

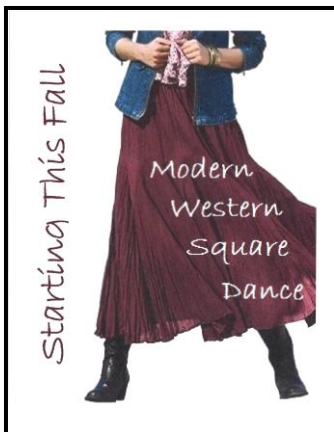


CHIEF OF CHATTER Claudia Littlefair

Finally, after much thought and many hours of inputting, our Strathmore club has a website! A club member's son was kind enough to set up the shell, and I had the pleasure of filling it in. The website www.StrathmoreSquareDance.com contains two sections that might be of interest to you:

1. NEWSLETTER: Past issues of the *Alberta Chatter* newsletter, with a brief description of contents, are available here.
2. LIBRARY: This library (formerly the Promo Talk Library) contains information about our dance history and general information, examples of promotional material, marketing and recruitment ideas, and alternative teach methods. Where possible, the link to a website is given. Where there is no link, the articles are available by emailing me with your request.

This image came from Pinterest. If used in our advertising, it can give non-dancers a contemporary image to associate with square dancing. For example, here it's used on a double-sided invitation.



Two COMPLIMENTARY Evenings

Dancing & Dessert

7:30 pm, Wednesday
SEPTEMBER 23 & SEPTEMBER 30

NO Experience Required, NO Partner Needed
Drop In - Try It Out!

WESTMOUNT SCHOOL GYM
220 Wheeland Trail, Strathmore

Phone: 403-934-6946
E-mail: StrathmoreSquareDance@gmail.com
Website: www.StrathmoreSquareDance.com

"This is not just an evening to learn a new dance. When you witness the comradery, respect and acceptance of age difference and watch new bonds being formed, hear so much laughter and see genuine joy in people's faces, you can't help but walk away feeling as though you've been privy to something special."

© The Strathmore Standard, Oct. 2014

If you're interested in more examples or ideas for promotional material, refer to the zip file attached to this email called "Promotional Campaign". It contains images, working files and .pdf files for our Strathmore club. Please feel free to use the material and ideas for your own club. If you have questions about the material, or need help with it, please contact me. I would be happy to help however I can. Maybe together we can improve the image of square dancing!

WRITING A NEWS RELEASE

Recently I came across an article from Callerlab's book "*The Modern Square Dance Image*" (1978!) about writing a news release. The information is still relevant today:

"Five points are important to a good news release: WHO, WHAT, WHEN, WHERE and WHY. If possible a sixth, HOW, should be included.

It is important to get all these points in the first sentence or two, whether you're writing for newspapers or broadcasting. These first sentences are called the "lead". A good lead captures the attention of a reader or listener and makes him want to know more about your club's activity or project.

Now go into the details of your story. Each succeeding paragraph should be of *declining* importance. Professionals call this writing technique the "inverted pyramid". It permits an editor to pick up the important facts of your story in the first few lines. Then, if he does not have space or time to use the whole release he can cut it from the bottom, where least important details are given. This is true of both print and broadcast material."

Use short words. Write short sentences, short paragraphs. Two sentences make a good paragraph in a news release.

Always give exact date in a news release: "June 10" rather than "next Thursday" or "tomorrow". Specify "October", not "next month."

List the address as well as the name of a meeting place. Remember, you are writing for people who do not know.

Never use a word in a news release that you would not use in everyday conversation. Never use a ten cent word if you can think of a good five cent one."

INDEX

Writing A News Release	1
Chatter Close-Up:	
- Dennis & Evelyn Wyllie	2
- Ron & Elaine Terry	2
- Norm & Hazel Paradis	3
Jamboree Information	4
Alberta Convention	5
Chatter Kudos	6
Edmonton Supports 50-Call	6

When the waltz was introduced, with couples dancing in close embrace, it was considered quite wicked. A book published in Germany was titled, "Proof That The Waltz Is The Main Source Of The Weakness Of Body And Mind Of Our Generation."

Is it me or do buffalo wings taste like chicken?

Protons have mass? I didn't even know they were Catholic.

If swimming is so good for your figure, how do you explain whales?

CHATTER CLOSE-UP

Editor's Note: Our Dance Community is an interesting mix of people, each with a story to tell. If you know of someone you would like to see featured in this section, email me and I would be happy to contact them.

