

# Chiff Chat

NOVEMBER, 2013

## DEAN'S MESSAGE

On Saturday October 5<sup>th</sup> your chapter held its second event of the season. It was an Anthem Reading Session geared towards choir directors with small choirs. I want to thank Jim Maes and the members of the First Congregational Church in West Springfield for allowing us to hold this event at their church. The presenter was Sub-dean Quentin Faulkner.

Those in attendance went away with many ideas and suggestions to help them with their choir. The titles of these anthems that were presented can be found on page 2.

Also, those in attendance had a chance to sing a new anthem by Bob Weaver, which had just been published, titled "*To the Everlasting Hills*", for 2-part mixed chorus and published by Morning Star Publishers. We were given this anthem to take with us to use in our choirs.

On Sunday October 20<sup>th</sup> I attended a concert of thanksgiving for the ministry of our past dean Peter Beardsley at Christ Church Cathedral in Springfield. In June of 2012, Peter concluded a remarkable thirty-six year career as Organist and Choirmaster at Christ Church Cathedral. Composer Ronald Perera, professor emeritus at Smith College, was commissioned to create an original piece of music in honor of

Peter titled *Hymnos*. The piece includes several of Peter's favorite hymns. Grant Moss premiered the composition in this concert.

The next event that your chapter has planned for you is the Pastor/Organist Dinner. It will take place on Monday, November 4<sup>th</sup> at 6:00pm and will be held at Grace Lutheran Church, 1552 Westfield Street, (Rt. 20), West Springfield. The featured speaker is Martin Jean, director of the Yale Institute of Sacred Music who will be giving a presentation titled "*Sounding out God: Hearing music theologically*". Please invite your pastor, members of your music committee, and/or members of your church. If no one is able to come with you, come anyway. Jim Barnes is taking reservations via email (intwmass@aol.com) or phone (413-568-8477). Checks, payable to AGO Springfield for \$20 per person should be sent to Jim at 27 Carriage Lane, Westfield, MA 01085. The reservation deadline is NOW, so you really need to get yours in right away. It promises to be a great evening, one you won't want to miss.

I look forward to seeing you at the Pastor/Organist Dinner

*Donald Hooton, Dean*

*Next Chapter Board Meeting: Monday, November 17<sup>th</sup>, 2013 - 7:00pm  
United Congregational Church, Holyoke*



### CHAPTER OFFICERS

Dean - Donald Hooton  
Sub-dean - Quentin Faulkner  
Treasurer - Jim Barnes  
Secretary - Charles Marshall

### BOARD OF DIRECTORS

Scott Bailey  
Lori Bourret  
Elizabeth Dawson  
Joe Geehern  
John Karalekas  
Mary Jeanne Tash

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## CHORAL ANTHEM READING SESSION

SATURDAY, OCT. 5<sup>TH</sup>, 2013

1. A Repeating Alleluia - Calvin Hampton  
Alfred Press DMCO8167
2. Glory to God; SATB - arr. Hal Hopson  
Hope Publishing Co., MA 500
3. Coronation; SATB - Craig Courtney  
Beckenhorst press, BP1273
4. There Shall Come Forth a Shoot from Jesse; Two-part - Hal Hopson.  
Sacred Music Press (Lorenz) S348
5. How Long, O Lord?; Unison - John Bell  
GIA Publications, G-4531
6. Let Us Talents and Tongues Employ; Two-part - Austin Lovelace  
Lorenz CGA619
7. All Things Work Together for Good; Two-part - John Carter  
Providence Press (Hope Pub. Co.), PP117
8. Once he came in Blessing; Two-part mixed - Willa Foster Jones  
AMSI 681
9. As With Gladness Men of Old; Two-part mixed - John Carter  
Beckenhorst Press, BP1049
10. Rejoice, Rejoice; Unison - Jane M. Marshall  
Broadman 453-603
11. For the Bread - John Horman.  
Augsburg (c.1987) 11-2390
12. Baptized in Water; Two-part mixed - David Haas  
Hope C5574
13. Christ be with me; Two-part mixed - Aaron David Miler  
Augsburg 978-0-8006-7886-9
14. Strengthen for Service; Two-part mixed - Robert A. Hobby  
Augsburg 978-0-8006-7826-5
15. To the Everlasting Hills; Hopson/Cornelius; 2-part mixed  
Morning Star 50-9203.



