



CHIEF OF CHATTER Claudia Littlefair

A unique way to "advertise" our activity is through video clips, as explained in the following article from the B.C. Federation Region #5

newsletter, 'The Cariboo Connection', written by editors, Mary Anne and Nick Turner. Note: Several years ago, the B.C. Federation commissioned the design of a contemporary logo, as seen in the photo below. This logo can be used by any square dance club or organization at no charge, for promotional material. Nick's son, Zachery Turner, designed this new logo. It can be downloaded at:
http://www.squaredance.bc.ca/Clip_Art/logos.shtml.

ARE YOU LIVELY? GET IT ON VIDEO!



ARTS - The Alliance of Round, Traditional, and Square Dance - is a newly awakened organization that is making intelligent plans to revitalize Square, Round and Traditional Dancing.

Take a look at their website: <http://www.arts-dance.org> - there's some really interesting information there that gives you a bigger picture of our Square Dance world. Take special note of the Re-imaging section.

One of their objectives is to re-image square dancing as a **lively** activity rather than one most associated with 'old folks' - hence the Live Lively Square Dance Slogo that many of us are displaying in our car windows.

Another objective is to use electronic media for publicizing our activity and to join the amazing explosion of "home grown" videos on YouTube. Information on this project was shared with some of the Williams Lake dancers and with people we met on our dance travels -

with happy results. A big thank you to **Glen Davidson** of the Stampede Whirlaways who did a super job making a video clip for Mary Anne to send to the Live



Lively ARTS group. He videoed himself sitting on his whitewater raft with the message: "I love whitewater rafting and I LOVE square dancing!"

Thanks also to **Bob and Dorothy Simpson** from The Wheel Arounds Club on Vancouver Island who made a 30 second video of them hiking in the mountains with a similar message.

These videos help show the world that Square Dancers are active, lively people with many different pursuits. Why not make one yourself? It could show you gardening, cycling, bowling, curling, swimming, jogging, walking, birding. You could be reading, painting, doing crafts, quilting, sculpting, building a hotrod, creating a treehouse.



We could make a collection of HD videos for our Region's Club websites. All that is needed is a 30 second High Definition video ending with words like, "I'm a (name the activity you enjoy) and I LOVE TO SQUARE DANCE." If you make such a video, send it to Mary Anne Turner nmtturner@telus.net.

About The Authors

Nick learned to square dance in 1970, and started calling in 1976 - 40 years ago! Mary Anne started dancing in 1988, and taught herself to cue rounds in 1992 - 24 years ago. They married in 1993 and live in Williams Lake, B.C. Both are retired school teachers.



They designed and wrote a successful, user friendly dance program, as well as recorded the CDs, for teachers and community group leaders, entitled "Moving and Grooving". The first section - "MOVING" - is a collection of traditional dances. Many of these dances will be "walked thru" once on one track and then the dance will be cued or prompted to the music on the next track of the CD. The second section, "GROOVING" is entirely Modern Square Dancing. There

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are ten sequential units, with all instructions and calling done on the CDs.

In addition to Squares and Rounds, the Turners have a considerable repertoire of Easy Mixers, Couple Dances, Circle Dances, and Contrás.

They received the Award of Excellence from the Canadian Square & Round Dance Society in 2008, and the Sillery Award from the B.C. Federation in 2009, recognizing their contributions to the square and round dance world.

- Nostalgia: A device that removes the ruts and potholes from Memory Lane.
- Rare book: one that comes back after you've lent it out.
- Ham & Eggs: a day's work for a chicken; a lifetime commitment for a pig.
- All true wisdom is found on t-shirts.
- Love may be blind, but marriage is a real eye-opener.
- A conscience is what hurts when all your other parts feel good.
- Artificial intelligence is no match for natural stupidity.
- A good pun is it's own reward.
- Wear short sleeves! Support your right to bare arms.
- Seen it all. Done it all. Can't remember most of it.
- Consciousness: that annoying time between naps.

SEWING CORNER

- by Marie Brothers

LAYERED SKIRT

Next sewing installment.

At this point, we should have our prairie or layered skirt all ready except for the waist.

If your waist is less than the width of your fabric (usually 36/36 or 44/45 inches) then you need one width. If your waist is more, you can either use 1 1/2 or 2 widths of fabric.

