

AUGUST 2017



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Show Choir Products and News

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STAGERIGHT



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COSTUMING: Sweating the Details

by Deborah J. Nelson

Are you sweating your costume choices? I know there are a few lucky souls out there who never appear to be sweating, but many are not so lucky. While it is true sweating serves the purpose of helping to cool the body, it also makes a mess of your show choir costumes and can look unsightly on your performers. So, what can we do?

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AUDITORIUMS & SHOW CHOIR

by Rick Roe

In today's environment of the multi-purpose space, the auditorium manager is faced with the hurdles of providing every stake holder the opportunity to host their event flawlessly. Their limited staff, storage space, and event-specific presentation create a very unique challenge. The days of permanent set pieces and dedicated lines are gone—replaced with the equipment that can allow for a fast-paced change.



editor's letter

Though I taught for twenty years, I've been out of the classroom for more than five. When Samford University offered me an opportunity to teach Business Communications this fall, I jumped at it, despite a busy schedule.

I miss the energy of young people, and I miss feeling connected to a generation (beyond my 24-year-old daughter, that is). I think millennials face an incredibly difficult time entering the workforce. Not only are there fewer jobs available, but they have to constantly fight against what I believe is a false narrative: that millennials are lazy, entitled, and rude. Certainly, there are some young people who fit all of those descriptions, but I think they are the exception, not the rule.

As educators, we have to constantly be thinking of what we can do to help them achieve success in the work force, and I know that starts in high school and even middle school. Teachers are well aware that everything we are training students to do can impact their futures in dramatic ways, and music teachers are in a perfect position to help students develop emotional flexibility and resilience while also honing critical thinking skills.

I have always loved that moment in a classroom when students finally recognized that asking them to critically analyze something in popular culture—a movie or tv show, a song or a music video, or a popular social networking tool—was not synonymous with criticizing those things. Particularly with popular forms of entertainment, like films or social media or music, there was often an extreme initial push-back in the form of phrases like these: "Why can't we just watch something to enjoy it? I don't want to use my brain when I'm not in school—this (fill-in-the-blank activity) is supposed to be fun and relaxing. Why do professors have to constantly tear something apart? Not everything has to *mean* something."

Then, there was (almost) always that lightbulb moment that educators wait for—that instant when the student recognizes that critically analyzing something doesn't mean criticizing it—that those are completely different tasks. They realize that being sponges who absorb what surrounds them without thought or analysis is what non-thinking people do, and non-thinking people are certainly not enjoying something more because they completely turn off their brains; they are enjoying and appreciating it far less because it is only happening around them, not within them.

Just like I made it a mission to help some students recover from a nearly paralyzing dread of semicolons, I wanted to help them move out of their brain paralysis to recognize that the acts of categorizing and decoding and analyzing only enhance the enjoyment of whatever they do for "downtime." That is a skill that they will share with students of any discipline, and that's why our graduates will be able to find jobs more easily, be more likely to keep jobs they earn, and be first in line for promotions and advancement—because they have been trained to never turn off their brains, even in their off time.

Their critical thinking skills will be second nature—no longer deemed the necessary evil of academic "work" that should remain in the classroom, something viewed as a series of hoops that lead them ultimately toward a sheet of paper, an intellectual finish line signifying that they are done with these pesky academic efforts that include thinking, analyzing, decoding, deconstructing, and building meaning. It's how they become the lifelong learners that all educators are, and we've never needed these dedicated learners more.

Many of those who were never taught critical thinking skills, or at least chose not to regularly practice those skills, are showing up across the media now, in both popular and professional outlets, and they are doing us no favors as a culture. It's more important than ever to teach students ways to critically analyze and constantly deconstruct everything they come across in a day, whether at work or at play, to seek meaning. They will soon recognize that the ability to analyze will be on par with a superpower when they are being compared to their co-workers and colleagues.



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Costuming

SWEATING THE DETAILS

by Deborah J. Nelson

Are you sweating your costume choices? I know there are a few lucky souls out there who never appear to be sweating, but many are not so lucky. While sweating serves the purpose of helping to cool the body, it also makes a mess of your show choir costumes and can look unsightly on your performers. So, what can we do?



