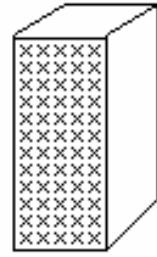


ANSSRDT NEWSLETTER



APRIL 2005

DATE OF OUR NEXT MEETING: April 16, 2005

LOCATION: E. H. Horne School in Enfield. Off Highway 102 take exit 7 going towards the Irving Big Stop on old route 2. The school is a large brick building on the left opposite the cemetery.

DUES ARE DUE:

If you can't attend the meeting please send your \$10.00 dues as a cheque payable to ANSSRDT.

Treasurer: Wilma and Laurie Illsley, RR3 Lawrencetown, Annapolis County, NS, B0S 1M0

SCHEDULE:

9:00 – 9:30 Meet and greet, setup

9:30 – 11:00 Cuers: Teach by John & Valerie Pinks of West Coast Swing

9:30 – 10:00 Callers: Discussion of issues related to Sound Volume

10:00 – 11:00 Callers: Gimmicks – bring your favourites to share

11:00 – 12:00 ANSSRDT Business Meeting

12:00 – 1:30 Lunch

1:30 – 4:30 Cuers: Bring your latest new dances to share

1:30 – 3:00 Callers: Create and name a new move for use at a special event

3:00 – 4:30 Callers: Digital Music Options and How to use Alternate Music

If you are experimenting with this please be prepared to share your experiences and new methods of using music and adapting alternate music for dancing.

SURPRISE PARTY FOR GERRY & BEV O'HARA – CALLING 25 YEARS

The Starlight Promenader's Spring Fling on **April 15th** will be a surprise celebration marking 25 years of calling for Gerry. It will be held in the hall where it all began which is the Fairvale Outing Association Building on River Road in Rothesay, 8 pm. **Pat McLean is gathering mailed or e-mailed congratulations. ANSSRDT Members please respond before the event to:**

1163 Rte 845, Clifton Royal, NB E2S 2A1 or patmc@nb.sympatico.ca.

MONTREAL CONVENTION VENUE CHANGED

Due to low registrations and a need to reduce expenses the Montreal Committee has voted to move the dance venue from the Palais de Congres to John Abbott / Macdonald College Campus (part of McGill) in Ste Anne de Bellevue. The place change is shown on their website but no other information is available yet.

Ste Anne de Bellevue is at the extreme western end of the island holding Montreal, estimated to be more than a half hour drive. Some searching of the internet has established that there are no hotels in the immediate vicinity and few conveniently close. Rumor has it that the change in venue cost is from \$75000 to \$20000. Rumor also has it that there will be shuttle buses from the downtown hotels to the new venue. Stay tuned for more information.

HANHURST TAPE & RECORD SERVICE SOLD TO PALOMINO

All those who subscribe to the Hanhurst Tape Service should now be aware that ownership has been transferred to Palomino Records, Inc. in Louisville, Kentucky. Bill and Peggy Heyman were at the Louisville Convention but not as active vendors. Seizing the opportunity to chat with Peggy and with Pam Dillander, I learned that the Heyman's have transferred the record part of their business to Palomino. We will shortly be receiving our tapes from the Dillanders. The Heymans have maintained control of the Music Magician program and of their dance and fitness sound systems part of the business (www.supremeaudio.com). This change is basically a beginning of retirement for the Heymans. According to both parties the transition is proceeding quite smoothly. The www.dosado.com website is now owned and operated by Palomino Records, Inc.

MARKETING STRATEGY FOR NOVA SCOTIA

An all day Marketing Seminar was held on March 5, 2005 at Sackville Heights Community Centre. Attendees were Bob and Inge Ruohoniemi, Dottie Welch, Don and Carol Scott, Ron and Dot Connell and Ralph and Barb MacDonald. An eight-page report on our discussions was printed in the April issue of Between Tips. Please refer to it for marketing ideas. The major topics of discussion were:

- a) What is good about Square Dancing that we can advertise?
- b) Why are we having problems with recruitment?
- c) Strategy for Marketing in Nova Scotia
- d) Suggestions to help keep new dancers interested and to maintain current dancers

The structure followed that of other marketing seminars and many of the ideas came from marketing seminars presented at the Saint John and Calgary Nationals and from the Winning Ways stories available on the Callerlab website.

Strategy for Marketing Ideas (see the entire document for details)

- 1) Identify our primary target markets
- 2) Adjust to accommodate singles
- 3) Produce various brochures appropriate for different targets
- 4) Find ways to be more visible
- 5) Analyze the goal before dancing for the public
- 6) We need more dancers involved with the organizational process including publicity
- 7) Improve the image that we present to the target market
- 8) Keep in mind the competition and find ways to out-compete or work together
- 9) Consider adjusting the product to better fit the customers
- 10) Come up with a catchy phrase
- 11) Attempt to work with other organizations
- 12) Persistence is important but define success so you will know when to try something else.

