



— A N N U A L —  
**REPORT**  
2025



# A NEW CHAPTER, A SHARED FUTURE

When I stepped into the role of CEO at the International Convention in Denver, I did so with a deep sense of gratitude and optimism. While my time in 2025 reflects only the final months of the year, it has confirmed my belief in the extraordinary potential of the Barbershop Harmony Society.

In these early months, I have been focused on listening, learning and putting in place the building blocks for growth. Conversations across the Society have revealed pride in our traditions, a clear understanding of our challenges, and a shared desire to see barbershop thrive for generations to come.

Looking ahead, our work centers on a few key priorities. We must strengthen the core experience of belonging by ensuring that barbershop remains welcoming, relevant, and meaningful. We must focus on impact, measuring success by the lives we touch through education, outreach, and performance. We must also align our efforts across the broader barbershop ecosystem, working in partnership to maximize our collective effectiveness.

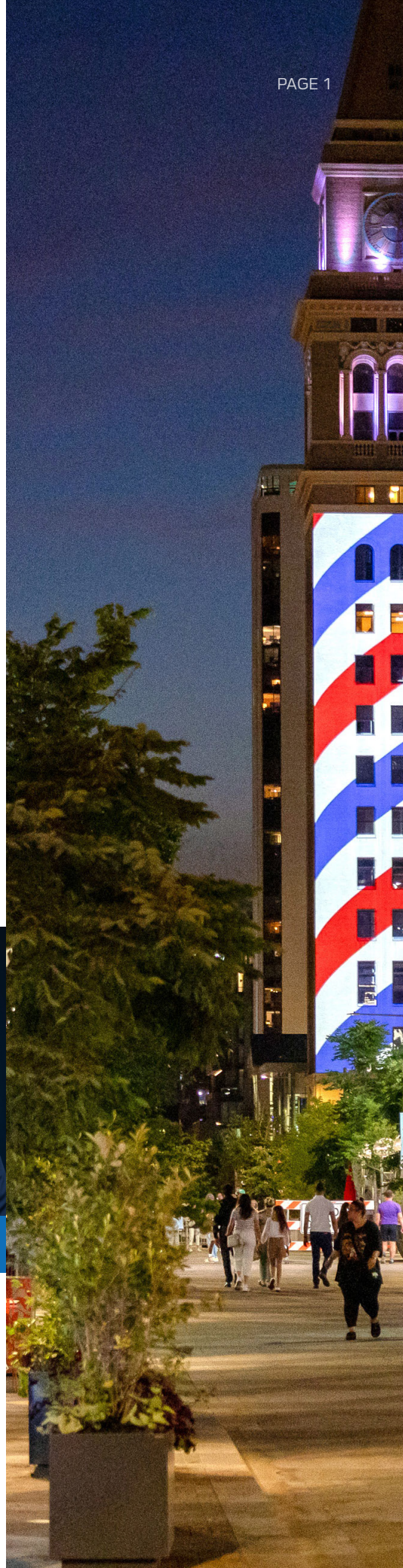
At the same time, we are called to honor our heritage while embracing thoughtful evolution. Growth will require clarity, collaboration, and a shared commitment to progress.

I am grateful for the opportunity to serve and confident that, together, we will build a strong and vibrant future for barbershop harmony.

In Harmony,



ROBERT RUND  
CEO/EXECUTIVE DIRECTOR, BHS



# A FOUNDATION FOR THE FUTURE

2025 has been a year of decisive action and strategic realignment. After the stabilization we achieved in 2024, the Board of Directors recognized that the next phase of our journey required a leader who could translate our financial health into artistic and philanthropic growth.



In July, we were thrilled to welcome **Robert Rund** as our new CEO. Robert is a 50-year member who brings an exceptional blend of arts administrative leadership and deep experience in philanthropy. His arrival marks a transition from “recovery mode” to a proactive, visionary era for the Barbershop Harmony Society.

A cornerstone of our 2025 work was the operational alignment with **Harmony Foundation International (HFI)**. By moving toward a Type I Supporting Organization structure, we have unified our mission and philanthropy. This shift ensures that the Society can seamlessly meet the immediate, short-term, and long-term needs of our singing communities through a single, coordinated philanthropic engine.

