



# 2020

## ANNUAL REPORT

### **Our Mission**

To bring people together in harmony and fellowship to enrich lives through singing.

### **Our Vision**

Everyone in Harmony



# A Note from Our 2020 Presidents



In 2020, we faced unprecedented challenges as we adjusted to the reality of a global pandemic. Not being able to sing in-person has led to many organizational challenges, including

a drop in membership and subsequent loss of revenues and music sales. Hard decisions had to be made at the International level to curtail costs. But over the last year, we have put one thing above all else: keeping our members, keeping you, safe and informed.

This year, we leaned on each other like never before. Everywhere we looked, we saw Barbershoppers checking in on each other, creating fellowship opportunities, and seeking innovative ways to sing together. Online rehearsals, virtual meetings, "Car"bershop rehearsals, and virtual conventions and schools became the norm.

2020 was a rough year but we're all in this together. And most importantly, we've never lost faith that there is a bright new normal just over the hill. It's coming.

## **John Donehower**

**President, Society Board of Directors**

Barbershop Harmony Society

A handwritten signature in black ink that reads "John Donehower".



**Resilience** has to be the word of the year for the Barbershop Harmony Society. Through every challenge, Barbershoppers innovated new ways of connecting, sharing, and

supporting one another.

Our singing communities showed again and again that our fundamental connections bind us more strongly than external circumstances, and propel us to be more than we thought we could be. Think of all those folks who might once have been tech-challenged, who grew themselves into video editors, virtual choir singers, and Zoom maestros. Why? Because barbershopping is worth stretching oneself for!

If I have learned one thing from my two years as your Society President, it's that there is always a "next person up," someone who will spot a need or an opportunity to serve, and give 110% effort for the betterment of all. Nothing can ever dampen that energy. We've got the future well in hand.

## **Dick Powell**

**President, Society Board of Directors**

Barbershop Harmony Society

A handwritten signature in black ink that reads "Dick Powell".

Much like 2020, the presidency term was unusual. Both John and Dick served as president for different time periods of 2020.

# Why I Barbershop



Nate Ogg

## Nate Ogg

### *Lead, Harmonic Thunder*

Nate is also the director of the Sweet Adelines International women's chorus Greater Cleveland Chorus



2020 was difficult for so many people, and in spite of the challenges, I truly believe that harmony has prevailed, as we needed it to.

Over the past year, I have been consistently impressed by the perseverance of our barbershop community. I felt gutted not seeing my brothers and sisters in harmony, watching our quartet performances get cancelled, and missing another chance to perform on the international stage. What inspired and kept me going, however, was the open-mindedness of the barbershoppers I saw in Zoom calls each and every week who were ready to learn a new skill and completely reinvent their experience.

I think we all went through the 5 Stages of Grief in regards to our barbershop lives over this year (Denial, Anger, Bargaining, Depression, and finally Acceptance) and the membership and staff alike shared in that. I know that, even inspired by the creativity I was seeing each week, I still missed my quartet, my judging peers, and my chapter families. I missed the personal connection,

handshakes, and hugs.

But time and again our community found ways to connect via

old-fashioned letter writing campaigns, parking lot meet-ups, and anything that provided a way to still be a part of each other's lives. This is about more than music.

It may not always feel like it, but I know that we are coming out of this stronger than we went in. We're showing that what this world truly needs is harmony. Our collective thirst for that has been greater than the division that we seemingly see every day on our TV screens and in social media. It's clear that barbershoppers will do whatever we need to do to ensure that our art form survives and we are willing to work for it.

The world has a lot to learn from barbershoppers and I'm proud to be one!

# Barbershop Snapshots



**12**

**Global Alliance Organizations**



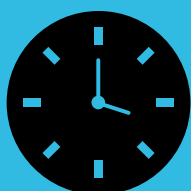
**17**

**501(c)(3)s Districts in North America**



**44%**

**Percentage of members that volunteer their time at the Chapter, District, or International level**



**72**

**Hours per year (6 hours per month) BHS members sang in 2020**



**60,822**

**Whether people bought music, attended an event, took classes, or sang in a quartet or chorus, over 60,000 people actively participated with the Barbershop Harmony Society in 2020 alone**





# Why We Barbershop

## Mo Field

*Director, Great Northern Union*

Mo is the former director of the internationally acclaimed Stockholm City Voices, a 42-voice women's a cappella ensemble, from Stockholm, Sweden



Without question, we have all been faced with this perplexing puzzle over the past number of months - and the brain explodes when describing this deeply and clearly enough.

