* Exceed expectations in everything you do
* Why did Sears—the WLS—fail? Why is Amazon doing so well.

Exceed expectations. Status quo is not good enough.

* Being the Dean of your AGO chapter is both a joy and a great responsibility. Hopefully, not a burden. You have been chosen by your peers to lead your chapter for the next two (and possibly more) years. Perhaps (and probably) you are a continuing chapter leader. Folks chose you to lead your chapter. Congratulations.
* I loved being the Dean of my Fox Valley (IL) Chapter. I was able to help plan chapter programs, and influence where our chapter would be headed. My goal was not only chapter growth, but also visibility in our area—the western suburbs of Chicago—and beyond. Visibility beyond the walls of churches. Listen, listen, listen
* Be available to listen to members (and perhaps clergy folks) when they have a problem. Sometimes this takes quite a bit of time. (Quincy Chapter—older member). Offer some suggestions that would be “do-able.” “Save Face.”
* The ability to motivate others is important. How to do that? Listen to your members, and even ask for them to write or list their ideas to you, and then recognize their ideas—even if they are a bit “out there.” Then combine ideas. I think a Chapter Dean is really a kind of “cheer leader” for the chapter.
* Goal setting—be challenging yet realistic. Set your goals: If you don’t get them all at once—or in one year, don’t fret. Some goals just take a while to achieve. When I became our Dean one of my goals was to have 100 people attend our annual Dinner and meeting. Everyone thought I was nuts. So, how did we do this: Have an outstanding dinner catered and subsidized by the chapter. Make the cost something like $15 and worth about $30. Then have an excellent program to attract our members and others. (Music written for or by our chapter members; or honoring out teachers). Then keep the business meeting short! (Have people read the minutes of previous meeting before the current meeting.)
* Compliment your officers and any committee people publicly and often. Write notes or e-mails thanking folks for their service to the chapter and the AGO.

Know where to “go” if you are stuck. Elizabeth, District Conveners and Regional Councillors

* Chapter Growth
  + Contacts with the non-organists (and potential members). “Target” churches in your area whose organists/music directors are NOT currently AGO members. Then “go after” them. Invite their musicians to programs, and/or out to lunch and share with them why they would want to be an AGO members. Then ask them if your chapter could host a meeting/program at their church—to feature their organ. Also, everyone loves the architecture of his/her church.
* ALL church musicians are carrying a heavy load, but we can still fit in some time for AGO programs. It is a breath of fresh air to deal with different folks and topics—and get away from our own church for a few hours. Make the AGO a great social experience—something folks will look forward to attending.
* The delicate balance between leading and managing
* There is a delicate balance between leading and managing, but with some thought and conversations it was possible for me to bring folks “on board” with many of my ideas. I had to put my goals “out there—on the table” and share with chapter leaders what these goals were, and to ask for their ideas. Combining goals is and was important.
* Also, I needed to listen to others. I always have thought it was important to “plant seeds or ideas” in folks’ heads—and give the ideas time to mature. Then give credit to the folks who nourished these ideas. I did not want (or need) to get credit for the ideas, but give credit to the others, and they always seemed excited to get credit when a project or program—they thought was theirs—turned out well. Let your chapter leaders “shine.” All of them. It always makes them feel like they are an important part of the team.
* In addition to sharing ideas at meetings, I used to enjoy taking chapter leaders (individually or in small groups) out for lunch or supper and discuss—especially if it seemed like he/she or they had a problem or needed to be convinced of “the plan.”
* I enjoyed working closely with my program chairperson. Programs are what drives a chapter.
* Team building projects in your chapter
* Ideas I/we shared included hosting a POE or hosting a Pedals, Pipes, and Pizzas. Or hosting a January Jubilee. Following these events the chapter members work together on a project, and seemed to be closer to each other—and the chapter’s esprit d’corps was elevated.
* It seems that folks are afraid of some project that looks like it might be too much work, but with long-term planning almost everything can be accomplished—up to and including hosting a Regional or National Convention.
* Ideas on how to motivate chapter leaders and other
* Recognizing strengths and weaknesses. Recognizing the strengths and weaknesses of current officers: There are always folks that like to be “out front and visible,” and others who are “worker bees.” Hopefully every chapter has folks like that. Recognize their strengths and use their strengths to improve your chapter. Some folks are great performers. Use them when you can. Others are great at taking care of refreshments and parties and would rather not play on a program. No problem. Others are great with PR and/or mailing out programs or invitations, or welcoming folks to programs. (I think that is very important.)

Ask for volunteers—from your Board, and from your members.

• Piggy Back programs (Skye?)

Piggy back AGO programs with regularly scheduled program that are part of a series that already exists at the church. (Artist Series, Music for a Great Space, Sunday afternoons at College Church, Annual organ recitals, Bach and Beyond at the Abbey, etc.).

• Ask for—be specific

• Refreshments

Refreshments for Board Meetings and/chapter meetings: Surprised the Board members. Pretzel sticks/chocolate. Something better than packaged store bought cookies. Exceed expectations for refreshments at chapter meeting—if possible. Members like social hours.

• Have a budget for the Dean (and/or Sub-Dean)

Have a budget for the Dean—if possible. Or be prepared to “shell out” of your own pocket. Pay for—or at least part of the cost for attending Regional Conventions, and perhaps some/all for attending National Conventions. At least the Registration cost, and perhaps transportation. (Attending conventions is a tax deduction. Keep your receipts.)

Have a way for those attending to know how to get in contact with an AGO Chapter leader—if they want to know more about organ programs. Have e-mail addresses and phone numbers and names of contact persons readily available. Have the chapter’s web site in the printed programs so folks can see what up-coming programs would be of interest to them. This is a great source for people who like to attend organ and church music related programs—who are not church musicians. Folks who just enjoy organ music. If you chapter has non-church musician members, include that in your PR. (Dr. Johnson, a dentist).

PROBLEMS we perhaps all share: How to “get the word out.” Newspapers—which used to love putting PR notices in their pages—are sadly falling by the wayside. Church bulletins and newsletters are becoming a thing of the past—with the use of “screens” and e-mail blasts. No more “hard copies” of most things.

How to gain consensus? What kind of problems are out there? We are all (or should be) working to a common goal—which is \_\_\_\_\_.

If someone disagrees with the others, listen, and then see if you can (together) come up with a plan. [e.g. Indy Convention—and what to do to resolve the conflict]