinges. Apply cold compress to cheek, and check records for date of last tetanus shot. Throw bloodied, ripped T-shirt away, and fetch anther from bedroom.
- 14 Apologize to neighbor who crashed into fence while swerving to avoid cat.
- 15 Call 911, ask fire department to retrieve cat from eucalyptus tree.
- 16 Remove remaining pill from foil wrap.
- 17 Tie cat's front paws to rear paws with garden twine and securely tie to leg

My Response to Larry's Rant

By Don Flom

SMILE AWHILE

A lead, looking very worried and all strung out, rushes to see his doctor.

"Doctor, take a look at me. When I woke up this morning, I looked at myself in the mirror and saw my hair all wiry and frazzled up, my skin was all wrinkled and pasty, my eyes were blood-shot and bugging out, and I had this corpse-like look on my face! What's wrong with me, Doctor?"

The doctor looks him over for a couple of minutes, then calmly says, "Well, I can tell you one thing... there isn't anything wrong with your eyesight."

A bass wanted a boat more than anything. He constantly begged his wife for one but his wife kept saying that they could not afford one, but one day he bought one anyway to surprise her.

When his wife found out she was very upset. So the bass said to his wife "I'll tell you what," he told her. "In the spirit of compromise, why don't you name the boat?" Being a good sport, she accepted.

When the bass went to the dock for the maiden voyage, he asked his wife "have you thought of a name for our boat?" She replied she found a perfect name. He was thrilled that she made an effort in wanting to name the boat. When he went to the boat his wife had painted in red the name, "FOR SALE!"

Last month I asked for responses to Larry's article. This is the only one I received. Thank you Don. I only asked for a couple of paragraphs .-Editor

In the last Shampoo Larry Clow wrote about where we are falling down in our duties as Chapter members. Larry was absolutely right! Too many of us, including myself, are not volunteering to become officers and helping to run the chapter. Unfortunately, Larry chose a bad time to take a hiatus from barbershopping -- just before our annual show. As a result our visiting quartets were left with no assigned dressing rooms at the school (Larry's usual chore). Also, we were minus a good bass in the chorus. Larry's article would have carried more weight if he had stuck it out. His points are well taken.

As I type this it is becoming clear that I have my own rant. It is this: If you are in the chorus, **LEARN THE FRICKIN' NOTES AND WORDS !!** We have become satisfied with mediocre singing – our chorus is mediocre and so are our quartets. Until we can sing better we will never attract the young, or old, men who are truly interested in becoming part of our organization. At our very best, our chorus has only reached new heights of mediocrity.

If you will bear with me I will tell you about my own start in barbershopping. One day in the fall of 1951 I saw a banner stretched across State Street announcing a coming Parade of Quartets. I went, heard and then vowed to attend the next meeting – and never looked back. I did NOT join to make the world a better place in which to live. If that had been my goal I could have joined Rotary, Kiwanis, the Lions Club, or any number of social organizations. No, I was enthralled being part of a ringing chord and couldn't wait until I could find 3 guys crazy enough to sing with me. That soon happened and I was happy. However, after about 3 or 4 years I felt the chapter was not as well organized as it could be – and I said so. A good friend then cornered me and said: "If you think you can do better, why don't you become Chapter president?" Well, he had me there. So I became Chapter president and took on a few other jobs down through the years. But I never lost the most important idea: You have got to **LEARN THE FRICKIN' NOTES AND WORDS.**

In the mid 50's I was transferred to the Philadelphia area. I looked around for a barbershop chapter. Bryn Mawr was only a few miles from my home but I did not join them. There was a chapter about 30 miles away called the Delaware County Chapter – and they were the current Mid-Atlantic District Champs! Guess which one I joined and never regretted it. I soon had a quartet going. The point I am making is that it was the good singing that hooked me and nothing else.

My feeling is that in the Schenectady Chapter many of us lack the confidence to sing out the way we should. A near term fix might be to stand in sections. Put the tenors together, put the leads together, put the baris together, and put the basses?? Well who cares where the basses stand? Then when we have really learned the song well, after a week or two instead of three months, we could position the singers for better balance and sound. Another fix is to require every one to sing in a quartet at some time or other. I know, I know – a lot of guys don't want to sing in a quartet. But the point is that you don't really know a song **UNLESS** you can sing it in a quartet.

If our chapter continues to go downhill there's going to come a time when only 4 guys are left and, like it or not, you will be singing in chorus of 4 – which we usually call a quartet.

