



Harmony Heartland
Region 4
Regional Resource Team
HIGHLIGHTS—February,
2018
Strategic Planning Retreat

Your entire Regional Resource team (22 members) met in February with International Faculty member Therese Antonini for an energized and focused day and a half retreat aimed at long term Strategic Planning for the exciting future of Region 4.

One of our major retreat discussions centered around ways to better unify our region and our identity. It's been 5 years since Region 4 and 23 merged. Our membership continues to deal with uncertain feelings and concerns. Our discussions in this regard were lively and passionate. Rest assured that we reaffirmed our commitment to continue to foster camaraderie and harmony among ALL Region 4 choruses. We unanimously adopted a slogan: Connect 4, and plans call for this slogan to be visible at all Region 4 events.

We'd like to share some of the great ideas and initiatives that are currently being worked on as we all work together to shape our future into one of growth and harmony in membership , education and leadership.

Your Region 4 Executive Directors,

Bev Miller, Administrative; Natalie Allen, Education; Sue Pelley, Membership

REGION 4 MISSION STATEMENT

To engage, educate and support the members of Harmony Heartland Region 4 and future barbershop singers.

REGION 4 VISION STATEMENT—under construction!

ADMINISTRATIVE INITIATIVES

Resource Team members: Kristie Clark (Marketing); Beverly Miller (Finance); Wendy Gillette (Leadership Development); Sharon Terrell (Secretary/Bylaws/Standing Rules); Jeanne Delahunty (Communications); Elaine Deutsch (Registration Chair); Lisa Whittaker (Ways & Means Chair); Laura Holt (Volunteer Coordinator)

- **New Website—now Live! Plans called for streamlined and accurate communications to all Region 4 members via our new Groupanizer website.**
- **Designing plans with Educational team to increase chorus participation at ALL regional events.**
- **Search our region for individuals who desire to become involved in regional leadership positions, and create mentoring programs to support their interest.**
- **Work on possible redesign of Region 4 logo to create a more unique look.**

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MEMBERSHIP INITIATIVES

Resource Team Members: Lynn Harmuth (Charter Chapter Liason); Bonnie Morgan (Membership growth, retention and expansion); Toulia Oberlies (Revitalization Specialist); Marsha Leistner (Prospective Chorus Liason)

- **Work with all Region 4 choruses to achieve a net new member increase of ONE by 12/31/18.**
- **All Region 4 choruses have been divided into 4 membership team groups. Plans call for regular communication with chorus membership chairs throughout the year to determine and share “best practices” for membership recruitment.**
- **Membership team communication groups:**
 - Lynn Harmuth: K Town Sound; Capital City; Scioto Valley, Harmony Roses**
 - Bonnie Morgan: Columbus, Harmony Hills, Pride of Kentucky, Scenic City**
 - Toulia Oberlies: HeartSong; Gem City; Metro Nashville, River Magic, White River Sound**
 - Marsha Leistner: One Voice; Almost Heaven, TuneTown, Spirit of Evansville, Unbridled Harmony**
 - Sue Pelley: Ohio Heartland; Friendship VII, Diamond Jubilee; Cincinnati Sound**
- **Create and Conduct Membership classes at Leader’s Workshop and Fall Fling.**
- **Design Membership growth and retention recognition program for 2018.**
- **Design and implement activities at regional events to focus on creating more unity and harmony within the region.**
- **Solicit all member’s input on educational needs and share this information with Education Resource Team.**

EDUCATION INITIATIVES *Resource Team members: Kim Wonders (Faculty Education Specialist); Jennifer Palus (General Education Specialist); Amy Dieterel (Facilities Coordinator); Molly Huffman (Director Liaison); Bethany Daley (CRC); Sharon Terrell (CC); Deb Bringman (DCP Coordinator); Lis Sabo-Johnson (YWIH Specialist); Fran Furtner & Marty Woefel (Festival Administrators)*

- **Develop plans to increase attendance at regional education events by 20% by 2020.**
- **Create plans to make educational resources more accessible, portable and visible thru the creation of a “chorus Toolbox” program.**
- **Focus on educational needs of B– choruses.**
- **Create a thriving Catch a Rising Star contest with at least 5 quartets.**
- **Energize the social aspects of educational events and include singing.**
- **Develop an aspiring Director track for section leaders and DCP participants.**
- **Create a YWIH feeder program for 1 day festivals, eventually to become 3 day festivals.**