

JULY 31, 2025

BARBERSHOP NEWS

THIS WEEK AT HARMONY UNIVERSITY

CEO Robert Rund addresses HU

Anticipating an official start date in August, newly appointed CEO Robert Rund visited the BHS annual school at the University of Denver. In [brief remarks to the general session](#), he reflected on his fifty years as a member, and the deep sense of belonging that fills so much of what we do.



TAG OF THE WEEK

Come to HU for the tags



A school so good, even the pickup tag quartets are mighty awesome!

[Learn the classic tag](#) from "Wedding Bells Are Breaking Up That Old Gang Of Mine" from Kim Newcomb, Blair Brown, Tim Waurick and Kirk Young.

HARMONIZER HIGHLIGHT

Guest night every week: 1 year, 21 new members



**Guest night every week:
1 year, 21 new members**

A former Amazon customer insights manager helped his German barbershop chorus upgrade its entire customer experience

In 2024, the Herrenbeusch Chorus in Munich, Germany acquired 21 new members, nearly doubling post-pandemic numbers in 60 members. Some familiar practices contributed to the explosive growth, which together added up to a complete overhaul of the entire guest experience. Amazon indirectly deserves some credit as well.

Sven Martens, a Munich-based innovation manager in the energy sector, didn't consider himself a singer before he fell in love with barbershop harmony many three years ago and joined the Herrenbeusch Chorus. About a year later, Director Andrew Kembecki asked

Sven to lead chorus membership efforts, which until then had never been a formal role. "Back then, we rarely had guests, and gained maybe one new member a year," Sven recalls.

Sven had previously been a membership officer for a public speaking club, but, perhaps more importantly, he had recently wrapped up six years as a customer insights manager at Amazon, a company that centers every activity around the customer experience. With an engineer's organized and systematic approach, Sven began improving all the touchpoints of the visitor experience. Based on visitor/member data and feedback, he and his team tweaked every process, from awareness to first impressions to joining the chorus.

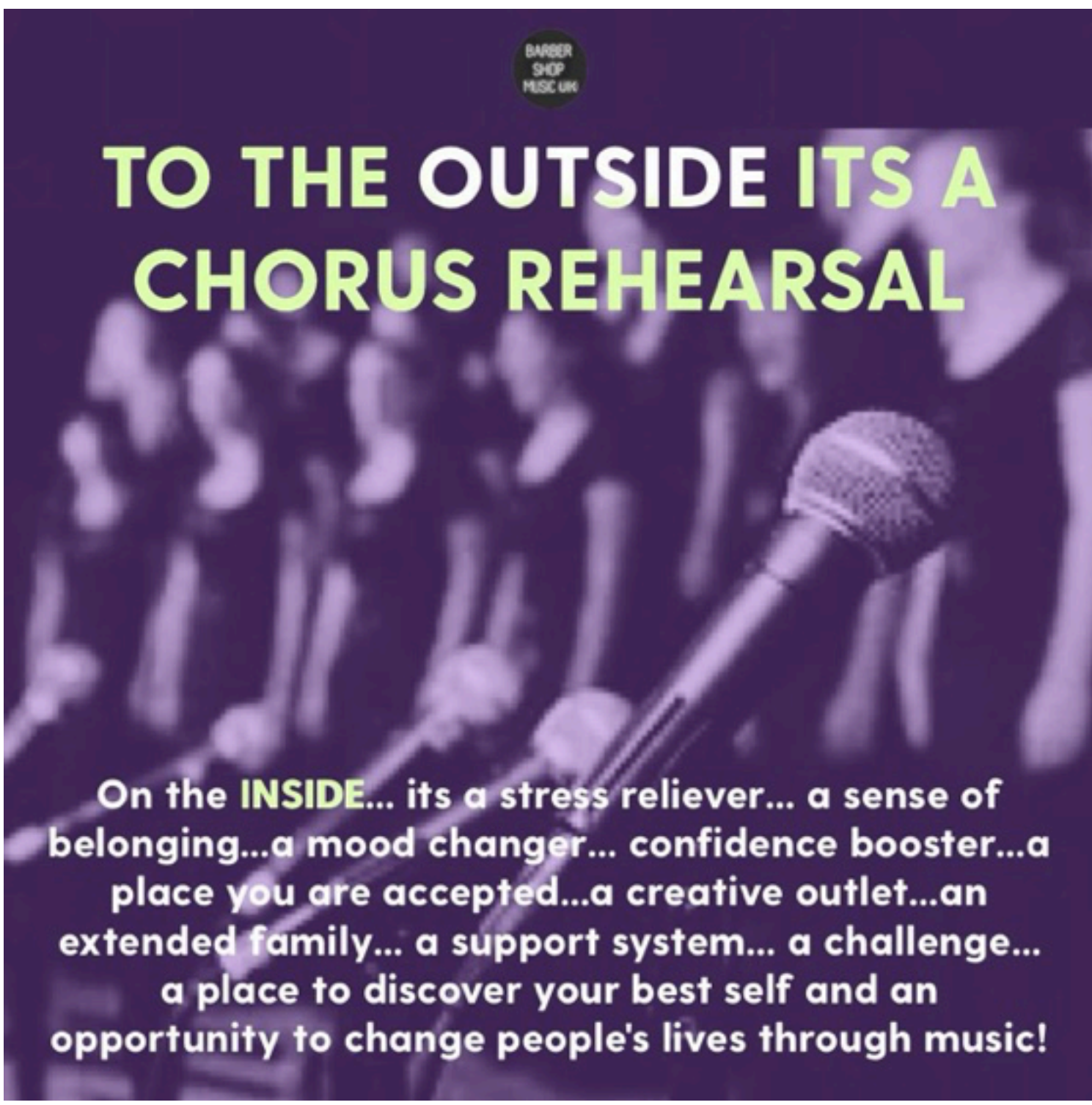
UPGRADE ONLINE IMAGE
Improve the website. The chorus website used to show only older members wearing traditional barbershop outfits. Roughly translated, neat and elegant said the group as "gentlemen singers" and "singing Casanovas." Fortunately, chorus leaders had decided to update their online image about the same time Sven began his membership responsibilities. The website was updated to include younger singers, language was tweaked to appeal to broader, more modern tastes, and the chorus gave the site a more professional look that stood out