Taking Control

There are many options for perspiration control. The most obvious choice is selecting a deodorant that works with a student's particular body chemistry. Additionally, they can use antiperspirant on other areas of their bodies to control excessive sweating. For extra protection, they can use underarm perspiration control pads, which were a staple found in drug stores and department stores a few decades ago. Today, fabric versions and disposable pads are the ticket. Garment shields can keep performers fresh while preventing embarrassing underarm wetness, protecting fabrics from permanent stains, keeping underarm odors off the costumes, and saving on dry cleaning bills.

Another method for controlling perspiration in a costume would be to add a moisture-wicking lining to the garment itself. Perspiration can soak into this fabric, but not onto the outer fabrics. Sheer mesh sleeves might be another suggestion for excessive sweating. Finally, camouflage is also something to consider. Solid fabrics will show perspiration much more than a printed fabric will. If you must use a solid fabric, add a distraction, such as a rhinestoned area, so you won't see sweat patches as much.

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In other words, if you or any of your show choir performers are prone to excessive sweating, become aware of the preventative measures for their costumes. Then, steps can be taken to minimize any unsightly stains so performers only draw attention to themselves for all the right reasons!

Protecting Show Choir Costumes Between Performances

It is best to keep control of show choir performers' costumes by letting a trusted member of the booster organization be in charge. I have heard many horror stories of what can happen to a group's costumes during the course of the competitive year. Costumes have burned up in a house fire, stolen out of a car, or well-meaning parents have burned a hole in a wrinkled costume by using an overly heated iron. Beverages or food have been spilled on costumes, zippers have become stuck—when yanked closed—have split apart, pieces have come off, and nearly every other imaginable complication.

Show choir costumes are left open to all these "threats" if individual performers store their own designated costume and bring it to each performance. If the costumes have many separate parts, those parts can be easily lost or left behind. If one



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person takes charge of the costumes each time, he or she can check that everything is accounted for, as well as regularly checking for issues of torn, ripped or wrinkled costumes in order to fix these issues before the next show.

Get the Wrinkles Out

What do you do when life throws you a wrinkle or two? When show choir costumes get tossed and left on the floor, or balled up in a dance bag, wrinkles can easily happen.

There are many ways to remove wrinkles from performers' costumes. First of all, when you find a wrinkled costume, hang it up immediately. If you have days or weeks before you need it, the wrinkles may simply "hang out"; similarly, if you have the luxury to let them hang in a steam-filled bathroom (courtesy of a hot shower or two), the wrinkles may "hang out" upon completion of a few showers. If this doesn't work, or there simply isn't time, take the costume to a dry-cleaner. If they are a full-service cleaner and have their steaming equipment on-site, with a trained technician, they might be able to "de-wrinkle" the costume on the spot. If not, maybe they can accommodate the request in a short time.

If there's no time or money is tight, try a hand-held steamer or regular iron—but being incredibly careful. The key is to wait long enough for the water to get hot

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enough to steam, but avoid getting water droplets on the costume; instead, steam is what you need. Hold the shot of hot steam under the costume, while it's on a hanger or someone else is holding it, while being careful to avoid the hot steam of course. Additionally, be wary because irons can sometimes surge in temperature, and an iron on "super-hot" mode can ruin a costume. Test the iron first on something that is not the costume, or protect the costume with a pressing cloth or a Teflon sheet, items that help diffuse the heat.

For many more tips on cleaning show choir costuming or keeping your show choir costumes fresh, visit <http://www.satinstitches.com/blog> and download the free e-book "Tips for Keeping Your Costume Fresh."

ABOUT THE AUTHOR: Deborah J. Nelson is the Founder/ Head Designer for Satin Stitches Ltd., a custom performance costume manufacturer located in Minneapolis, MN, since 1978. Ms. Nelson has a BFA degree in Fashion Design and worked in the garment manufacturing industry for 4+ years before starting Satin Stitches. Call 763-323-9507 or 1-800-48SATIN or email customerservice@satinstitches.com for more information.