*(Photos by Mary Jeanne Tash)*

# CALENDAR OF EVENTS

## November Events

**3 Sun. at 10:00am**

**St. Thomas Episcopal Church** in Hanover, NH presents Duruflé's *Requiem* with Dr. Gerald Weale, conducting and Peter Beardsley, Accompanist.

**3 Sun. at 2:00pm**

**Children's Chorus of Springfield** performance at Springfield City Library.  
Admission is free.

**3 Sun. at 4:00pm**

**Calvary Presbyterian Church in Enfield, CT** is hosting a concert in memory of Arlene Howes. Springfield AGO members are invited to play. Contact Lori Bourret at lopobo@cox.net for more information.

**4 Mon. at 6:00pm**

### Chapter Event

**Pastor/Organist Dinner** with guest speaker Martin Jean from the Yale Institute of Sacred Music. Grace Lutheran Church, West Springfield, MA. Presentation titled "*Sounding out God: Hearing music theologically.*"

**9 Sat. at 7:30pm**

Sixth Annual **Show Your Heart Concert** at the Cathedral of St. Michael the Archangel. Benefit concert on behalf of the Open Pantry. Music is being provided by the Pioneer Valley School for the Performing Arts, Bay Path College, Greater Westfield Choral Association, and the Cathedral Choir of Boys & Adults. Suggested donations: \$10 General Public: \$5 Students and Seniors.

**16 Sat. at 3:00pm**

**Children's Chorus of Springfield** concert, Trinity Methodist Church, Springfield.  
Admission is free.

**24 Sun. at 4:00pm**

**Experience Music at United Congregational Church in Holyoke** presents the Mt. Holyoke College Orchestra.  
Suggested donation of \$10, \$5 for students and senior citizens.  
[www.uccholyoke.org/concerts](http://www.uccholyoke.org/concerts)

**24 Sun. at 3:00pm**

**The Hampshire Choral Society** will present their fall concert featuring the *Vespers* by Michael Haydn and the *Magnificat* by Zelenka at Abbey Memorial Chapel at Mt. Holyoke College in South Hadley, MA. Tickets are \$15 for adults, \$10 for students and seniors, \$5 for children.  
[www.hampshirechoral.org](http://www.hampshirechoral.org).

## December Events

**7 Sat. at 7:30pm**

**Novi Cantori** will perform at the annual Winter Concert held at the First Congregational Church in Westfield, MA.

**7 Sat. at 7:30pm**

**Children's Chorus of Springfield** sings a Jerry Noble holiday medley at the Springfield Symphony Orchestra's Holiday Pops concert.

**8 Sun. at 2:00pm**

**Experience Music at United Congregational Church in Holyoke** presents the Holyoke High School Choirs directed by Mark Todd. Suggested donation of

\$10, \$5 for students and senior citizens.

[www.uccholyoke.org/concerts](http://www.uccholyoke.org/concerts)

**8 Sun. at 3:00pm**

**Thomas Pousont** will present an organ recital commemorating his 10th Anniversary as Organist and Director of Music at The First Church of Deerfield, 71 Old Main Street, Deerfield, MA, and the 10th Anniversary of the installation of the Richards, Fowkes tracker organ, Opus 13. There is a suggested donation of \$10 at the door with a reception following in the Caswell Library at Deerfield Academy.

**14 Sat. at 3:00pm**

**Novi Cantori** will perform at the Old Meetinghouse, 683 Main Rd., Granville, MA.

**15 Sun. at 4:00pm**

**Novi Cantori** will perform at South Congregational Church, 45 Maple St., Springfield, MA

## January Events

**12 Sun. at 3:00pm**

### Chapter Event

DVD presentation: "Pulling Out All the Stops", United Congregational Church, 300 Appleton St., Holyoke, MA.



