

Nordic Light Region Shines!

May 1, 1997 marked the beginning of a new era for Sweet Adelines International as the former Scandinavian Area of the Worldwide Region officially became Nordic Light Region #32. The story began in 1975 when Sweden's Linda Lindstrand introduced four-part harmony to her traditional choirs after hearing harmony for the first time during a visit to the United States. Twenty-three years later, the Nordic Light Region has grown into a thriving international branch of our organization that now boasts 16 chapters and many registered quartets, several of which have placed internationally. Carowac Girls, 1989 International Champion, remains to this date the only quartet from outside the United States to win the international championship.

The first of the five Worldwide areas to become its own stand-alone region, the Nordic Light Region will not be the last. United Kingdom Area #31 and New Zealand Area #35 celebrated their transition to official regions May 1, 1998 (see related stories on page 32 of this publication).

SWEET ADELINES INTERNATIONAL

51st ANNUAL INTERNATIONAL CONVENTION & COMPETITION

CLASSIC EDITION

1998 International Champion Quartet

SALT LAKE CITY '97



1997 NEWCOMERS AWARD

Sweet Adelines International

FOR OUTSTANDING SUPPORT OF THE COMMUNITY THROUGH THE TULSA AREA UNITED WAY



THE ANNUAL I.E.S. CLASSES AND TRAINING FOR:

- ▶ Front-line (contracted) directors
- ▶ Director Certification Program members
- ▶ International Faculty Program members
- ▶ International Judging Program members
- ▶ International Music Arrangers Program
- ▶ Regional leaders
- ▶ Visual leaders/choreographers
- ▶ Coaches
- ▶ Quartets
- ▶ Small choruses
- ▶ Chapter officers/leaders
- ▶ Public relations and marketing personnel
- ▶ Newsletter editors
- ▶ Grass-roots members
- ▶ College quartets and choruses
- ▶ Nonmembers:
 - ▶ Young Women in Harmony directors
 - ▶ Music educators



1998 International Champion



Melodeers Chorus

Region 3 • Northbrook, Illinois

DUAL MEMBERSHIP GUIDELINES

Effective May 1, 1997

Dual membership is an option for any Sweet Adeline who desires membership in a "secondary" chapter outside her "primary" region.

Team Management Form of Government Adopted for Regions

Beginning May 1, 1999, each region/area will be guided by an eight-member team constructed of the following leadership positions:

- Chapter Coordinator (elected by regional chapter members)
- Communications Director/Coordinator (international appointment)
- Director/Coordinator (elected by regional chapter directors)
- Education Coordinator (international appointment)
- Events Coordinator (regional appointment)
- Finance Coordinator (regional appointment)
- Marketing/Membership Coordinator (international appointment)
- Team Coordinator (elected by the regional membership)

Jim Arns Director



1997-98 INTERNATIONAL BOARD OF DIRECTORS

Executive Committee (seated, from left): Rita Hill, Treasurer; Marge Bailey, Vice President; Karen Breidert, President-elect; Kathy Carmody, President; Julie Kendrick, Immediate Past President; Marge Zimmerman, Secretary

(standing, from left): Pat LeYuan, Carol Kirkpatrick, Sally Wallace, Diane Kluber, Pat McCandless, Janis Macchiaroli, Bev Miller, Betty Clipman



In lieu of hiring a new executive director, the International Board of Directors has accepted a proposal from the eight headquarters department managers to serve in that capacity as a team. The International Headquarters Management Team is shown here (from left): Director of Corporate Services Kathy Hayes, Director of Education Lorraine Barrows, Director of Meetings & Conventions Peggy Prior, Director of Music Services Carol Schwartz, Director of Public Relations & Marketing Anita Larsen, Director of Membership Services Marilyn Clay, Director of Administrative Services Donna Kerley, Director of Publications Holly Romine.

1998-99 Karen Breidert International President



SWEET ADELINES INTERNATIONAL



52nd Annual International Convention & Competition

1998-99 INTERNATIONAL BOARD OF DIRECTORS

(seated, left to right): Rita Hill, Treasurer; Marge Bailey, Vice President; Karen Breidert, President; Julie Kendrick, Immediate Past President; Marge Zimmerman, Secretary

(standing): Pat LeYuan, Carol Kirkpatrick, Sally Wallace, Diane Kluber, Pat McCandless, Janis Macchiaroli, Bev Miller, Betty Clipman

MEMBERS COUNT!

Faced with the reality that today's women have less free time and more ways to spend it than ever before, our organization needed with a new focus on membership recruitment and retention. The Pick Pipe articles full of retention tips and success stories bolstered the new Members Count! campaign, which debuted July 31, 1998.

The five-year contest offers prizes to choruses in three categories: small (15-40 members), midsize (41-75 members), and large (76+ members). A first-place prize of \$1,200 will be awarded to the chorus in each category that achieves a first-place percentage of growth in the highest percentage category of members. Second- and third-place prizes also will be awarded in each size category.

The International Board of Directors encourages choruses to jump on the Members Count! bandwagon and implement strategies for recruitment and retention in the coming year. That will put them in the running for one — or both — of the monetary prizes. There's nothing to lose and everything to gain. (See page 40 for your own copy of the Members Count! theme song.)

A SALUTE TO NEW REGIONS!

QUARTET OF NATIONS #31

NEW ZEALAND #35

Chartered chapters, Quartet of Nations Region #31:

- Alachua (Alachua)
- Apalachicola (Apalachicola)
- Chattahoochee (Tallahassee)
- City of Hope (Alachua)
- Classy Harmon (St. Louis)
- Classic Harmony (Pensacola)
- Florida Valley (Chattahoochee)
- Love City Singers (Birmingham)

Chartered chapters, New Zealand Region #35:

- King Country (Te Kaitiaki)
- Motue (Motue)
- Ngahere (Ngahere)
- Northland (Northland)
- Southland (Southland)
- Southern Harmony (Hamilton)
- Tairāwhiti (Napier)
- Waikato (Waikato)
- Waikato Harmony (Wellington)
- Whangarei (Whangarei)

RUMORS

1999 International Champion Quartet



Dale Syverson Master Director

Rich-Tone Chorus

Region 25 • Richardson, Texas



Competition Opportunities Expanded

The face of regional competition changed in 1999 with the reformation of the small chorus category (Division IV) and the addition of a new midsize chorus category (Division V). As mentioned in our new midsize chorus category (Division V) report, the top five winning first-place winners in each section are eligible to compete in the new category as of 1/25/2000. The new category was created so that more choruses would have the opportunity to compete at the international level. The new category will have the opportunity to experience the educational benefits of international-level competition. Be sure to check out all of our regional winners on pages 16-38 of this publication.



Cruise in A-Chord

It was May 1998 when the cruise ship *Imagination* steamed out of Miami's port with 65 excited Sweet Adelines onboard. A week full of exotic ports of call in the Western Caribbean, fun-filled ship activities, and chorus rehearsals left participating members asking: "When can we do this again?" The International Board of Directors felt the only acceptable response was: "How about February 2000?" (See pages 28-29 of the April '99 Pick Pipe for more information and a registration form.)

Even if you were one of the 65 members aboard the 1998 cruise, you won't want to miss the lineup for 2000. International President Kathy Carmody and the dynamic duo from 1997 International Champion North Metro Chorus (146 Toronto, Ontario, Canada) — Master Director June Dale and assistant director/choreographer Erin Howden — have already signed up for the seven-day cruise of the Eastern Caribbean. You'll hear more about what they have in store for seeking members in future issues of *The Pick Pipe*.