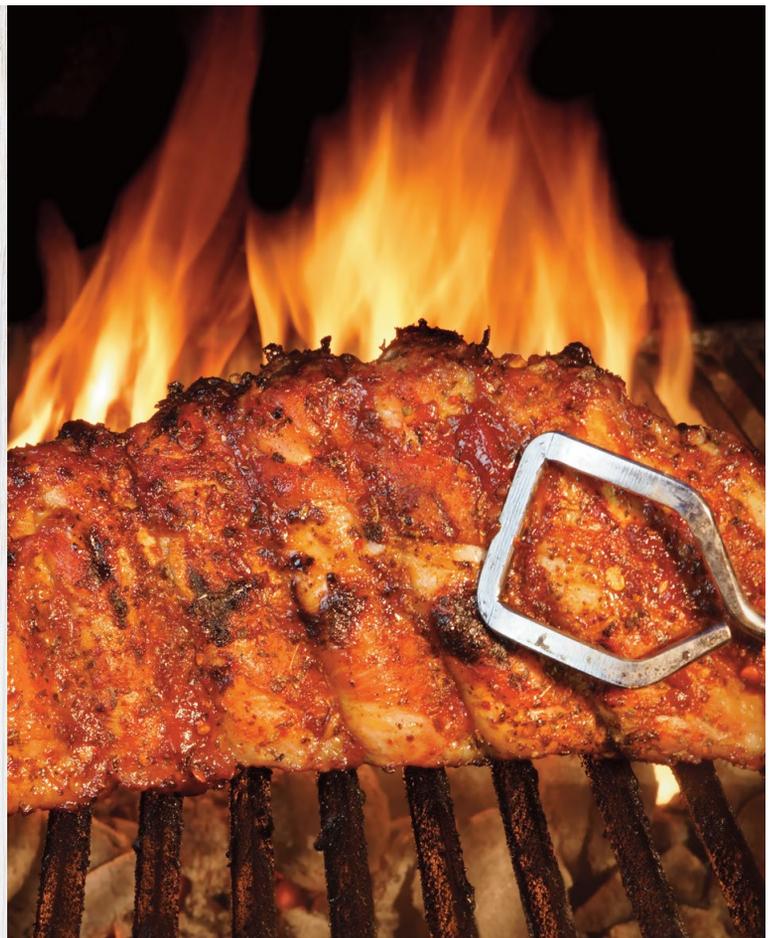


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AUDITORIUMS & SHOW CHOIR

by Rick Roe



Creating a Multi-Purpose Space for your Show Choir

In today's environment of the multi-purpose space, the auditorium manager is faced with the hurdles of providing every stake holder the opportunity to host their event flawlessly.

Their limited staff, storage space, and event-specific presentation create a very unique challenge. The days of permanent set pieces and dedicated lines are gone—replaced with the equipment that can allow for a fast-paced change.

Finding the Right Staging Combination for Different Groups

For every space, show choirs, theater groups, orchestras, and traditional choirs all want their equal time and want the space set for their specific application. This competition for the space available can create a tense environment with a lot of friction between



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the groups of users, so finding the right combination of equipment that can be flexible and hold the highest level of presentation is very important.

Raising the Performance Level

This is evident in the world of show choirs that constantly need to raise their level of performance, yet leave the stage in the allotted time.

A platform system with unitized framing support that is easy to set up for the performance, yet can be whisked away at a moment's notice, goes a long way toward helping make the open stage space accommodate the show choir needs.

The traditional 3x3 or 4x4 grid configurations can also be set up in a variety of layouts and be added



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to in the future to accommodate the growth of the program. Getting the right portable equipment to fit today's production needs, but also looking to the future, will ensure the best investment over time.

Easy-to-Use Portable Riser Equipment

Easy to use portable riser equipment helps the auditorium manager by reducing both the amount of set-up staff and product training that is needed. In many cases, the actual performer or the volunteers supporting the production can assist with set up and tear down.

The portable riser equipment should be simple to utilize, yet still provide the venue with utmost in durability and performance. Even with very limited staff to make events happen, a typical performance platform can be set up and ready to use with just two people in less than 30 minutes.