**Visit our website!!!**

[www.springfieldago.org](http://www.springfieldago.org)

## VIVA ITALIA!



*Viva Italia! concert held on October 19<sup>th</sup>, 2013 at St. Michael's Cathedral in Springfield. The concert featured music by Gabrielli, Pergolesi, and Vivaldi. (photo by Mary Jeanne Tash)*

## CELEBRATING PETER BEARDSLEY



*Peter Beardsley, former dean of the Springfield Chapter AGO, was honored by Christ Church Cathedral in Springfield on October 20<sup>th</sup>, 2013. A concert was held featuring organists David Pulliam and Grant Moss. A newly commissioned piece "Hymnos" was written for the occasion by Smith College professor emeritus Ronald Perera. (photo by Mary Jeanne Tash)*

## ARLENE HOWES MEMORIAL CONCERT



Calvary Presbyterian Church in Enfield, CT is hosting a concert in memory of Arlene Howes on **Sunday, November 3rd, 2013 at 4:00pm**. Arlene served as the organist and choir director for Calvary Presbyterian Church for 38 years and also directed the Second Baptist Church Handbell Choir in Suffield, CT. Arlene performed with the Springfield Symphony Chorus for over 40 years and with the St. Michael's Players of East Longmeadow, MA. She was a longtime member and former treasurer of the Springfield Chapter of the American Guild of Organists.

## JOB POSTINGS

### Immanuel Lutheran Church Amherst, MA

Part-time position starting in January, 2014, or possibly sooner. Duties include directing the adult choir, participating on the Worship Committee, planning services in cooperation with the pastor and organist, recruiting choir members and other musicians, maintaining the music library, and supporting other musical activities of the congregation. Immanuel has a very active and well-supported music program. Salary is negotiable depending on experience. Please send cover letter and resume to Choir Director Search Committee, Immanuel Lutheran Church, 867 North Pleasant St., Amherst, MA 01002, or email [immanuelamherstaff@gmail.com](mailto:immanuelamherstaff@gmail.com). For more information about the church and the music program, see the website [www.immanuel-amherst.org](http://www.immanuel-amherst.org) or call Anne or Bob Weaver, 413-367-2846.

## VENUES WANTED

David Neill is looking for locations to present concerts in the spring of 2014. The concert involves four individual soloists, two trumpet and two trombone players accompanied by piano or organ. There is no charge for these concerts to the venues as all costs are covered by grants. If you are looking for performances at your church, please contact David Neil, [tbn8@aol.com](mailto:tbn8@aol.com) or cell 413-686-5027.

**Springfield Chapter of the American Guild of Organists  
Membership Survey, 2013 - 2014**

1. Please rate the following program topics according to your own professional interests on a scale of 1-5 (5 being the most appropriate, 1 being the least appropriate).

- |   |  |
|---|--|
| <input type="checkbox"/> recitals by guest artists          | <input type="checkbox"/> organ and instruments programs    |
| <input type="checkbox"/> recitals by chapter members        | <input type="checkbox"/> choral music reading/workshops    |
| <input type="checkbox"/> Guild service                      | <input type="checkbox"/> choral concerts                   |
| <input type="checkbox"/> organ playing/repertory workshops  | <input type="checkbox"/> professional development programs |
| <input type="checkbox"/> organ building and design programs |  |

2. Please rate the following program topics according to your view of the needs of the community (scale as above).

- |   |  |
|---|--|
| <input type="checkbox"/> recitals by guest artists          | <input type="checkbox"/> organ and instruments programs    |
| <input type="checkbox"/> recitals by chapter members        | <input type="checkbox"/> choral music reading/workshops    |
| <input type="checkbox"/> Guild service                      | <input type="checkbox"/> choral concerts                   |
| <input type="checkbox"/> organ playing/repertory workshops  | <input type="checkbox"/> professional development programs |
| <input type="checkbox"/> organ building and design programs |  |

3. What evening is best for you to attend Chapter events? \_\_\_\_\_  
What evening is worst for you to attend? \_\_\_\_\_

4. What is the most important and worthwhile single goal that the Springfield Chapter should strive to accomplish, in your view?

