



This newsletter provides promotion and marketing ideas, shines a light on people in our dance community, provides history and general information about our much loved activity, and highlights provincial and national events. If you wish to contribute an article, or see an event, topic, person, or club featured, contact the editor.



NEWS ARTICLES CREATE AWARENESS

Chief's Chatter - Claudia Littlefair

Creating awareness that our activity exists is the first step in marketing. One of the main reasons why people have stopped joining our activity is that they don't know about us. **The sad thing is we have created this problem ourselves by relying on word-of-mouth to fill our classes.** We've cut back on all the methods that "don't work" but that do create awareness - demos, parades, hanging posters, writing regular news articles, signage, and by not utilizing on-line advertising (free community calendar postings, digital ads, advertorials).

In the eyes of the general public we don't exist! And if we do catch someone's interest, they usually have a preconceived idea – and not a nice one - about our activity.

Try something new! **Use news articles throughout the dance season that will keep your club in front of the eyes of your community.** Next season, when you try to recruit dancers from your area, they might have the right idea of who you are and what you do.

Betsy Gotta, a well-known Caller, spoke about changing people's perception of square dancing in her key note address at a "Dancers Recruiting Educating and Motivating" seminar in New Jersey this year. She said:

"You and I know that square dancers are regular people who have held a variety of jobs, have different levels of education and enjoy other "normal" pastimes in addition to square dancing. Recently, clubs have relaxed dress codes and different callers use a variety of music. The public, however, has not yet modified their perceptions."

*". . . Some years ago, a member of a North New Jersey Square Dance Association club wrote a human interest story about square dancing. He quoted square dancers about how much they enjoyed square dancing. **Each quote included the dancer's name, age and occupation.** There was a good cross-section of dancers quoted. That fall several clubs in the Northern New Jersey area had more people come to classes to try the square dancing activity than in past years. **I believe that the article changed the perceptions of square dancers from a bunch of like-minded blue collar people pretending to be hillbillies to a varied group of individuals enjoying a stimulating hobby.** These new dancers found someone that seemed like them who square danced, so they felt that they might enjoy square dancing."*

Not sure what to write? Go to the Canadian Square & Round Dance Society's Pinterest account and check out the "Press – Square Dancing" board with 418 news articles. <https://www.pinterest.ca/canadiansquarea/>. It's a good place to get ideas and wording for your own articles.

Invite a reporter to come to your club and write about the experience. We had one young reporter write a review that ended with, *"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 as they swing their partners, dosey do and sashay, you can't help but walk away feeling as though you've been privy to something special."*

We know we have something special to offer to those fortunate enough to walk through our doors. Let's let others in on our secret. Use news articles throughout the dance season to create awareness. Like the lyrics in 'Signs' by the Five Man Electrical Band says, we need to let people know that we're "alive and doing fine."

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ARTICLE MARKETING

- Excerpt From CALLERLAB'S Square Dance Marketing Plan

Writing and publishing articles is a great way to tell the story about square dancing, and it will establish you as an expert on the topic. This can be done in a simple way, or a sophisticated way.

In Section 17 Case Studies/Repeatable Success (Square Dance Marketing Plan) there is a story about how the Morrison Grand Squares wrote articles, really press releases, monthly and mailed or emailed them to media outlets. That resulted in occasional stories in small town newspapers, interviews, discussion on small town radio stations, which in turn **raised the awareness of the club and their activities with the public**. In turn, that made businesses more receptive to having exhibitions, and residents more likely to consider square dancing!

When you write an article, it needs to be interesting and provide useful information. It also needs to include contact information and **should always lure people to your website** or blog to get more information.

You can also publish your article in a variety of article directories. There are thousands of article directories out there, and many of them are free! Sign up as an author for one or several of these free article directories. To do this you'll need to choose an article marketing site, visit the site and create your profile. A Google search will show you the top sites.

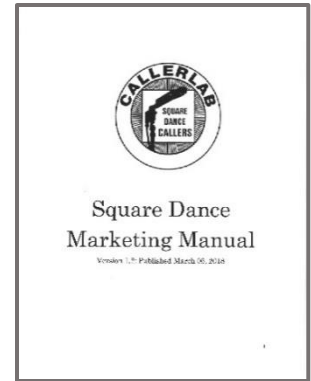
To publish your article(s) you'll simply click on the "Submit an Article" and follow the online instructions.

The more articles you write and publish, the more exposure you will get, which will drive more traffic to your blog, your website, etc. The articles you write will stay out there, so they will work for you for a long period of time.

Online Press Release Campaigns

Just as there are free article directories to publish your articles, there are free online press release sites to publish your press releases. These sites are a resource media companies use to research topics they plan to write or report on. Distributing press releases does the same as article marketing, it establishes you as an expert on the topic. In many cases, these distribution sites will send your press release on to other press release sites.