As we look toward 2026, our focus is on building the infrastructure—both human and digital—that will support future growth. We continue to pursue the strategic sale of Harmony Hall, a move intended to unlock capital and pivot our assets toward direct investment in our members and the stability of our future.

KEVIN KELLER  
PRESIDENT, BHS BOARD OF DIRECTORS



KEVIN PRESENTING ROBERT WITH HIS 50-YEAR MEMBERSHIP PIN IN DENVER

# COMMUNITY IMPACT



## The Southern Tier Barbershop Chorus continues to find new ways to serve.

Some of the most moving work the chorus does happens at quarterly naturalization ceremonies where they open with the national anthem and close with "America the Beautiful" and "God Bless America" — bookending one of the most meaningful days in a new citizen's life.



## For The Seneca Land District's Harmonic Collective chorus from Liverpool, New York, the holiday season is a reminder that a men's chorus can make a difference in a very personal way.

Several years ago, the chapter began "adopting" a family for Christmas each year — seeking out, when possible, a single-father household that might otherwise be overlooked. Members browse the family's wish list and volunteer to purchase gifts or contribute cash for larger items. On a regular rehearsal night turned wrapping party, they gather to wrap presents and sing carols before loading everything into the social worker's car for delivery. Every gift goes out tagged simply: from Santa. It's a small tradition that captures something essential about why this brotherhood matters.



**\$17,400**  
DONATED TO  
FOOD BANK

On December 20, The Evergreen District's Acappella Road of the Calgary Foothills Chapter in Alberta, Canada, presented its Christmas show, "Christmas Time is Here," at Bethany Chapel alongside the award-winning Rhythm of the Rockies. Both choruses performed six songs, featured several quartets, and closed with three powerful mass-chorus numbers featuring nearly 80 singers on stage.

The concert drew one of the largest and most enthusiastic audiences in the group's history. Proceeds from the show benefited the Calgary Food Bank, where members later volunteered and **presented a donation check for \$17,400.**

# YOUTH IMPACT

**The Seneca Land District's Southern Tier Barbershop Chorus out of Binghamton, New York, is one of their District's oldest chapters, founded in 1943**

The chapter awards two annual \$1,000 scholarships to graduating seniors pursuing music education, honoring the memory of longtime member Mac Sabol.



**\$1,000 TO GRADUATING SENIORS**



**2025 was an impactful year for the Rocky Mountain District's Longs Peak Chorus from Longmont, Colorado.**

Longs Peak Chorus has been very involved with youth outreach, engaging with the Saint Vrain Valley School District High Schools. 2024 was their inaugural event with 2025 continuing those partnerships.



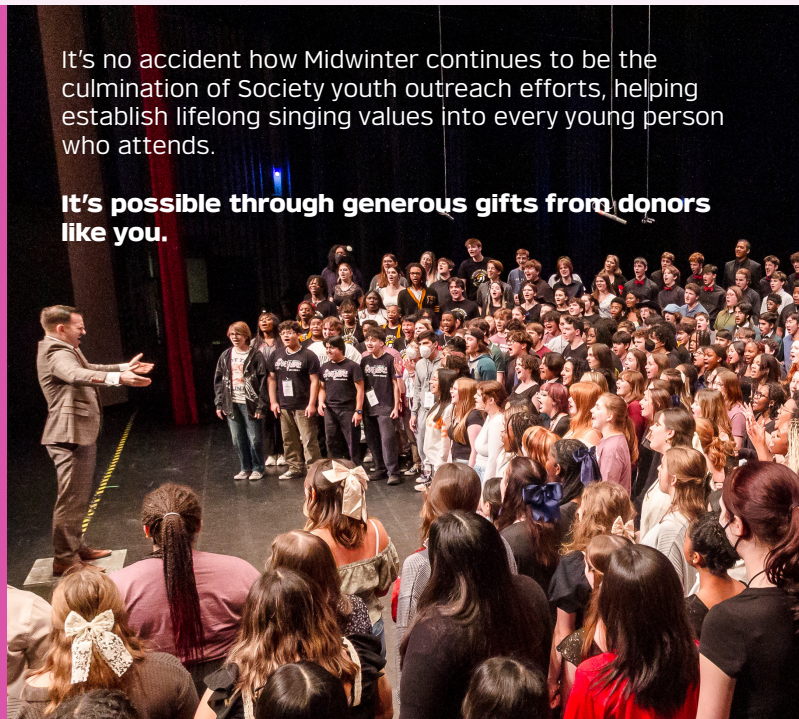
**The Seneca Land District's New Horizons Chorus from Mohawk Valley, New York, is thinking ambitiously about what a barbershop chapter can become.**