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A former Amazon customer insights manager helped his German barbershop chorus upgrade its entire customer experience. [Learn from Sven Martens](#) and tweak your own path to growth, in the [latest Harmonizer](#), in mailboxes now and [always online](#).

Keep growing! The entire [Harmonizer archive](#) is online in the BHS Member Center ([login required](#).) Skim through decades of history, education, and memories, or [search the online index](#).

FOOD FOR THOUGHT



TO THE OUTSIDE ITS A CHORUS REHEARSAL

On the **INSIDE...** its a stress reliever... a sense of belonging...a mood changer... confidence booster...a place you are accepted...a creative outlet...an extended family... a support system... a challenge... a place to discover your best self and an opportunity to change people's lives through music!

Love this reflection shared from [BarbershopMusicUK](#). What we do together is important to each person, in ways that may be invisible to those around us.

SONG OF THE WEEK

Hip To Be Square

arr. Sam Dabrusin

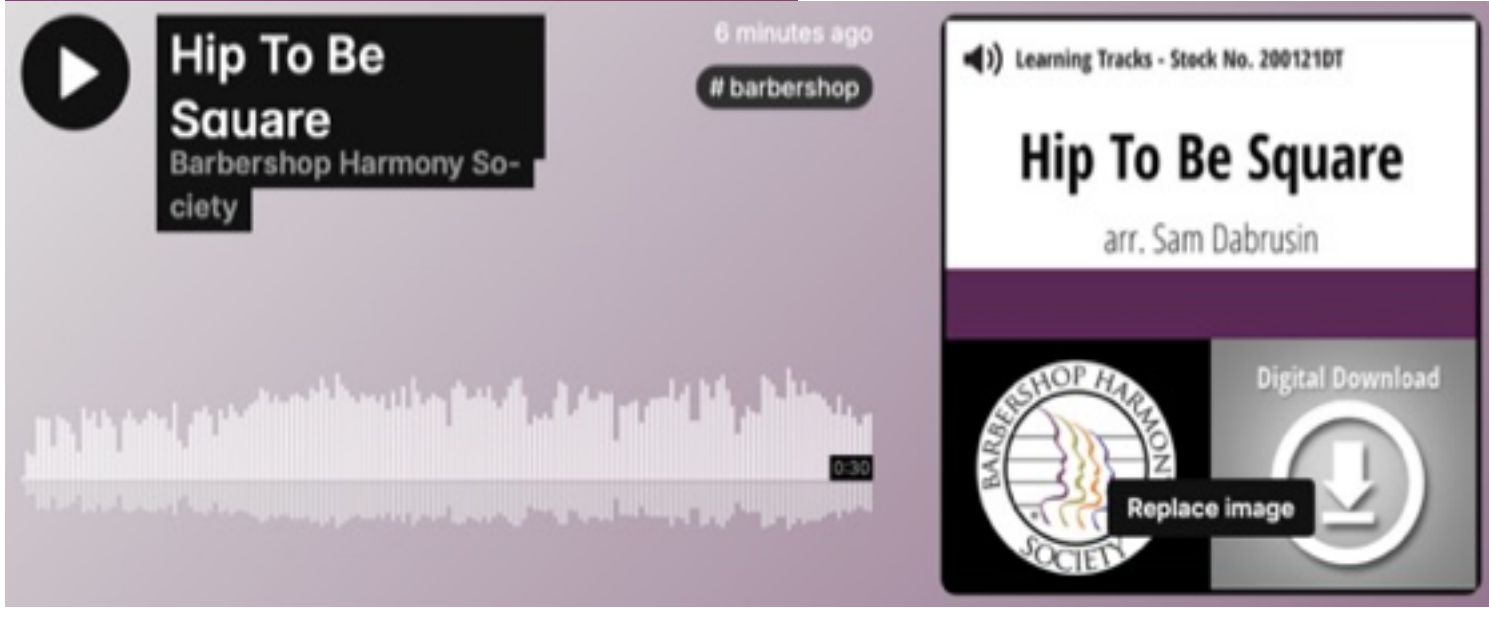
Maybe the hype around the fortieth anniversary of the release of "Back To The Future" has put Huey Lewis & The News on your mind. Riding high after their movie soundtrack success, the band's subsequent album was chock full of hits, including this playful ode to being your own darn self, fashion be darned. Send your audiences back to the Eighties!