To find out more about online press release sites and how to submit; Google search!



For a copy of manual go to <http://callerlabknowledge.org/?p=1736>



SQUARE DANCE T-SHIRTS FOR SALE

"I'd Rather Be Square Dancing" Contact **Arlene (Bruce) Boles** in Three Hills.

Home: 403-443-7756 Cell: 403-588-7807

\$25 each, all sizes. If you like a loose fit, order one size up.



AFTER 23 YEARS, STARLITE FASHIONS IS CLOSING DOWN, BUT ...

After a good weekend of sales at the Alberta Convention (thank you shoppers!), Starlite Fashions is again set up and open for business at our home. **The pricing policy of 70% off the marked price remains in effect.** There is still a good selection of ladies skirts, blouses, sets, belts and shoes from sizes 6 to 11. Men's wear is limited to scarf ties, collar points and a few shoes. There are some jewelry and belt buckles.

We now only accept cash and cheques. **All sales are final.** We are taking some short trips during September and early October. Please call us at 403 698-3205 and leave a message or email squaredanceshop@shaw.ca and we will get back to you soon.

We have greatly enjoyed our years' operating Starlite Fashions and meeting so many square and round dancers. We look forward to seeing you across the square or circle if no longer across the clothing rack.

SEEKING FREE PUBLICITY IN THE SQUARE & ROUND DANCE ACTIVITY

Excerpt from Presentation from SQUAREUPB.C., the marketing initiative of the
B.C. Square and Round Dance Federation - by Brian Elmer April, 2013

The Press Release

One of the best ways to reach a mass audience is by seeking free publicity in the press. In this case, though, we recommend a different approach than inviting a reporter from the media to cover an event.

Many times, things are left up to a visiting reporter, on the rare occasion that they come. They'll often prefer to focus on a human interest aspect that might not be favourable to our image and probably won't tell of the benefits of our dance form that you'd like to see.

The Central Okanagan region has seen exceptional, favourable response from both print and online media upon submission of ready-to-print press releases with accompanying photos. **The online media outlets are generally considered "community internet portals"** and they serve a city with news and events information and much more, like an electronic newspaper.



The method that has been followed is to write press releases in the style of a press reporter and submit them unsolicited, strictly by e-mail. A little research into your local media web sites should reveal the e-mail addresses of their editors. The topics have varied from detailing a club event to the special activities of dancers.

The distribution via e-mail is the easy part. Taking photos, gathering information about an event and writing the release is the hard part.

In seeking free publicity, we have little control over what the media editor will actually publish, if anything. You cannot expect 100 per cent success with every press release but persistence can pay off. Keep submitting! Dance news is "soft news" and your story might get "bumped" by some serious hard news.

If you wish, you can contact the various editors of your local print and electronic media sources and ask about their preferences regarding the submission of press releases. It can't hurt to establish a good relationship with the press.

If submitting to a newspaper, leave it to the editor to select where to place your story. They'll gauge whether it's suitable for the "About Town" section, the "Travel" section, etc. You might even discover your material on the front page!

An important thing is to know exactly what geographic area each media outlet serves. In the case of newspapers, where do they distribute? Again, those that are "community focused" will be disinterested in content that doesn't relate. An exception could be persons from the community going somewhere, in which case the story is about them and their experiences. Also, your dance group wants to be seen in media where there's reasonable chance that the readers/viewers can interact with you. **Concentrate on the media that serves the immediate community where the dance club operates and its members live.**

Photo Submission

A selection of three to six photographs are generally attached to each e-mail press release. Each photo has a suggested caption, naming the persons pictured and/or detailing what's happening in each shot. You want your photos to relate to the subject matter of the press release.



Providing the media outlets with several photos makes it less likely that they'll all publish the same picture. In the case of competing newspapers, they want to look a little different from each other.

Sometimes it's a "photo release" that is furnished to the media. That is valuable to maintain awareness in picture form where a full written press release is not appropriate. Again, the photos should be sent with suggested captions.

Resolution of Photographs: Newspapers need higher resolution photographs than online media. Photos for newspapers are usually requested at 300 dots-per-inch. A photo file-size of 1 megabyte or larger should ensure that. Pictures to be seen online can be furnished in low resolution (100 kilobytes or less). A simple approach is to issue the photos in high resolution and let those who don't need them that way make the appropriate adjustments.

Editor's Note: So now it's time to put into practice some of these tips and ideas for news articles.

Below is an article that took me more than 2 hours to write about our first of two free "Dance & Dessert" nights. I've submitted it to our town's weekly newspaper and hopefully there's room in the next issue to publish it. We had six squares of dancers including 22 people who were dancing for the first time.

