



NEW - FOR 2019! "THE PERFORMANCE EMPHASIS TRACK"

This track could be the breakthrough you are looking for to be the group that everyone wants to perform on their show or at their event!

WHAT IS IT?

A select set of courses and coaches, focusing on artistry, authenticity and connecting with the audience!

WHO SHOULD PARTICIPATE?

Selected quartets, coaches, directors, music team members and interested individuals! Since this is the inaugural year, spots are limited.

Quartets:

In this pilot project, we are targeting quartets that are currently singing with *some* artistry, at least some of the time. At the very least, you'll need to know the importance of artistry, and desire to incorporate more of it into your performance.

A good rule of thumb is that if you are a men's quartet singing at a 65 score or higher, this could be for you. SAI quartets should be singing at a total score of 520 or better. All ensembles should desire to go to the next level in the Art of Performance! Flexibility and willingness to try new things is essential.

All four members of the quartet must be in the track for the weekend. In addition to the classes, quartets will get at least two very intense coaching sessions focusing on authenticity and artistry in performance with coaches who are at the top of their game in this area. Quartets will also have the opportunity to request up to two other coaching sessions during the weekend, in other [musical] parts of their package.

Directors, Music Team members, and Coaches:

The track will provide you with solid instruction, and a chance to observe – and participate in – coaching of quartets. You will take an enhanced set of skills back to your ensemble, to give them leading edge instruction and encouragement.

Individuals:

Individuals who are capable barbershoppers, who have quartetted or been a section leader, and who are deeply interested in understanding and improving performance. These individuals can participate in the instructional sessions, and observe the coaching sessions.

WHY IS THIS BEING OFFERED?

Much of the process of learning how to sing barbershop is dealing with a series of "Do" suggestions. "Do *this*." "Now do this other thing." As we master some techniques, we get better. But beyond technique – as important as it is – there is more. There is understanding the song and telling the story. There is being authentic to the content and emotion of the song. There is giving the gift of an emotional experience to the audience. And finally, there is the thrill of making and keeping a connection with your audience.

This could be the weekend of instruction that dramatically moves you to the next level of performance.

SPECIAL PRESENTERS AND COACHES:

The team will be led by:

Tori Postma, SAI judge, past Category Director for Showmanship

Tori has provided inspirational performance coaching throughout the world and brings real world relevance to the showmanship work she does. Her time as Category Director marked a change toward an emphasis on more artistry in the judging of SAI ensembles.



Joe Hunter, BHS judge, past Category Specialist for Presentation (Performance)

Joe is one of the architects of the new BHS Performance Category, and was Project Manager for the implementation team. Joe is widely known as high level comedy quartet competitor and coach of many medalist groups.



Additional world class coaches and presenters from BHS and SAI will supplement the team, with details to follow.

HOW YOU CAN PARTICIPATE:

As a pilot project, there will be a limited number of ensembles in the track.

All parties – quartets, directors, music team members, coaches and individuals – will need to apply to be in the program. This is a perfect time to start seriously thinking about whether this track is right for you. The window for applications will be open March 1, and will close April 15.

As part of the application process, **the ensemble** will need **know**:

- This will be a rigorous weekend. Work will be required beforehand and during the weekend.
- The track will consume between 6 and 8 of the 8 class sessions of the weekend.
- There will be some coaching, but there will also be lots of instruction. This is not just a string of coaching sessions.
- Understand that all four of the quartet need to be there the whole time. At the very least, you will need to arrive on Friday no later than 6:30pm for the General Session.
- We need one person for a contact with the quartet. Since there will be frequent communication back and forth, we need this link to be responsive, timely and reliable.

As part of the application process, **the ensemble** will need to **do** the following:

- Send us a link to a video of them performing two songs that they know well.
- Have completed and sent to us their written homework for these items:
 - the identity and branding questionnaire;
 - a summary statement of their ensemble's identity;
 - a statement of what they most want to work on or get out of this special track; and
 - tell us who you've coached with.
- Meet the April 15 deadline of this application.

ACTION STEPS:

- Talk it over with your ensemble.
- Consider the value of being part of this innovative and exciting opportunity.
- If you are interested or have questions, contact Carl Van Hoff at carlvanhoff@aol.com or (509) 375-1450.