



Welcome to the 2024 Directors & Visual Leaders Seminar, Imagine If...! When we started planning this workshop, we were discussing the rapid pace at which a cappella (and barbershop!) music is growing and changing, and wondered how we, as musical and visual leaders in our choruses, could continue to innovate our approaches, and help our choruses thrive in our communities and the a cappella world!

Our hope is that this seminar will ignite (or re-ignite!) your enthusiasm and help you to refine your vision for how you lead your chorus from selecting and teaching repertoire songs, to running productive and fun rehearsals, and stretching your understanding of the barbershop craft.

We're incredibly lucky to have Grammy winner, Ben Bram, working with us this weekend, and we hope that everyone will leave with tools, tips & tricks to help their choruses thrive, imagining our bright future as an organization!

A seminar for "just" directors and visual leaders is a special one, and we hope you'll take advantage of the networking opportunities available in the schedule, as connecting with other directors and visual leaders can be just as educational as learning from our world-class faculty.

We want to thank the rest of our incredibly talented faculty (all of whom are current directors and/or visual leaders in their choruses!) for giving their time, expertise, and passion back to the organization in their classes designed for this event in mind!

Finally - thank you for taking the time out of your life to attend Imagine If...! - we hope you will return home to your singers with a full brain, full heart, and feeling inspired!

Joan Boutilier Anne



Important Information

Online Survey

You will receive an email following DVLS asking you to share your experience during the event to ensure that future seminars continue to meet your needs. Your time and feedback are very important to us. Please complete the brief survey and return it to us by August 9. If you do not receive the survey the week of July 29, please contact the Education Department at education@sweetadelines.com.

Continuing Education Units (CEUs)

Members of Sweet Adelines International may apply for up to 1.5 Continuing Education Credits by attending the Director and Visual Leaders Seminar. To receive credits, download the CEU Tracking Form to keep track of the classes you attend and have the instructor sign off on your attendance. After the conclusion of the event, use the instructions on the CEU Participant Information Form to register and receive your credits. Both of these forms can be found on the Sweet Adelines website at www.sweetadelines.com/directors-seminar.

Faculty & Course Evaluations

Faculty and Course Evaluations are available at the following links. QR codes can be found on signs outside of each classroom.

[DVLS Class Evaluation Form](#)

[Faculty to Faculty Evaluation Form](#)

[Member to Faculty Evaluation Form](#)

Class Handouts & DVLS Program

This program and all class handouts will not be available in a printed version onsite. Please print any pages necessary before arriving at DVLS. Class handouts and materials will be available on the DVLS page on the Sweet Adelines website.

www.sweetadelines.com/directors-seminar/class-handouts

DVLS Scholarships Awarded

Thanks to the generosity of our members, we are thrilled to announce that scholarships for 51 Small to Midsize Chorus Directors to attend the DVLS were awarded.

Thank you!

We are grateful for the generous contributions provided to support our teaching faculty and special guest faculty, Ben Bram, for this year's DVLS.

In addition, we express our sincere gratitude to the donors who's underwriting helped to produce this year's Rising Star Quartet Contest.

Contributors to the DVLS and Rising Star Quartet Contest include:

Director and Visual Leaders Seminar

Anonymous Donor

Peggy Leon

Rising Star Quartet Contest

Shelly Hughes & Mike Gehrke • Linda Clements

Connie Noble Family • LSAV Powerhouse • Hogan Taylor

Mariner Wealth Advisors • Winning Solutions

We invite you to join us in thanking these generous contributors and all who invest in the Sweet Adelines Education Programs.



DVLS Faculty



Joan Boutilier has been a frontline director for more than twenty-seven of her thirty-four years in Sweet Adelines International, taking her choruses to the international stage multiple times. She is the current director of the River City Sound Chorus in Region 3. She is a judge in both the Sound and Expression categories. Joan is the tenor of the 2008 International Quartet Champions, Four Bettys, who have taught, coached and performed around the world. She held the office of president of the Sweet Adelines International from 2020 - 2022 and currently serves as Immediate Past President on the International Board of Directors. In 2022 she received the President's Lifetime Achievement Award. As a member of the Sweet Adelines International Faculty Program, Joan enjoys offering interactive classes to provide opportunities for singers, directors and leaders to learn and grow.