If you are using a 1" wide elastic, you will need to tear a 2 1/2" strip. If you are using a 2" wide elastic, you will need a 4 1/2" strip. (Rule of thumb - take twice the elastic and add 1/2" for seam).

Sew the two ends of the fabric together. Make sure you have a row of basting around the top layer of your skirt.

Pin your waistband to the top tier by matching the seams. Take the middle of the waistband circle and pin

it to the opposite side seam of the skirt. Mark a spot half way around the waistband and pin it to the center back (or center front) of the skirt; repeat. The waistband should now be pinned in quarters. Continue pinning until the spaces between pins is about 2".

Now take your bobbin thread and start gently gathering the skirt fabric to fit the waistband. Sew with a 1/4" seam (the width of your presser foot).

Turn under 1/4" on the remaining long side of the waistband and press. Turn up the seam on the skirt; sew the folded edge to cover the waist seam, leaving a 1 or 2" opening to thread the elastic.

Place a safety pin in the end of the elastic. Take the other end of the elastic and pin it to the skirt near the opening (so you don't accidentally pull it right through). Push the pin into the waistband casing and gently pull elastic through, sliding the gather fabric along. Sew the raw ends of the elastic together, remove the pin, and sew the small opening you left.

Ta da. Done.

Of course, there are several other ways of doing each of these steps, but this will get you a skirt in a day!

If you need any help or want to join a class where we will make a skirt, let me know: Marie (mariebrothers@yahoo.ca) (403) 336-1950 (after 5:00 p.m. please)

Next article - making a crinoline storage bag and an easy man's tie to match your new skirt.



The owner of a bar, who was known for his strength, offered a standing \$1000 bet. He would squeeze a lemon until all the juice ran into a glass, and then hand the lemon to the patron. Anyone who could squeeze two more drops of juice out of it would win the money. Many people had tried, but nobody had ever been successful.

One day, this scrawny little fellow came into the bar, wearing thick glasses and a polyester suit. He said in a small voice, "I was just reading your sign, and I'd like to try the bet".

After the laughter died down, the owner agreed. He squeezed the heck out of a lemon, then handed the wrinkled remains over. The little man clenched his little fist around the lemon, and six drops fell into the glass.

The owner paid the guy his \$1000, and asked, "Do you mind telling me what you do for a living? Are you a lumberjack, a weightlifter, or what??"

The little fellow replied, "I work for Revenue Canada."

SELLING THE “WHY”

The following excerpts are from an article from the *Saskatchewan Business Magazine*, September 2015. The article, “Sell ‘Why’ Not ‘What’ – The Art of Marketing Benefits” is written by CEO Ryan Townend, co-founder of the Calgary advertising and marketing company, *William Joseph Communications*.

“Imagine two advertisements selling the same four-slice toaster.

The first ad shows an attractive picture of the toaster, followed by the technical specs and purchasing information.

The second ad is an image of a brightly-lit kitchen table with a smiling family of four, each with their own slice of golden toast. The copy would read something like “No more fighting who gets the first slice. With our new four-slice toaster, your mornings will be peaceful once again.”

Although the first ad serves a purpose for those looking for specific information about the product, the second ad has broad emotional appeal to those in the market for a larger toaster to keep up with the family.

The second ad is an example of marketing the benefit of the product or service, not the features. To break it down: the features of the toaster (such as four slices, settings and technical specs) do not address any specific emotional appeal, such as the second ad’s call for calm mornings spent with your family.)

Emotional appeal is an important thing to focus on in advertising, as it uses psychological drivers to make the audience engage with your marketing. ...Selling the “WHY”, not the “What”, is another way to look at it.

Once you know what is important to your customers, you can better market the benefits of your product or service.”

Applying This Information to Dance Ads

Instead of simply advertising when our next classes are being held, we have an opportunity to tell non-dancers WHY they should join us. Do your homework! Take the time to research and define:

- The benefits of dancing (they are numerous).
- The needs of prospective dancers (also numerous).
- The WHY (the emotional appeal) between the benefits and needs.

For example, here’s a poster based on the following:

- Benefits – socializing, new friends, having fun.
- Needs – new in town, empty nester, lonely, bored.
- WHY – happiness, interaction, self worth.