THIS IS NOT YOUR COUNTRY HOEDOWN

Forget country hoedowns and fiddle music – today's square dancing has evolved! "We dance to anything that has a strong beat. It could be rock, pop, salsa, classical, techno, country, blues – you name it, we've probably danced to it", says dance instructor and square dance caller Dave Littlefair.

Wheatland Whirlers Square Dance Club held its' first of two free 'Dance & Dessert' nights for the public at Westmount School on Wednesday, September 19th. People from 8 years to 80 experienced the fun and challenge of today's square dancing. "It's a blast!" said Marian Ritchie. "Everyone is so friendly, the dancing's fun and the music is great! We'll be coming back again next week!"



The music is not the only thing that is different.

"The dress has changed too." indicates Littlefair. "There are still a few who prefer the traditional outfits, but most dancers dress in whatever they are comfortable wearing."

Littlefair explains that the type of square dancing taught is called Modern Western Square Dance (MWSD) which evolved from the simpler form of traditional square dancing. In MWSD dancers are taught a series of 68 dance steps known as calls. These calls can be "walked" to the beat of the music and unlike ballroom dancing, there's no fancy footwork or lead/follow partner. It's the caller's job to create the dance by putting these calls together in whatever order he or she chooses. It's the dancers' job to carry out the calls successfully as a team, in groups of eight dancers.

"Invariably, calls are missed or done incorrectly," says Littlefair, "which results in a lot of laughing as the team tries to find the fastest way to get back to dancing and ready to do the next call. Because we need to work together as a group, it's easy to meet and get to know each other. By the end of the evening, you've usually danced with everyone in the room."

Sue Henderson, decided to try square dancing two years ago when she was looking for a way to blend her love for music with a physical activity that wouldn't hurt her injured shoulder. She's been hooked ever since.

"Square dancing is a wonderful, rewarding and fun type of dance," she says. "It is inexpensive and you do not need a partner. The square dance community is very friendly and welcoming. It's all about having fun, meeting new people and having a great workout to upbeat music."

Singles or couples are welcome to come to Westmount School gym at 7pm, any Wednesday during the dance season from October to April. Cost is \$6/person and the first time is free. Dress is casual but it's important to wear comfortable indoor shoes. For more information go to www.strathmoresquaredance.com or email strathmoresquaredance@gmail.com.

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. See past issue #2015-6 for her complete story under "Chatter-Closeup".



Dee and her husband squared danced from 1969 to 1971. In 1975, she lost sight in her left eye, and by 1989 her vision was completely gone. While trying to cope with her blindness, Dee's husband was diagnosed with cancer. He died 10 months later in October, 1991. A friend suggested that she try square dancing again, and in 1995 she joined Calgary's singles club. Dee has been dancing ever since. She dances by visualizing the calls and positions, and with the gentle guidance of dancers' hands for no-hand calls such as weave the ring.

Attending Square Dance Conventions can be a great and fantastic experience whether it is a National or a Provincial Convention, but sometimes in my case I'm never quite sure whether my next new experience will be a challenge or another humorous occurrence.

At one of these Conventions the room I was assigned was out of this world. A person with sight would have had a hard time maneuvering around let alone someone who is totally blind. I would have requested a change but all units were occupied and therefore no way of exchanging to a normal square room. It had nothing but sharp corners every few feet, the only straight wall was where the headboard was situated. Its location was in a corner of the building and must have been a storage room for the staff and their supplies at one time or other. All of the furniture was at an angle, with sharp corners pointing in every direction. My white cane was my best buddy the whole weekend - no banged up knees! Another lesson learned - ask for square or rectangular rooms.

Then there was the time when I booked a room and informed them I was visually impaired, just to let them know. Well when I got there they had booked me in a unit for the totally handicapped. Now this was really neat and quite different. As I was checking out the bathroom with my friend, we had a good chuckle - the shower spray would probably hit me at the knees. Everything was at a low level including counters and sinks. Thank goodness they had extra rooms that night or I might never have straightened up again.

Another time they gave me a room for wheelchair access. Well, there was so much room between furniture and walls, you could have had a dance right there in the room. They had a lamp on the end table next to the couch which was kind of a separation for the living room from the bathroom area, but every time I went by to find this end table my hand sent the lamp sailing over the couch. What a racket! I sent everything flying. The best part of this circumstance was the lamp was still in one piece and everything was put back in its place before I left. It must have been knocked over about a dozen times; I was like a mad man on a mission!! We sure had a lot of good hearty laughs!

The last time I made a reservation, my little problem was never mentioned and everything flowed along very smooth. It's no use mentioning it ahead of time; it causes more problems than it's worth.