Classes:

Igniting Positive Leadership: Music Team Leadership & Development

This class is designed to help directors find effective ways to train, empower and utilize musical leaders. Through presentation, activities and discussion, imagine ways in which to involve musical leaders and nurture their leadership skills for ongoing growth and positive leadership.

Singing with Heart

Is expressive singing difficult to draw out of your singers? Storytelling is imaginable for ALL performers. Through sharing, demonstration and participation, explore how to sing with heart by using expressive elements of emotion and applying vocal skills effectively.

Assessing Your Performance

Imagine using your performances, including contests and weekly rehearsals, to set direction for your chorus! Through analytical listening, presentation and discussion, deepen your understanding of the influences on your chorus's performance level and how to prioritize next steps for progress.



DVLS Faculty



Anne Downton

Anne joined Sweet Adelines in 2000, and is the Master Director of Westcoast Harmony Chorus, the 2013 Harmony Classic AA Champions and 2023 6th Place International Chorus Medalists, and the baritone of Frenzy, the 2017 International Quartet Champions. She has served as the Region 26 Education Coordinator, and is currently on the Regional Education Faculty. Anne is a member of the International faculty, has served on the International Music Sales and Marketability Committee, as Chair of the Directors' Resource Task Force, and is the co-Chair of the 2024 Director & Visual Leaders Seminar.

Classes:

Vowels & Diphthongs & Consonants: Oh My! / Word Sounds!:

Learn the art of freely produced, ringing vowels, diphthongs and singable consonants, and re-imagine rehearsal techniques to help make the words on the page transcend off the page and across the stage. Lots of hands-on participation!

Tuning 101: Tuning or Intonation?":

Imagine a world where every chord your group sings is in tune! We will briefly discuss the difference between harmonics and formants, and then dive into tuning techniques and the various ways that intonation can affect overall accuracy. This class will cover some vocal production exercises that can be used to improve accuracy and perceived "tuning". Re-imagine how you handle these important concepts in your rehearsals!

Seminar Chorus Experience:

Imagine a fast-paced chorus experience, as the seminar chorus prepares to coach with our guest faculty, Ben Bram, singing Joey Minshall's arrangement of *Believe* by Shawn Mendes. First, join section leaders, Mary Rhea (bass), Caitlin Castelino (baritone), Karen Breidert (lead), and Joan Boutilier (tenor) for section rehearsals. Then, join Master Director Anne Downton as she leads the seminar chorus in a short rehearsal.



DVLS Faculty



Caitlin Castelino is a 24-year member of Sweet Adelines and has been on the International Faculty since 2020. She is the Master 600 director of Diablo Vista Chorus, the 2020 Harmony Classic AA Champions and 2024 8th place International medalists, and baritone of LoveNotes, the 2014 International Quartet Champions. Caitlin created and directs The Starlettes, the chorus comprised of past Rising Star champion quartets, and previously directed Circle 12, the Region 12 chorus comprised of past quartet champions. She has had the honor of teaching, performing, and coaching all over the world as an individual and with LoveNotes, and has been very fortunate to serve as the clinician for numerous youth in harmony events. Caitlin graduated with her master's degree in Speech-Language Pathology in 2012, and she brings her knowledge of the vocal mechanism, healthy voice production, and voice therapy techniques to her classes and coaching sessions to promote healthy singing in all vocalists.

Classes:

The Vocal Mechanism: What It Is and How to Use it to Achieve Healthy Singing

Singers have a high risk of developing voice disorders if they are not producing their voices in a healthy manner. This class dives into the anatomy and physiology of the vocal mechanism including respiration, phonation, resonance, and articulation in order to provide the foundation necessary for healthy singing. We will also explore what to do and what to avoid in order to keep the voice healthy.

Imagine the Perfect Performance Package with Mary Rhea

This course focuses on the art of creating unforgettable and imaginative performance packages. Explore innovative ways to weave together song selections, choreography, stage presence, and visual elements that captivate audiences and leave a lasting impression.

"The Voice" for Visual Leaders

It can be challenging to create an innovative visual plan that supports singers' vocal skills. This class explores the vocal mechanism, how the voice is affected by physical movement, and implementing visual plans that make that voice shine.