**Looking for Something FUN to do?
New in Town?
Bored?
We Want YOU!**

Modern Western SQUARE DANCE

Drop In Any Monday Night!

**NO Experience Required
NO Partner Needed
\$6/night
First time FREE!**

**Mondays, 7:30-9:30 pm
Highwood Hall
16 Harlow Avenue NW
Calgary
Dave: 403-620-5131
www.Banfftrailers.com**

The picture conveys emotional appeal (happiness, interaction, having fun), and the words reinforce it.

This black and white picture features our activity, but it lacks emotional appeal.



So, figure out what people are looking for, and use your ad to answer WHY they can find it at your dance club.

CHATTER CLOSE-UP

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 claudia.littlefair@gmail.com and I would be happy to contact them.

DAWN GILCHRIST & MURRAY HAMULA, Airdrie

Editor's Note: As we age, many of us develop aches and pains that affect our agility and movement, but are still manageable. But what if you suffered a minor playground accident at age 6, and had to deal with severe chronic pain ever since? What follows is a story of a mother's love and advocacy, and a daughter's courage and tenacity.



Dawn began her square dancing career back in the mid-'70's when she danced with the Twirling Teens in Calgary for three years. After a long hiatus, she was able to convince her husband Murray to join the Rockyview Ramblers in Airdrie in 2006. Her daughter, Heather, came with them every Friday night to watch and in 2007 she began new dancer lessons. She danced for two years until physical pain prevented her from continuing.

Living With An Invisible Disability – Chronic Pain

It all began in 1997, her first week of school. Heather was playing at recess with her new Grade One friends. That's when her life would begin to unknowingly take a different path than most other "normal" kids. She fell off the monkey bars and tore the tendons/ligaments in her left ankle. Over the next several years, she was constantly in half casts, wearing an ankle brace or using crutches more often than not. She spent her entire Grade Eight year on crutches.

Fast forward eight years, to December 2005, 10 days before Christmas. Heather had her first of two surgeries to repair the damage to the ligaments caused by years of sprains and tears due to compounding weakness. She had her second surgery in June 2006 to remove the pins and screws that were installed in her ankle the December before. At this point, life would return to normal for most people but for Heather, it

went from bad to worse. During the first surgery, a nerve in her ankle was nicked. Nerves get cut and nicked all the time in surgery and most of the time they grow back and heal normally. Not for Heather.

From that point she had endured severe chronic pain due to that damaged nerve. Nothing could touch her ankle. Not socks, pants, blankets or even water. She couldn't wear a shoe, only a flip flop sandal. She couldn't go outside when it was windy. Even a hair touching her ankle would cause her to scream and cry. You all know how cold our winters can get and how we couldn't imagine going outside without being dressed properly. Try going outside when it's -30 with your pant-leg rolled up, no sock and wearing a beach flip flop!

After seeing many doctors and hearing "there's nothing wrong", and even "she must be faking", we finally found a pediatric doctor who acknowledged that kids can experience chronic pain. He diagnosed Heather with Reflex Sympathetic Dystrophy (RSD), which is an unrelenting and often untreatable pain. He also felt she had at least one neuroma, which is a tumor or mass of nerve fibers. Over the next 4 years, this doctor tried many different medications and treatments to try to get her pain under control. She endured painful physiotherapy treatments. They tried hypnosis, cryo-surgery, treatments used for phantom pain when one loses a limb. You name it, we tried it. There were two things that seemed to give her some, short lived relief. Four day long Ketamine infusions and acupuncture. When Heather turned 18, the Ketamine treatments were no longer an option. It's a controversial treatment for adults and is not used in the "adult" chronic pain world. She could also no longer be treated at the Children's Hospital. We were literally back to square one, and hearing doctors say she would have to learn to live with the pain, if she even had pain. There was nothing that could be done. My only child had been in pain for too long, and was on enough opioid pain killers to kill an elephant. Her "learning to live with it" was not an option for me.

