A MESSAGE FROM THE PRESIDENT

Karen Garrett

Ahh.... a new year filled with promise and renewed energy. Well, promise anyway. I’m writing this on the last week of school before winter break and am having trouble seeing the light at the end of the tunnel. Winter Concert, nightly caroling gigs and grading at my desk until 5:00 pm each night. Instead of Dreaming of a White Christmas, all I’m dreaming of is sleeping…zzz. But I know I can fill the new year with renewed promised and energy by….

Taking Advantage of All SCVA has to Offer!

Invite your young women to participate in Diva Day Feb. 4th and your young men to participate in the Young Mens Harmony Festival on Feb. 11th. This is a great opportunity to introduce your students to Barbershop/Sweet Adeline singing in a fun and educational atmosphere.

Congratulations to all the students who made All-State Honor Choir. It’s going to be a tremendous experience. Be sure to make plans to attend the CASMEC Conference Feb. 16-19th in San Jose to see the Honor Choirs perform. Full conference information: www.acdcal.org or www.calmusiced.com.

Are you receiving the bi-monthly emails from SCVA’s President Elect Rachelle Randeen? These SCVA e-mails are chock full of practical ideas, warm-ups, and technological tools. Don’t let your colleagues miss out. Forward them your email and introduce them to the benefits of SCVA membership.

Death, Taxes and Recruiting

Okay, the title may be a bit dramatic but really, who wants to think about the inevitable - like about recruiting for next year? You should!! A thriving program with full choir membership is our life’s blood. Are you a great conductor? Great! Doesn’t matter unless you have singers. Concerned that your administration doesn’t take your program seriously? Have a thriving program with a high percentage of the student population enrolled and you’ll be surprised how choir is now a priority in master calendar planning. There’s a phrase in my church’s weekly bulletin that reads, “numbers aren’t everything but.....they count”. Yes, they do. In SCVA’s search for more recruiting ideas and concrete materials we found that our band counterparts were taking a more targeted and systematic approach. So here are those ideas from Scott Lang’s e-newsletter. Scott is a leadership trainer and motivational speaker who began the movement “Be Part of the Music”. Here are some ideas for you to implement in your program:

Don't be embarrassed

Don’t ever be embarrassed to sell yourself and your program. If you believe in what you do and the benefit it has for someone, you should never shy away from who you are and what your program offers.

(Continued on top of next page)
A Message from the President (continued from front page)

**Recruiting is not an "event"**
Recruitment is an ongoing campaign. They say it takes seven contacts to get someone to pull the trigger on a decision. Just doing a concert, a classroom visit, or sending a mailing is NOT ENOUGH! Make it a goal to contact a student/family member in seven different ways prior to the decision point.

**Don't forget the parent**
Recruit the parent as strongly as you recruit the child. Students may want to take or not take your class, but then again, they also want to stay up until two o’clock texting their friends. The parents are the real decision makers when it comes to scheduling, so don’t forget to recruit them also.

**Use every weapon at your disposal**
Work with your feeder teachers, student leaders, and parents to have multiple points and ways of contact with every possible student and his or her family. Use students to recruit students and parents to recruit parents. Use every tool at your disposal and every opportunity to make your case of why music is important to their future development.

**Don't forget to re-recruit the kids you already have**
In pursuit of new members, sometimes we forget to re-recruit the kids we already have! It's natural for them to feel some element of "been there/done that" and it's important that you remind them what music has done for them and how it has impacted them.

Check out the “Be Part of the Music” website at [www.bepartofthemusic.org](http://www.bepartofthemusic.org). It has an instrumental Focus, but many of the materials are generic and the “Recruitment Packet” is a great tool. If you would like to share your successful recruiting ideas please email me at kgarrett@cnusd.k12.ca.us and help us build SCVA’s toolbox in this area.