They have formed partnerships with local arts organizations, schools, civic groups, and veterans centers. They are actively pursuing grants, sponsorships, and community foundation support as they explore starting high school chapters as well as a chapter women's chorus.



It's no accident how Midwinter continues to be the culmination of Society youth outreach efforts, helping establish lifelong singing values into every young person who attends.

**It's possible through generous gifts from donors like you.**



# MUSIC EDUCATION IMPACT

The Longs Peaks Chorus took a new approach in 2025. They started focusing more on making their outreach more tailored to the school's music programs and staff.

**"Rather than choosing a date and presenting it to the school system, we contacted the district music program manager and asked what time of year would be most advantageous to the music educators throughout the district.**

The result was an increase of 100% in schools participating and exposure to nearly 300 students over a Friday and Saturday. At the request of the schools, we made visits to four high schools on Friday and organized an all-day clinic and parade of choruses, along with a headline performance by our clinician quartet.

We provided music to every student and donated all materials to each school's music department. We also brought an AIC quartet, Quorum, who served as clinicians and ambassadors. The Longs Peak Chorus membership was well represented, ensuring all details and logistical needs were met seamlessly.

We fully intend to continue this outreach and partnership with our local schools with a "no strings attached" approach."



**FREE HARMONY CLINIC**

Join us for an afternoon of barbershop harmony for all 8<sup>th</sup> - 12<sup>th</sup> grade singers and their Music Educators. Enjoy high-level acapella singing in the barbershop style taught by experienced clinicians.

**2022 BHS International Champions**

**QUORUM**

Silver Creek High School  
4901 Nelson Road  
Longmont, CO 80503

Saturday, September 20  
Clinic 12:00 - 3:00 pm  
Showcase Performance at 3:30pm

Scan here for registration and FAQs

<https://www.harmony-clinic.com>



The Blue Valley High School Chorale from Stilwell, Kansas, rehearses before the Chorus Festival in San Antonio, Texas.

**High school music programs have no shortage of options** when it comes to choosing destinations for annual festivals, competitions, and band or choir trips. Behind every one of those experiences are countless hours of effort from educators, students, and families alike—raising funds, coordinating schedules, and making the commitment to participate in an event they hope will be both enriching and rewarding.

For the students from The Blue Valley High School in Stilwell, Kansas, that destination is barbershop. Their director, Sam Dollins, is a barbershopper himself and understands firsthand the unique value that barbershop harmony offers young musicians. Beyond developing musical excellence, it fosters meaningful relationships, builds confidence, and inspires a lifelong appreciation for the artistry of singing together.

# NEXT GENERATION BARBERSHOP IMPACT



**\$51,647**  
TOTAL SCHOLARSHIP  
AMOUNT AWARDED  
FOR JUNIOR  
QUARTETS AND  
CHORUSES



NextGen  
Youth Ages  
18 and Under  
participated in  
San Antonio

**70.7%**  
PLAN TO KEEP  
SINGING

**373**  
SINGERS IN  
QUARTETS AND  
CHORUSES

**17**  
NextGen Junior Choruses

**14** NextGen Junior Quartets

70.7% of the youth participants in the Next Generation Barbershop Program in San Antonio plan to continue singing barbershop after high school.



**Kristin Howell** of Syosset High School (NY) was named the **BHS/NAfME 2025 Music Educator of the Year**. A Syosset alumna, Howell teaches at the same school where she once sang in its nationally recognized choirs.

Her mentorship has inspired a new generation of educators, including former Adelettes president Arielle Siegel. In 2024, **The Adelettes** celebrated 50 years as the longest-running high school barbershop program. They performed at the BHS Junior Chorus Festival in January 2025, where Howell formally received her award.