voices [TTBB](#)

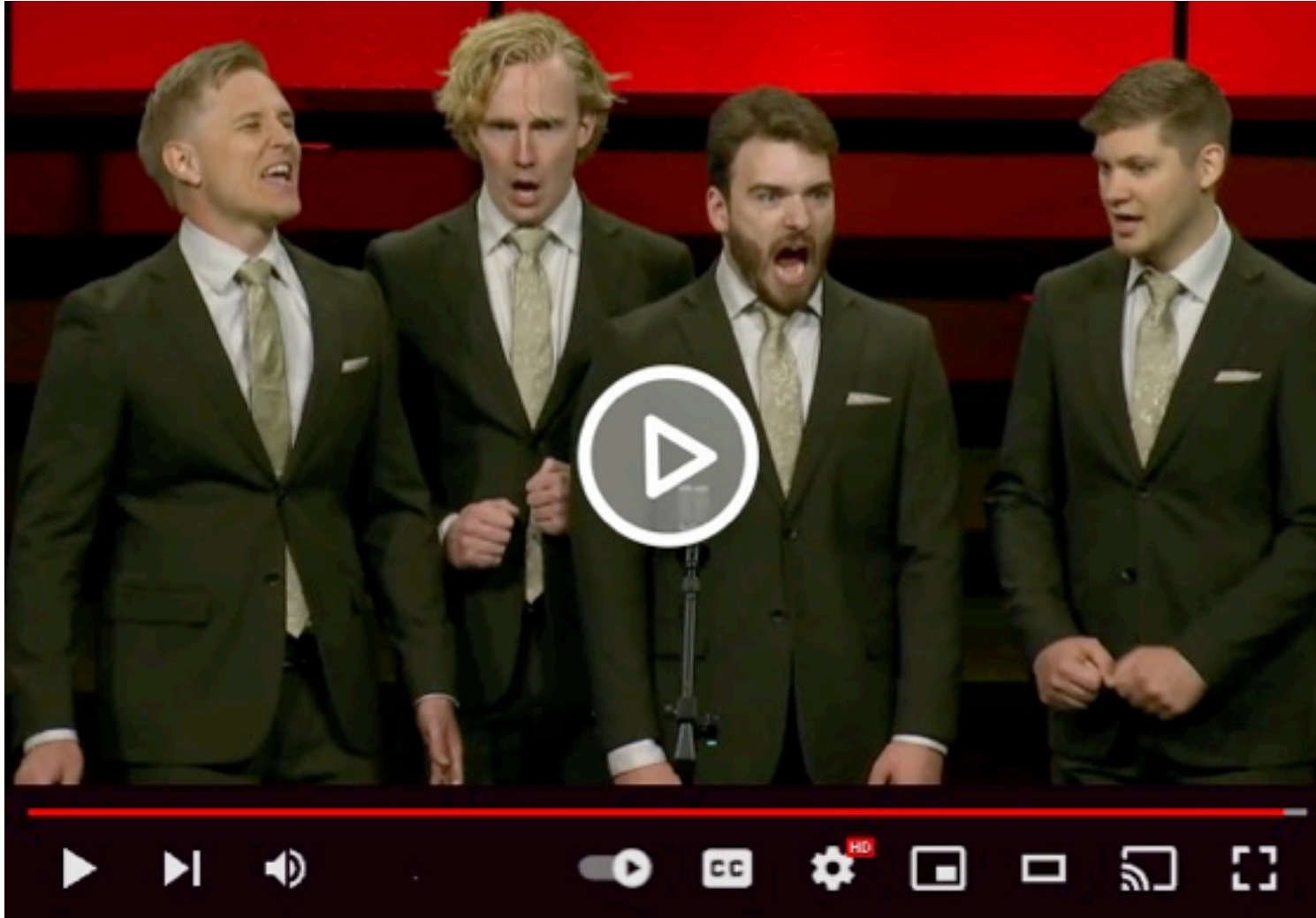
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[Preview the tracks on SoundCloud](#)



FEATURED PERFORMANCE



Primer - You'll Be Back (from Hamilton)
2025 Quartet Quarterfinals • Denver

Get First Look to watch new content as it's released!

For just \$7.99 per month, you can unlock **First Look**, a YouTube subscription option from the Barbershop Harmony Society.

This week, we're continuing the **Quartet Quarterfinals** from the 2025 International Contests at Denver. First Look subscribers can see these great performances a month ahead of the general public releases — anytime, on any device.

[LEARN MORE](#)



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