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**Junior High Honor Choir Auditions Are Just Around the Corner!**

*Marcelo Martínez, VP-Jr. High/Middle School Honor Choir*

Audition applications close at midnight on January 13, 2017. Please be sure to sign up your developing singers for this awesome opportunity. Our guest clinician is Dr. John St. Marie. He is a consummate, inspiring musician and lots of fun to work with. I’m positive your students will love working with Dr. St. Marie for the 2017 SCVA Junior High/Middle School/ 9th Grade Honor Choir. For audition requirements, please see [http://www.scvachoral.org](http://www.scvachoral.org) or email Marcelo Martínez at timekp@hotmail.com

**Regional Rehearsal**
Saturday, March 25, 2017
Mesa Robles Middle School (Hacienda Heights)
9:00am-12:00am
*This will be the only regional rehearsal*

**Final Rehearsal and Performance**
Saturday, April 29, 2017
Los Alamitos High School, PAC
Rehearsal session: 9am to 6pm
Concert: 6:00pm / Ticket Cost: $10
Preliminary Performance Registration
Vocal Solo and Small Ensemble Competition

APPLICATIONS ARE CLOSING
Monday, January 2nd
Register NOW!

Audition Dates and Locations

Saturday, January 7th*: Glendale High School, Host: Grace Sheldon-Williams (OPEN)
Saturday, January 14th: Providence High School, Host: Marisa Bradfield (OPEN/ALMOST TO CAPACITY)
Saturday, January 28th: Fullerton High School, Host: Scott Hedgecock (CLOSED)
Saturday, February 4th: Newbury Park High School, Host: John Sargent (OPEN)

Introductory Performance Guidelines
- All registrations must have director approval
- Directors or voice teachers must be current SCVA members.
- When performing in an ensemble, only one vocalist per part will be allowed.
- Ensemble participants can have a group size of three to eight vocalist.
- All solo performances must be accompanied.
- All performers must supply their own accompanist.
- All solo performances must be memorized. Ensemble performances may choose to perform with scores.
- All participants must select repertoire from the classical, musical theatre, or jazz genre.

Attention!!!
SCVA applicants who earn a Superior rating will be invited to the CMEA State Solo and Small Ensemble Festival.

How Do I Register?
Register a solo or ensemble for a festival @ www.scvachoral.org

Select the Performance Category
Classical or Musical Theatre/Jazz

Competitive, Non-Competitive, Rating or Comments only

Pay the Registration Fee
$30 for solo, and $35 for small ensembles online

Online Application & Payment Deadline
Monday, January 2, 2017
www.scvachoral.org

For further questions and information: Please email marisa.bradfield@providencehigh.org
Young Women's and Young Men's Harmony Festivals
Mark Freedkin, VP of Barbershop Harmony Festivals

Preparations are well underway for this year’s Barbershop Harmony Festivals for Young Women and Young Men. Both events will be held at the Robert B. Moore Theater on the campus of Orange Coast College in Costa Mesa. The 12th annual “Diva Day” Young Women in Harmony Festival, sponsored by the Harborlites Chorus, will be held on Saturday, February 4, and the 17th annual “Young Men’s Harmony Festival” will be held on Saturday, February 11, sponsored by the Masters of Harmony. Both of these events provide a unique musical opportunity for your singers and will provide a positive boost to your choral music program.

For the Young Men’s festival, Justin Miller (director of the Masters of Harmony and the Westminster Chorus, and member of the choral music faculty at Mater Dei High School) will present a session to all attending choral directors about how to use barbershop harmony to attract more young men into your program.

Although the registration deadline has passed, you and your singers are welcome to attend the evening public performances. Show tickets will be available at the door for both events.

Please contact us if you have any questions about our festivals. For more information, please visit the Barbershop Harmony Festival pages in the “Events” menu on the SCVA website.

Vocal Jazz and A-Cappella News
Christine Tavares-Mocha, VP – Vocal Jazz

SCVA Vocal Jazz and A-Cappella Festival – Friday March 10, 2017.

