

**Pioneer District  
Paul Ellinger - Director of Membership  
2014 RP-2**

## **EXECUTIVE SUMMARY**

**I will continue to assist Chapters in any way possible to ensure that MEMBERSHIP IS JOB ONE in Pioneer District. I will continue to direct and encourage a District backed dialogue with Chapter Development Officers. I will provide guidance and suggestions to strengthen Chapter Development activities when required. As a member of the elite Society Membership Committee, I will continue to learn, develop and test new ideas to be shared with others.**

## **DISTRICT OBJECTIVES**

**1. I will continue to work the other District Officers to put on events that bring our music to the public and garner new members for us.**

Singing in public with the “up close magic” approach, singing songs that are familiar to people, having an Altruistic Purpose and allowing people the opportunity to meet the director, will garner us new members. Through many chapter visits and personal phone calls, I have been working with two chapters on how to grow and they are the two chapters that are growing. I have others that I have reached out to, but they have not responded. I think using our District Officer phone tree approach would be helpful. Muskegon and Monroe North are hopefully in the works for the future.

### **2. Supercharging Team**

I have assembled a team of 20 Superchargers (what they decided to call themselves) and have done 15 HOURS of in person training on two Saturdays with members of this team. These guys are ready to help, but the odd thing is that even after the offer at the last HOD, people are not jumping at the chance to move their chapters forward. We need chapters that want to have successes, this in turn leads to helping other nearby chapters change their mindsets to one of thinking “Hey, if they can do it, so can we!” and guess what, they’d be right!

### **3. Continue to make effective growth strategies available to chapters.**

I have available: singout scripts that encourage people to approach us afterward, Learn to Sing programs, and much more. Chapters simply need to choose an approach and to make their own futures.

### **4. Competitions and our perspective as a District.**

Competitions versus Conventions. There are some aspects of competition that don’t help us grow (working 2 songs to the neglect of the rest of a repertoire, not getting out in public, pursuit of elitism which creates additional unapproachableness, singing for ourselves, not being a Society or District that welcomes all comers, et cetera). It will take a continued effort to shift from competition to a convention or even a festival

mentality. I love what Roger Lewis and others are doing to change people's perspectives!

**PAUL G. L. ELLINGER, Director of Membership**  
**Pioneer District, Barbershop Harmony Society**