

# The Newyorker Times

The newsletter of Poughkeepsie, New York, Chapter, SPEBSQSA Inc.



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## SON OF "OLDYORKER" REACHES TOP IN AD WORLD

By George Trigg

Michael Patti, son of the late Oldyorker Mike Patti, recently was made chairman and chief executive officer of Young & Rubicam Advertising, one of the best-known advertising agencies in the US, if not in the world. He was the subject of an extensive write-up by Janie Rosman in the 3 August issue of the *Poughkeepsie Journal*, from which this article is drawn.

Mike's creative strain showed up as early as high school (FDR in Hyde Park), when, he jokes, he wrote poetry instead of doing math and wrote plays instead of working on physics problems. He began winning awards while he was a student at Dutchess Community College: A short film called "A Day In Poughkeepsie" that he made in one class won first and second prizes at a national student film-making contest. One of his professors suggested that he consider a career in advertising. Equipped with a degree in communications from Emerson College, he spent six months looking for work. One of the people whom he approached recommended that he attend the School of Visual Arts in New York, which he did. After a stint as a copywriter at the Marchalk Company (now Lowe and Partners), he moved to BBDO as a copywriter. He moved up in the ranks and eventually became second in command at that agency.

While at BBDO, Mike received a number of awards for his work. One was the first Emmy award for an outstanding TV commercial, the chimps commercial for HBO, which also won five other awards. Another was selection by Adweek in 2000 as one of the top creative directors of the new millenium. What he regards as the most important project of his career was the creation shortly after 11 September 2001 of a campaign, at the request of then New York Mayor Rudy Giuliani, to tell people that "New York and New Yorkers are all right." Mike says, "I didn't realize it but he's probably the toughest client I ever worked with." With 48 hours to work in, the agency created a humorous campaign that showed famous New Yorkers doing things they would never be expected to do. After seeing the first two sketches, Giuliani bought the whole campaign. Mike says of it, "That was more than advertising. It was about humanity."

He says that one of the highlights of his life wasn't re-

lated to advertising, but was the chance to work with director Joe Pytka and the three surviving Beatles on their video "Free as a Bird," a comeback after 25 years. Pytka had known Mike for years, and said, "Michael immediately came to mind because he's intelligent, he's creative, and he loves the Beatles." The video won a Grammy in 1997 for the best short-form music video, and was placed in the Museum of Modern Art.

Mike has retained his love for the Hudson Valley and has bought a week-end home in Rhinebeck. He says, "I always felt this is one of the most beautiful places to grow up in." His children attend school in New York, but join him on week-ends in the country.

Mike has advice for young people starting their advertising careers, which can be adapted to other careers as well. He says, "Work longer and harder than your boss, and if your boss doesn't work long and hard then find yourself another boss. It's important to have a leader whose work ethics you admire."

## CHORUS WARM-UPS ARE IMPORTANT

By Scott Hansen

Excerpted from "The Master's Voice,"  
Santa Fe Springs, CA,  
by way of "The Chorister," Traverse City, MI,  
Elbert Ford, Editor, and "Key Notes,"  
Worcester, MA, Roy Hayward, Editor

Warm-ups are important. They set the tone for the rehearsal or performance that is to come. A common misconception is that warm-ups are for warming up your individual voice. If that were true, you could accomplish this on the way to rehearsal by vocalizing in the car. Such thinking could also justify arriving late, in the middle of a warm-up.


In fact, the warm-up's primary purpose is to warm up the *ensemble*, not the individual singer. If your individual voice becomes better prepared for the rehearsal and expands on the vocal work you have already done, so much the better. But it is a by-product of the warm-up, not its main function.

The two most important (See "Warm-Ups" on Page 2)

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 Chorus Manager ..... John "Duke" Chisholm

**Meetings**  
**Wednesdays, 7:30 p.m.**  
**First Reformed Church**  
**70 Hooker Avenue**  
**Poughkeepsie, New York**  
**ALL SINGING MEN WELCOME**  
 Website address ..... [www.newyorkerschorus.org](http://www.newyorkerschorus.org)