DVLS Faculty



Erin Howden has been a member of Sweet Adelines since 1981. Currently, she is the Master 700 Director and Choreographer of the five-time International Chorus Champion, North Metro Chorus in Toronto, Canada. She is highly regarded as an inspirational leader, coach and educator, challenging others to unleash their potential as singers, performers, and leaders. Erin is a repeated Regional Quartet Champion and International top ten Quartet Medalist. She is a Certified SA Master Faculty and a proud member of the Region #16 Faculty. She has been acknowledged with SA awards in both Coaching and Leadership. Erin owns her own consulting business, specializing in leadership development, coaching, training, team building and motivational speaking. She has an Honor's Degree in Business Management and specialized education in Human Resources Management, Training, Change Management and Psychology. In her early years, Erin was involved in competitive dance, specializing in Modern Jazz.

Classes:

Fighting Blind Followership

Inspiring and falling victim to conformity can limit our quest, to INNOVATE. What drives our tendency to follow vs lead? Together we will take a deeper dive into purpose, intention and our own thoughts and ideas. Within you lies a creative giant waiting to escape the norm set by others. Music is art and YOU are and ARTIST.

Up, Up and Away: Raising the Performance Bar! Participants will collaborate and IMAGINE creative coaching strategies to promote performance improvement. We will explore identification of core issues, and unpack strategies to elicit and enhance authenticity, visual unity, human inspiration, and emotional depth.

Setting the Stage! In this class we will RE-IMAGINE the creative process of using music as the map to explore meaningful staging, layering, balance, space, formation techniques and props with the goal of enhancing visual and emotional appeal, variety, and most importantly, visual communication.

Let Your Body Sing! In the participative class, we will uncover how our bodies mirror and impact our voices. Sound and physical authenticity can be optimized, through IMAGINATION, musical physicality, the power of kinaesthetics, tension reduction, and general principles of musically driven movement.



DVLS Faculty



Mary Rhea is a member of the International Board of Directors, a Certified Sound Judge, a member of the Education Direction Committee, 2010 International Champion Quartet Zing! and Master Director of OK City Chorus. She served as co-chair of the past two Directors Seminars as well as on Region 25's Education Steering Committee and as a past Regional Directors Coordinator.

Classes:

Me, a Director? Yes!

Could you be a chorus director? Yes! This class encourages you to reflect on your own aspirations and consider the fulfilling role of a chorus director by exploring how your passion for harmony can evolve into a leadership journey. Embrace the prospect of guiding your chorus to new heights, and let your musical journey evolve into a meaningful leadership adventure. Are you ready to imagine leading the way? Body & Voice: The Physical

Essence of Singing

Delve into the physical nature of singing, focusing on the crucial elements of alignment and how it affects breathing. Explore the relationship between body and voice, gaining a deeper understanding of how physical alignment can positively impact your singing technique. Explore practical ways to include members who have difficulty standing on the risers for rehearsals.

Imagine the Perfect Performance Package with Caitlin Castelino

This course focuses on the art of creating unforgettable and imaginative performance packages. Explore innovative ways to weave together song selections, choreography, stage presence, and visual elements that captivate audiences and leave a lasting impression.



DVLS Faculty



Karen Breidert grew up singing in church, school, and with a professional family group, The Drummond Family Singers. Barbershop and Sweet Adelines were a natural fit and she joined as a member in 1972. Since then, Karen has won nine international quartet medals, including two International Quartet Champion titles (Jubilation, 1985 and “the BUZZ”, 2005). Karen is a Master Director – having directed Melodeers, Choral-Aires, and Spirit of the Gulf Chorus. Under her direction, Spirit of the Gulf won four top ten international chorus medals and three Most Entertaining Awards. She is a past president of Sweet Adelines International (1998-1999), served on Sweet Adelines International Board of Directors and received the President’s Lifetime Achievement Award (2017). Currently, she is a member of Sweet Adelines Master Faculty, still directing Spirit of the Gulf, and is a busy coach and teacher. Karen has a Bachelor’s Degree in Education and Foreign Language and a Master’s Degree in Guidance and Counseling.

Classes:

Rehearsal Planning

A look at the elements of planning and executing an efficient, productive, and joyful rehearsal.

The Competition Experience

Discusses how to keep a positive and healthy attitude about competition.

You’ve Got To Reach ‘Em to Teach ‘Em

By looking at techniques and strategies used by educators, directors can more effectively get their message across to members in meaningful ways.