Art and chaos fuel creativity. Barbershop is about interacting. The activity and culture are the most succinct representation of harmony we could hope to touch. This year+ has been an incredible test to all we have taken for granted in the easy days of yore. There have been successes, stresses, great learning, and innovation that have all been in the soup these past so many months. We have been challenged and called upon to

become more functional, more purposeful, more intentional and more creative.

Immediately, I got busy with a plan to get smarter, grow stronger, build abilities and a sense of self to help enrich my soul and hopefully, the world around me. And I wanted to bring my my chorus along on the journey. The simple things were clear; strengthening education streams with ear and voice training, new material, dissecting directing cues to deepen interpretive choices and signals which translate into emotional sound. There were virtual videos, a virtual and intentionally diverse show, remote members and engagement beyond all borders. We hosted a 3 month Performance Feast webinar series featuring accomplished non-barbershop performers. Previous geographical limitations were eliminated - illuminating a freedom, curiosity and more interconnectedness in more powerful, meaningful ways. We interacted - in spite of our

separation.

More deeply, we set about identifying who we are, where we are and what we can do to strengthen ourselves as individuals, as musicians, as humans, so that we may better 'interact'.

Vision and cultural growth have underpinned our every decision, helping redefine who we are as we enter this new, and very changed, decade. We became futurists. In a musical style that straddles nostalgia and catching up with 'now', we are asking some hard questions about what works for tomorrow. Yes, the heartbeat of close 4 part harmony in one room does magical things, but what else have we got?

We are emerging with a stronger sense of why and what we do, our role as autonomous individuals in a collective, an awesome sense of responsibility to communities around us and how vital precious healing harmony can be ...

Undauntedly, we face more questions with great spirit - actively, continually re-identifying more deeply who we are, what we do and why. We are excited and more able to do this work now, as we step boldly into our new vision - growing Harmony in Union with Humanity.



# The Impact of Quarantine

**After several months of quarantine and the growing uncertainty that came along with it, many groups came to view the forced downtime as a sabbatical—a break from the routine that gave our singing communities the time and means to rejuvenate personally and musically.**

In music, there's a notation known as a caesura, a metrical pause or break in a verse where one phrase ends and another phrase begins. A break like this—either by choice or by necessity—can be disruptive to an organization, but often sparks creativity and establishes new perspectives regarding a group's work, organization, and leadership style.

The disruption may also show leaders that they need to take on, delegate, or outsource additional responsibilities—sometimes permanently—and allow board members to examine their own roles from a new, productive perspective.

Many of our groups took this time to create a new foundational base, refine and realign mission and vision statements, raise local funds, apply for grants, and make necessary personnel changes. Many built an education plan for members (or for their community as an outreach project), and mentored leaders more intentionally. They also reached out and connected virtually with past members.



**\$1,793**

Donated to BHS Community Impact



**3,324**

Ensembles of four or more singers engaged with BHS in 2020

# Why We Barbershop



## Ripple Effect

Ontario, Canada

Robert Ross, Rachel Hearn,  
Jonah Lazar, Erin Smythe

2018 World Mixed  
Quartet Bronze  
Medalist



At the start of 2020, Ripple Effect was one among many quartets who saw their much anticipated events, performances, and competitions come to a screeching halt. We couldn't wait to celebrate Everyone in Harmony representing Canada at the World Mixed Championships at BinG! and were working to be among the first mixed quartets to qualify for the BHS International.

But we decided that anything worth doing is worth the wait,

and we knew that eventually barbershop would be back, and better than ever! So we worked on our craft separated by distance but not in heart. We took part in an online quartet competition called Barbershop Royale, we produced videos for both the anticipated 2021 Virtual Midwinter and Virtual International events, MBHA showcases, and visited other groups via Zoom.

Of course I think we can all agree that Zoom and recording music

by yourself was not the ideal situation. However, it kept us going, kept us connected, and introduced us to some fantastic people in the barbershop world that we have come to love.

With restrictions lifting and vaccines in arms, we are once again slowly coming back together and ringing chords together in the way we have all come to treasure. We can't wait to see and sing with you soon – In Harmony!