Kristin has built a legacy of her own through her love for choral arts and her dedication to her students. "When you are in Mrs. Howell's performance groups, you are part of a musical family that transcends decades," said alumna Beth Waschitz.



**98.4%**  
PLAN TO KEEP  
SINGING

98.4% of the youth participants in the Next Generation Barbershop Program in Denver plan to stay active in Barbershop once they age out of the program

**105**  
SINGERS IN  
QUARTETS AND  
CHORUSES

NextGen Youth Ages 18-25 participated in Denver

**22**  
NextGen Varsity Quartets

**1** NextGen Varsity Chorus



In its third year, the **\$10,000 139th Street Legacy Prize** was presented to **Nostalgia**. Established as an incentive for recruitment by Dr. Jim Kline of the 139th Street Quartet, this prize is awarded to the highest-scoring NextGen Varsity quartet with at least two members who are new to barbershop.

As a major supporter of our NextGen programs, the **Association of International Champions (AIC)** has historically provided complimentary AIC Show tickets to all Varsity program participants each year. For many new barbershoppers, attending the AIC Show can be a formative experience—one that deepens their connection to the art form and encourages them to remain engaged in the hobby. We are grateful to the AIC for helping make this experience accessible to the next generation of barbershop singers!

**\$25,150**  
TOTAL SCHOLARSHIP  
AMOUNT AWARDED  
FOR VARSITY  
QUARTETS AND  
CHORUSES

# WE SANG AND SHARED TOGETHER

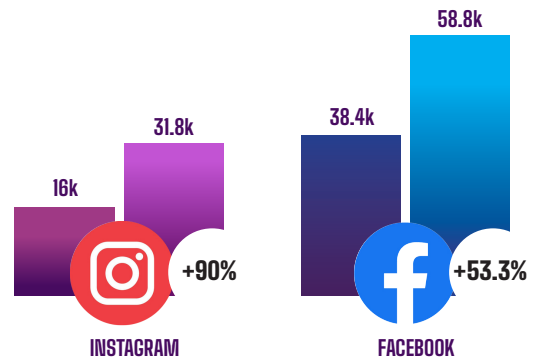


## The newest additions to the International Convention Experience came back in Denver.

The Dream Chorus (directed by Jim Henry), the Comedy Quartet Festival, and the Chorus Festival opportunities returned in Denver and represented the Society's commitment to continue finding new ways for attendees at our biggest convention to not just enjoy others performing barbershop, but to actually participate and get in front of the best audience on the planet.

### Social Media Expansion

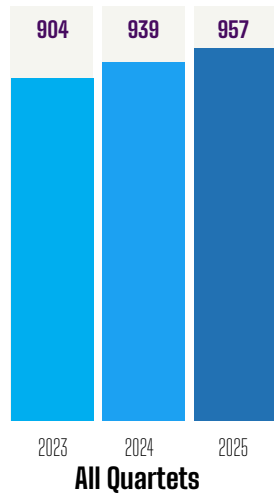
2025 content drives massive growth on social media in practically every channel, including new ones that we opened up.



**56**  
Chapters  
have multiple  
choruses

While many traditionally-male chapters have shifted their chorus to an All-Voice model in recent years, a growing number of chapters are adding choruses to their chapter umbrella, providing a variety of singing options for their communities.

### ~2.6% Increase in registered quartets over 2024



**YouTube in 2025:**

- 225,187 Subscribers (17,400 new in '25)
- 11,136,894 Total views
- 632,301 Hours watch time (70.5 years)



First Take's performance of *No One Sings Higher Than Me* (from 2024) once again took top honors for most watched video in 2025.

# WE GATHERED TOGETHER



**The UN-Convention in Nashville, TN, definitely lived up to its name.**

Our 2001 International Champion Michigan Jake played headliner quartet to one of the most enthusiastic and 'little but we're loud' crowds at the first-ever UN-Convention (May 23-26) that served as an additional quartet prelims contest. Four quartets qualified for Denver.

It was also an opportunity to try out new and exciting activities like a game show. Think "Family Fued", but between Michigan Jake and 2025 SAI Queens Clever Girl. To say it brought the house down is selling it short.