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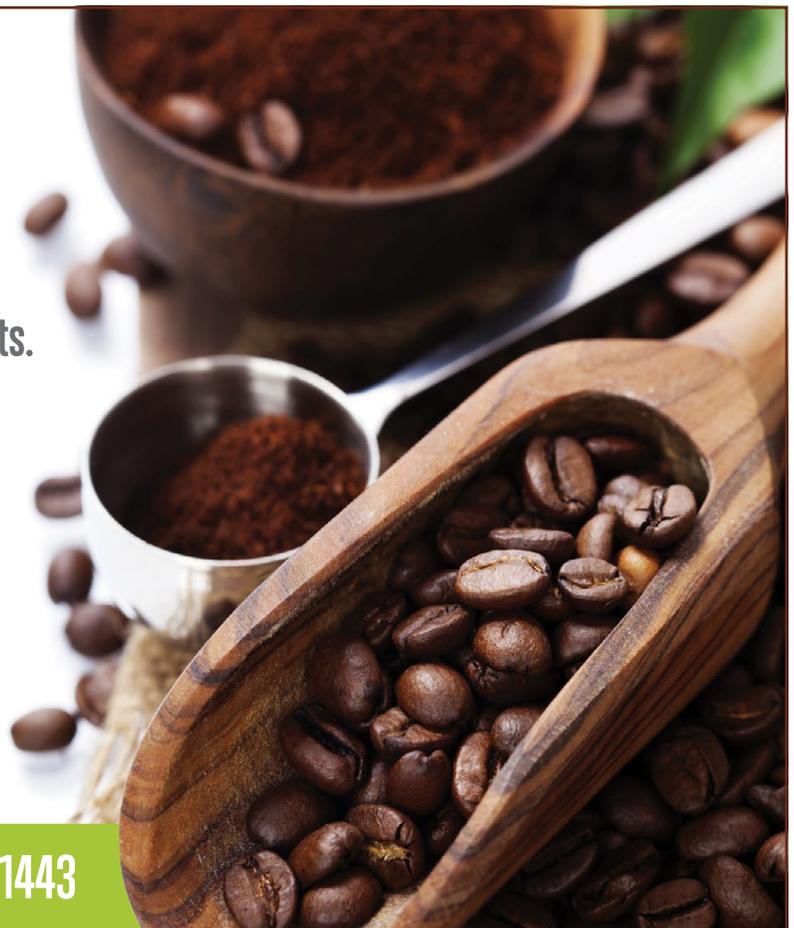
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A multi-purpose space also requires equipment storage for the orchestra, theatrical group, and show choir.

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Embracing the Multi-Purpose Space

The multi-purpose space of today is not to be feared and should be embraced. The perfect or nearly perfect execution of every event is possible, if you have the right equipment to help with your event.

Remember that every stakeholder is trying to accomplish the same thing: a flawless event that keeps the audience wanting more.

ABOUT THE AUTHOR: Rick Roe has 23 years of StageRight sales experience, serving all divisions through the years with the last 13 years as the StageRight School and Church Market Manager. Rick is based out of the home office in Clare, MI.



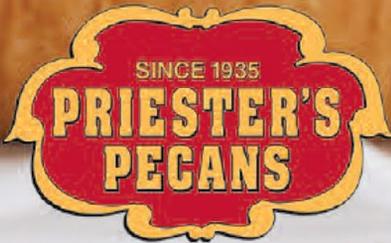
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Way back in the late 1970's, our founder Jerry Geatches had a dream. He wanted to be in the meat business. He retrofit our family's barn into a meat cutting operation with his bare hands. Burning the midnight oil, he forged a business based on service and fairness. In 2017 we are celebrating our 39th year in the meat business. We have shipped over 75 million smoked snacks, all for fundraising. We have added two brand new flavors making the total offered 16 flavors!

As we outgrew our smoker, we would build another one always bigger and better than the last. Our whole family was involved as we used to put stick-on labels on plastic pouches then the next day we would stuff the finished product into the pouches and vacuum pack them 6 at a time which took about a minute.

We bask in the shade of the mighty oak of a business he built from nothing but a dream, and we are honored for the opportunity to see how far we can grow. Get your free samples, and begin an outstanding fundraiser by going to our site or by calling 800-277-8989.

DREAMLAND BBQ

www.dreamlandbbq.com

1958 was a big year for Tuscaloosa. Not only was it the first year that Paul "Bear" Bryant started coaching at Alabama, it was also the year that John "Big Daddy" Bishop opened his first Dreamland Café. Big Daddy was a brick mason for many years, and he longed for another way to support his family. He had narrowed it down to opening either a mortuary or a restaurant and he got down on his knees and prayed for guidance. In the beginning, it wasn't just ribs and white bread. Big Daddy and his wife, Miss Lilly, served many things from sandwiches to postage stamps. The customers always kept coming back for the warmth they felt every time they passed through the door and Big Daddy's ribs and secret recipe bar-b-que sauce.