## Gentlemen Songsters Lowell, Mass. Chapter

Directed by music educator James Ham (Chorus pictured to the left on bottom of page 6)



Our chapter spent 2020 honing our craft to become a great virtual chorus and demonstrate a vibrant, online chapter life. Our production skillsets grew as the opportunity to showcase our music online set the tone for so many other groups to do the same. Singing Communities all over the Society encouraged and inspired each other to do the same. Some chapters even coordinated Virtual Chapter Visits and spent time connecting in ways that would have otherwise been

impossible. Despite all the many challenges of the pandemic, we were fortunate to be able to offer great programming for virtual chapter meetings, included guest speakers at our virtual rehearsals.

We also stretched our member skills by teaching our members how to use Audacity to record personal voice tracks and producing virtual chorus videos which made our weekly chapter experiences fun, informative, and engaging.



# How Barbershoppers Responded

COVID brought the most challenging times in BHS history and our Barbershop community responded in ways no one could have possibly imagined a year previously.

From performing socially-distanced and masked outdoor concerts in public spaces, rehearsing in open areas and parking lots while standing next to their vehicles (a term dubbed "Carbershop"), and even putting on full annual shows in a virtual setting, our

singing communities found creative ways and developed new skillsets to adjust to the new reality to not just survive, but thrive.

Many of these new skills, techniques, and behaviors made necessary by quarantine have even laid the groundwork for ongoing innovations in how groups will bring barbershop to their communities after quarantines are lifted. As they say, necessity is the mother of invention!

The Arlingtones of Arlington Heights, Illinois in their "Concert in the Parking Lot" performance

**178**

Virtual Chapter Performances

**75**

choruses rehearsed safely and effectively "in person" in parking lots across the Society (dubbed "Carbershop")

**250**

Singers spread across four countries engaged with "Hot Rods and Harmony", a group dedicated to outreach efforts

**68%**

of BHS choruses were having either in-person or virtual rehearsals by the end of 2020

**Many**

Countries benefited from free streamed shows and rehearsals in service to charity organization Sing Aphasia

**100**

SSAA and SATB charts added to the BHS catalog

**\$59,977**

Donated to Chapters, Districts, and Brigades







# Why I Barbershop

Rafi Hasib

## Rafi Hasib

### Parkside Harmony

Hershey, PA Chapter  
Rafi also sings with  
Voices of Gotham,  
based in Hell's  
Kitchen, New York City.

“

The pandemic challenged the barbershop community in unprecedented ways, as the world came to a halt and silenced our voice. I, too, lost friends, family members, and a sense of purpose. Like many others, I felt helpless, trapped in

a tiny apartment without a car in New York City, a literal island at the epicenter of the disease.

Yet in that solitude, through this great hobby, I found the strength, courage, and self-worth to persevere. With that determination, I also discovered my deepest friendships, core values, and a renewed sense of purpose. I found my voice.

I spent 2020 pouring all of my energy into the community: writing arrangements, running Zoom rehearsals, coordinating virtual choirs, supporting HU, volunteering for the BHS, conversing with HFI leaders, and participating in the judging program. I saw this not as a way to boost my credentials but to help others boost theirs, as we

emerge stronger from these trying times.

Along the way, I realized that at the heart of this wider conflict, our members felt they lost their voice. Now, the best we can do as people, in search of our own voice, is to empower others to find theirs in healthy and productive ways, starting at the local level. In the end, no matter who or where you are, we are fundamentally one community, several voices uniting as one, all deserving of the same rights, privileges, and benefits.

This is both greater than barbershop and the core of barbershop. We can do better, and we will be better, but only if we work together and give everyone a voice.

# Youth Shine in Jacksonville

Anna Coyotes Chorus from Dallas, TX perform at the Next Generation Barbershop Junior Chorus Invitational in Jacksonville, FL

**625**

Singers crossed the stage in Jacksonville

**2,234**

Total Jacksonville attendees

**28**

Junior Quartets submitted videos for qualification

**20,000+**

Singers under the age of 25 sung barbershop for the first time in the last ten years through the Next Generation Barbershop program

**15**

States and Provinces represented in JCI

**54**

Songs performed

  
**\$16,272.25**  
Donated to Youth

In what would be the last in-person convention before the pandemic, Jacksonville Midwinter provided an opportunity for thousands of barbershoppers to gather together and celebrate harmony.