MEET THREE COUPLES who enjoy traveling to dances, campouts, Festivals, Conventions and Jamborees!

DENNIS & EVELYN WYLLIE, Edmonton

We started dancing 24 years ago in the fall of 1991 with the Country Cousins; under the guidance of Wayne Russell. Friends who had started the year before introduced us to square dancing. Under protest Dennis agreed to give it a try, as we were looking for an activity we could both enjoy. The rest is history.



For the next 18 years we served on the executive of the Country Cousins. In 2001 we took up the challenge of Plus lessons with Gary Winter at Cross Fire and Wayne Russell with Luke's and Lucy's. In 2008 we lost our mind and started A1/A2 lessons with Murray and Barb Few at Extra Dance. While we enjoyed the challenge and learning new moves, with just the weekly winter dances there wasn't the opportunity to become proficient. Hence the decision to enjoy mainstream and plus. We served as secretary couple of the ESDA followed by serving on the executive of the first Alberta Jamboree in 2009 and subsequent executives.

Square dancing has had many highlights for us. The friendships developed will last a lifetime. The various bus trips all have great memories; Mesquite, Creston, Swift Current various times, Lloydminster, Calgary and Red Deer. Another great trip was when we and 2 other couples surprised Gary on a weekend he was calling in Calgary, Lethbridge and Swift Current. It was only on the second night after we doubled the attendance in Lethbridge did he realize what we were up to.

We especially enjoy special dances when we have the opportunity to dance to different callers, our dance weekends at Holiday Ranch, Radium and in Yuma.

The highlight of our dancing has to be Jamboree 2009 where we had five great callers. There were as many dancers on the floor at the trail-out dance on Monday after 20 hours of dancing as there were at the trail-in dance on Friday night. You didn't dare leave the floor or you might not find a space to dance. The finishing touch was seeing all of the dancers personally thanking each of the callers and sorry to see the end of a great weekend.

Evelyn ran a day home while our 2 children were growing up. Dennis retired from the Federal Government after 30 years of service. It wasn't a

difficult decision after losing both parents to cancer at a very young age and having a brother who was given 6 months to live 7 years earlier. Your family, friends and health are all more important than working for a slightly improved pension. Your loved ones will remember the good times you spent together; your employer will have you replaced and forgotten as soon as you are gone.

Besides square dancing we enjoy gardening, hiking and volunteering at feeding the less fortunate breakfast on Tuesday mornings. Evelyn enjoys quilting when time permits and sewing and shopping for our new grandson. Dennis makes wine and curls with the seniors. Since retiring we have enjoyed a few months in Arizona each winter where we bike, hike, square dance and enjoy the warmer climate.

RON & ELAINE TERRY, Medicine Hat

We lived our married lives in and around Regina and raised a son and a daughter. Ron worked for the Government of Saskatchewan in



Administration and Elaine was an Instructor for the Saskatchewan Institute of Applied Science and Technology in the Business Education program.

Our early hobby was raising and showing pure bred dogs including Samoyeds, Pomeranians, and Miniature Long Hair Dachshunds. When we no longer raised dogs, we stayed active in that sport by acting as the show secretary. In some ways, it was not that different from dancing. On Friday, you packed up, went somewhere to participate and have fun and returned home on Sunday. One difference was the competitive nature of the 'dog game.' Dancing is a great deal more fun.

In September 2000, Ron was retired and I had arranged a sabbatical. We decided to 'hit the road' to find the perfect winter escape as neither of us are fond of snow and cold. A leisurely trip through Saskatchewan, Alberta, British Columbia and Oregon brought us to an RV resort in southern California where we planned to stay a month. It turned out we were having too much fun so stayed on through the new year. One day in January 2001, there came a knock at the trailer door and this gentleman tells us there is a square dance class starting that afternoon in the clubhouse and would we come. Ron agreed and away we went. It turned out the man was Ken Bower and soon we were doing alamide left with the best of them. We continued our lessons every Tuesday for 2 months and proved that rhythm was not a requirement to square dance. You really can have 2 left feet.