In my quest to find someone who could help, I found a doctor in Toronto who, after reading her pediatric records, agreed to take her case on. Over the next few years he would treat her sight unseen, just through contact with me over the phone or via e-mail. We did eventually make the trip to Toronto so he could meet Heather. He diagnosed her with Chronic Regional Pain

Syndrome, Type II (meaning it involved damaged nerves). This doctor was able to get Heather's pain from nine and ten, to six or seven on the pain scale, but he was also interested in trying to find a "cure" for her pain, not just control it with meds. He referred Heather's case to a doctor in St. Louis who successfully, surgically treated a patient with similarly un-retractable nerve pain.

The doctor there agreed to see, and possibly do surgery on Heather. So began my mission to get funding for this trip and potential surgery from the Alberta government. This was no easy feat but I was successful and in September 2011 we flew to St. Louis. After our one and only appointment, the doctor took Heather's hands and said "I can fix you, Let's Do This!" Two weeks later she performed a pioneering and ground-breaking surgery on Heather. She removed two major nerves in Heather's lower left leg and transpositioned several others. She said the neuromas in Heather's ankle looked like a forest fire, and that she even "flinched while under" when the nerve was touched. The damage was that severe.



Today, Heather no longer has the suicidal nerve pain - and I don't use that term loosely. There were far too many days I expected to come home to find I no longer had a daughter. Since nerves were removed she has large numb areas on her leg and foot. She still has pain and probably will for the rest of her life, but it's at levels she can live and function with. She amazed many doctors, including addiction specialists, with her ability to bring herself off the massive amounts of opioids she was on for so many years. Her case is the topic of a multi-page paper, with pictures, published in a medical pain journal. Her case is used for teaching doctors that some CRPS Type II cases can be "cured". She will be followed for years by the doctors in Toronto and St. Louis who want and need to study her progress and publish follow-up papers.

Today, Heather lives in Saint John, NB, with her fiancé and two cats. She is going to University where her goal is to get her PhD in Psychology and be licensed to practice Acupuncture. The psychologist she began working with as a young teen has been such a Godsend in her life that she wants to give back and work with children who have chronic pain. She still requires pain

meds and is a card carrying member of the medicinal marijuana community. I am open to any and all conversations this admission, and story, may incite. There is so much more to say!

THE LIGHTER SIDE OF DARKNESS

- by Dee Jackins

Dee is an avid square and round dancer, and enjoys writing. She shares the lighter side of some of her experiences, challenges and near disasters as a sight impaired person.



I've been going to a NUCCA Chiropractor (National Upper Cervical Chiropractic Assoc.) now for almost twenty years. Their method of treatment is so much kinder to the body and it produces the desired results.

Some time ago when I went in for a treatment, he was busy typing his report on to my file when he turned around and said "I don't know how to tell you this but I've never seen this before and you've been coming here a long time."

He really had me puzzled and I thought "What did he find? Nothing too serious I hope." So I asked him what in the world did he notice? "Well, it's just so strange, I've never seen you come in with one black sock and one white sock on."

What a relief that was! All I could say was "You've got to be kidding!" and I grinned from ear to ear. What are the chances of doing that when I only have one pair of black socks at the back of the drawer. It has to be Murphy's Law.

That's the only time I miss matched a pair of socks but shoes are another story. I've gone out with one black loafer and a taupe colored one. Didn't get too far before it was noticed - thank goodness!

I went over to visit a friend and brought a pair of sandals that didn't match at all, so I went without. Then there's the time I went dancing out of town and found that I had brought a pair of black shoes but darn it anyway they were both for the right foot. Sure glad I wasn't wearing boots. Another time I got dared to wear a black shoe and a white shoe, both were the same style at least and it matched my black and white outfit. The comments I got were quite interesting. Needless to say I had a matching pair at home.

**If anyone ever notices something out of whack
just tell me - we'll laugh together!**

LOOKING BACK AT PAST CANADIAN NATIONAL FESTIVALS

National Festivals (formerly Conventions) have been held every two years since 1978, with the exception of 2012 when a host city was unavailable.

1978 EDMONTON, ALBERTA

- 6400 dancers met together in Canada for the first time!
- A contingent of Nova Scotians in tartan and yellow successfully bid for the 3rd Canadian National.
- 'Freddy' makes his debut.
- Tales about a sea of mud in the campground.



1980 OTTAWA, ONTARIO



- Dancing on the Hill following the changing of the guard on a sunny and hot morning amid a sea of Ontario dancers in royal blue with white Trilliums.
- Saskatchewan skirts with orange lilies and New Brunswick skirts with purple violets.
- Plus dancing in the Coliseum Building at Lansdowne Park with gigantic open doors bringing in hot and steamy breezes between thunderstorms.