And once again, the Next Generation Barbershop Junior Chorus Invitational pulled out all the stops and featured male, female, and mixed choruses from all over the country.

Jacksonville was also host to 15 Youth Quartets that competed for the Next Generation Barbershop Junior Quartet Contest Championship, with Singing Double from Gaither High School taking top honors.

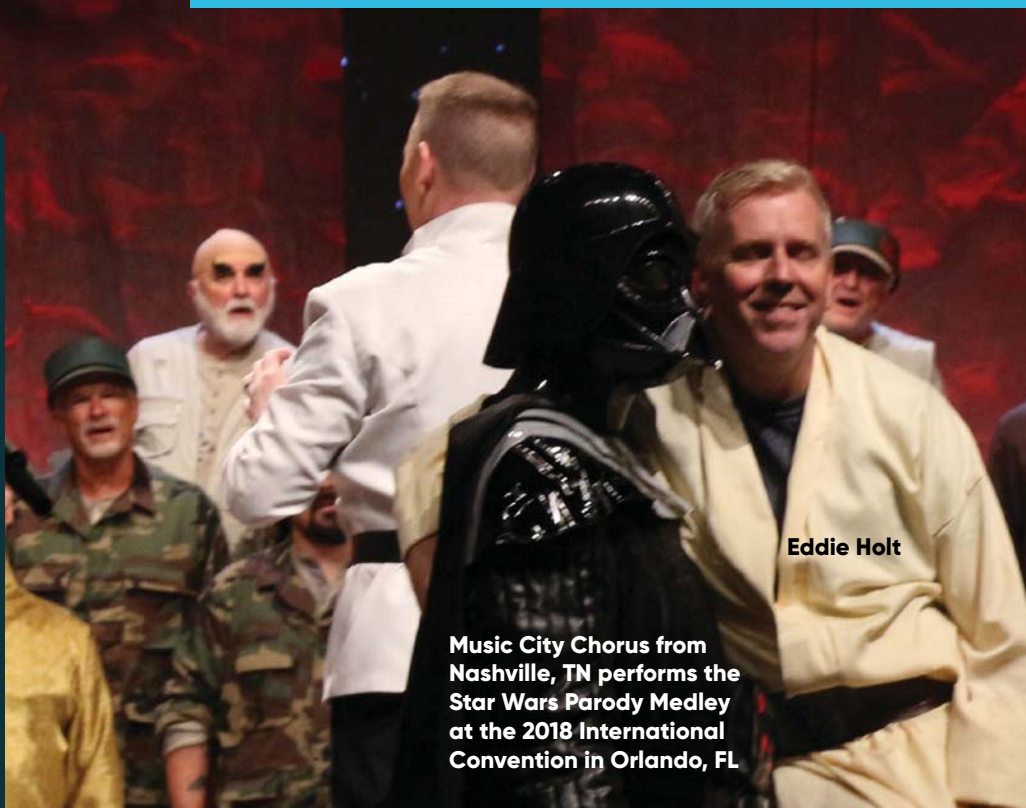




# Why I Barbershop

## Eddie Holt

Member, **Music City Chorus** in Nashville, TN since 2005



Eddie Holt

Music City Chorus from Nashville, TN performs the Star Wars Parody Medley at the 2018 International Convention in Orlando, FL

2020 was a difficult year for me. The general feeling of disconnect I had from my chapter brothers during quarantine was more profound than I had initially realized. Our chapter, like so many others, participated in regular Zoom meetings and virtual singing projects that helped us stay connected and engaged with one another in new and interesting ways, and it was so rewarding in so many ways. But friendships that I had once had the opportunity to cultivate weekly through in-person “preglows”, rehearsals, and the afterglows were now reduced to socially-distanced digital approximations. It was, to be blunt, somewhat dehumanizing for many of us. Staying connected digitally was certainly a gift in its own way, but, for me, it was lacking that critical component that you can only get in person.

Throughout much of 2020 as a result of these necessary quarantine measures, we watched feelings of uncertainty, fear, frustration, anger, and malaise spill out all over social media, in private messages and groups, phone calls, emails, and

even in virtual meetings, exacerbating already heightened emotions from a year burdened not just with Covid, but with a heated Presidential election season and a summer of civil unrest that seemed to draw unexpected lines between friends and even family.

