

LEADERSHIP WORKSHOP – SATURDAY, JULY 11, 2009
WHAT MAKES A GOOD CHORUS?

- NOON:** WORKING LUNCH
WELCOME & OPENING REMARKS BY HOST VEREIN
OPENING REMARKS BY MODERATORS
INTRODUCTIONS OF PARTICIPANTS
- 1:00 P.M.** TOPICS FOR REVIEW, OPEN QUESTIONS AND DISCUSSION FROM PARTICIPANTS
WHAT DOES THE LEADERSHIP OF A CHORUS HAVE TO CONSIDER?
(PRESENT ANY CASE STUDIES ON SUCCESSES).
1. SWOT ANALYSIS - MUSICAL MUSEUMS!
 - I. ARE WE GERMAN OR GERMAN-AMERICAN CHORUSES - OUR CHORUS ARE MOSTLY NON-GERMAN SPEAKERS. THIS PRESENTS SOME CHALLENGES TO US (A WEAKNESS?).
 - II. IS SINGING IN GERMAN AN OBSTACLE TO ATTRACTING NEW SINGERS (A THREAT?).
 - III. WE SING WHERE A FULL PROGRAM OF GERMAN SONGS IS NOT APPRECIATED. SO, WE HAVE DECIDED THAT WE NEED TO DEVELOP A REPERTOIRE OF PIECES THAT ALLOW US TO PERFORM WITH VARYING MIXES OF SONGS WITH GERMAN AND ENGLISH LYRICS (STRENGTH?).
 - IV. WE WOULD LIKE TO FIND PLACES TO PERFORM WHERE THERE ARE OPPORTUNITIES TO RECRUIT SINGERS, NOT NURSING HOMES. WHERE ARE THESE PLACES? HOW DO WE IMPACT THE COMMUNITY?
 2. MENTORING FUTURE LEADERS - CHORUS, BEZIRK AND NASB
- 2:15 P.M.** BREAK
1. HE WHO DOESN'T BEAT THE DRUM WILL NOT BE HEARD!
 2. WHERE CAN CHORUSES FIND NEW SINGERS? ARE THERE SOME SPECIFIC AREAS TO TARGET? MANY OF US SING IN CHURCH CHOIRS. ARE THERE OTHER CHURCH CHOIR MEMBERS OUT THERE WHO WOULD ENJOY ALSO SINGING WITH US? WHAT ABOUT OUR OWN FRIENDS AND RELATIVES WHO LIKE TO SING? HAVE WE INVITED THEM TO A REHEARSAL?
 3. HOW SHOULD A CHORUS OPERATE
 4. WHAT MAKES A GOOD CONCERT?
 5. HOW TO RUN EFFECTIVE MEETINGS
 6. HOW TO WORK WITH VOLUNTEERS? HOW DO WE USE NEW MEMBERS?
 7. WHAT MAKES AN EFFECTIVE PRESIDENT OR ANY OFFICER POSITION
 8. LOCAL NEWSLETTERS TO INCLUDE THE CLUB AND THE CHOIR SIDE BY SIDE
 9. HONOR AWARDS - DEUTSCHER CHORVERBAND, NASB, BEZIRKS
 10. NEWSLETTER - SÄNGER ZEITUNG, BEZIRK, NEUE CHORZEIT (LIED UND CHOR)
- 4:00 P.M.** ROUNDTABLE DISCUSSION – IMPROVING THE QUALITY OF OUR CHORUSES
1. HOW TO INTERACT WITH DIRECTOR AND OTHER MUSIC PROFESSIONALS
 2. THE SEARCH FOR A NEW DIRECTOR
 3. ACCOMPANIST OR NOT
 4. RESOURCES - CHORUS AMERICA, WEB-BASED RESOURCES, CHORAL RESOURCES, RESOURCES FOR NEW MUSIC
 5. DIRECTORS' FORUM
- 5:00 P.M.** ADJOURN FOR THE DAY
- 5:15 P.M.** MOTEL CHECK-IN
- 6:30 P.M.** GROUP DINNER/ACTIVITY

LEADERSHIP WORKSHOP – SUNDAY, JULY 12, 2009

- 9:00 A.M.** RECAP OF SATURDAY
- 9:30 A.M.** ROUNDTABLE DISCUSSION – GOOD BUSINESS PRACTICES
1. FINANCIAL ACCOUNTABILITY
 2. RUNNING CLUBS IN A BUSINESS-LIKE MANNER
 3. MARKETING
 4. GRAPHICS
 5. USE OF LOCAL MEDIA
 6. PUBLICITY
- 11:30 A.M.** WHAT MAKES A GOOD CHORUS?
CAN WE DEVELOP A MODEL FOR ALL CHORUSES?
- NOON** LUNCH
- 1:00 P.M.** NASB FOUNDATION
- 1:30 P.M.** RECOMMENDATIONS TO BEZIRKS, NASB
- 2:30 P.M.** ADJOURN