**Blue Valley High School Chorale** from Stilwell, Kansas, directed by Sam Dollins was the Plateau AAA Award winner in the 2025 Junior Chorus Festival, while the **Cleveland Young Women's Barbershoppers** from Cleveland, Ohio, directed by Jesse Lange took home the title of Audience Favorite.



### Midwinter Convention standout moments

- 12th Street Rag won the Seniors Quartet Contest 31 years after they formed in 1994, retired in 2007, then un-retired in 2024 when lead Mark Fortino's family encouraged them to compete in the Seniors Contest.
- Lover Girls and Boysen Blue were the Junior Quartet Contest co-champs

### International Convention standout moments

- The Chorus Festival enjoyed its fourth year, bringing more opportunities to sing at International.
- The second Comedy Quartet Festival was a success.
- The Dream Chorus (in its second year, directed by Jim Henry) allowed everyone an opportunity to compete at International.
- After the longest competition climb in history, Swedish quartet Lemon Squeezy finally won the quartet gold medal, just 17 years and 7 total members later.
- Radiant's victory as NextGen Varsity Champ signals the first time a women's quartet has won a gold medal at a BHS International Convention.
- The Vocal Majority added to their record with their 13th gold medal.



**1,491**  
ATTENDEES



**5,664**  
ATTENDEES



Relive the Denver Quartet Finals! [bit.ly/4i63LiE](https://bit.ly/4i63LiE)

# HARMONY UNIVERSITY IMPACT



44  
SCHOLARSHIPS  
AWARDED

262  
ATTENDEES

PARTICIPATING  
ENSEMBLES IN THE HU  
COACHING PROGRAM  
3 3  
QUARTETS CHORUSES

The Society's premier annual events — the International Convention and Harmony University — both took place in Denver in 2025. Once again, world-class instructors and students from around the globe came together to build upon Harmony University's longstanding tradition of musical excellence, reinforcing its reputation among barbershoppers and music educators alike as the leading week of barbershop education in the world.

Alongside our growing partnership with HU host, the University of Denver, participants are welcomed by the stunning backdrop of the Rocky Mountains — a fitting setting for an experience that truly represents the rare air of Harmony University.



University of Denver



David Wright leads session



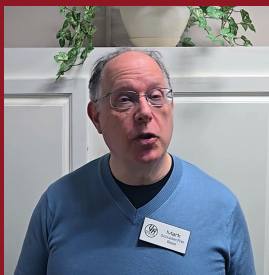
**Vocal Revolution** from the New England area had a transformative week at Harmony University and several of the members wasted no time in sharing just how wonderful the experience was.



Three and a Half Men



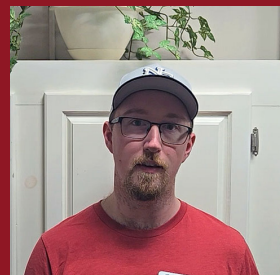
The Harmony Brigade continues to be a fun, rewarding experience for quartetters to learn and grow as performers and singers.



"Everything about barbershop got bigger, better, faster, and more fun from what I learned there."  
Mark Schuldenfrei



"There are a bunch of people that can help you, and all of them have advice and love to give. Learning happens at all levels."  
Alexander Balikian



"I'm a classically-trained educator, and I gained a lot of relative skills to my field of practice as a director and teacher."  
Billy Carlton

# PRESERVATION IMPACT



**Preserving our history is the first step. What's the next step?**

As someone once wisely said, "Never waste a crisis." So what exactly was ours? It may sound surprising, but in 2025, we found ourselves in an extraordinary position. Thanks to the efforts of Society volunteer audio/video archivist Steve Adams, volunteer photography archivist Brian Parks, along with many other document-scanning volunteers, we were working through a remarkable surge of newly digitized material, some of it dating back to the 1930s and earlier.

So the next step was finding new and creative ways to bring these assets to life. In 2025, we began doing that in earnest by highlighting key moments in Society history through short-form videos, social media content, and marketing campaigns that helped connect the threads of our past into a clearer, more vivid picture of our organization's story — one that grew richer every day.

What was even more incredible was how we collectively realized that the more things changed, the more things stayed the same. What drew people to barbershop nearly a century ago was still exactly what brought us together today.

