



THE GENESCENE



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The Chorus of the Genesee

July, 2009

What's Happening On "Rebranding?"

Mike Morgan



I had not intended to write this piece, but Allan's puzzlement as to why he had received only one article on the idea of rebranding prompted me to try to clear the air, just a bit.

Everyone should realize that rebranding...that is changing the public's perception of our chapter and our hobby...is not a simple process. It requires a great deal of deliberate examination, exploration, imagination, research, planning and testing.

Our first effort must be to determine our target demographic. Just who are we trying to attract and impress? In order to do that, we need to determine what changes we need to make and what mistakes we need to avoid. Is this something we can do on our own, or do we need professional help? If we need professional help, where do we get it, how much will it cost, and how do we afford it?

And that's just the beginning.

What kind of information and participation do we need from our membership? We don't know yet, but believe me, we'll let you know.

I know one thing for sure: As chairman of the steering group, I will tell you that we will not be rushed into action, despite the urgency of our final goal, which is to create a public "persona" that will help us to not only halt the shrinkage of our membership but also help us to grow.

To you...the general membership...I say this: Stay the course and continue to attract as many members as you can, by whatever means you can devise. Your first effort should be to support our present membership efforts and maintain your attendance at chapter meetings and rehearsals to improve the way you sing. *The way we sing* is, and always will be an important facet of our public image.

This idea was first suggested by the members of the music team, as a meaningful way to grow our chapter. When we have final proposals...and that will take time...we'll present them to the chapter administration and to you.

Our steering group was not assembled by begging and cajoling. They are a group of people whose arms were not twisted. Their willingness to freely volunteer speaks well of their proactive personalities. Trust us. Onward and upward!

Mike Morgan

What's In A Name?

Jack Thomas



Will a new name shape our chorus? Or, will a new chorus make-up shape a new name?

I have always been proud of our name. Other than competitors within our hobby, can you name any other chorus, chorale or musical group that has obtained more accolades than the *Chorus of the Genesee*? Gentlemen... this is our hobby, not our income, not our future. We are who we are....The *Chorus of the Genesee*.

We can be a significant chorus again but: we have a systemic problem. Our average member age affects our outreach for new members. Our social contacts, perhaps our yet to retire business contacts or part time employment limits where we find potential members.

Our chorus needs visibility. It has been stated that we need to take our chorus to surrounding towns where we can reach varied audiences. Perhaps we need to establish a competitive outlook. In fact we do compete with all other singing groups for members. There are town choral groups, high school choruses, choirs and ethnic oriented musical groups who

The *Chorus of the Genesee* meets each Tuesday evening at 7:00 p.m. at Harmony House, 58 Main Street, Webster, NY. Visitors may call the *Barbershop Hotline* at (585) 265-9540.

2009 Chapter Officers

President.....	Brian Moore
VP Chapter Dev.....	Bill Wise
VP Music/Perf.....	Dick Wood
Program VP.....	Don Gaudion
Secretary.....	Jack Simpson
Treasurer.....	Bob Mayeu
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Immediate Past President.....	Bill Wise
Service Chairman.....	Fred Hindom
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Board of Directors:.....	Bob Statt, Bob Campbell, Chuck Dittmar
Music Director.....	Allen Weitz

must have similar problems as we do. Everyone ages and so do other groups.

Competition.....I feel that we need to take a year off from our two competitions. We need some new songs that will attract possible members by doing what we do best....sing. I also feel that too much effort is spent on presentation. We still spend too much time and effort on the two song syndrome. Yes, we learn new songs but ultimately I feel they become vehicles by which we prepare for competition. Lets sing for the *joy* of simply singing and not try to prove how great we are. It has not worked for too many years. If and when we have a "rebranding" of our chorus we can then take on our competition with a new outlook, new songs and pride.

I have been a member of the *Chorus of the Genesee* for 30 years and wish to see it continue. Under a new name, if so determined by the majority of the membership, but not at the expense of a growth in numbers to keep us big. Name recognition has always been my clarion call to the Rochester community.

