

2022 Leadership Academy Course Descriptions and Facilitator Bios

Office Specific Classes - (Saturday 9:30 am - 12:00 pm)

- **President** - Duane Lawson - This class will provide you with information and sources you need to organize and lead your chapter. More importantly, we will work together as a team to address all your questions and ideas for discussion. We will develop a list of all the questions and ideas you have and I will tailor the class to address what you want to discuss. You will determine where the class leads. Some will come in as first-time leaders and others will have several years of experience in leading their chapter and we will work to cover all your needs. Come prepared with your questions so we can get started quickly. If you already have knowledge make sure you become a part of this class so we can benefit from your experience.
- **Secretary** - Mark Fuerniss - Introduces new and/or veteran chapter secretaries to the numerous operational functions of the chapter including membership, record keeping, legal responsibilities and requirements, and communication services to chapter members and between the chapter, district, and Society. Learning resources include the Chapter Secretary Manual, electronic resources found on the Society website, and Society Member Center.
- **Treasurer** - Larry Warrick - In-depth look at chapter accounting as suggested by BHS. A detailed presentation of Quicken using the Society's accounting process and an overview of Quickbooks. Responsibilities of the treasurer to the chapter are discussed in great detail.
- **VP of Chapter Development/Membership** - Don Fuson - This class will look at the key elements of the VP of Chapter Development/Membership role with an emphasis on communicating with all chapter members, expectations for new and current members, how marketing and membership are linked, and use of the Member Center.
- **VP of Marketing & Public Relations** - Sandi Wright - This class will cover knowing your brand (who are you and what do you want?), developing your audience(s), dripping on the media, using social media effectively, understanding your place in the arts community, and planning ahead, events promotion and membership recruitment. Focus will also be on how to measure the results of your work and positioning the chapter to greater success by finding out what sets your chapter apart from other community arts groups.

Elective Classes - (1:15 pm - 4:45 pm for 60 minutes each)

- **Getting Back to a New Normal** - Sandi Wright - We are navigating new territory as we emerge from the pandemic. This class discusses which masks are preferred by singers, social distancing and the science that will keep us (and our riser buddies) safe. We already know a lot, but there is still stuff we don't know as the world of barbershop begins to open up. This class will explain why all of this is important, what we can control and what we can't, and how to get back in physical and emotional shape after sitting through 18 months of Zoom rehearsals. And, if you contracted Covid-19, how it might affect you long term. We can end this isolation, but we have to be smart about our choices. This class will help you navigate the unknown future.
- **Five Functions of a Team** - Don Fuson - What is a team anyway and what makes one effective or ineffective? Learn the characteristics of teams that thrive and how you can move your team to be one that achieves the goals that it sets.
- **Marketing to the Barbershop Singer of Today** - Sandi Wright - Does your chorus attract singers under 30 years old? Are you looking for new members in a new way? A "get real" look at what attracts members, what pushes their buttons and what doesn't. A good general membership class, with specific application for (but not limited to) marketing and membership coordinators. Marketing techniques mixed with real data about the needs and satisfiers of barbershop singing in all age groups.
- **Accelerating Leadership Development** - Don Fuson - Are there members in your chapter that have more skills than singing? Are you working to learn about those skills and how they can help your chapter? Find out how to take the non-singing skills that your chapter members possess and help your chapter develop its future leaders.
- **Membership Begins with ME** - Sandi Wright - We are dependent on members for our existence! But many chorus members think it is the Membership Chair's responsibility to grow - actually it is ALL of our jobs. No matter what size you are now, you could be bigger. This class is designed to give you the tools (and some ideas) to prepare to enlarge the fold, whether you are men, women or mixed - and whether you seek young members or just want to keep the members you have - there are things you can do to recruit and retain a growing chorus.
- **What You Don't Know About Leadership...but Probably Should** - Don Fuson - Leadership has many forms and everyone's experiences with leadership is different. Leadership is an art with no specific steps for success, but is critical to chapters being able to reach their goals.

