



... hundreds of smiles!

them sing "Shenandoah." Shortly after February 14, Marge passed on. Thankfully, this quartet was given a chance to make her last Valentine's Day her best yet.

Because of their high exposure, CHIPS no longer has to advertise, as they did in 1995 (their first year). The repeat business and referrals take care of the majority, on top of posting a few flyers in local businesses—and voila!—a whole day (usually from 8 a.m. to 11 p.m.!) scheduled full of Singing Valentines deliveries is achieved almost effortlessly.

After word-of-mouth has run its course, CHIPS members find themselves singing in a variety of destinations: classrooms, offices, retirement homes, banks, factories, retail stores, schools, medical clinics, and their favorite, in front of a high school choir. There isn't a chapter fundraiser so the cost per Valentine is low, although they still make a profit, even after accounting for candy, flowers, film for cameras and gas.

"My quartet has performed over the years in beautiful auditoriums for many audiences across Wisconsin, Minnesota, Michigan, Iowa, and Illinois, says Arneberg. "But there is nothing more fulfilling than singing right in your own town for an audience of a dozen, when you know that there is real heartfelt meaning behind the words you're singing."

Delivering Singing Valentines allows barbershoppers to not only get friends and family members involved in this wonderful world of a cappella and harmony, but it also provides an easy way to make a profit. Year after year, participating barbershoppers are welcomed with open arms as they visit people around their city, helping create special memories they'll forever cherish.

To register your quartet for Singing Valentines or to get more information, please visit www.singingvalentines.com.

— Danielle Cole, Marketing & PR Coordinator