Getting back to Larry's comment about volunteering for a chapter office, my answer is: "Larry, I am too d---mnd **TIRED.** I will help out on special tasks as best I can, like opening the door at 7 PM, make CD's, blow the pitch, etc. But my legs and arms keep saying they've had it!! All I can say is: **LEARN THE FRICKIN' NOTES AND WORDS.**



If a

SONG

is worth 1000 words

and a

VALENTINE

is worth 1000 XOXOs

then a



SINGING

VALENTINE

♥ says ♥

I LOVE YOU

forever

**Give a Valentine
Sung by a quartet of the
Electric City Chorus,
singing barbershop in
the Capital District
since 1944.**

Your Singing Valentine may be delivered to a work place or home on Friday or Saturday, February 13 and 14. Two Love Songs, A Card, and A Gift will surprise and delight your Sweetheart..... **All for \$50.00**

TO ORDER e-mail: valentine@ElectricCityChorus.org
Or phone: Roger and Terri at: 280-4350



Article by John Donehower, Dubuque Chapter, Musical Director & 2009 Chapter President.

This article from the Harmonet presents a message I believe the guys in ECC should consider.
-Walt Lane

Although this is a very long article for the Shampoo, and out of the norm, we are privileged to have it available. Walt has assured me that permission is implicit.- Editor

The following is something that I was writing for our Chapter Bulletin about selling our hobby. I thought some might find it worth reading.

In the January 16th LIVEWIRE, 2009 Barbershop Harmony Society President Bill Biffle has an article in which he talks about his #1 priority to "identify, confront, and solve - once and for all - the issues causing the membership decline that we are experiencing". To that end, he's forming a member task force to create an "overall growth strategy" for the Society. I hope our membership takes this "call to arms" seriously because the downward trend has found our Chapter as well! While I don't think we need to start our own Chapter task force, I do think we need to be examining how we take our product to market. What are we trying to sell? Who are we trying to sell it to? What does our customer want? How does the current economy impact the way we operate? Who are our customers? Why would someone wish to pay money to spend a few hours with us each week? I get the sense that these questions are exactly what the member task force is going to be asking. They are the questions our Chapter should be asking.

As you may know, I've spent the last 24 years in sales with a major food company. We have powerful brands with great consumer recognition. It's easy to sell a product to a person that already wants it. It's fairly easy to sell a brand

new product which has a lot of marketing dollars behind it. The hard part of the job is keeping the smaller brands alive. I cringe every time I hear that we are "reintroducing" or "re-launching" an under-performing product. It's a lot of work. You often have to overcome the negative opinions that the customer has formed of the product. You have to overcome the poor sales history of the product. You have to convince them that the product is now different and now we've got it right! Not so easy to do. Unfortunately, this is exactly what we need to do with our hobby.

Is selling cookies, hotdogs, cheese, crackers, pickles or whatever different from selling a hobby? Not really. Sales are sales. No matter what your "line" is, there are a few basics that all salesmen should follow:

1) KNOW YOUR PRODUCT- How can we sell a product if we don't know what about it is worth buying? Why would someone want this product? In the case of Barbershop, when we ask someone to visit a Harmony night, what are we trying to sell them? Are we selling barbershop as an activity or an experience? Are we selling barbershop as camaraderie and friendship? Are we selling the singing? Are we simply selling the preservation of an art form? Are we selling opportunities to perform? Are we selling the opportunity to compete? What about the hobby are we trying to sell? I suspect that many

current members, when faced with these questions, would definitely point to whatever attracted them to the hobby as the key to attract new members.

The problem with this "self-based" selling is that the current member's likes or dislikes may not be shared by the potential new customer. When I

first started in sales, I often ignored products I didn't like and pushed stuff that I loved. I quickly found out that my love and enthusiasm for a product often didn't matter to a customer. The customer wanted facts! The customer actually cared more about the benefits to them than to how I felt

about the product. How could they not want something that I loved??? (How could they possibly think that they, the customer, were always right?)

2) KNOW YOUR CUSTOMER- What's in it for them? Is it time, cost, quality, fun, competition, the chance to be a star? What pushes the customer's "BUY" button? The customers are really the only people that matter. If your customer base never grows or changes, your product is doomed. That's why companies are willing to tweak packaging, change formulas, change messaging, re-size, re-price, discount and in some cases, reinvent. Ideally, a business wants to maintain their customer base while continuing to develop and grow it. In some cases, when push comes to shove, companies are willing

to risk their long-term customers for the chance at finding new markets. Is it more important to honor what your current clientele wishes and face extinction or roll the dice and risk their alienation to broaden your customer base?

3) SELL THE POSITIVES, NOT THE NEGATIVES! Sell your customers the advantages of your product. Customers don't care if your product will cease to be manufactured if they don't buy it. That's not their problem. No one is going to join your Barbershop Chapter just because it'll fail if they don't. What does the customer care if your

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President's Request Continued from pg 10

product fails? It's personal to us, not to them. Doom doesn't sell.