What is in a name.....or name change?

Jack Thomas

A Colossal Mistake

Allan,

My only comment for now is that to change the name of the chorus would be a *COLOSSAL* mistake. What in the world are we thinking?

Don Morgan



Our Director

Al Weitz

Gentlemen,

We have two major performances in the month of August! Both on Sundays, both with the same performance attire, and both need to be well attended as well as well performed.

The first is August 9 at Sodus. This is our annual *Sodus Lighthouse Show* and Chorus Picnic. The show will start at 2 P.M.; arrive at 1:00 P.M. Attire: Chorus red, white, and black striped shirt, **white** shoes, socks, pants, and belt.

The show will include four of our chapter quartets and most of our repertoire songs, which we are reviewing at our chapter meetings until the performance dates. I would like to encourage all chapter members to make this show, including our non-active members. Come out to Sodus for the date to watch us perform, and come to the picnic at Bob Mayeu's house in Sodus, immediately following the performance. For the picnic, bring a dish or two to pass, as well as your own plate settings and meat for the grill. The chapter will provide the liquid refreshments and the fun!

Here is the proposed performance lineup for the day:

Emcee: Bob Dickson
 Star Spangled Banner (Eb)
 Old Folks At Home (E)
 Beginning To See The Light (A)
 Make Em Laugh (D)
 Wonderful World (Ab)
Jump Start (5 songs)
Excelsior (5 songs)

INTERMISSION

Emcee: Ken Bissinger
 You'll Never Go Wrong (F)

Orange Colored Sky
 Lida Rose (F)
 It Had To Be You (Ab)
 Chattanooga Choo Choo (D)
 Battle Hymn (A)
High Hopes (5 songs)

INTERMISSION

Fever Pitch (5 songs)
Emcee: Mike Morgan
 Cabaret (Eb)
 Way You Look Tonight (Eb)
 Rose Colored Glasses (F)
 We'll Meet Again (A)
 God Bless America with quartets and chorus

Our second performance is at The Chautauqua Institute in Chautauqua, N.Y., about a 3 1/2 hour drive, on Sunday, August 23. First let's think about carpooling. Our performance attire will be the same as it was on the 9th, so let's make sure it's clean.

The show starts at 2 P.M., so plan on arriving at 1 P.M. We will sing in the outdoor amphitheater and our only cost is for parking. Please plan on a 15 minute walk from your car to the amphitheater.

If you have never performed at Chautauqua with the chorus, you will find that this is a performance you don't want to miss. Not only will it be a great barbershop show, you will have the opportunity to sing on the best outside stage in New York State, and will also be able to take extra time to tour the institute. It truly is a walk in the past.

We will perform a 20 minute set:
 You'll Never Go Wrong With A Song (F)
 Make Em Laugh (D)
 It Had To Be You (G)
 Cabaret (Eb)
 The Way You Look Tonight (E)
 Battle Hymn of The Republic (A)

We also will perform a 15 minute set at the afterglow:

Orange Colored Sky
 Rose Colored Glasses (F)
 The Way You Look Tonight (E)
 Cabaret (Eb)

All songs will be reviewed at our upcoming chapter meetings, so let's all try and attend! See You Tuesday Night,

Al Weitz

Bits from Bill: Rebranding



To rebrand or not to rebrand, A.K.A. Why or Why not.

First off, why? I must admit, I was puzzled at this idea. I can see no merit in it. In the business world, to rebrand is a simple way to create a name change and “wow” my problem is fixed. Not so fast. How many of us have bought a book, read it, waited for the next book in the series, wait a year, the publisher changes the cover (rebranding the same story) you buy it to find you are re-reading the same story, just a different look, which equals no change at all!

I am reminded of the time period in the mid to late 1800's. Some spirited southwest cowboys got in to the rebranding game. Their success was limited as most of them became permanent fixtures on cotton wood trees. I guess rebranding isn't for everyone.