For many of us, being apart from one another tested friendships in a way no one could have anticipated. And it was towards the end of 2020 that it truly dawned on me how much I needed Barbershop.

**We need to see our barbershop friends in person again. We need to see each other's facial expressions, read body language, give high fives, laugh with them, ring chords with them, express emotions through song with them.**

**We need Barbershop. We need the music that builds community and friendships and respect, admiration, and joy, now more than ever.**





# Society Revenue

## \$4,638,000

total Society revenue

### Society Services and other activities

### \$2,482,000

Harmony Marketplace	\$420,000
Harmony Foundation Support	\$327,000
Outreach Activities	\$127,000
Harmony University	\$126,000
Charitable Contributions	\$178,000
Contributed (Volunteer) Services	\$275,000
Chapter Services	\$205,000
PPP/Investment Income/Other	\$824,000

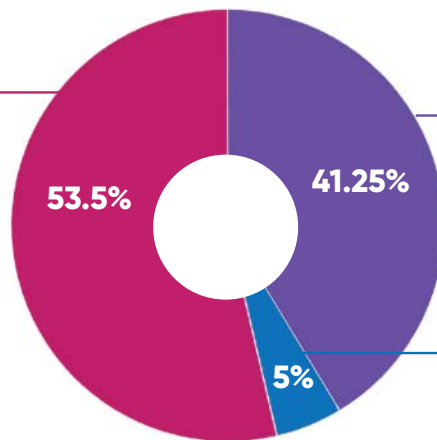
### Membership dues

### \$1,926,000

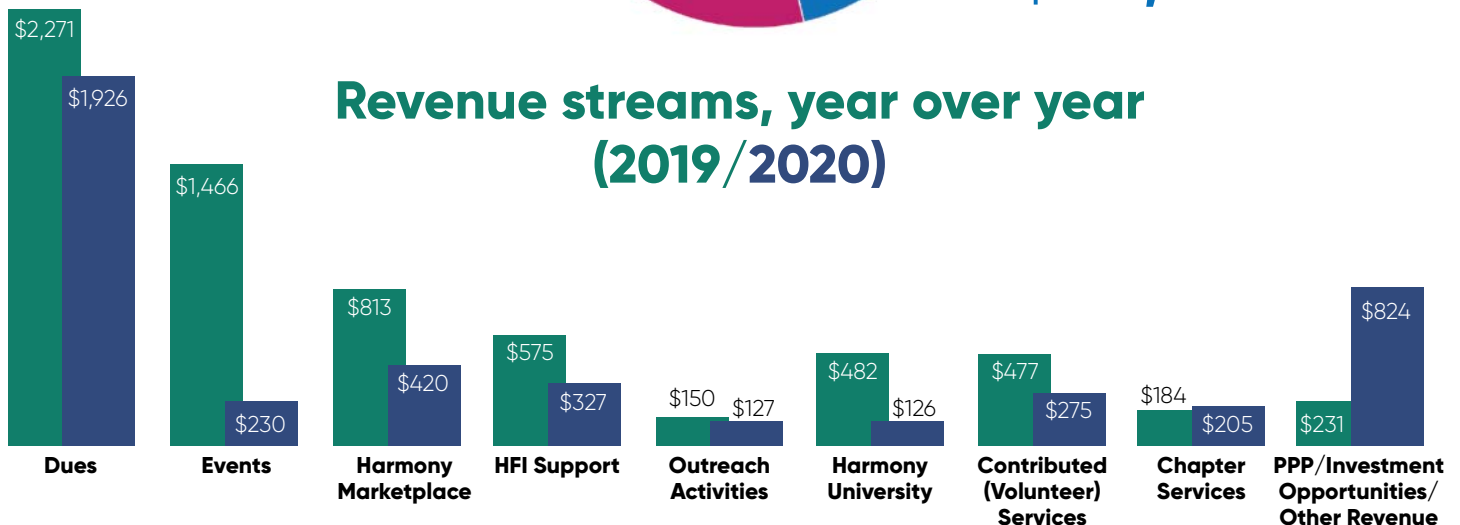
### Events

Midwinter and International

### \$230,000



## Revenue streams, year over year (2019/2020)



BHS and Chorus America surveyed their respective membership and found that 75-90% of choruses expected to lose a significant amount of revenue from their daily operations and nearly 50% anticipated a membership fall off. Even music distribution giant, Hal Leonard, furloughed 153 staff members

at the start of the pandemic. Although BHS has weathered the storm, like these other organizations, it was not without taking a significant financial hit. Because people were not singing in person as much, even revenue sources like music sales fell dramatically for BHS.