4) **WHENEVER POSSIBLE: SHUT UP AND LET THE PRODUCT SELL ITSELF.** In my world, we always give our customers something to read, something to sample, something to hold onto. In a store, a customer is 16 times more likely to buy a product off the shelf if they can be enticed to pick it up. Packaging may get them to pick it up. Price may get them to pick it up. The important thing is for the customer to hold the product, consider the product, and experience the product. Barbershop lends itself to this sort of sales. Let your guests experience it without interruption. Don't ruin things by trying to sell it. Let the product do all the work. All the salesman often has to do is have the paperwork ready for closing.

5) **NEVER STOP SELLING!** It's the only way to make your numbers and stay in business.

I wish the member task force nothing but success. I look forward to their plans and their findings. I'm confident that if we worry more about our customers than ourselves, we will ultimately succeed. Selling should be easy when you've got a great product. (And we do have a great product!)

Thanks Mr. Biffle, you're off to a great start!

Regards,

John Donehower 1/24/2009

Dubuque Chapter, Musical Director & 2009 Chapter President; Linn County Metro Chapter, Associate Musical Director & 2009 Chapter Manager

The Choir Boys Quartet, Bass

PS: My New Years resolution was to be brief and not prattle on. Ah well, there's always next year!

The Perfect Storm

by Wally Adelman

I thought I was in a war zone.

I woke up with guns shooting off all over the place. Then I realized it was the tree branches cracking from the weight of the ice, then falling to the ground. There was an unbelievable loud bang around 2:30 A.M., and the world went dark.

All this probably sounds too familiar with all of you. It almost seemed irritating that something like this could be such a huge inconvenience, yet



look so pretty looking out the window on Sunday.

But I want to take a step back in time, to Friday night, because my experience was probably a little more enhanced than yours...

I got called out to the airport around 8:00 P.M. to restore "a" facility that air traffic control needed. When I arrived and took a second look at the situation, I found out that my facilities on the south side of the airport were OK, but the facilities at the north end of the field were without power. The backup batteries had drained as well. To make a rather long story short, everything was back in service by noon on Saturday.



BUT!!!

Somewhere along the way, a power line, a feeder to my landing system went down. It feeds 13,200 volts; "thirteen-two" as they say in the business, to the airport. A pine branch became heavy with ice, and went across the power line. The line snapped and hit the ground, burning the pine branch in the process. When the 13,200 volts hit the ground, it arced, opened up a 20 foot long trench, and heated the soil to the point where it turned the soil into glass. It was quite impressive to see, as well as interesting to feel the glass that once was soil.

It gives you a whole new perspective, a whole new respect for electricity.

I hope all of you and your families fared the storm and outage well.



Ice Storm Photo's by Jim Bowen

Say I Love You



off the Cuff

by Ed Gifford



December, 2008, and our scissors need sharpening. Back in April, 2004, I wrote a piece about some of the various delivery people who came around in the 30's, (milk men, ice/coal men, etc., and I promised a later piece about the scissors grinder, the vegetable truck and Joe Ryan, so here goes.

A man who lived on Schenectady Street, Fred Palangi, I think his name was, had a hand cart with two high wheels and a grindstone. He walked all over town, coming by our neighborhood about once a month to sharpen tools (knives, scissors, etc.) He also could fix your umbrella if need be. His cart had a bell on one of the handles, which he struck as he walked along to advertize his coming. He had no other vehicle. They said he used to walk to Glens Falls on weekends to visit his daughter. I mentioned the vegetable truck from Brownsey & Marx's farm out the Troy Road. They came around with a red and green truck outfitted with display racks full of fresh vegetables around the sides. It even had awnings to protect the vegetables (and the customers).

Then there was Joe Ryan, the paper 'boy'. His regular station was in front of Proctor's Theater hawking newspapers. There was the morning Gazette and the evening Union Star. He'd always have something spectacular to tell about in a loud, nasal, raspy voice. "Extra, Extra, Read all about it! Snec'dy Man Affa Daffa!" (When it wasn't 'affa daffa', it was that he 'abba gobba' or something) told so that you would want to buy a paper to see what awful thing the Snec'dy man had done. Other times of day, he could be seen in other places all over town. I don't know what else Joe sold, but he was often up on Nott Terrace by the 'Sugar Shack' next to Nott Terrace High when school let out.

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The Newsletter of the Northeast District of the Barbershop Harmony Society, "The Nor'easter," is now published on the web. To access the newsletter go to: http://www.nedistrict.org/index.cfm?page_id=144.



The Shampoo

Newsletter of the Electric City Chorus

% **Jim Bowen** (Baritone and proud of it)

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