**It's the harmony. It always has been.**

**Thanks to volunteers Steve Adams, Brian Parks, and others, preserving the entirety of our Society's history is no longer just a pipe dream. It's happening.**

### Video Tape Formats



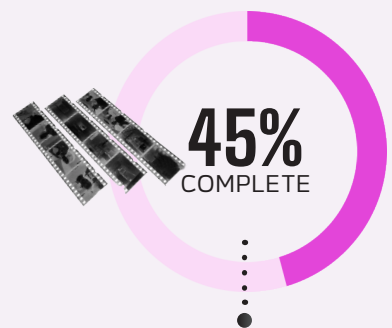
Files transferred: **8,500+**  
Includes UMATIC, Betacam, DVCAM, SVHS, VHS, and 16mm film reels

### Audio Tape Formats



Files transferred: **3,000+**  
Includes audio reels, DATs, cassettes, and CDs

### Photos



Photos transferred: **45,000+**  
Includes negatives, slides, and photo hardcopies

# GLOBAL IMPACT

“Over 57,000 singers around the globe join in a cappella singing in choruses and quartets, singing in the style called ‘barbershop.’ They belong to 14 separate barbershop organizations, and their leaders join together to form the World Harmony Council.”

[worldbarbershop.org](http://worldbarbershop.org)



**BHS Singing Communities**

**567**  
Chapters

**664**  
Active Choruses

**957**  
Registered Quartets

**2.6%**  
Increase over '24



**Districts**

- Cardinal
- Carolinas
- Central States
- Evergreen
- Far Western
- Illinois
- Johnny Appleseed
- Land O' Lakes
- Mid-Atlantic
- Northeastern
- Ontario
- Pioneer
- Rocky Mountain
- Seneca Land
- Southeastern Harmony
- Southwestern
- Sunshine



**Alliances**

- Barbershop Harmony Australia
- Barbershop Harmony New Zealand
- Barbershop in Germany
- Barbershop of Iberia Association
- British Association of Barbershop Singers
- Finnish Association of Barbershop Singers
- Holland Harmony
- Irish Association of Barbershop Singers
- Japan Barbershop Harmony Association
- Ladies Association of British Barbershop Singers
- Mixed Barbershop Harmony Association
- Society of Nordic Barbershoppers
- Southern Part of Africa Tonsorial Singers

**The Lockers** from our newest Alliance **Japan Barbershop Harmony Association** traveled to Denver to compete in the International Chorus Contest and perform at the Word Harmony Showcase.



**THE LOCKERS (JBA)**

# TAKING A BIG LEAP

## WITH THE PORTLAND DOWNEASTERS

BRIAN LYNCH

A few years back, this little chapter in Maine looked like many other chapters. "We saw an aging membership, and it was difficult to inspire more men, younger men to join the Society and our chapter," says Mike Soper, the chapter president at the time. "We saw cultural changes, and the breakdown of identity for just having a male chorus."

The choice in 2022 to expand to admit all voices infused some energy, but the "why" for the chapter eluded them.

Enter the Big Leap. Just as the chapter was undertaking a transition of chorus directors, a group of three attended the first Big Leap pilot event in Dallas in 2025. It was a big investment, with big results.

It started with deep introspection: who were the Downeasters, and what did they mean to their community? "Many times when an organization develops a mission, they put a lot of thought into it. They put it on their website and then nobody talks about it anymore. We wanted a mission statement we could embrace and talk about every rehearsal and on our Slack channel and in all these different circles.

**"Our mission is fostering personal, musical, and community growth and connection through shared vocal harmony.** It's very deliberate, and it represents six pillars of things that we can identify within the organization and describe those to membership."

This conscious embrace of cultural change infuses all the work of the chapter. "The Big Leap led us to strengthening the operation

*continued on page 13*



Dallas, TX  
February 7 - 9, 2025

The Big Leap, started in 2025, is a revolutionary leadership program from the Barbershop Harmony Society that is all about fresh thinking — innovation, growth mindset, smarter use of technology, stronger community connections, and new ways to energize volunteers and revenue.



# TAKING A BIG LEAP CONTINUED

of our organization as a Maine nonprofit corporation. We have a strategic plan now. We have an annual report for 2025. We have a corporate donation program. We have opened our eyes to being more formal about how we develop —more than just chorus singers on risers having a good time."