Dreamland is still eminently known for bar-b-que ribs. To find out more about us, please feel free to make yourself at home on our site. You can find out about our fundraising options and get a little Southern goodness shipped right to your door. Whichever route you choose, when you eat Dreamland Bar-B-Que, you'll get to discover for yourself why there "Ain't Nothing Like `Em, Nowhere!"



SPOTLIGHT ON *Fundraising*



Photo of Attaché by Tracey Harrison

DUTCH MILL BULBS

www.dutchmillbulbs.com

For over half a century, Dutch Mill Bulbs has been committed to providing our customers with the best available bulbs and rooted perennials. We work only with reputable growers who share our dedication to quality and service. We look forward to an opportunity to earn your business.

Dutch Mill Bulbs was established in 1960 with a company vision based on several criteria. First, we were committed to a unique fundraising idea that was environmentally responsible and available year-round, offering spring and fall flower bulb fundraising programs. Secondly, we would provide no-risk spring and fall flower bulb fundraising programs. Next, we would provide low cost, easy-to-sell, guaranteed to grow and bloom pre-packaged flower bulbs and bare root perennials.

Finally, we committed ourselves to superior responsiveness to customer needs as well as continuous improvement. We've been so successful for so long because we not only stand behind our products with a no-nonsense guarantee, we also stand behind our customers, offering unmatched service and support. Contact us toll free at 800-533-8824 or visit our site to get started on your next fundraiser!

PRIESTER'S PECANS

www.priesters.com

Priester's Pecans is a family-owned company specializing in delicious old-fashioned, farm-fresh gifts like pecan desserts, pecan candies, cakes, and bulk pecans. As we have served as pecan suppliers and candy makers for over 7 decades, our Gourmet Pecan Pieces, Gift Tins, and Candies have delighted countless families.

It is our pledge to you that we will only ship the newest, freshest crop of pecans available to you and your gift recipients. At Priester's Pecans, we want you to be satisfied with every purchase. If any item does not completely delight you, we will be glad to honor our 100% Satisfaction Guarantee. Our ordering process is user-friendly, fast & efficient. We have organized our fundraising program into as few steps as possible, so you can spend more time raising funds and less time with forms and paperwork.

Priester's makes it easy with our "No Hassle Fundraising Program" so fundraising has never been easier, more fun, or as profitable. Call us at 800-277-3226 or visit our website today to get started!



SPOTLIGHT ON *Fundraising*

SCHOOL SPIRIT COFFEE

www.schoolspiritcoffee.com

School Spirit Coffee uses only the highest quality Arabica Beans from Central and South America. All coffee products are roasted specifically to your order at our Roastery, Creative Coffees, and guaranteed to be roasted fresh within days of delivery! Since 2005, School Spirit Coffee has been providing a quality product with private label packaging at a great price to help raise funds for school groups and civic organizations.

The idea for School Spirit Coffee came to owner Debbie Hohman as a result of her school spirit and frustration with typical fundraisers. As an active booster mom for fifteen years, with two wonderful daughters, Debbie has helped organize and sell all the typical fundraising products—candy, nuts, wrapping paper, candles and the list goes on and on. Because of the high cost and low quality, often the items were difficult (or embarrassing) to sell to family and friends. If you are looking for an easy fundraiser that incorporates great products with your private label at a competitive price, give us a call at 800-570-1443 or submit a request form from the contact page of our website. We would appreciate the opportunity to help you have a fantastic fundraiser.

SQWINCHER

www.sqwincher.com/music

The Sqwincher Corporation was started in 1975 in Columbus, Mississippi, when founder Mack Howard had the idea of creating an alternative sports drink that could compete against Gatorade. The Sqwincher formulation is the result of research and development that goes well beyond quenching thirst to deliver rehydration for the toughest of work conditions. Sqwincher is a higher level of hydration, with a variety of enjoyable flavors that rehydrate and refuel your body with lower sodium, higher potassium and other essential electrolytes. Water and other fluids like Sqwincher give your brain the energy for all brain functions, including thought, memory and nerve processes. When you're dehydrated, your body craves electrolytes—but water alone won't do the trick. Sqwincher provides optimal hydration.

