

A WELCOME ON BOARD - Talk at Regional Convention - May 2016 **Anne Cargill, Member International Board of Directors, Sweet Adelines International**

WHAT IS THE INTERNATIONAL BOARD

The International Board is the governing and decision making body of Sweet Adelines International and has the authority to spearhead all actions necessary to fulfil its purpose.

Mission statement

Sweet Adelines International is a worldwide organization of women singers committed to advancing the musical art form of barbershop harmony through education, competition and performance.

Why is a strong board important?

SAI is a non profit organization. Non-profit boards must understand and fulfill their governance responsibilities - board is about governance - not management.

GOVERNANCE

Governance is about making decision, executing those decisions. Getting the right people properly educated is fundamental to good governance - so we need to identify the right people, cultivate and prepare them for seats at the Board table - perhaps taking on roles on committees - should be a long and entertaining journey!

What does the Board do?

The Board members monitor progress, evaluate progress of the organisation and the CEO and demonstrate integrity in everything they do on behalf of the organisation. The mission statement must be at the heart of everything we do and every decision the Board takes.

Main responsibilities

- Determine mission and purpose
- Select CEO
- Support and evaluate the CEO
- CEO is responsible for running the operational side of the organisation with the HQ staff in Tulsa
- Ensure effective planning
- Monitor and strengthen programmes and services
- Ensure adequate financial resources
- Protect assets and provide financial oversight
- Build a competent board
- Ensure legal and ethical integrity
- Enhance the organisation's public standing

ROLE OF THE BOARD AND THE CEO

President and CEO are responsible for ensuring that they work together to make sure the board is functioning effectively. CEO attends all board meetings

STRUCTURE OF THE BOARD

It is comprised of 12 women - 10 are elected and two are appointed.

Executive Committee

President, President Elect, Past President, Secretary and Treasurer.

People on the Board put their names forward if they wish to serve on this committee, and are then elected by current board members.

How do you apply? - See website <http://sweetadelines.com/index.cfm?id=340>

Elections take place every year - all choruses are asked to put forward names. Applicants fill in a form and submit it to the local chorus. Applications are then submitted to International in May every year. The Nominating committee then reviews the applications and decides who goes on the slate to be submitted to the membership.

Board members need more than enthusiasm and passion - they need to understand all of the stewardship responsibilities and perform all of their duties. As well as pride, passion, and enthusiasm, they need to have love for the organization, and must care deeply about the members.

Qualities required:

- Positive, objective attitude
- Good listening skills
- Critical and analytical thinking as well as imaginative and creative thinking
- Effective verbal and written communications skills
- Knowledge of and ability to use available resources
- Computer skills, with ability to communicate electronically
- Vision and long-range planning experience
- Ability to adapt easily to different environments
- Ability to relate to a variety of personality types
- Training and experience in a field which could be of value to the International Board
- Experience in Sweet Adelines International as a chapter, regional or International officer, committee chair or committee member
- Thorough understanding of the mission and goals of Sweet Adelines International
- Professional appearance and dress

How much work is involved?

Meetings three times a year

Preparation for meeting e.g reading/writing reports, questions

Expenses

All door to door expenses are paid + a per diem for every day at meetings

Roles on the Board

Board members asked to volunteer for various roles/committees.

International Committees/Task forces

Executive Committee

Educational Direction Committee

International Leadership Specialists/Regional Leadership Committee

International Music Arrangers Program Coordinators

Nominating Committee

Published Music Sales/Marketability Committee

Task Force Specialist

The Overtone Society Deferred Giving Liaison

Young Singers Foundation Advancement Committee

Young Women in Harmony Program Coordinators

Worldwide Liaison

Please encourage your chorus to VOTE! Every nominee provides a resume of their skills - please consider carefully. Each chorus has one vote.

Membership - how everyone can help! - Be an ambassador for Sweet Adelines !

Anne Cargill

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ELEVATOR PITCH

What is an “Elevator Pitch” and how is it used?

Traditionally, an “elevator pitch” is an overview of an idea for a product, service or project. The name reflects the fact that an “elevator pitch” should be possible to deliver in the time span of an elevator ride, meaning in a maximum of 60 seconds and in 150 words or fewer. Also called an elevator speech, it’s a succinct narrative that explains what Sweet Adelines International is, who we are, what we do, whom we do it for, and why the listener should care and become involved. A variety of people, including entrepreneurs, managers, salespeople, politicians, job seekers and speed daters, commonly use “elevator pitches” to get their point across quickly”
<http://sweetadelineintl.org/ImgUL/files/elevatorpitch.pdf>

Tips on developing your ‘Elevator pitch’

What are the main ingredients of an Elevator Pitch?

- Hook - statement or question which makes the audience want to hear more
- Passion - talk enthusiastically from the heart
- Request - to join your Sweet Adelines Chorus

How to use it

- Be clear and concise
- Write it down
- Practise
- Start doing it

When to use it

- If you hear someone singing
- While shopping
- At work - at the photocopyer, in the elevator, in the canteen, at the water fountain
- In the gym
- In the line/queue - anywhere
- After a performance

What helps?

- Keeping it simple
- Making it personal to you
- Being sincere
- Tailoring it to the person you are speaking to
- Smiling
- Humming to yourself
- Wearing musical items - necklaces or pins or even “Love to sing” pin

Examples of the “Elevator Pitch”

1.

Do you like music? Do you love to sing? I do. I'm a member of the (Chorus Name) and Sweet Adelines International. We are a worldwide organization of women singers who meet regularly to practise, socialize, perform and sing a cappella harmony, barbershop style. Each week, Sweet Adelines International encourages women all over the world to reach their full singing potential. There are unlimited training and educational opportunities as well as spectacular performance and entertainment possibilities. It's an amazing outlet. I'd like to invite you to experience a night with our chorus. Use this guest pass to join in the fun, the music and the friendship. You'll love it.

<http://sweetadelineintl.org/ImgUL/files/elevatorpitch.pdf>

2.

You have a beautiful voice, are you a singer?

I ask because I sing with the Chorus which is part of Sweet Adelines, an international organization of over 20,000 ladies just like you. Our chorus has about 80 ladies of all ages. We meet every Tuesday night from 7 to 9:30 and are always open to having ladies that love to sing come join us. Perhaps you'd like to come visit some time, I could pick you up or get you directions to rehearsal if you'd like.

(Pati Bouman - Mountain Jubilee Chorus)

3.

Hi! You look like someone who likes to sing. I sing with the Chorus – we're a local women's group that sings barbershop harmony and we're always on the lookout for women who really enjoy singing. The chorus is part of Sweet Adelines International – it's the largest women's singing organization in the world. We meet every week - its informal and friendly - we learn, we compete, we perform and we just have a lot of fun singing together. I'd love to give you our card (or website address) and invite you to a rehearsal – are you interested?

(Fran Furtner - Cincinnati Sound Chorus)

References

Pitch Pipe article on developing an elevator pitch

http://www.nxtbook.com/nxtbooks/sweetadelines/pitchpipe_201004/index.php#/34

Webinar- Cheerleading for Sweet Adelines

https://www.youtube.com/watch?v=_YIL-bFgOFI&feature=youtu.be

<http://www.sweetadelineintl.org/filesSite/SACheerleaders%20Handout.pdf>

<http://sweetadelineintl.org/ImgUL/files/elevatorpitch.pdf>

www.salisbury.edu/careerservices/students/.../60secondElevator.html