Call to Action:

- We recommend targeting age 50 and up empty nesters and retirees.
- A draft health benefits brochure is included with this mailing.
- Look for a new section on the website for prospective new dancers and make sure your personal and club information is correct.
- You can help us become more visible and improve our image.

CALLERLAB MARKETING UPDATE

Recent surveys indicate that maintaining our beginning dancers is as big a problem as enticing them to begin. We lose 50% after the first year and 80% have quit after two years. Of those trying our activity, half of them are under 50 years of age.

The Recruit – Promote – Maintain Committee of Callerlab showed a power point presentation at the Louisville Meeting. Much of it was similar to the Marketing Strategy developed locally and discussed above. Below are some interesting points and other projects and ideas not included in our Strategy.

Position Statement: Today's square dancing is a fun activity, set to modern music that offers great social interaction while providing both physical and mental health benefits.

Keep in mind that Square Dancing provides 5 important benefits. It's fun and social, it can be done with your partner, it provides physical exercise, and it's mentally stimulating. As such it can out-compete many of the other recreational options.

Target: 50-55 year olds, middle class, male and female, married and single

Recommended Tactics:

- New Logo (without the full crinoline)

- New Slogan (something good for all print material and audio marketing)

- Develop a National Website with links to local info (Canada has this but the US does not)

 - First and foremost goal to sell Square Dancing (currently ours is mostly internal information)

 - Include testimonials – Friendship Stories, Couples Stories, Singles Stories, Health Stories

 - Include health benefits information

 - Include lists of Singing Calls used

Ways to Advertise: Use all of the different ways available to raise awareness of our activity

- Intrusive Media (Radio, Cable TV)

 - Use well-targeted stations and match the message to the target

 - Run consecutive weekly schedules reaching the audience 3 times/week

 - Ask for promotional opportunities, PSA and bonus commercials (non-profit)

 - Ask for interviews

- Semi-Intrusive media (Billboards)

 - Use photo's, logo, slogan, website address

 - Place billboards where they will be seen by the target population

 - Rotate the locations changing them every 2 months

- Use merchandise to advertise

 - Jackets, shirts, hats, bumper stickers, license plates, window stickers, yard signs

 - Encourage dancers and leaders to wear or display

- Direct contact

 - Approach all entities involved with Physical Exercise, Extended Learning, Senior Health

 - Use all opportunities to do exhibitions and beginner dances

- Use Printed material (posters, brochures, banners)

- Produce News releases about newsworthy events

- Have tools available for Educators

Produce Documentary Programs (See video infomercial article below)
History, Music, Travel Opportunities
Call to Action – Advertising an actual event
Use the same logo and slogan
Place an ad and contact editor about an article
Use Flyers and Posters including contact information

Finances for Marketing:

Add-a-Buck to dance fees
Contribute a percent of net profits back to marketing
Hold dances to benefit marketing
Contribute any payment for Beginner events and exhibitions to marketing
Public raffles

MINNESOTA INFOMERCIAL AVAILABLE

Dancers in Minnesota have produced a 20-minute infomercial about square dancing. A copy can be obtained from Callerlab for \$20 with our local contact information included. \$15 buys just the infomercial.

A-B-C MARKETING METHOD & 50-CALL EXPERIMENTAL ENTRY PROGRAM

A subcommittee of the Program Policy Committee is experimenting with a new way to establish a base program. They suggest using a series of three rotating open dance programs (Night A, Night B, and Night C). Each would use the first 12 moves on the current Mainstream Program along with 4 others. Those attending all 3 dances would dance a total of 24 moves. Someone could repeat part or all of the series as often as desired. If this lead to the gathering of a class then the dancers would already know 24 of the 50-call Experimental Entry Program. That list is our 1-53 minus Do Paso, Walk Around Corner, See Saw, Wheel Around and Allemande Thars plus Centers In, Cast Off 3/4, Tags, Folds, Scoot Back and Recycle. It has been carefully reorganized into a new teaching order with slight variations in the way moves are numbered.

CALLERLAB WEBSITE INFO

The following information is available on the Callerlab Website: www.callerlab.org
It is in *.pdf form which requires an Adobe Acrobat reader. That is available as a free download obtainable by following the link at the bottom of the home page. All of these files can then be read, saved and printed from your home computer.