Adjudicators: Kerry Marsh and Christopher Harrison
Headline Performers: True North
Registration is now open! Registration Deadline is February 11, 2017

True North to Headline the Evening Concert. Tickets are $6. Our adjudicators will be UNC Vocal Jazz Director Kerry Marsh and ARORA extraordinaire Christopher Harrison. The festival includes an on-stage clinic with great feedback from our exceptional adjudicators. Only a few spots are left; register now and take part in this great opportunity to perform, have an on-stage clinic, and watch great groups from across Southern California.

To register and for more information, visit www.scvachoral.org
Tell us a bit about your recently premiered composition…
Contra Costa Chorale, directed by Cindy Beitman, put out a call for composers as part of their 50th anniversary. A number of composers submitted manuscripts and two were chosen: Stephen Main’s “Where Everything Is Music” and my “Our True Heritage.” Stephen Main’s piece was performed last spring with choir and orchestra. My composition was premiered November 19 & 20, performed with baritone solo, choir and harp.

Talk to us about your vision for this composition…
“Our True Heritage” is based on a poem of the same name by Buddhist monk, Thich Nhat Hanh. Through time the original piece segued into a twenty-minute, five movement composition. The choral portion consists of three movements, with two harp interludes between each choral segment. After the tumultuous U.S. election season, many choir members stated that they were brought to a sense of peace while performing the composition.

How was composing for harp?
I had the distinct pleasure of working with Jillian Risigari-Gai. She became my harp coach. Learning how to play the harp and how it works in composition was inspiring. I would compose a section and then send it to Jillian, who in turn played through it and made recommendations. Based on her professional insight, revisions were made. I was very honored that she premiered the piece as well.

What comes next? And when can we hear “Our True Heritage” in the future?
After the premiere comes the first round of edits! I will do a few rewrites and prepare to hear the piece performed again. It’s very exciting, because Jonathan Talberg will perform this piece in our area! The performance is scheduled for April 30, 2017 at the First Congregational Church of LA. In addition, my next project is a commission from the Choral Arts Initiative (http://www.choralartsinitiative.org/index.html). They have something special planned for their fifth anniversary that involves five composers and five premières! It’s exciting!

What tips would give upcoming Choral Conductors?
Value the teacher/mentor relationship and find one who will help you meet your compositional goals. If you want to express yourself in composition, then fill your head with all sorts of sounds and styles of music. Listen, listen, listen. And, never stop studying and learning more about the art.

What do you appreciate most about being involved in SCVA?
The camaraderie of my fellow passionate musical colleagues.
Now that we know our ensembles…..
*Nancy Ludwig, VPI - Festivals*

...choosing Festival repertoire should be easy, right?!?! HA!
Welcome to January, for many of us, the dead time of the year that is not so dead. This is a time to reflect on the progress our ensembles made during the fall semester and to relish the fact that DECEMBER is OVER!!!!

Now about that festival literature. There are directors out there who are able to plan their entire year in advance, but for most, I would suspect that spring literature choices depend entirely on what they learned about their ensembles during the fall semester. Although this can make planning and ordering music difficult, this approach serves students very well. Waiting to choose festival literature until we can assess the progress of our students allows us to once again choose a variety of quality repertoire that assists us in teaching the next steps of musicianship to our students, and it allows us to tailor those choices to exactly what they need. In fact, sometimes you can’t choose that ‘third piece’ until you get going on the first two and assess what piece will help round out their skill set for the semester. GIVE YOURSELF PERMISSION TO DO THAT!!!!

Register for that SCVA festival, it will solidify your timeline, and then go get some amazing literature to teach your students!!! Many festivals have already filled up, but we still have quite a few for you to choose from. Registration closes March 1.

