

**LEADERSHIP WORKSHOP – FRIDAY, JUNE 24, 2011**  
**WHAT MAKES A GOOD CHORUS?**

- NOON: WELCOME & OPENING REMARKS BY HOST  
WORKING LUNCH (WITH MUSICAL DIRECTORS)  
OPENING REMARKS BY MODERATORS  
INTRODUCTIONS OF PARTICIPANTS
- 1:00 P.M. ROUNDTABLE/BREAK OUT SESSIONS WITH MUSICAL DIRECTORS  
• WORKING TOGETHER TO CREATE BETTER CHORUSES?
- 2:15 P.M. REPORT OUT
- 3:00 P.M. BREAK
- 3:15 P.M. INTELLECTUAL PROPERTY & COPYRIGHT LAW
- 4:15 P.M. TAX EXEMPTION – 501(c)(3) – IS IT RIGHT FOR YOUR CHORUS?
- 5:15 P.M. ADJOURN FOR THE DAY
- 5:30 P.M. MOTEL CHECK-IN
- 6:30 P.M. GROUP DINNER (WITH MUSICAL DIRECTORS)

**LEADERSHIP WORKSHOP – SATURDAY, JUNE 25, 2011**

- 9:00 A.M. RECAP OF FRIDAY
- 9:15 A.M. USING SOCIAL MEDIA TO PROMOTE YOUR CHORUS
- 10:30 A.M. BREAK
- 10:45 A.M. RESOURCES FOR CHORUSES  
1. HONOR AWARDS - DEUTSCHER CHORVERBAND, NASB, BEZIRKS  
2. NEWSLETTER - SÄNGER ZEITUNG, BEZIRK, NEUE CHORZEIT (LIED UND CHOR)  
3. RESOURCES - CHORUS AMERICA, WEB-BASED RESOURCES, CHORAL RESOURCES,  
RESOURCES FOR NEW MUSIC, WWW.SAENGERBUND.ORG  
4. DIRECTORS' FORUM  
5. MARKETING - HE WHO DOESN'T BEAT THE DRUM WILL NOT BE HEARD!  
6. WHERE CAN CHORUSES FIND NEW SINGERS?  
7. PUBLICITY – WHAT RESOURCES? AMERIKA WOCHENPOST, GERMAN LIFE, GERMAN  
WORLD, WOCHENPOST, EVENT DATABASES  
8. NASB FOUNDATION
- 11:30 A.M. WRITING A PRESS RELEASE
- 12:30 P.M. LUNCH (WITH MUSICAL DIRECTORS)
- 1:00 P.M. ROUNDTABLE DISCUSSION (WITH MUSICAL DIRECTORS)  
1. WORKING TOGETHER TO CREATE BETTER CHORUSES? RECAP  
2. DISCUSSION ON ANTONIAK PROPOSAL
- 1:30 P.M. FINAL REMARKS AND CONSENSUS ON ANY RECOMMENDATIONS TO THE NATIONAL  
BOARD AND DISTRICTS (WITH MUSICAL DIRECTORS)
- 3:00 P.M. ADJOURN