	
5 Sep	First Friday luncheon—12 noon at Aloy's Restaurant
11 Sep	Performance in Poughkeepsie's 9/11 tribute—5:30 p.m., Waryas Park, foot of Main Street, Poughkeepsie
17 Sep	Roger Payne here to coach at rehearsal
20 Sep	Stand-in working chorus for directors—9 a.m. at the church
4 Oct	Grape Harvest Festival at Washingtonville—2 p.m.
10 Oct	Benefit for church organ—7 p.m. at church
<b>24–25 Oct</b>	<b>Fall District Contest, Saratoga Springs</b>
<b>15 Nov</b>	<b>HarmonyFest—8 a.m.–10 p.m., Valley Central H.S., Montgomery, NY</b>
<b>25 Jan–1 Feb 2004</b>	<b>Mid-Winter Convention, Biloxi, MS</b>

**Poughkeepsie Chapter Mission Statement**  
 The mission of the Poughkeepsie Chapter shall be:  
 To perpetuate the art of Barbershop Harmony, and  
 To promote and provide opportunities for vocal harmony activities for its members and potential members such as, but not limited to  
 Quartetting,  
 Vocal crafts and techniques,  
 Coaching,  
 Chorus singing, and  
 Competitive preparation and participation,  
 and  
 To provide public appreciation of barbershop harmony through public and charitable performances, and  
 To promote good fellowship and camaraderie among its Membership, and  
 To foster and enhance the ideals and principles of SPEBSQSA, Inc.

**Happy Birthdays in September (date order):**

Butch Ashdown	2
Bob Durand	2
Ev Burke	7
Duke Chisholm	7
George Sprague	17
Suzanne Bram	22
Diane Chieffo	26
Lois Hitchcock	27
Angela Betscha	30
Barbara Booth	30
George Trigg	30

**Happy Wedding Anniversaries in September:**

Greg and Charlotte Howard	27
Steve and Joan Ross	28

**Warm-Ups** (From Page 1)

aspects of warming up the ensemble are the mental and the aural. The mental warm-up involves casting away the concerns of the day and focusing on singing, replacing all those thoughts with ones more suited to rehearsal.

While you are warming up, thoughts like this should cross your mind: Am I in the proper singing position? Am I focused on the director? Have I made a commitment to maintain personal discipline? Am I using the same vocal placement throughout my range? Is there any physical tension in my voice? Am I shaping my vowels properly? Am I connecting all the word sounds to create a smooth melodic line? Is my face reflecting the emotions I'm singing about?

The second aspect of the warm-up is the aural tuning of the ensemble. As anyone who has sung in a quartet knows, all four singers may be completely warmed up without the quartet being warmed up.

Time and attention are required (Continued on Page 3)

**Warm-ups** (From Page 2)

to match your voice to those around you. As you warm up, the director listens to the sound of the chorus and the various sections and makes suggestions to fine-tune the ensemble. Meanwhile you should be fine-tuning your own voice—much as an orchestra does prior to a performance—paying attention to how it voice-fits with those of the men behind you and beside you. You should be sensitive to the contribution your voice is making to the sound of your section and to the chorus as a whole. You should be constantly adjusting for better placement, balance, color, and intonation.

Beginnings are important. Warming up the ensemble is about melding the individual minds and voices of the chorus. Your chorus can't do that without *all of you*.

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## SCHENECTADY CHAPTER ANNOUNCES SHOW

Forwarded by Scott Salladin

The Electric City Chorus extends this invitation to attend our annual show on 27 September at the historic Proctor's Theatre in downtown Schenectady. In addition to the chorus, you'll have the opportunity to experience the fabulous gold-medal sound of FOUR VOICES, as well as the 2000 NED champion quartet PRELUDE.

Date: September 27, 2003

Where: Proctor's Theatre, 432 State Street,  
Schenectady, NY

Times: 2:00 p.m. and 8:00 p.m.

Cost: \$13 and \$15 All seats are reserved

Call Bob Todt for tickets (518) 399-3341 or e-mail at mtodt@nycap.rr.com.

The thrilling FOUR VOICES, performing in the grand old Proctor's Theatre, will be a memorable experience you simply shouldn't miss. We hope to see all of you there. Please contact Dick Storey at (518) 355-3925 for additional information.

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## REGISTER FOR THE BILOXI MIDWINTER CONVENTION

From *SPEBSQSA Live Wire*, 18 July

Get away to sunny Biloxi for a great week of barber-shop harmony, shows and the International Seniors Quartet contest. To register, go to [www.spebsqsa.org](http://www.spebsqsa.org) > Happenings > Midwinter Convention or call 800.876.7464 x8462. The midwinter convention runs from 25 January to 1 February 2004.

