

# RMD Weekly

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## **BE SURE TO UPDATE SOCIETY WEBSITE WITH 2008 CHAPTER OFFICERS**

To be "kept in the loop" PLEASE make ABSOLUTELY SURE that your 2008 Chapter Officers with complete and ACCURATE contact information is submitted to Nashville for posting on the Society website. Do it today.

## **NEW RADIO TOOLKIT AVAILABLE FROM SOCIETY**

The Society's new Radio Toolkit 2.0 is available for download from the Society website at [http://www.barbershop.org/web/groups/public/documents/pages/1pub\\_id\\_047132.hcsp](http://www.barbershop.org/web/groups/public/documents/pages/1pub_id_047132.hcsp)

This is a new collection of radio-ready commercials and Public Service Announcements (PSAs). The 29 tracks contain general spots which can be easily tagged with local information. The tracks were professionally produced by Nick Alexander, "the Voice of The Vocal Majority." All songs used are either in the Public Domain or the Society has permission from the artists to use them. Public Service Announcements (PSAs) for a variety of holidays are included to help chapters build awareness for barbershop in their respective communities.

All of the spots from the 2007 Radio Toolkit 2.0 can also be burned to a CD. If your chapter has relationships already developed with one or more radio stations in their area, these MP3s can be emailed to the program director or PSA director (in larger stations). If a relationship with these important media contacts is not yet developed, the best approach would be to burn a few CDs of these spots and make an appointment to hand deliver a CD to each station's Program or PSA Director.

For a list of radio stations in your area, visit the following website. <http://www.radio-locator.com>

## **HOW IS YOUR CHAPTER DOING WITH ITS 2007 MEMBERSHIP GOAL?**

The PRESERVATION and ENCOURAGEMENT of Barber Shop Singing in America means enlisting new voices in our Society. Toward that end, every chapter in the RMD was given a MEMBERSHIP GOAL (announced at the Spring HOD, and published in the Vocal Expressions).

So how are you doing? Is your chapter "doing the right things" resulting in attraction of new members (and retention of existing members)?

Because of the conversion to the Aptify web technology, combined with the move to Nashville, the Society has been working steadily to restore our database, and chapter membership summaries are not yet available. The chapter rosters currently on the website MAY or MAY NOT be completely current, but it's the best information we have. Here is a summary of each RMD chapter, their 2007 goal, and their current roster total:

Chapter	2007 Goal	Current Roster	Difference
Albuquerque	60	56	-4
Bernalillo County	54	49	-6
Billings	34	33	-1
Boulder	30	27	-3
Burley	16	14	-2
Cache Valley	14	11	-3
Casper	14	13	-1
Cedar City	12	10	-2
Cheyenne	9	8	-1
Colby	29	23	-6
Colo Springs Pikes Peak	53	52	-1
Colo Springs Metro	12	9	-3
Denver Mile High	155	150	-5
Denver MountainAires	63	61	-2
Durango	35	33	-2
<b>Frank Thorne</b>	<b>53</b>	<b>54</b>	<b>+1</b>
Garfield County	15	10	-5
Grand County	12	11	-1
Grand Junction	55	53	-2
Idaho Falls	6	4	-2
<b>Longmont</b>	<b>49</b>	<b>50</b>	<b>+1</b>
Los Alamos	22	20	-2
Loveland	52	49	-3
Montrose	35	30	-5
<b>Mt. Rushmore</b>	<b>43</b>	<b>43</b>	<b>0</b>
Northern Black Hills	9	8	-1
Ogallala	16	15	-1
Pocatello	32	31	-1
Pueblo	24	20	-4
Rexburg	25	23	-2
Salt Lake City	57	54	-3
San Juan	23	22	-1
Santa Fe	18	17	-1
Scottsbluff	28	22	-6
Sterling	15	14	-1
Utah Valley	25	23	-2
Wasatch Front	64	58	-6

**Congratulations to Longmont, Mt. Rushmore, and Frank Thorne** (whoever you are) for meeting or exceeding your goal. Now, if your chapter is within one or two of its GOAL, then you are close to “holding your own”. But multiply that times all the OTHER chapters in the RMD that fell short of the goal, and you can see why our Society is not growing (or even sustaining). Some of these numbers may represent missed renewals, men who are “slipping through the cracks”. Check your roster for names that have vanished without explanation. Give them a call. Begin 2008 with a PLAN to GROW. The year 2008 has been named the year of “Homecoming” (having to do with our new Society home in Nashville, and our 2008 International Convention less than 2 blocks away) and this applies to ALL chapters. Make your “chapter home” one that the “barbershop family” will want to visit regularly, help sustain, and invite guests.

**TONY**