DVLS Faculty



Thérèse Antonini is a member of five-time International Champion North Metro Chorus. During her Sweet Adelines tenure, she has served in a variety of roles at the International level and is on the International Board of Directors. As part of the Executive Committee, she served as International President from May 2022 to April 2024. Therese is a Panel Secretary and joined the International Faculty Program in 2023, where she brings her knowledge and passion for Diversity, Equity, and Inclusion to all Sweet Adelines.

The Power of the Song Assessment Tool

Learn how the SAT can help you create innovative, creative and authentic performances.



Kathleen Hansen has been working in the field of music education and performance since 1998. She has a Bachelor of Music degree specializing in music education and trumpet, a single subject teaching credential, and a Master of Music degree specializing in conducting. She is currently working on her Doctor of Musical Arts degree with Boston University.

Kathleen is a Master Director with the San Diego Chorus of Sweet Adelines and Artistic Director of the San Diego Women's Chorus. She currently serves as the Artistic 411 Advisor for the international GALA Chorus Association. She is an active clinician, musical adjudicator, presenter, voice teacher and coach. Additionally, she runs a YouTube channel dedicated to vocal pedagogy and warmups. Kathleen is honored to serve on the International Faculty of Sweet Adelines International. Kathleen is passionate about creating an environment of belonging while helping singers discover the power of their own voices.



Jamy Claire Archer has been a member of Sweet Adelines International since 2009 and began directing Heart of Columbia Chorus in 2015; she is also a member of Song of Atlanta Chorus, a regional quartet singer, and serves as a member of the Region 14 faculty. As a trained Speech-Language Pathologist and Listening & Spoken Language Specialist, Jamy Claire is a Clinical Assistant Professor at the University of South Carolina. Calling on this professional training and a background in adult education, Jamy Claire specializes in the vocal mechanism, healthy vocal production, resonance, breathing and breath management, and word-sound production."

Classes:

Moving DE&I from "Imagine" to Reality

The concept of embracing Diversity, Equity and Inclusion within our groups may seem daunting and feel overwhelming at times. In this class, three panelists will introduce practical applications of DE&I principles that can help you get started (or continue your progress). Topics will include best practices to create a welcoming, inclusive culture where everyone has a sense of belonging (Kathleen Hansen); the impact of the challenges of hearing loss and strategies for leadership and singers to facilitate successful participation (Jamy Claire Archer, certified Listening and Spoken Language Specialist); and how DEI principles are aligned with all of our Guiding Principles, and how application of them will help empower us to achieve our Mission and strive toward our Vision (Thérèse Antonini). The session will include a Q&A period to provide further information and clarification



DVLS Guest Faculty



Ben Bram is a two-time Grammy and Emmy Award-winning vocal arranger, producer, engineer, and educator from Los Angeles, California (USA).

He is a co-creator of pop a cappella group Pentatonix, R&B girl group Citizen Queen, kids music brand Acapop! KIDS, and summer vocal program A Cappella Academy. In addition to these primary projects, Ben also has extensive experience in film and TV, working behind the scenes on NBC's *The Sing-Off*, *Glee*, *Pitch Perfect 1 and 2*, and on commercials for Super Bowl LVII, Honda, Covergirl, Lifetime, and more. To learn more about Ben, visit www.thebenbram.com.

Classes:

Singing in Style

Come hear from 2X Grammy award winning vocal arranger and producer Ben Bram. He will discuss his career journey, showcasing video examples from projects he has worked on, while explaining his thought process behind each arrangement. Then, we will lead everyone in singing some arrangement excerpts while exploring vocal stylization of a few different genres.

Singing in Various Styles

In this session, geared for choruses that score in levels B- and below you will continue honing the skills and music taught in the general session *Singing in Style*. Ben will demonstrate using ensembles from the audience.