**Thank you for supporting us through this storm, and know that your support plus supporting others to get back to singing again is needed now more than ever. It will take all of the Barbershop Harmony Society community working together to fully recover.**

# THE LEGACY QUARTET *Championship*



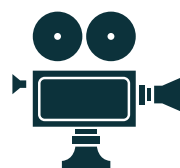
## Preserving Barbershop in New Ways

2020 spurred innovation, like the Legacy Quartet Championship that celebrated many of the best barbershop quartets that never won the coveted gold medal but could have. Through a partnership with BHS, AIC, and Districts, the event featured never-before-seen footage from the Society archives with beautifully restored video and sound.

Participants watched from the comfort of their homes, discussed the performances in a virtual setting, and even got to vote for their favorite quartet to be "The Best Who Never Won".



**\$6,558.15**  
Donated to Preservation



**140**

Hours of Barbershop audio and video content digitized

**20**  
LQC Quartets



**16.5 million**

Total BHS YouTube videos views in 2020

**943,472**

Total hours of BHS channel video were watched.

**528**

LQC Performances Digitized

**40**

LQC songs mixed and mastered



Doug Anderson, Larry Wright, Pete Neushel, Jim Kline

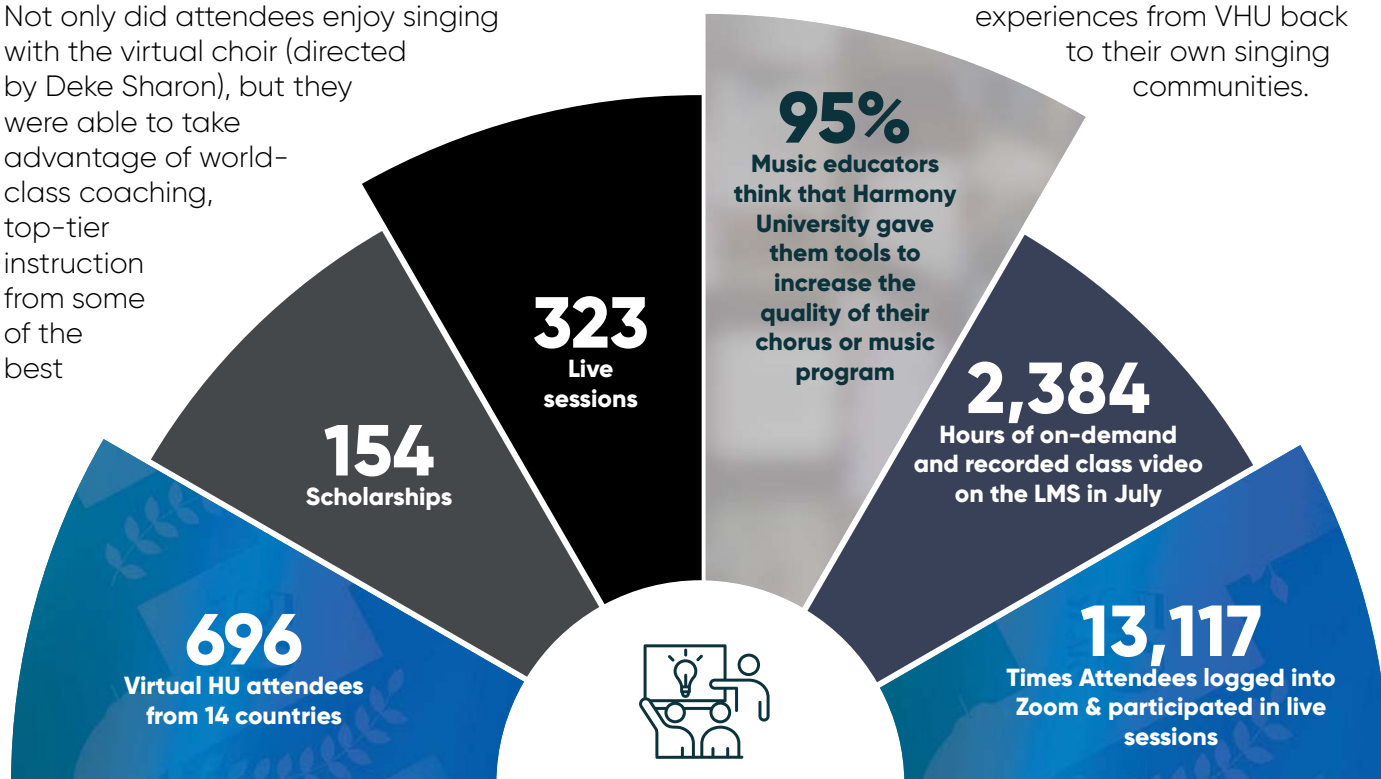
Hall of Famers  
139th  
Street  
Quartet finally got the win that had eluded them for 20 years. Watch all the quartets at [youtube.com/barbershopharmony38](https://youtube.com/barbershopharmony38)