**Junior High/Middle School Festivals**

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<th>Site</th>
<th>City</th>
<th>Level</th>
<th>Type</th>
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High School Festivals

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CMEA State Choral Festival to be Postponed

_Nancy Ludwig, CMEA State Choral Festival Chairperson_

Due to unforeseen circumstances, CMEA is postponing the State Choral Festival to Spring 2018. Continue to save those adjudication sheets this spring in anticipation of this fantastic event returning to Southern California next year.
SCVA will be hosting its annual Show Choir Competition in the spring of 2017. The confirmed date will be shared as soon as it is available. As we wait for confirmation, we are still looking for new venues. If you would like to host the competition let us know. Last year’s competition was a successful one with 15 high schools and 20 groups competing in various divisions. Our adjudicators were John Wilson, Michael Fenton and Roger Duffer.

Congratulations to all participants in last year’s competition! It is great to see so many schools that have show choir as part of their choir program. It is my belief that Show Choir adds another dimension to our students’ choir and singing experience. It is our job as Choral Music Educators to offer many opportunities to our students to introduce new genres and styles and give them many ways to express themselves through singing. Show Choir is also a great way for students to add cardiovascular/aerobics to their otherwise dreary days in the academic classroom!

If you are considering adding show choir or if you already have show choir as part of your program, here are just a couple items to share:

1. If you use unpublished arrangements, you will be visited by the copyright people.
2. Be prepared to pay for the copyright privileges to use those unique arrangements.
3. If you use published arrangements, you do not have to worry.
4. Choreographers are available at reasonable costs to your program. Take advantage of their expertise to add a professional facet to your show choir performances.
5. Costumes can be purchased through catalogues that specialize in show choir attire or downtown Los Angeles garment district has outfits in bulk at reasonable prices. There are many costume people who will also make costumes for your show choirs.
6. There are many qualified musicians who would love to play for your groups. A live band adds excitement and energy to your performances.

Thank you to all who participated in last year’s event. We hope that you will join us again this year!
Our Regional High School Honor Choir performances this past November were nothing short of brilliant music making at its finest. **THANK YOU** to the countless individuals who helped to make this a wonderful experience for our students. A huge thank you to our inspiring conductors and pianists including Dr. Modica, Dr. Stewart, Dr. Aspaas, Dr. Shakliyan, Ms. Brenner and Mr. Schubert. Thank you to our rehearsal conductors last October for their great preparation. Thank you to our choir hosts (Bethany Encina, John Sargent and Jessica Schemmel), the amazing teachers who volunteered to usher, chaperone, make coffee and food pickups, help with registration or part checks, sell tickets and countless other tasks. We were given so many compliments on our organization and the overall experience, and we have all of YOU to thank! 😊

*It takes a whole village to raise a child.* -Igbo and Yoruba (Nigerian) Proverb

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**Website Update**

*Mark Freedkin, SCVA Webmaster*

It has been two months since we launched the new website, and the response has been overwhelmingly positive. The new contemporary design provides a more professional appearance for our organization on the Internet and hopefully makes it easier to find information to help you run your choral program. The new design is also “mobile-friendly”, which means that the pages will be more readable on mobile devices with smaller screens, such as tablets and smart-phones, without requiring lots of scrolling.

Here are a few helpful hints for using our website:

1. When using PayPal to pay for multiple items of the same type (such as Festival Registration Fees), you can save a little money by adding the item to your shopping cart once and then setting the quantity to a value larger than one. For example, in the “Choir Name” field, you can simply enter more than one ensemble name. This will save you $0.30 for each line item in your shopping cart beyond the first one. It’s not much, but these days every penny counts.

2. **PLEASE DON’T REPLY DIRECTLY TO BROADCAST E-MAIL MESSAGES.** A number of automated e-mail confirmation and broadcast messages are routinely sent from our website for various events. Please ensure that your e-mail system can accept incoming messages from "admin@scvachoral.org" so you can receive all of those messages. In some cases, you may need to administrators to prevent rejected as SPAM. Please also those automated messages, webmaster, and I must then manually forward your message to the originator. For more efficient communication, please do not reply directly to any of those messages. Instead, please send your response to the original sender.