5. What has the Springfield Chapter failed to do that it should have done in the last several years?

6. Are you currently a member of the Springfield Chapter, AGO?  Yes  No

**Optional**

Name: \_\_\_\_\_

Age (circle one): < 18      18 - 35      35 - 50      50 - 65      65 - 80      80+

Are you currently a church musician?  Yes  No

*This survey can also be found on the home page at our website [www.springfieldago.org](http://www.springfieldago.org).  
(password = springfieldago)*

*You can send this form to: Scott Bailey, 50 Woodbridge Ln. Westfield, MA 01085.*

## WHAT'S IN IT FOR ME?: MEMBERSHIP AND VALUE

In September I had the opportunity to meet with our Regional Councilor Cheryl Duerr, regional board members, and guild members who were under thirty-five years of age, (a distinction which I can lay claim to for another two years.) At this retreat we discussed how the AGO might best serve members under thirty-five years old. Much of the ideas dealt with those things that most interest the younger generation: technology, social media, what being a member means for us, etc. It has given me the opportunity to reflect on what it means to be a member of the Springfield Chapter (not only a member, but also an active participant in the management of the chapter.)

Each of the participants attending the AGO retreat received the book *"The End of Membership as we Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century"* by Sarah L. Sladek. The main purpose of the book is to address how membership associations, which once held an important and critical lock on their markets, now face a decline in membership in the face of a changing marketplace, economy, and generational shifts in the workforce. Organizations that embrace change, serve their members appropriately, deliver compelling benefits to their members instead of "features", and focus on member return-on-investment are the organizations that continue to thrive and grow.

In the book, Ms. Sladek discusses how the different generations view membership in associations. Generation X (born between 1965 - 1981) and Generation Y (1982 - 1995) tend to be focused on three objectives: the opportunity to lead, the opportunity to learn, and the opportunity to make a difference. Baby Boomers (1946 - 1964) grew up during a time when membership associations dominated the professional and social structures,

offering a valued commodity which members paid for through dues and volunteerism. With the rapid change of the church environment, the dwindling presence of the organ in mainstream culture, and the eventual retirement of baby boomers from the workforce, we as guild members face the challenge of making what we do as a chapter relevant to the next generation.

Ms. Sladek suggests answering three questions:

1. *What does your association do?*

Younger generations want to know what you do, how they can be a part of it, and how they can make a difference.

2. *How does your association add value to the lives of your members?*

Members want to feel like they are valued as being a part of an organization. If you offer programs and benefits that are worthwhile to them, they will feel like they belong to something valuable.

3. *What is the cost-to-value ration?*

How do dues translate into member benefits and programming and how do you get the most value for your yearly payment.

So what does all of this have to do with the Springfield Chapter of the American Guild of Organists? We face the same problems that chapters across the nation are facing. We are seeing a decline in membership in our own chapter with a rapidly aging demographic and very few young folks to take up the cause for the next generation. We as a chapter should continue a dialogue addressing Ms. Sladek's three questions and come up with a reasonable strategy for bringing value to our membership. We should continue to find out what our members want and how best to

serve them. The membership survey (found both in this newsletter and online) is an important way for the board to find out how best to serve our members. We should work towards giving the most value for the price of dues. We need to offer member benefits that people cannot find elsewhere. When someone asks, "What's in it for me?" we can offer them a list of benefits which are compelling, valuable, and worth the cost of membership.

I invite you to take a moment and fill out the membership survey. Let us know how we, as chapter officers and the board of directors, can serve you better. Without feedback from our members, it is difficult to know what you find most valuable about your membership in this organization. I also invite you to send in brief letters or e-mails on what the guild means to you or what you would like to see happen. These will be published (upon editorial review) in upcoming editions of the Chiff Chat.

We stand at a crossroads of a major shift in demographics for our organization. We have an opportunity to change and maintain relevancy. And although it seems like we are always bombarded by disappointing news, (churches closing, organs being removed or destroyed, musical tastes changing, membership aging, communities becoming less social and technology becoming more social) there are many wonderful and positive ways in which we could grow with the changes that face us: Pedals, Pipes, and Pizza, Pipe Organ Encounters, advances in electronic organ technology, making our online presence a valuable resource, building up the organ academy, outreach into schools, celebrating our rising stars. Let's make it our goal as a chapter to show the next generation what's in it for them.

