

November/December 2008

# THE HARMONY ER

OFFICIAL PUBLICATION OF THE SOCIETY

## Mike Rowe of "Dirty Jobs" fame blames his success on Fred King

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INSIDE: Bill Biffle: Not status quo • Youth in Harmony challenge 2 • Singing Valentines in photos



**WHY IS FEBRUARY 14** often the best day of the year for a barbershopper? You don't know what will happen next, but you know it will be memorable! If a picture is worth a thousand words, CHIPS quartet has published a whole book inside.

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*JAMES ESTES, MUSIC SPECIALIST, STUDENT ACTIVITIES DEVELOPMENT*

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Photo courtesy of  
The Discovery Channel

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### THE TAG

"I Love You So"

# 40 performances in one day ...

No fundraiser here—they sing just for the pleasure of it  
Be sure your chapter is ready for Singing Valentines!

How often do you get a chance to say you truly made someone's day much better? Not too often. How often do you get a chance to say you brightened the mood of countless people on more than 40 occasions during one single day? Probably close to never ... unless you've helped deliver Singing Valentines!

The CHIPS quartet in Wisconsin made the most of their opportunity—and with no chapter nearby, they're doing it all themselves! Tom Arneberg (Br), Rod Bailey (Bs), Randy Knaack (L), and Jerry O'Brien (L), delivered Singing Valentines for more than 40 people on Valentine's Day last year and had some pretty decent pictures to show for it. CHIPS has performed Singing Valentines for 10 years in the Chippewa Valley area.

Having delivered Singing Valentines since 1989, Arneberg relishes in unforgettable moments—singing live, on-air at a radio station for 10 years in a row, feeling like “rock stars” upon receiving standing ovations from groups of teenagers, and ending every Valentine's Day with the typical celebration shared with his quartet



members and their wives at a nice restaurant. Oh, and we can't forget the quartet's biggest fan, Marge O'Brien (mother of tenor, Jerry O'Brien), aka “The Quartet Mom.” Every time CHIPS performed for her, she made

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# ... 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](http://www.singingvalentines.com).

— Danielle Cole, Marketing & PR Coordinator