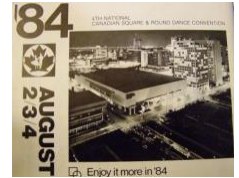
1982 HALIFAX, NOVA SCOTIA - "C U in 82"

- Sky blue and white sailor outfits filling the Metro Centre to welcome our visitors.
- Dancing at historic properties in the ocean breeze.
- Buses between Metro Centre, St. Pat's and Queen Elizabeth High Schools and the Lord Nelson Hotel.
- Balloons in the ceiling of the Metro Centre shaped like a map of Nova Scotia.
- Elation knowing that we had achieved our goal!



1984 WINNIPEG, MANITOBA - "Enjoy it more in '84"

- Dancing for the first time all under one roof in the Winnipeg Convention Centre.



1986 CALGARY, ALBERTA - "Saddle up for Calgary"



- Red pants and white cowboy hats.
- A fire alarm closing the elevators and hiking down multiple floors in the hotel.
- Over 6000 dancers in the Convention Centre, the Arts Centre, and in the venerable Palliser Hotel.

1988 HAMILTON, ONTARIO - "Hub of the Golden Horseshoe"

- Black balloons decorating Copps Coliseum.
- Teens climbing over the railing to join the opening ceremony dancing and stealing the show.
- Temperatures over 100 degrees closing down all dance areas that were not air-conditioned.



1990 VANCOUVER, BRITISH COLUMBIA - "Coast into Vancouver"

- Revelling in our largest attendance to date with 6650 dancers greeting and twirling in every hall under the white sails of Canada Place.
- Float planes taking off just outside the enormous A2 hall that echoed back every call.



1992 WINNIPEG, MANITOBA
- "It's What to Do in '92"

- Presenting Nova Scotia's "Dance by the Shore" promo at the confluence of the Assiniboine and Red Rivers on a beautiful and cool sunny morning.
- Enjoying the meeting of east and west in this historical prairie trading post.

1994 HALIFAX, NOVA SCOTIA
- "Dance By the Shore in '94"

- Dancing by the shore on each side of the harbour and riding the ferry across.
- Banner Parade walking around Citadel Hill.
- Nova Scotians in tartan, white and royal blue outfits.
- Live fiddle music for the opening dance.



1996 EDMONTON, ALBERTA
- "Alberta Bound"



- Alberta wild roses decorating the halls.
- Klondike outfits with green suspenders.
- Dancing in the lovely tiered

and glass enclosed Shaw Conference Center along the banks of the North Saskatchewan River.

1998 OTTAWA, ONTARIO
- "A Capital Convention"

- Tulips of many colors displayed on skirts and walls.
- Dancing (and calling) on The Hill after the changing of the guard during a very hot morning.



- Eating lunch below the convention center on the banks of the Rideau Canal.

2000 VANCOUVER, BRITISH COLUMBIA
- "Sail Into the Century"

- Complications from striking hotel staff.
- Sharing a tiny and expensive room in the Pan Pacific with a spectacular view across Burrard Inlet and looking down on Alaska cruise ships.
- Chinese Dragon dancers before the 2002 song and dance.



2002 SAINT JOHN, NEW BRUNSWICK
- "The Place for You in Twenty-0-Two"



- It was a waterless Wednesday when the water mains broke.
- Covered Bridges in a Field of Lupines designed on

specially commissioned material.

- "Come on Down" dance combining rounds, squares and traditional figures.
- Enjoying a Calgary breakfast by the waterfront and earning a "Yahoo" dangle.

To Be Continued! See the next issue of Alberta Chatter for more highlights and memories of Canadian Festivals. In the meantime, register NOW for this year's

FESTIVAL 2016 – "Partner Up Prairie Style",
Regina, Saskatchewan, July 28, 29 & 30.



FESTIVAL 2016
July 28, 29 & 30

Hosted by

Saskatchewan Square and Round
Dance Federation Inc.