*-Article by Scott Bailey, CAGO*

## MEMBER SURVEY RESPONSES

## CALL FOR MEMBERSHIP TEAM

We have had six responses to our member survey. This is a good start but we could use some more feedback. The chapter officers and board of directors will be discussing these responses at our upcoming meetings. We will be implementing some ideas and responding to your thoughts or concerns. Please fill out a copy of the survey found in this issue or fill out the form online by going to our website, [www.springfieldago.org](http://www.springfieldago.org).

Here are some of the responses to the question "What is the most important and worthwhile single goal that the Springfield Chapter should strive to accomplish, in your view?"

1. *"The chapter should strive towards developing the next generation of organists, church musicians, and professional musicians through educational outreach programs, recitals, and workshops."*
2. *"Finding pianists and introducing them to the organ."*
3. *"The chapter should serve its members."*
4. *"Attracting new organists – Pedals, Pipes, and Pizza and the Organ Academy."*
5. *"Increasing Membership."*
6. *"Promote proliferation of qualified liturgical organists through education other than private lessons."*

Here are some of the responses to the question "What has the Springfield Chapter failed to do that it should have done in the last several years?"

1. *"The Springfield Chapter has failed to actively recruit new membership. The chapter has relied on tradition and past practice in terms of planning for future events. The chapter needs a stronger vision and future planning initiatives."*
2. *"Being mindful of new people and visitors to events and making all welcome; we seem to be a closed group, even though I know we don't want to be."*
3. *"Some events could have better attendance. How can this be done? It usually helps attendance to mention that the event includes refreshments, a reception, or lunch. How about brief mid-newsletter e-mails to the membership about significant events? How about encouraging deliberate effort to invite other members or potential members to events?"*
4. *"Give financial support to beginning organ students who can't afford the AGO membership fees."*
5. *Answer not completed.*
6. *"More emphasis on education of members. Workshops/preparatory programs for AGO exams."*

The Springfield Chapter AGO would like to officially thank Karen Banta for her years as our membership chair. We find ourselves now looking for new volunteers who might be willing to take on the task of recruiting and maintaining membership in the chapter. This does not have to be one person. A small team of folks, including current board members, can volunteer some time to do membership-building tasks. These tasks might include:

- Actively seeking out and recruiting new members
- Collecting and managing data about our chapter, our members, our organs, our churches, etc.
- Keeping member information up to date and aiding in the publication of the chapter yearbook.
- Help promote the guild at other area events, schools
- Develop recruitment mailings
- Welcome new members
- Create strategies for retention of current members, bringing value to membership, finding out what members want out of their membership, listening to chapter members' compliments and concerns.

This is no small task for one person so sharing responsibilities would make less work for each individual. You would have the support of a very helpful board of directors and would have a chance to make a big impact on our chapter.

If you are interested in helping out, contact Don Hooton, dean, at [dehoot@verizon.net](mailto:dehoot@verizon.net).

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## *Chiff Chat Newsletter*

### **Springfield, Massachusetts Chapter of the American Guild of Organists Celebrating 64 years as a chapter.**

*To submit information regarding positions, upcoming concerts, recitals, or area events, please email Scott Bailey at [sbailey@westfield.ma.edu](mailto:sbailey@westfield.ma.edu). Submissions are due by the 20th of each month. Also, visit our website at [www.springfieldago.org](http://www.springfieldago.org)*

*Next chapter event: Pastor/Organist Dinner,  
Monday Nov. 4<sup>th</sup>, 2013, 6:00pm,  
Grace Lutheran Church,  
1552 Westfield St. (Rt. 20), West Springfield, MA*

*The mission of the American Guild of Organists is to enrich lives through organ and choral music. To achieve this we:*

*Encourage excellence in the performance of organ and choral music;  
Inspire, educate, and offer certification for organists and choral conductors;  
Provide networking, fellowship, and mutual support;  
Nurture future generations of organists;  
Promote the organ in its historic and evolving roles; and  
Engage wider audiences with organ and choral music.*

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American Guild of Organists  
Springfield, MA Chapter  
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