Schedule of Events

Thursday, July 25, 2024

4–7 p.m.	Arrival and Hotel Check-In (Event Registration in Lower Lobby)
8–9 p.m.	Ignite • SA Faculty • Tulsa Ballroom South
9–10:30 p.m.	Opening Reception (Cash Bar Available) • Lower Lobby Foyer

Friday, July 26, 2024

7:30–8:30 a.m.	Breakfast Provided • Tulsa Ballroom North & Central	
8:45–9:30 a.m.	Innovate • Joan Boutilier, Anne Downton • Tulsa Ballroom South	
9:30–10:30 a.m.	Singing in Style • Ben Bram • Tulsa Ballroom South	
11 a.m.–Noon	Session 1	
	Lunch Session 1	Singing in Various Styles • Ben Bram
	Tulsa Ballroom North & Central	Tulsa Ballroom South
Noon–12:15 p.m.	Break	
12:15–1:15 p.m.	Session 2	
	Lunch Session 2	Singing in Various Styles • Ben Bram
	Tulsa Ballroom North & Central	Tulsa Ballroom South
1:15–1:30 p.m.	Break	
1:30–2:30 p.m.	Session 3	
	Seminar Chorus Experience Anne Downton	Fighting Blind Followership Erin Howden
	Tulsa Ballroom South	Promenade Ballroom B
2:30–4:15 p.m.	Session 4	
	Chorus Coaching • Ben Bram, Anne Downton	
	Tulsa Ballroom South	
4:15–4:30 p.m.	Wrap Up • Tulsa Ballroom South	
4:30–5:45 p.m.	Dinner (If purchased) • Tulsa Ballroom North & Central	
6 p.m.	Rising Star Quartet Contest • Promenade Ballroom C & D	



Schedule of Events

Class Focus Key (for Saturday only)

DEI = Diversity, Equity & Inclusion

L = Leadership

VS = Vocal Skill

E = Elective

VL = Visual

Saturday, July 27, 2024

7–8 a.m.	Breakfast Provided • Tulsa Ballroom North & Central				
8–9:30 a.m.	Imagine • SA Faculty • Tulsa Ballroom South				
	Session 5				
9:45–10:45 a.m.	<i>Igniting Positive Leadership: Music Team Leadership & Development (L)</i> Joan Boutilier	<i>Up, Up and Away: Raising the Performance Bar! (V)</i> Erin Howden	<i>The Vocal Mechanism: What It Is & How to Use it to Achieve Healthy Singing (VS)</i> Caitlin Castelino	<i>Me? A Director? Yes! (E)</i> Mary Rhea	<i>The Power of the Song Assessment Tool (DEI)</i> Thérèse Antonini
	Promenade Ballroom B	Tulsa South Ballroom	Promenade Ballroom A	Oklahoma Ballroom	Executive
10:45–11 a.m.	Break				
	Session 6				
11 a.m.–Noon	<i>Re-Imagining Rehearsals (L)</i> Karen Breidert	<i>“The Voice” for Visual Leaders (V)</i> Caitlin Castelino	<i>Vowels & Diphthongs & Consonants: Oh My! (VS)</i> Anne Downton	<i>Assessing Your Performance (E)</i> Joan Boutilier	<i>Moving DE&I from “Imagine” to Reality (DEI)</i> Thérèse Antonini, Jamy Claire Archer, Kathleen Hansen
	Oklahoma Ballroom	Tulsa South Ballroom	Promenade Ballroom A	Promenade Ballroom B	Executive
Noon–1:30 p.m.	Lunch Provided • Tulsa Ballroom North & Central				



Schedule of Events

Class Focus Key (for Saturday only)

DEI = Diversity, Equity & Inclusion
 L = Leadership
 VS = Vocal Skill

E = Elective
 VL = Visual

Saturday, July 27, 2024 (Continued)

Session 7					
1:30–2:30 p.m.	<i>You've Got To Reach 'Em to Teach 'Em (L)</i> Karen Breidert	<i>Let Your Body Sing! (V)</i> Erin Howden	<i>Tuning 101: Tuning or Intonation? (VS)</i> Anne Downton	<i>Imagine the Perfect Performance Package (E)</i> Mary Rhea & Caitlin Castelino	
	Oklahoma Ballroom	Tulsa South Ballroom	Promenade Ballroom A	Promenade Ballroom B	
2:30–2:45 p.m.	Break				
Session 8					
2:45–3:45 p.m.	<i>The Competition Experience (L)</i> Karen Breidert	<i>Setting the Stage (V)</i> Erin Howden	<i>Body and Voice: The Physical Essence of Singing (VS)</i> Mary Rhea	<i>Singing with Heart (E)</i> Joan Boutilier	<i>Moving DE&I from "Imagine" to Reality (DEI)</i> Thérèse Antonini, Jamy Claire Archer Kathleen Hansen
	Oklahoma Ballroom	Tulsa South Ballroom	Promenade Ballroom B	Promenade Ballroom A	Executive
3:45–4 p.m.	Break				
4–5 p.m.	Imagine If... • Tulsa Ballroom South				
5–6 p.m.	Dinner (If purchased) • Tulsa Ballroom North & Central				
6 p.m.	Diamond Division Quartet Contest • Promenade Ballroom C & D				
Immediately Following Contest	Closing Reception • Tulsa Ballroom Central				