When the in-person Harmony University Belmont was cancelled due to Covid, BHS and Barbershoppers quickly rallied to organize and execute one of the most incredible virtual barbershop experiences ever. With everything moved online and virtual including all classes and even a virtual choir experience, more people from all over the world were able to participate than ever before.

Not only did attendees enjoy singing with the virtual choir (directed by Deke Sharon), but they were able to take advantage of world-class coaching, top-tier instruction from some of the best

educators in the industry, and spend time in virtual hangout sessions to relax, enjoy each others' company, and bounce ideas and thoughts off one another. Virtual Harmony University inspired attendees to bring all of the experiences from VHU back to their own singing communities.







## How You Supported Barbershop

Unrestricted	<b>\$91,564</b>
Youth	<b>\$16,272</b>
Communities	<b>\$1,793</b>
Preservation	<b>\$6,558</b>
Education	<b>\$1,595</b>
Chapters, Districts and Brigades	<b>\$59,977</b>

**Total Giving \$177,759**

## 2020 Annual Dues Breakdown

Member Services and Member Programs	<b>\$64.24</b>
Communication and Marketing	<b>\$18.35</b>
IT, Administration, and Operations	<b>\$16.36</b>
Harmonizer Subscription	<b>\$15.95</b>
Music/Leadership Training (includes Contest and Judging Program)	<b>\$14.55</b>
HR, Audit, and Legal	<b>\$6.45</b>
BHS Outreach Programs (Grants, Youth, Advocacy)	<b>\$5.28</b>
Music Library, Publications, and Clearance Services	<b>\$2.82</b>
	<b>\$144</b>

**In 2020 you made a huge impact!** Your dues supported youth outreach and advocacy efforts, provided music and clearance services for all types of singers and ensembles, and allowed us to reach new audiences.

**We are grateful for our volunteers who donated on average three hours of their time per month to support the mission of the BHS.**

If you have any questions about the impact your dues or donations are having, email [ceo@barbershop.org](mailto:ceo@barbershop.org)

# Thank you

While 2020 was indeed a rough year for so many of our singing communities and The Society, it's as true now as it ever was: **We simply cannot do this without you.**

**It's through your generosity** that we're able to provide the critical services and support that help our singing communities flourish and grow. **It's through your giving**

that we're able to fund the important programs that help bring Barbershop to the next generation of Barberhoppers and preserve our artform for generations to come.

**And when you renew your membership,** you're providing the Society and the Districts the means to host Barbershop events and contests that bring our incredible community of

Barbershoppers back together to sing, to fellowship, and to build relationships that last a lifetime.

2020 was hard, but the future is bright. As we move forward post-COVID, let's never forget how precious our time is together in song, together in harmony, and together in purpose. Join us! **Learn more at [give.barbershop.org](https://give.barbershop.org) today!**



Join us in expressing gratitude for the funding and support from all 17 Districts of the Barbershop Harmony Society throughout 2020. Not only did they help make the Legacy Quartet Championship possible, but the generosity of our District volunteers also helped keep our Chapters and Quartets engaged, supported, and encouraged during an unprecedented year of challenges.

Our relationship with the Districts continues to be a true collaboration that benefits all who love barbershop harmony.



Special thanks to our Alliances who are helping keep the whole world singing