Saskatchewan Trade and Convention Centre
Delta Regina

Register online at
www.saskfestival2016.com

Information:

Bill 306-590-7141
tree-line@hotmail.com

Donna 306-543-8626
barrygruell@sasktel.net

Bert 306-692-7278
rnj@sasktel.net

Kay 780-875-2761
hau_hb@shaw.ca



Sponsored in part by
LOTTERIES

**ALBERTA CONVENTION 2016
HIGH RIVER - SEPTEMBER 3-5**

AL & CAROL MOODY, General Chair



Carol and I are very grateful to all of the volunteers who have stepped up to form the operating committee of this Convention. They are going the extra mile to make sure that you will come away from this event with many happy memories and new and

renewed friendships. Please remember that early registrations make it easier for the Committee to coordinate the program so **we can deliver great dancing in High River!**



**CONGRATULATIONS!!!
Early Bird Draw Winners
GRAEME & PAT GREENVILLE
Lethbridge, AB
FREE Registration to Convention!**

ALBERTA CONVENTIONS

- | | |
|-----------------------------------|---------------------------|
| 1. 1969 Red Deer | 25. 1993 Strathmore |
| 2. 1970 Lethbridge | 26. 1994 Spruce Grove |
| 3. 1971 Edmonton | 27. 1995 Sundre |
| 4. 1972 Calgary | 28. 1996 Edmonton- |
| 5. 1973 Grande Prairie | NATIONAL |
| 6. 1974 Edmonton | 29. 1997 Medicine Hat |
| 7. 1975 Calgary | 30. 1998 Lloydminster |
| 8. 1976 Red Deer | 31. 1999 Strathmore |
| 9. 1977 Lethbridge | 32. 2000 Olds |
| 10. 1978 Edmonton NATIONAL | 33. 2001 Leduc |
| 11. 1979 Grimshaw -Peace Block | 34. 2002 Lloydminster |
| 12. 1980 Calgary | 35. 2003 Springbrook |
| 13. 1981 Red Deer - Central | 36. 2004 Calgary NATIONAL |
| 14. 1982 Edmonton | 37. 2005 Ardrossen |
| 15. 1983 Medicine Hat | 38. 2006 Rocky Mountain |
| 16. 1984 Gr.Prairie - Peace Block | 39. 2007 Strathmore |
| 17. 1985 Sundre | 40. 2008 Wainwright |
| 18. 1986 Calgary NATIONAL | 41. 2009 Calmar-AGM Only |
| 19. 1987 St. Albert | 42. 2010 Rocky Mountain |
| 20. 1988 Lethbridge | 43. 2011 Wainwright |
| 21. 1989 Cochrane | 44. 2012 High River |
| 22. 1990 Red Deer | 45. 2013 Lacombe |
| 23. 1991 Medicine Hat | 46. 2014 Leduc |
| 24. 1992 Sexsmith | 47. 2015 Lacombe |
| | 48. 2016 High River |

CONVENTION FUN FACTS

- The first Alberta Convention was held 48 years ago, in 1969, in Red Deer, and they have been held annually on Labour Day Weekend ever since.
- Prior to 1969, the Labour Day weekend was a standing date for a well-attended square dance camp-out put on by an Alberta group called the "Wandering Squares". This group was formed in 1958, and eleven years later, they gave up their traditional camp-out on this weekend to make way for the first Alberta Convention. The Wandering Squares are still going strong today with camp-outs in various campgrounds throughout the Province.
- The highest convention attendance of any Alberta Convention occurred in 1994 in Spruce Grove with 1,408 registrants, 751 spectators, 613 banquet meals, and 440 at the Fashion Show.
- Registered callers and cuers have been as high as 60, and as low as 24. They come from across Alberta, as well as from out of province.
- Staffing and volunteers are a vital part of the convention – without their donation of time and hard work, conventions could never take place. Every person in attendance, including callers and cuers, pays a registration fee to cover costs.
- Callers and Cuers on the program, the Convention Committee and Volunteers do not receive any payment for services rendered.
- Prior to 1995, all profits were turned over to the Alberta Square & Round Dance Federation. Since then, a portion of profits is returned to the sponsoring Zone.



Registration Forms for this year's ALBERTA CONVENTION in HIGH RIVER can be downloaded from: www.squaredancecalgary.com or contact Anne & John Godsman, 403-827-7911, email: 2016conv@gmail.com.