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## JOIN THE BARONS FOR A POST- MIDWINTER CONVENTION CRUISE

From *SPEBSQSA Live Wire*, 18 August

The Barons, 2003 International Seniors Quartet cham-

panion, will host a cruise aboard Carnival's new Mega Fun Ship, the *Conquest*, leaving from New Orleans on 1 February and returning to New Orleans on 8 February 2004. Ports of call include: Montego Bay, Grand Cayman, and Cozumel. At 110,000 tons, this fantastic floating resort offers an enormous variety of entertainment areas, including an expanded children's World Arcade. For couples only, there is the romantic reservations-only supper club. Sixty percent of her staterooms have ocean views with a sitting area. There are nightspots for every musical taste, and she is a perfect vacation for the entire family. The following cabin categories are available:

Category 4A (inside)	\$560.00 (per person)
Category 6A (outside)	\$710.00 (per person)
Category 8A (outside with balcony)	\$860.00 (per person)
3rd and 4th person in cabin	\$349.00 (per person)

Additional are port taxes, security charges, and government fees of \$172.50, gratuities (\$68.50), and airfare. If you attend the convention we will transfer you to New Orleans.

For information and reservations call TravelEx International at 800.882.0499.

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## UPDATING THE MEMBERSHIP ROSTER

By Bob Chieffo

I am formatting a new Membership Roster based on the profile data in the Society's database. That info is accessed thru the "Members Only" section of [www.spebsqsa.org](http://www.spebsqsa.org). I found several incorrect entries in the data. I have notified folks by email to make corrections. **All members who have internet access are urged** to verify their personal data and make corrections directly. Otherwise have the Secretary (Scott Salladin) get the data for you and make corrections as needed. This is very important. Our future handout Rosters will be only as good as your profile in the Society's database.

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## HONORARY LIFE MEMBERS GET THEIR "STAR"

From *SPEBSQSA Live Wire*, 18 August

The Osmond Brothers, SPEBSQSA honorary life members, have been awarded their star on the Hollywood Walk of Fame. Thanks to Ken Custer (via the Harmonet) for the information below.

"I think one of the first breakthroughs for SPEBSQSA public relations happened several decades ago when our own Val Hicks made a wonderful discovery and helped the four Osmond lads to (eventually) become famous as a young barber-shop quartet on the Andy Williams Show.

"Even though it was Andy Williams who has taken most of the credit for this 'discovery,' I'm sure Val would be one of the first to admit that it really doesn't matter who gets the credit so long as the results (See "Osmonds" on Page 4)

**Osmonds** (From Page 3)  
end in a positive experience.

“On August 7, 2003, the Osmonds received their star on the famous Hollywood Walk of Fame at 7080 Hollywood Boulevard, Hollywood, Calif. And for those who want to know precisely where their star is located, check it out at <http://www.hollywoodcoc.org/walkoffame/directoryframeset.htm>.”

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### **THE ALIENS TO HOST CRUISE —LAUGHTER AND FUN GUARANTEED**

From *SPEBSQSA Live Wire*, 18 August

The Aliens quartet invites you and your family to a Caribbean Cruise 26 October to 2 November 2003, sailing from New Orleans aboard Carnival's 5-star Conquest. State-rooms are still available. This event will begin with a couple of nights in New Orleans before the cruise, ending with a Bon Voyage Party Saturday night before the cruise departs. There will be performances by The Aliens and a cruise chorus directed by Jim Bagby. Everyone in the group is invited to sing in the mixed chorus, singing men's arrangements in

the men's range.

For more information and a full-color brochure, call Edward Pio Travel/Global Music Exchange at 800.347.6136 or e-mail to [edpio@redshift.com](mailto:edpio@redshift.com).

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### **NEW BOARD MEMBERS ELECTED IN MONTRÉAL**

From *SDPEBSQSA Live Wire*, 7 July

The Society Board of Directors held elections as part of its regular business in Montréal. Those elected are as follows:

- Society President: Rob Hopkins (1-year term)
- Society Executive Vice-President: Drayton Justus (1-year term)
- Society Treasurer: Robert Guiggey (1-year term)
- Society Board Member-At-Large: Gary Denton (3-year term)
- Harmony Foundation Board of Trustees:
  - J. R. (Digger) MacDougall (4-year term)
  - Richard M. Shaw (4-year term)

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Website for Poughkeepsie Newyorkers: <http://www.newyorkerschorus.org>

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