Facilitator Bios

- **Duane Lawson** - Duane Lawson is the current Central States District President and has been a member of BHS since 1991. He has previously served the CSD as the Executive Vice President and was the VP of Youth in Harmony for many years. He has been a COTS Instructor and also served on the Society Youth In Harmony Committee. Duane was a founding member of the Liberty, MO chapter and was President for the first 3 years. The Liberty, MO chapter is now Metro Kansas City, MO Chapter and he sings with Central Standard and is in the Tornado Alley quartet. Duane has been a member of the Air Capital Chorus, American Barberboys, Heart of America, Sons of Liberty, Central Standard, and holds the proud nickname of the Godfather of the SmorgasChorus. While a member of the St. Joseph, Kansas City, MO and Metro Kansas City, MO chapters, he has served as EVP, Secretary, Treasurer, Board Member At Large, Music and Performance VP, Youth In Harmony VP, and Show Chair. Duane has been in multiple chorus champions and has won a district champion pin in Plateau A, AA, and AAA. He competed in the first Collegiate Quartet Contest in 1992 with the Butler County Smorgaschords and was the 3rd Place Medalist in 1996 with the Bungee Chords from Northwest Missouri State University.
- **Mark Fuerniss** - Mark joined the Society in 1983 with the Hastings, NE Chapter. He has served as Chapter Secretary for the Dodge City, KS Chapter and the Lincoln, NE Chapter and has served as District Secretary from 2004 to present. Mark sings lead in the Lincoln Continentals Barbershop Chorus for the Lincoln, NE Chapter. In addition to barbershop, hobbies include long-distance running and a few years ago, Mark thought it would be fun to learn to play the trumpet and has been allowed to toot his horn on occasion with the Lincoln Community Concert Band, still a work in progress!
- **Larry Warrick** - Larry has been chapter treasurer for 20 years and elected as CSD Treasurer in 2010. He had been a Society member for 39 years in the Des Moines Chapter. Chapter accomplishments include President, Treasurer, General Show Chairman, Local Convention Chairman, Assistant director 15 years, and Chapter BOTY 1988. District accomplishments include present CSD Treasurer, Convention Housing Chairman, and 2010 BOTY. Larry married his high school sweetheart Vicki. Vicki and oldest daughter Charyl sing with the SAI Des Moines Chapter, Harmony Central Chorus. Larry graduated from Drake University in the Iowa Certified Public Manager Program.
- **Don Fuson** - Don Fuson first got his start in barbershop in 2000 as a member of the Overland Park, Kansas Chapter. Since that time, he has held numerous leadership roles in his chapters, District, and Society. He sings in numerous quartets and choruses and has participated in District and International competitions. Don brings a wide variety of professional experience to his classes and is quick to give you some questions to ponder and to ask so that your chapter can achieve its goals.

- **Sandi Wright** - Sandi Wright was raised in a barbershop family. Her father, Stan Johnston (St. Louis Suburban Chorus) and mother, Janet Johnston (Kirkwood Sweet Adelines) were active in the Central States District as quartet singers and chorus members. She joined her mother's chorus in 1969 and in 1982 became their director. She retired as a director in 2015, then founded the St. Louis Vocal Project (Harmony Inc) in 2018. Along the way, she became a judge in all the organizations (Performance in Harmony Inc. and Barbershop Harmony Society and Showmanship/Visual Communications in Sweet Adelines International). She is currently the only female judge in the Central States District. As a singer, she sang baritone in two SAI international championship quartets and has medaled three times in Harmony Incorporated's international competition. She is married to CSD/BHS Hall of Fame member, David Wright, and they have three children – one is Gene (Doc) Spilker (a BHS Performance Judge). Sandi retired from a 40-year career in media, nonprofit public relations, marketing, and development management. She served as marketing and public relations director of the Arts & Education Council of Greater St. Louis, and the development and public relations director for Almost Home, a transitional housing program for homeless pregnant and parenting teens. She was also the community relations director of BJC/Jewish Hospital in St. Louis. She was the media liaison for St. Louis University Medical Center and worked as the assistant promotion director of KDNL-TV, and as an account executive and voiceover talent for KFJO-FM and KLOU-FM. Sandi currently serves as vice president and public relations chair of the Missouri Senior Pageant Alumni Association (she was Ms. Missouri Senior in 2018).