Bill Peterlein, the current president, says "We're so convinced that the Big Leap was invaluable in creating that direction that **we sent five new members to the 2026 Big Leap**. We're in a prime position to really start using our external focus to become a community asset, to build strategic partnerships with other nonprofits and singing organizations.

"Now I've got people coming up to me and saying, 'Hey Bill, if you have a little project that you need help with, please let me know.' That just blows me away."

The revitalization is infectious, says chorus director Chris Cutler-Wood. "People visit us for our seasonal programs or see us perform, and they want to be a part of that. The more that our demographics kind of even out with age and gender, the more that people can see themselves, on the risers with us. It just snowballs, as we become a more accessible ensemble within our community."

See more information and videos at [barbershop.org/downeasters-big-leap](http://barbershop.org/downeasters-big-leap)



"We want our membership to reflect the community that we serve. What we've learned at The Big Leap helps us understand exactly how we can do that."



"The Big Leap gave us the tools we need to think creatively and confidently about the future of our chorus."



"Learning about so many various tools specifically set up for non-profit organizations has been mind-blowing."

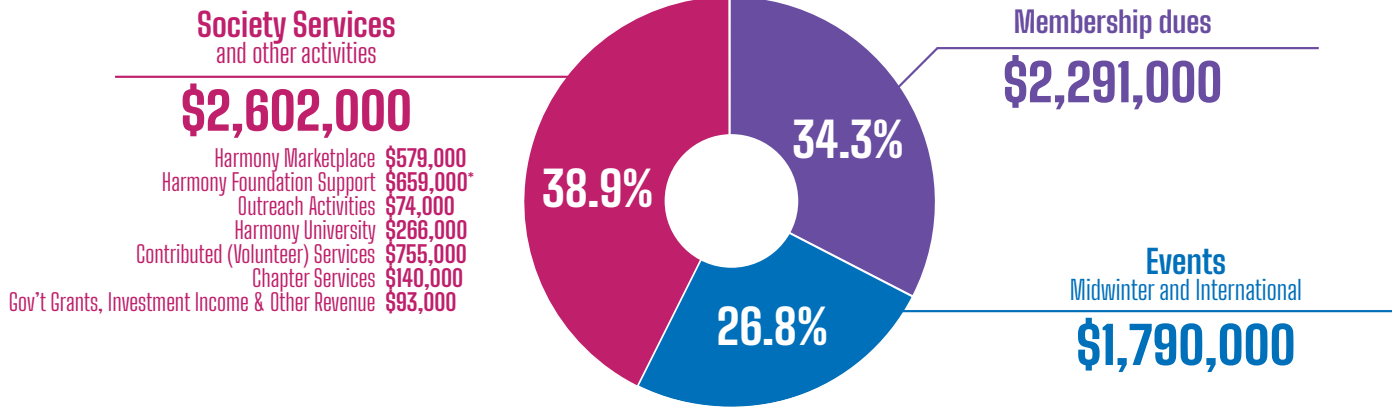
The testimonials from these Big Leap attendees say it all. The Big Leap is not old-school officers training. It's about seeing your chapter differently — and building a brighter future because of it.

# FINANCIALS

\*PRELIMINARY

## \$6,683,000

total Society revenue



**Society Services and other activities**

**\$2,602,000**

- Harmony Marketplace \$579,000
- Harmony Foundation Support \$659,000\*
- Outreach Activities \$74,000
- Harmony University \$266,000
- Contributed (Volunteer) Services \$755,000
- Chapter Services \$140,000
- Gov't Grants, Investment Income & Other Revenue \$93,000