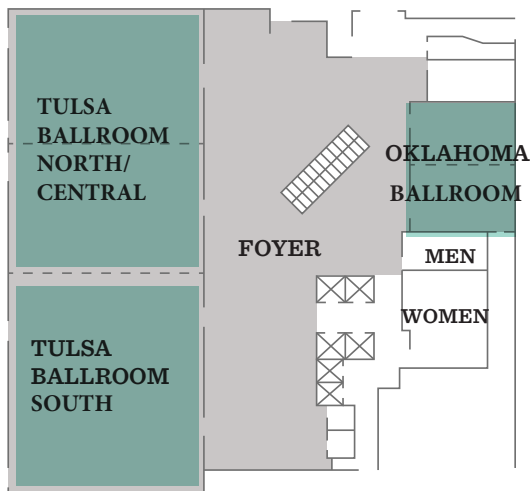
Sunday, July 28, 2024

By Noon	Hotel Check-Out and Departure
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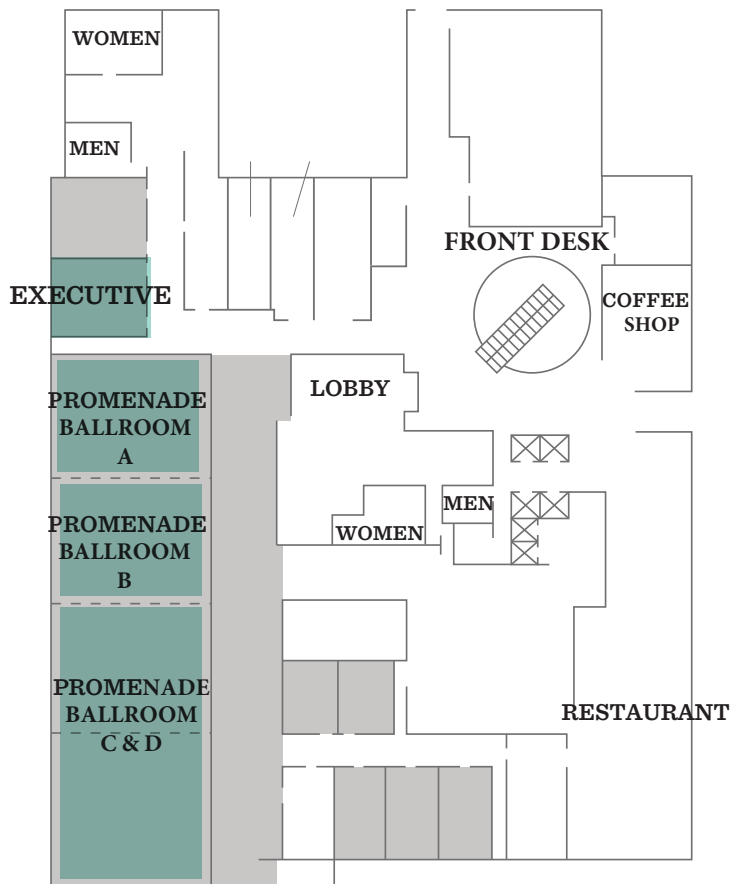


Hyatt Downtown Tulsa Floor Plan

FIRST FLOOR LOWER LOBBY LEVEL



LOBBY LEVEL



Upcoming Events

76th Annual Convention & Competition

Oct. 28 - Nov. 2, 2024 • Kansas City, Mo., USA
Kansas City International Convention Center
www.sweetadelines.com/kansascity

77th Annual International Convention & Competition

Oct. 20-25, 2025 • Columbus, Ohio, USA
Greater Columbus Convention Center
www.sweetadelines.com/columbus2025

78th Annual International Convention & Competition

Oct. 26-31, 2026 • Columbus, Ohio, USA
Greater Columbus Convention Center
www.sweetadelines.com/columbus2026



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