Dance Programs: Program lists and Definitions

Documents: Past issues of Direction, Press Releases, Community Dance Journals,
and the Winning Ways Stories

GLORIA ROTH RECEIVES GOLD CARD FROM CALLERLAB

Congratulations to Gloria Roth. At the 2005 Louisville, Kentucky where all past Milestone Recipients were being honoured, Gloria received an extra accolade. Our Canadian Chairman, Tim Crawford, was delighted to have the pleasure of presenting Gloria with a Gold Membership Card from Callerlab. This is a rare honour entitling her to lifetime membership and is actually made of gold metal. She made a short, emotional acceptance speech commenting, "It is nice to be remembered".

BEGINNER PARY IDEAS
From **CALLERLAB** in Louisville, Kentucky, March 2005

SIMPLE VENUS AND MARS

Formation: Square

Used by Ron Counts, Colorado

Promenade	All Promenade
#1 Lead up	Couple #1 lead up the center from #3 spot (Couples lined up facing caller)
Make Stars	Couple #1 Separate and lead all of the same sex into two stars (Ladies' right hands in, Gent's left hands in)
Turn Stars once	Turn the stars once around touching hands with partner as you go
Crossover	Ladies cross in front of their partner to exchange the stars
Turn Stars once	Turn the stars once around touching hands with partner as you go
Crossover	Ladies cross in front of their partner to exchange the stars back again
#1 Pick up your lady	Gent #1 pick up his lady arm around and all the rest follow.
Star Promenade home	Continue the Star Promenade back to home positions

Circle Left, Allemande Left, Promenade and Repeat for Couple #2, #3 and #4

BEV'S CIRCLE MIXER

Prompted by Bev Bernbaum from Toronto

at Contra Dance, Louisville, Kentucky, March 2005

Formation: Big circle of couples facing counterclockwise, ladies on the right of partner.

Description:

Promenade (8 beats)

Couples turn to face in and Promenade in 4, back up 4 (ending in a big Circle facing in)

Lady weave to her right by two men (in front of corner, behind the next) (8 beats)

All go forward and back (8 beats)

Gent weave to his right by two ladies (in front first, behind next) (8 beats)

Make a two-hand Right Hand Star with the most recent Promenade partner

Turn once around then move forward to the next (Gents CCW)

(8 beats to turn, 4 beats to move on)

Partner Balance and Swing (4 beat balance, 8 beat swing)

Prompts:

----, -- Promenade

----, -- Promenade In

----, -- Lady Weave

----, -- Forward and Back

----, -- Gents Weave

----, -- Star Right

----, - Move ahead one

-- Balance, --- Swing

ART HARVEY'S GENDERLESS CONTRA #1

Music: Something with a clear 8 beat phrasing and in groups of 64 beats.

Formation: Contra Lines of partners facing each other.

"Hands Four from the top" which means join hands in small circles of 4 dancers. The couple nearest the caller is designated #1 and the other couple is designated #2. Couples change their number when they reach the end of the line and begin back the other way.

If you have partners of gents and ladies, the #1 couples should cross over to put the lady on the caller's right while #2 couples have the lady on the caller's left. (An alternate duple)

- - - - , Couple # 1 Forward and Back
- - - - , Couple # 2 Forward and Back
- - - - , Couple # 1 Dosado
- - - - , Couple # 2 Dosado
- - - - , Each 4 Star Right
- - - - , Each 4 Star Left
- - - - , Couple #1 inside, Down 4
- - Turn Alone, Come Back - -
Cast Off 3 - - , - - (# 1 Forward & Back)

Description:

The first 6 parts are obvious and each takes 8 beats.

Couple #1 inside, Down 4: Couple #1 move to the inside between the #2 dancers. all 4 form a line and walk away from the caller for 4 beats

Turn Alone, Come Back: Each dancer turns half around alone in 2 beats, reform the line and come back towards the caller for 4 beats

Cast Off 3: The dancers in couple #1 move away from each other holding on to the #2 dancer beside them. With the #2 dancer acting as a pivot, turn 3/4 around to face in. The #1 dancer is now below the #2 dancer so progression has been completed. All dancers maintain their current numbers but when the section with the Stars comes, the #1 couples are working with a new #2 couple below.

Couples at the top and bottom of the line who do not have anyone to work with to make a Star should wait, stay out of the way for the Down in 4 and be ready to rejoin as the opposite number when the Forward and Back section begins. If there are gents and ladies or if end couples wish they should exchange places to maintain the same orientation with respect to each other.

The ANSSRD T NEWSLETTER is the newsletter of the Association of Nova Scotia Square and Round Dance Teachers. Our intention is to publish twice a year.

The opinions expressed are those of the authors and not necessarily those of the Association. Your comments and articles are encouraged. Please forward to editor: Dottie and Gary Welch, 415 Conrad Road, Lawrencetown, NS, B2Z 1S3, dwelch@orion.stmarys.ca, 902-435-4544