3. If you find any problems (such as broken links that result in a “404 - File Not Found” error), please contact me directly so I can fix it. Similarly, if you receive any “Database Error” messages, please copy and paste that error into an e-mail message and send it to me. In most cases, the length of the text you entered may just be too long for a specific field in the entry form, so please try entering a shorter text string to resolve the problem.
Michael Fenton

An organization, no matter how well designed, is only as good as the people who live and work in it.
- Dee Hock, founder of Visa

Our current membership numbers show that there are 295 registered SCVA members. 259 are active, 13 are retired members, and 23 are student members. As your newly appointed Board member in charge of Membership for SCVA, my goal is to increase our membership numbers to appropriately reflect the number of choral programs in Southern California.

With the hustle and bustle of rehearsals, performances, staff meetings, booster meetings, field trips, lessons, family, and friends, it is easy for us to forget about the importance of our professional organizations. And for us choral professionals, which one do we choose? SCVA, ACDA, MENC, CMEA, NAFME, NATS, IAJE, and the list can go on and on.

After doing a bit of research about reasons to join a professional organization, I whittled it down to the following three points:

1. Professional Development and Growth – It is easy for our lives to become stagnant. While our lives can certainly become routine, our profession is dynamic. Every year we have an incoming group of new students, our choir membership is never the same from year to year, and let’s not mention the changing voices of our young people. We must grow and evolve to remain relevant in our field. As choral professionals, we see our school districts provide professional development opportunities for the Core classes. We must make our own opportunities.

2. Look for New Acquisitions – Beg, borrow, and steal. All of us take the best from those around us. From warmups to repertoire to teaching methods, we have all picked up new tricks of the trade from experienced choral professionals. With new challenges each year, we want to top the previous year by performing that new piece we heard at a reading session or convention performance or that golden gem that we performed in high school. Whatever the case, our student bodies are changing and our methods must evolve too.

3. Find Your Passion – Our performers are a reflection of us. If we do not have passion, why should they? We get stuck in the routine of life and constantly need reminders of why we do this. And I’m not talking about that awesome rehearsal experience when that tough piece “clicked.” What about the moments in between those awesome moments? I want my students to see my passion ALL of the time. I find that the summer conferences give the boost to start the school year, fall conferences keep that fire lit, and the spring conferences rekindle the flames of the burnt-out teacher anxiously awaiting the end of the school year.

If you are reading this, you are a member of SCVA. You understand that SCVA provides opportunities for professional development. We provide performance opportunities for your students in the forms of Honor Choirs, Festivals, and Competitions. We provide networking opportunities for choral colleagues to share our best practices for all levels and choirs. You also know that there are colleagues in your district or town who are not members of SCVA. Please encourage them to be a part of our awesome organization.
SCVA Regional High School Honor Choir 2016 Moments

Men’s Honor Choir, Dr. Christopher Aspaas

Mixed Honor Choir, Dr. Shawna Stewart

Women’s Honor Choir, Dr. Joseph Modica
IMPORTANT DATES & DEADLINES

Solo/Ensemble Festival Application Deadline: January 2, 2017
Vocal Solo Competition Preliminary Rounds: 1/7, 1/14, 1/28, 2/4/2017
JH Honor Choir Application Deadline: January 13, 2017
JH Honor Choir Auditions (Various Locations): January 21, 2017
JH Honor Choir Auditions (Various Locations): January 28, 2017
Diva Day: February 4, 2017
Vocal Jazz/A-cappella Festival Application Deadline: February 11, 2017
Young Men’s Harmony Festival: February 11, 2017
California All-State Vocal Jazz Ensemble: February 15-18, 2017
California All-State Honor Choir Concert: February 18, 2017
Vocal Jazz & Contemporary A Cappella Festival: March 10, 2017
Vocal Solo Competition Final Round: March 18, 2017
JH Honor Choir Rehearsal: March 25, 2017
JH Honor Choir Rehearsal / Concert: April 29, 2017