Sqwincher is a perfect fundraiser for both health and profit—offering great margins for your group, with a product that can be sold at concession stands and school events or directly to friends and family. Have fun and raise money for your group or organization with the great taste and versatility of Sqwincher Squeeze. Visit our site for fundraising information and contact us today.

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SPOTLIGHT ON Arrangers



BREEZE TUNES

www.breezetunes.com

Garrett Breeze is a media composer and arranger living in Nashville, TN. He is known primarily as an arranger for many of the top competitive show choirs throughout the United States and travels regularly in that role as a clinician and adjudicator. In addition to his choral work, Garrett frequently writes for high profile media projects including film, television, video games, and corporate media. He holds a bachelor's degree in Media Music from Brigham Young University and a master's Degree in Commercial Composition and Arranging from Belmont University.

We are proud to have supplied music arrangements to more than 110 choirs throughout the United States and Canada, contributing to over 86 championship wins to date! Breeze Tunes Productions specializes in creating high-quality, competitive arrangements tailored to fit your choir's show design, skill level, and budget! You can search our full catalog of previously arranged titles from our site. To order a new custom arrangement, license a previously arranged title, or to book Garrett for a clinic or workshop with your choir, you can just fill out the contact form on the site, and he will respond within 24 hours: <https://breezetunes.com/contact>.

MUSIC ARRANGEMENT SERVICES

www.showchoirmusic.com

In the late 1980's, Jeffrey Bowen began arranging for competition show choirs as extra work. During the 1990's, the arranging grew into full-time work and was established as Music Arrangement Services. In 2012, the company became incorporated as Music Arrangement Services, Inc. with the same concept of providing high-quality competition arrangements as well as ensuring the legal licensing of each and every title. Arrangements have been purchased by schools in over 35 states and several European countries and Australia. Music Arrangement Services, Inc. provides quality Show Choir arrangements to competition Show Choirs all over the country. With hundreds of titles to its credit, directors will be able to see the wide variety of styles created to make your show choir sound the best!

Music Arrangement Services, Inc. can assist in all licensing and arrangement permissions to ensure the legality of making copies for your rehearsals! Currently, there are hundreds of titles on file that have been created over the decades, including original pieces by Jeffrey Bowen that have been purchased by show choirs around the country.

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SPOTLIGHT ON *Costuming*

DORNINK

518 E. Grand Avenue, Des Moines, Iowa 50309
515-255-7528 . www.dorninkshowchoir.com

Dornink, a custom design fashion house in Des Moines, Iowa, can create your show choir costumes to perfectly complement your set. Choose from our many styles or design your own and let us make your vision a reality. Dornink styles can be customized to fit your set and your budget.

Dornink has over 23 years of experience creating show choir costumes for schools through the Des Moines and surrounding areas. Founder Faythe Dornink began custom sewing costumes for her daughters in show choir in 1992 when she realized their need for a unique look. Since then, designer and daughter Sarah Dornink, educated and trained in New York, has joined the business. Sarah and Faythe will personally work with you to custom design your costumes and create the perfect set.

Dornink offers exclusivity on your costumes style. Please list up to 5 schools that are competitors and we will not sell them the same style. First come first serve on rights to all styles. Exclusivity begins once signed contract is received. You can reach us at 515-255-7528 or via email at showchoir@dornink.com. Visit our site to see our full show choir catalog: www.dorninkshowchoir.com

SATIN STITCHES

11894 Round Lake Blvd. N.W., Minneapolis, MN 55433
763-323-9507 or 1-800-48-SATIN . www.satinstitches.com

Deborah J. Nelson founded Satin Stitches® in early 1978, as a one-woman venture after working as a Fashion Designer/Patternmaker for a high-end woman's apparel company for five years in Minneapolis, MN.

By 1979, Deborah added a team of costume design professionals to help create the very best custom dance performance costuming available. Satin Stitches moved to its current location in 1989, and expanded to double the space in 1994. Although many changes have occurred at Satin Stitches in its nearly 40-year history as a high-quality, custom dance/performance costume manufacturer, the company remains true to its beginnings, by consistently creating both completely original and customizable costumes for all types of performers including individuals and groups of any size.

Deborah's 40+ years of professional design, fitting, alterations, and patternmaking experience hails her as a leader in the industry. A Bachelor of Fine Arts (Major: Fashion Design) graduate and former instructor at The Minneapolis College of Art and Design (MCAD), Deborah continues to share her knowledge and experience as both a speaker and writer on topics related to the design, selection, and care of performance costumes and uniforms. Call 763.323.9507 or email customerservice@satinstitches.com. Visit our site to see costuming options or read Deborah's blog.

