

2016 WORKPLAN

Events

Roger Lewis

SUMMARY

The Pioneer District is looking to improve the quality of events to make the district a leading district in the Society. Pioneer District conventions have been the best in the Society. We continually receive glowing compliments from judges and Society Board members who visit. The goal for 2016 is to continue to raise the bar, making the conventions more enjoyable for our attendees, competitors, judges, and the public.

GOALS

1. Stabilize and hopefully increase attendance in 2016 by .5 %. We increased the registration fee \$20 in 2015, and we have experienced some drop in attendance – cost being a factor.
2. Develop a plan for making our conventions more “Convening” rather than just a contest.
3. Send information to each chapter re: Pionet. We also need to have a usable list of Chapter Presidents that we can also communicate with, hoping he will share it with members, many of whom are not on Pionet. A second need is to get information to the wives/SO’s/family of the member. We are considering a mailing for the 2016 Fall Convention.
4. Create contacts in each chapter to support marketing of conventions. (VP of PR/Marketing)
5. Survey membership. Two surveys are needed. 1) to the attendees at a convention, and 2) to the non-attendees, to try to determine what would attract them to a convention.
6. Plan to add variety, interest, and local community outreach by inviting local vocal groups to appear on our stage. We need the support mechanisms of materials to provide to them; a means of getting their information into a data base, and follow-up on those who may be interested in singing barbershop. Emphasis will be on youth groups from local high schools or colleges.
7. Continue to offer craft sessions and opportunities to sing for the attendee at conventions, especially aimed at the non-competitor.
8. Work with the Music and Performance VP and the Marketing/PR VP to encourage quartet singing.
9. Make myself available to assist in non-convention events.... LA, Bush League, etc.

The achievement of these goals are to be updated for each board meeting and presented as your report on the consent calendar. They will also be reviewed by the HOD.

Future conventions:

<u>Date</u>	<u>Location</u>	<u>Host Chapter</u>
Apr 22-24, 2016	Grand Rapids Crowne Plaza GR Christian High School	Grand Rapids
Oct 14-16, 2016	Kalamazoo, Radisson	The QCA

(SAI convention Oct 17-22, Las Vegas)

Apr 21-23, 2017	Grand Traverse Resort	Mt. Pleasant
Oct 20-22, 2017	Battle Creek, McCamly Plaza W K Kellogg Auditorium	Battle Creek

(SAI convention Oct 9-14, Las Vegas)

April 20-22, 2018	Grand Rapids Crowne Plaza	DOC
Oct. 19-21. 2018*	Battle Creek, McCamly Plaza	

(SAI convention Oct 15-20, St. Louis)

Apr 26-28, 2019	Grand Traverse Resort	
Oct 19-21, 2019	TBD	

(SAI Convention Sept 16-21, New Orleans)

Apr 26-28, 2020	TBD	
Oct 2-4, 2020	TBD	

(SAI convention Oct 12-17, Louisville)

Apr 23-25 (tentative)	TBD	
Oct 15-17 (tentative)	TBD	