In the fall we enrolled in Mainstream classes in Regina taught by Bill Treleaven. He explained all the

moves very thoroughly, and the practice tips made learning easy. The angels who came each week to dance with the beginners provided encouragement and moral support. In fall of 2002, we danced mainstream with 2 Regina clubs and anealed at the classes we had taken the previous year. As well, we prepared to move to Alberta. I retired at Christmas, spent the holidays with family and friends and then headed back to southern California. Very quickly we found plus classes and workshops we could fit into, often attending 3 sessions per week with different teachers. We certainly tried to cram a lot of learning into 3 months. The following year was the same except we were able to go south in November and found more plus workshops we could attend. Even with all the classes/workshops, we didn't finish plus lessons until the spring of 2004. That summer we ventured out to a National Convention in Calgary and while we enjoyed it very much were probably ill prepared for such a major event. We were surprised at the number of people we actually knew with the very first people we saw upon entering the convention center were a couple we knew from Palm Springs.

From then on, we have been SQUARE DANCERS. We dance through the summer at Conventions, Jamborees, Nationals, Weekend Events and Caller Schools and Cruises in both Canada and the United States. During the winter in southern California, we attended club dances, weekend events, and lessons at many levels. Different voices and calling patterns are important to become a competent dancer. If we saw that a club or event had a caller we hadn't heard, we made every effort to attend. When we recruited new people, we always attended the lessons with them. Our own skill level has changed as we have learned Plus DBD and A. Our move to Arizona has given us the opportunity to expand our horizons with C1.

Many interesting things have happened to us in these 15 years. Our experience with "the last call taught never gets practice" was with cross fire. We just finished our lessons with cross fire on Tuesday and on Thursday headed to the Yuma Festival. At the Trail-in dance, cross fire proved to be one of the caller's favorite calls and we needed a lot of help to get through it. We have since remedied that weakness.

One of the dancers in the RV resort had been a caller's wife and had an entire shed full of clothes, many of which she had made herself. When she saw that we were serious about dancing and would be continuing, she started cleaning. One day she brought over several garbage bags to me. When I opened them, I found 27 petticoats with pettipants. I thought I had gone to heaven. After sorting through them, I kept what went with my stuff and forwarded the rest to other dancers. That was certainly a bonus.

Square dancing has become a major part of our lives and has brought us many friends and good times. No matter where we go, there is always at

least one friendly face, if not several from many points across the country. It is also a great way to keep the mind and body active. We certainly enjoy our dance experience and plan to continue for many years into the future.

NORM & HAZEL PARADIS, Fort Saskatchewan

It was fall of 1990 and what were we going to do now in our spare time?? Both our daughters had quit playing ringette. No more 6:00 a.m. practices or evening games in local ice arenas or weekends to Hinton or Bassano for



tournaments! We had been asked many times over several years to come join square dancing, but we had the usual excuses – we're still working, the girls' activities take time, maybe later. Still they said, "You should come. It's so much fun." Fortunately for us, that fall the Merry Mixers club in Fort Saskatchewan decided to change from being a Plus club to being a Mainstream club and to try again to recruit new dancers. We were asked and along with the others we made up two squares of new dancers. That was the beginning of twenty-five years of many friendships and much fun.

Norm and Loretta Demeule were the caller couple for the Merry Mixers and we got so enthusiastic about learning to dance that we also went to Bon Accord and took a second night per week of instruction from Norm. We graduated from both clubs in 1991. We had watched other dancers get up to round dance between tips and since we didn't like sitting out during that time, we signed up for the summer instruction Norm was offering at Bon Accord, as well for the instruction from Jerry Pierce at Fort Saskatchewan. We enjoy dancing the Mainstream level and have also worked our way up to Plus and our latest endeavor All Position dancing.

Early in our dancing career, we were recruited to the executive of the Merry Mixers club and we served as secretary couple and several terms as president couple. Also in 1994 we were recruited to the Edmonton and District Square Dance Association as dance directors for four years.

Club campouts have always been a favorite activity to keep us dancing during the summer months. We attend as many of the local club campouts as we can work in and very much enjoyed having dancers come to the campouts that the Merry Mixers Club sponsored for fifteen years. Camping trips a little further away included Yahk, BC, New Dayton near Lethbridge, Red Deer, and Fort Assiniboine.

We have had great fun on bus trips whether sponsored by our own club, another club or the ESDSA.

Bus trips took us to Calgary, Red Deer, Bonnyville, Fort Assiniboine and Swift Current.