As I understand it, this idea came from a music team meeting on June 6. Since I wasn't there and have not seen the music team meeting notes, it's my fervent prayer that during this meeting that they also addressed chorus music concerns, as I believe, that is their main responsibility.

What I would expect from our music team gurus would be a time table for outside coaching opportunities, music selection capabilities, say two to three years out, and how about annual show themes, again two to three years out. These are just for starters.

Rebranding an aging chorus is a Board of Directors and chorus membership concern and we're aware of its significance within this chapter and have been for a long time. To coin an old phrase, I'll open “Pandora's Box.” Our biggest challenge was getting music team members to work with membership people. We have people within this chapter that handle all of the concerns expressed in the latest issue of the *Genescene* and there is another phrase that stands out, “Lead, follow, or get out of the way!”

Oh, and least I forget, why not? That generates more questions. Does it solve our problems? Changing our name won't make core problems go away. Do we have a list of our problems and a plan to resolve them? Until we do, then changing the name will only add to frustration, not fix it.

I've been a member of the *Chorus of the Genesee* for over 30 years and it has never let me down. Needless to say I am a CoG fan, I like the name, leave it alone.

Suggestions and/or ideas expressed in this note are mine only. Thanks.

Bill Wise

Nancy's Famous Recipes

Nancy Porcellio

Here's a nice little vegetable recipe that can use some of that soon to be plentiful zucchini and it uses two of my favorite seasonings-cumin and fresh cilantro....

Corn and Zucchini Sauté

2 TBS olive oil
 1/2 C chopped scallions
 1/2 teaspoon finely chopped garlic
 2 C corn (about 4 fresh ears-or use canned)
 2 medium zucchini (~1lb)-cut into quarters lengthwise and then into 1/4 inch slices
 1/4 tsp ground cumin
 1/4 tsp salt
 1/8 teaspoon black pepper
 1/2 C chopped cilantro

Heat oil in 12 inch skillet over moderate heat until hot. Add scallions and cook until softened. Add garlic and cook, stirring, for one minute. Add corn, zucchini, cumin, salt, pepper and cook, stirring occasionally, until zucchini is tender (about 4-6 min). Stir in cilantro and season to taste with salt and pepper.

Makes 4-6 servings. Enjoy!

Nancy Porcellio

CoG Calendar

- **July 25, Saturday, 9 A.M.:** Meeting of CoG Rebranding Committee.
- **July 29, Wednesday, 8:45 A.M.:** CoG Golf Tournament at Shadow Lake.
- **August 9, Sunday, 2 P.M.:** Sodus Lighthouse Show, arrive at 1 P.M.; followed by CoG Picnic at the home of Bob Mayeu.
- **August 23, Sunday, 2 P.M.:** Chautauqua Show, arrive at 1 P.M.



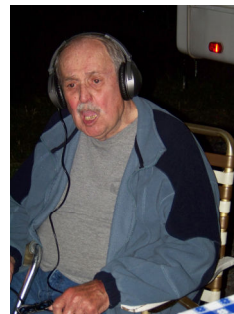
CoG Golf Tournament

Chuck Martello

Wednesday, July 29: Arrive between 8:45-9:15 to check in and enjoy coffee and pastries before heading out on the course. Our event also includes your golf and shared cart, beer and soft drinks all day, light snacks on the deck after play and dinner in a private room after all players are finished and have had a chance to relax. Winners will be announced and prizes will be awarded after dinner. The cost this year is \$60.

The format again will be a scramble and rules will be provided. There will be no handicapping system in force. The first tee time is set for 9:28 A.M..

If you have already arranged your foursome, please let me know and I will assign you a starting time. Otherwise I'll form groups at random. *Chuck*



Chun Li, Jerry Weisenreder, and Jim Read on camping trip with Gill Krepps and Harry Fraysier. Not sure what Chun is eating. Is

Jerry holding up an umbrella or calling for help? So good to see Jim belting out an old song.