**Membership dues**

**\$2,291,000**

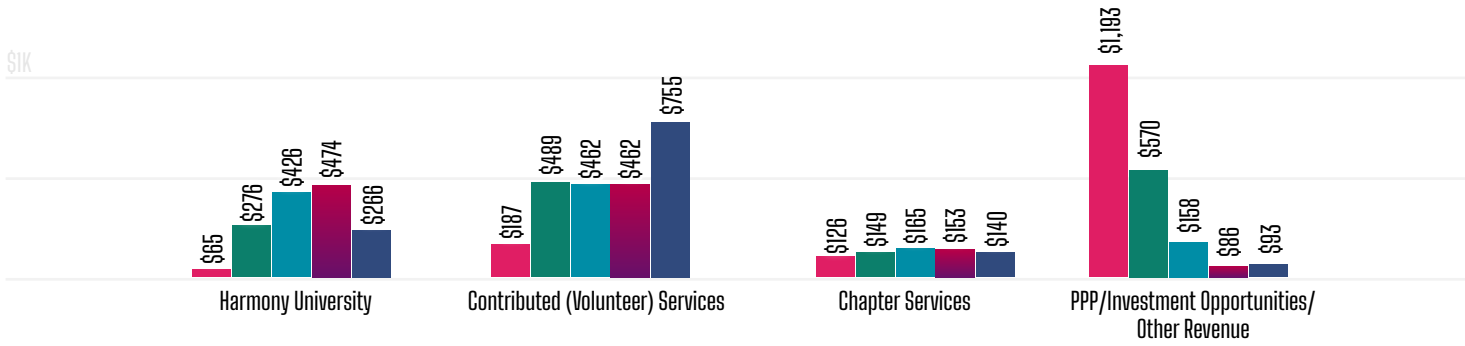
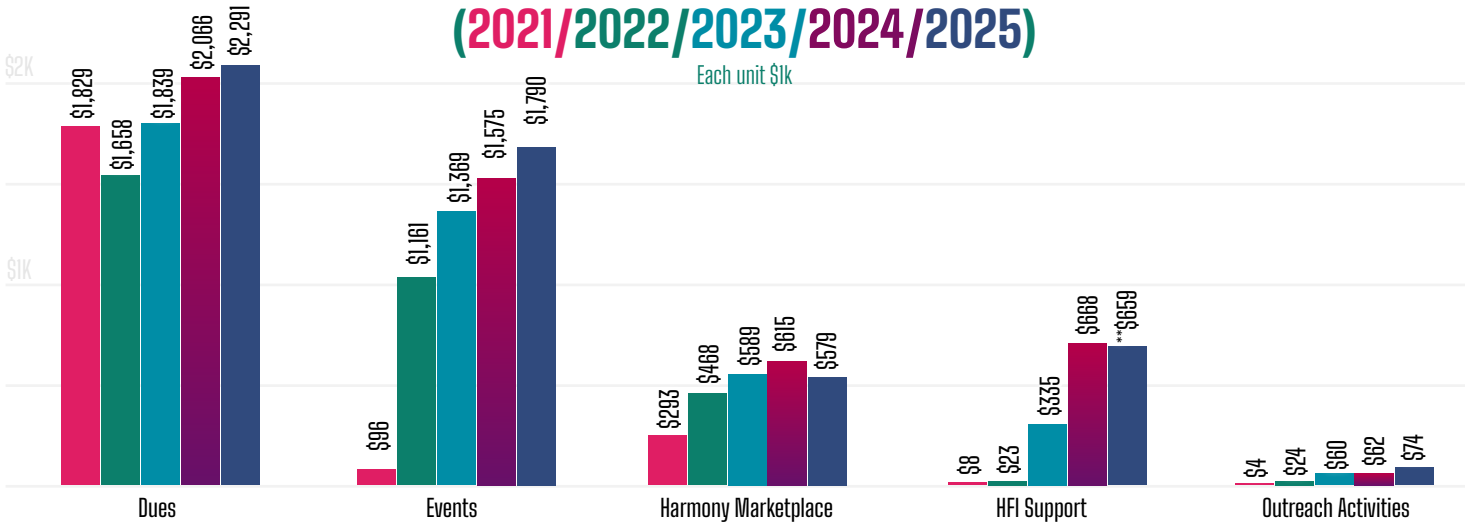
**Events**

Midwinter and International

**\$1,790,000**

## Revenue streams, year over year (2021/2022/2023/2024/2025)

Each unit \$1k



\*For full financial statements and audit when completed, visit [barbershop.org/financials](https://barbershop.org/financials)



# THANK YOU

BARBERSHOP HARMONY SOCIETY

110 7th Ave. N, Nashville, TN 37203  
(800) 876-SING [barbershop.org](http://barbershop.org)