We have danced in some unusual places, the loft of Zeigler's barn near Vegreville, the Vega Ferry, an elevator in Bon Accord, Skaha and Okanagan Lakes in Penticton, the Big Horn Dam, and the Cominco parking lot in Trail, BC, as well as in some unusual attire such as Flippers at a Frog Dance in St. Albert, rubbers boots at the Mud Dance in Newbrook, and dressed as chickens or as the Fort Saskatchewan Lawn Mowers (sheep) along with 7 other couples. That's how **not** to be the caller's pilot square.

Other memorable events include several years' attendance at the Penticton Jamborees, dancing outside on the wooden floors; the caravan with Bob Weller, travelling through Olds, Radium, Trail and ending up in Penticton; attending the Yuma Festival; and dancing in Lolo, Montana; riding on the ESDSA 1996 National Convention float in the Klondike parade; walking in the Fun Parade in Penticton also to promote the 1996 National Convention; and participating in the Fort Saskatchewan July 1st Parades to promote our own club.

Over the years we have attended Provincial Conventions from Medicine Hat and Sundre to Lloydminster and Spruce Grove and many destinations in between, dancing to callers we know as well as getting a chance to dance to those from other areas of Alberta, Saskatchewan and Manitoba. It's the perfect time to renew acquaintances as well as meet new folks.

Dances that we like to attend each year are the Radium Valley dances, Western Workshop and Holiday Ranch.

We have been part of the committee that puts on the Alberta Jamboree Dance Society weekend and are looking forward to this year's event once again in Fort Saskatchewan, August 21 -24. The energy that comes from the callers and especially when they all get together to sing just keeps the dancers on the floor, forming new squares, and anticipating the next tip. It's a great experience.

Through all the years, the wonder of this activity is the many friendships that have been forged, maintained and renewed, and the fun that we all have at every dance.

According To Kids . . .

- Never trust a dog to watch your food. - Patrick, 10
- Never tell your mom her diet's not working. - Michael, 14
- When your mom is mad at your dad, don't let her brush your hair. - Emily, 10
- Never hold a dust buster and a cat at the same time. - Kyoyo, 9
- Felt markers are not good to use as lipstick. - Lauren, 9
- Never try to baptize a cat. - Eileen, 8

JAMBOREE DETAILS

**Friday, August 21 to Monday, August 24, 2015
- by Rudy & Sue Neufeld, Chair**

Hello fellow dancers! Jamboree 2015 is quickly approaching and soon will be a reality. We are looking forward to a great time and hope you are too. If you have not yet registered, it is not too late. You are most welcome to just register at the door.

The Dow Centre, where this year's event is being hosted, is easy to find. It is located at 8700-84 Street, just off Highway 21 at the south end of Fort Saskatchewan. Watch for the square dance signs.

Those of you who are dry camping are welcome to arrive at the Dow Centre any time after 5 PM on Thursday, August 20th. If you are looking for a hotel the Comfort Inn and Suites and also the Super 8 are adjacent to the Centre.

Friday evening's dance will bring all dancers and callers together in the main gym. Pre rounds begin at 7:00 PM with mainstream dancing for all to follow. Many dancers who attended previous jamborees remember the Trail-In Friday evening dance to be one of their highlights. Cost of this dance is not included in the weekend package and is set at \$5 per person registered for the weekend and \$10 per person for those who are attending only this dance.

Saturday morning dance sessions are scheduled from 10:00 AM to noon with afternoon sessions beginning at 1:30 PM. Mainstream, Plus, A1 and Round Dance sessions will be offered. The evening dancing begins at 7:00 PM with pre-rounds for all, then Mainstream, Plus and Round Dancing to follow.

Sunday morning will feature a caller and cuer's workshop for any callers and cuers who are interested. The morning is free for dancers to attend local church services of their choice if they wish. Dance sessions will begin in the afternoon to be followed by another great evening of dancing.

Monday morning, before we all go our separate ways, we'll meet once more for the Trail-Out dance. This will be a Mainstream dance with all the callers.

**We wish all of you safe travels and
look forward to seeing you there.**

If the world were a logical place, men would be the ones
who ride horses sidesaddle.

Lacombe is Home in 2015

**Final Newsletter for 2015 Alberta Square and Round Federation
Convention - Sep 5, 6, 7**



All events take place at the **Lacombe Memorial Centre (LMC) and the Kozy Korner, September 5, 6, 7. Pick up your registration package Friday, Sep 4 after 2 pm at the LMC, 5214 50 Ave, Lacombe AB.**

Trail-In Dance takes place Friday evening, September 4, at the LMC with rounds at 7 pm and squares starting at 7:30 pm. Fee is \$5/person for everyone, payable at the door.