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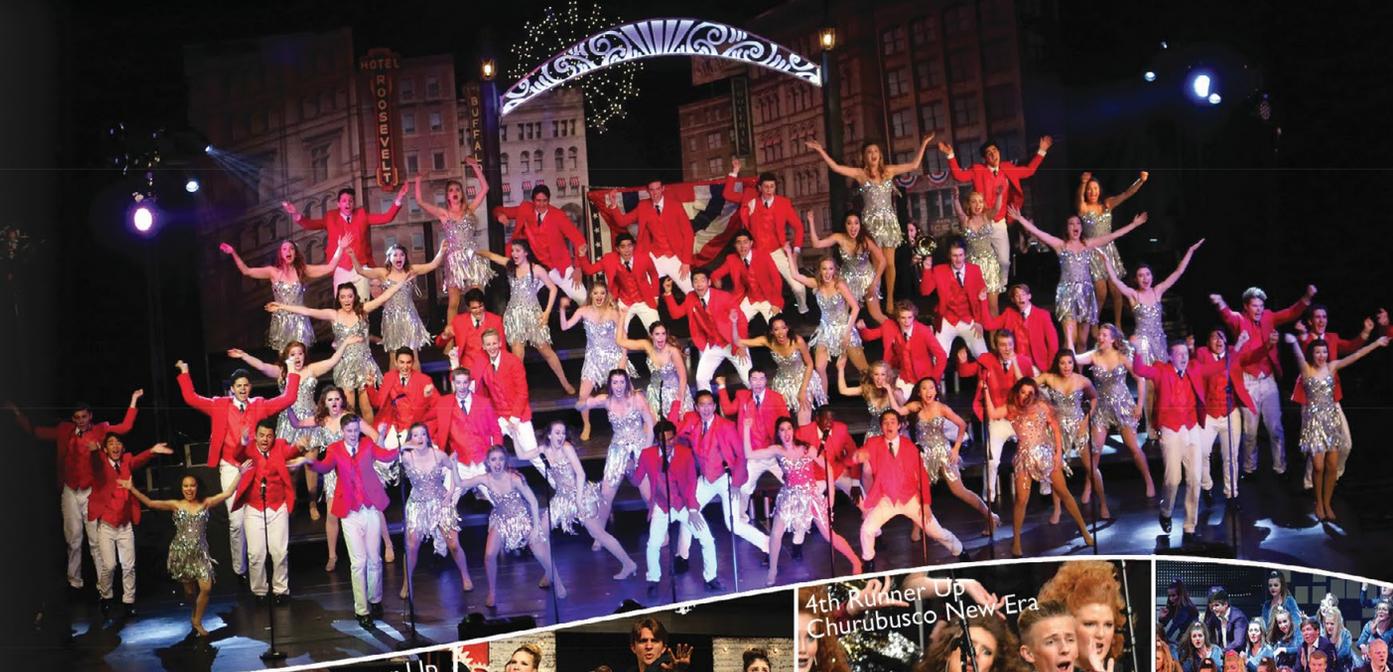


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The **Show Choir National Finals**, held April 22, 2017 at the Arie Crown Theater in Chicago, presented the annual **Aspire Awards** to the following industry professionals:

Lifetime Achievement Award	Bob Anderson
Vocal Vanguard	David Moellenkamp
Visual Vanguard	Kevin Chase
Best New Director	Megan Tantillo (Millard North HS)
Best New Choreographer	Nicholas Quamme
Best Arranger	Brock Keiper
Best Costumer	Gail McInnis Productions
Spirit of Service	Clover Hill High School (Sandra Thomas, Dir.)
Most Promising New Program	Broken Arrow Tiger Rhythm (Justin Rosser)
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Speaking of Memories

It was 1984. The story I heard was that the other brothers needed cash. They pleaded with little brother Michael to temporarily put his stellar solo career on hold and hit the road as the Jackson 5, one more time. He agreed. I bought my tickets and the Jacksonville Florida concert called the "Victory Tour" went up on my calendar.

My seats had my back against the furthest wall in the Stadium. Thank goodness for the giant video screen; without it I'd swear I was looking at a Flea circus. I'll remember that day for the rest of my life because that was the day I witnessed a performer who transcended any level of entertainment I had thought possible. I can forever say I experienced Michael Jackson in concert. He had the thousands of concert goers mesmerized by his voice and otherworldly dance moves. Michael left it all on the stage.

Just a few years earlier, in 1978, the whole Country Meats concept was started with a seedling sized dream in our old barn. My Dad performed the miracle of creating from scratch a product that thunderstruck the people who tasted it and changed forever the conventional idea of what a smoked snack stick could be.

Until we came along, few thought a snack stick could be non-greasy and heaven forbid, even taste amazing. We perfected the formula and have been adding new flavors along the way. Today, my two brothers and I run the operation from our state-of-the-art USDA inspected snack factory right here in our hometown of Ocala, Florida! (Ocala is known for Triple Crown winning race horses and long time resident John Travolta.)

With your plates full, any idea of a fundraiser must, at the absolute least, be easy peasy lemon squeezy. Offering an irresistible product to people that has a high profitability will amaze you at just how easy it is. What's just as amazing is how we treat each and every customer like family. Prompt and friendly service is just as important as the quality of our product, giving you a stellar performance every time.

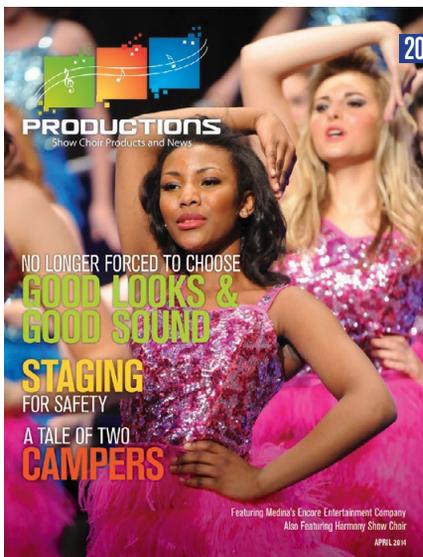
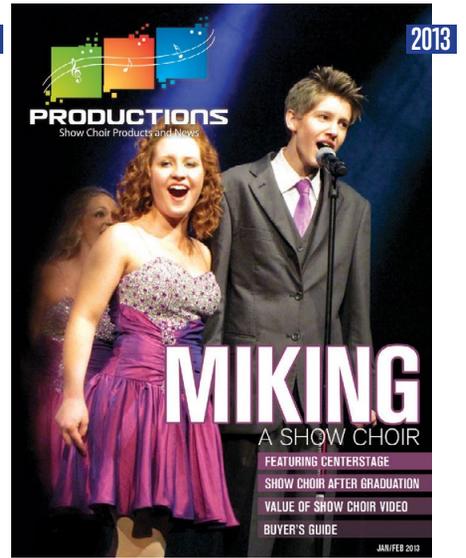
My hope is to help you pave the path of a successful journey in your endeavors of making memories for folks that will last a lifetime.

Thanks,
Paul



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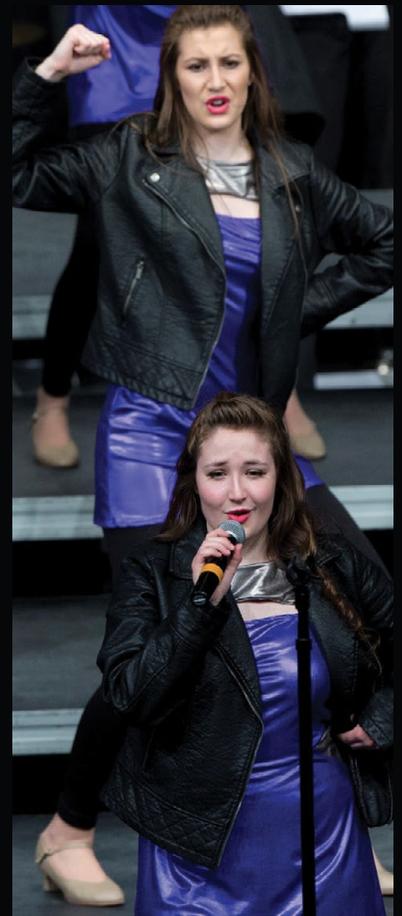
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