Banner Parade and Opening Ceremonies begin Saturday morning, followed by **Showcase of Rounds**. Morning dancing starts by 10:10 am.

For new registrations, **prices are \$50/person for the whole weekend, or \$25/person/day, or \$10/person/dance session. (There are 3 dance sessions each day.)**

Sunday morning there will be an **Inter-Denominational Church Service and Memorial Service** before the dancing. The offering from the service will be donated to Ronald McDonald House in Red Deer.

Sunday evening features include **Closing Ceremonies and After-Party** following the dancing. There will be lunch served, so be sure to come and meet our callers, cuers, and Society visitors from all across Canada.

We are excited to announce that Lacombe has a new **Best Western Plus Lacombe Inn & Suites** opening in August. It is located **south of Hwy 12 on 63 St behind Petro-Canada**. They welcome square dancers with an introductory offer of **\$135.99/night plus GST**. All rooms are well-appointed with microwave, mini fridge, and complimentary Wi-Fi. A deluxe breakfast featuring hot and cold menu items, fresh fruit and yogurt, and freshly made pastries is included. Pool facilities include a water slide and hot tub.

To register:

- Phone direct to Jackie (evenings only, MDT) at 1-403-783-0915, or by email to: tcorkery@rttinc.com Do not provide credit card info by email. Payment details will be confirmed by phone.
- Quote the Square Dance introductory rate of \$135.99.
- Specify the type of room required-King Traditional or Two Queen Traditional
- Nights required, dates checking in/out
- Name, address, number of people, contact info, payment type, etc. (All the usual info.)

Items to Remember!

- Silent Auction donations**
- Club banner for the Banner Parade**
- Club colours for the Saturday evening dance**



Breakfast, lunch, coffee, and treats will be available Saturday and Sunday at Anna Maria's Coffee Bar in the LMC. Wholesome and nutritious options prepared fresh daily on the premises, including gluten-free menu items, are featured. Indoor or outdoor seating is available.

The following constitutional amendment will be considered at the Alberta Federation AGM on Saturday afternoon.

ALBERTA SQUARE AND ROUND DANCE FEDERATION

**Proposed Amendment to By-Laws
Annual General Meeting, September 5, 1:00 PM
Lacombe Memorial Center**

It was proposed in writing at the ASRDF executive meeting of March 15, 2015 to amend By-Law #6 as follows.

By-Law #6 Executive

- (5) Every question or motion arising at any meeting of executive shall be decided by a majority vote on a show of hands. Each executive member who is a district representative as provided for in By-Law 6(1) present in person at the meeting shall be entitled to vote, except the Chairman. In the case of a tie vote, the Chairman may cast the deciding vote.

Amend by adding the following:

Executive privileges will be given to appointees by motion at the time of their appointment.

The amendment above will give appointees executive privileges, granting the right to vote and run for Alberta Federation office.

CHATTER KUDOS

Calgary dancers, **Barbara Schneider**, left, professor in the Department of Communication, Media and Film, and **Liza**



McCoy, associate professor in the Department of Sociology, were written up in the University of Calgary's online news service, **UToday**, July 6, 2015. They're studying the social side of square dancing, and the article highlighted their research and some of their findings.



Congratulations to **David & Marlene Symington**, Airdrie club's caller couple, and Recipients of the 2015 Alberta Rose Award!

(Editor's Note: if you know other 2015 recipients, please send me their names – they've earned our kudos!)

EDMONTON SUPPORTS 50-CALL PROGRAM

Some Edmonton Callers are taking to heart the message that Caller Jerry Story from Iowa gave when he came to Alberta in May. Jerry spoke passionately about the benefits of a 50-call program with three entry points/year. *"If today's people are having fun they certainly do not want to wait an entire year to invite their friends. This must change! Today's people will bring us plenty of dancers with 3 starts each year."*

Four, possibly five, callers will be using the 50 call program. The program will run three times: September to December; January to March; and April to June. Most of the promotion will be done by word-of-mouth - the new dancers will tell/bring their friends to the next program. These same dancers will also be encouraged to attend the next session, at no charge, as square angels.

My weight is perfect for my height - which varies.

I had amnesia once - maybe twice.

What is a "free" gift? Aren't all gifts free?