Switching gears here, one episode that was quite a surprise to me was when I went to the National Convention down East. When I go through the security at airports I always set off the alarm for some reason or other. When I left the airport security in Calgary all the bells and whistles went off and of course the security agents have to do their job with the wand and check you from top to bottom. But I was cleared and away we went. The Convention was great with fantastic callers and a renewal of friendships made over the years. When it came time to return home our plane was not leaving till later that evening so we had a lot of time to spare. After touring around the city for a couple of hours, we decided we could just spend some time relaxing at the airport before departure. We had three hours to meander about the premises and there was no line up at the security counter. "Great timing! Let's get this over with!" When I approached they took my cane, purse and my carry-on luggage, which is quite normal. Then I heard "Okay, step forward", so I did. All I heard was this very loud bang as my knee hit this wall and all these alarms, bells and whistles went off. "What is going on?" was my question. The lady at security replied, "You ran into the security machine!" Oh my! That's all I needed. In my mind I wanted to respond, "What do you expect? You took away my cane!" (But I bit my tongue.) I was told to step back, a command which I gladly and quickly reciprocated. After the scanner was reset she said, "Now give me your hand," so I did. "Give me your other hand, too." So I did (hmm, lack of trust here somewhere, don't you think? (She carefully led

me through the scanner and not one bell or whistle sound was heard. My mind is saying, "Are you satisfied now?" But that wasn't the end of it. Unfortunately after we were both cleared, they informed us that we were randomly selected to be searched. They must have been totally bored to the hilt or just filling in time. Now, had they said something like "Congratulations! You are the 99th million person to go through this security gate and you have just won a brand new 2019 Alexis" (self driving vehicle of course), that would have been a much better scenario. I was pulled over to the side, the routine stance was ordered and I was patted down a couple of times, the wand was going up and down like a yoyo. I felt like a criminal. By the time I got to my belongings, my suitcase was open, my purse was being searched, by a male yet and he spotted a nail clipper in the x-ray but he couldn't find it so he asked me if I would get it for him. "Well certainly, but it has no file attached." That wasn't good enough, he was insistent so I found it for him and he did his routine check. Poor guy, my purse had about six or seven side by side compartments so he had no idea where anything was. I guess I was a bit fortunate there, he could have just dumped the whole bag out onto the table or floor, and it would have fallen out for sure. My dance partner finally said this was totally ridiculous and unnecessary but the agent pointed out to him on the x-ray screen, "It looks like a knife". My partner agreed with him and I couldn't believe what I was hearing. A knife? What would I be doing with a knife? By the time I could get a hold of this knife and 'look' around to find my victim, they would have me down and hog tied in no time. The only thing I could tell him was that I had an emery board in there but not a knife. He finally decided to let me through and gave us the green light. It's a good thing he didn't check out the vacuum packed crinoline in that carry on, he might have thought it was a bomb of some sort. It would have poofed out in his face. Would anyone have come to visit me in jail???

My curiosity got the best of me so I decided to search in my purse for this so called knife while we were waiting for our plane to arrive. Oh my goodness! There it was - not a knife but a metal nail file. I forgot all about it. That poor agent, he was so kind and apologetic, he would never have found anything in this bag. I was a little perturbed when this happened but after thinking about it, with all the goings on in this world, anyone can buy a white cane and claim visual impairment. I give them credit. All people who are legally blind do have an ID card stating so, they should ask for the proof of blindness before these searches. Sure would save a lot of hassle. But on the other hand - I wouldn't have anything to write about!

Just another experience in this 'Lighter Side of Darkness'. 'See' you across the square; it's time to get back to dancing.

TRUE STORY - THE SWINGERS CLUB

- by Tom Kahnert, Co-President of Strathroy Swinging Duo Club



Shortly after Jo and I started square dancing in 2013, one of my brothers from Toronto and a nephew who was attending Western dropped in for a visit at our Ilderton home. As time went by, my brother, John, asked me, "So what's new with you and Jo?"

My response was "Well, we joined a Swingers' Club!" There was silence, with John just staring at the floor without any expression on his face. So I continued, "We were thrilled to find this unique Club. It's a lot of fun. It certainly has opened up a whole new 'social chapter' at this time in our lives. Essentially this means that we swing with others." His eyes still had not moved.

I carried on. "We learned how to lead right, an important move with other couples. We trade partners, which is enjoyable, as you can imagine." Still no response. "At other times during the last part of the evening, couples hinge, twirl and we then scoot back home. When we are there, we may walk around the corner." The silence continued.

"We have made a lot of friends who share common goals, which was one of our objectives when we were searching for something to do as a couple." I then said, "We like when we circulate and swing through with others. My favourite part is quite often we will take someone else's partner home".

By now he was feeling quite uncomfortable, his eyes still fixed to the same spot on the floor. Noticing that he was probably wondering if we were on some form of drug that made us go a little crazy, I wanted to make him feel more comfortable. I then said, "By the way, these activities mean that we 'Square Dance'!!!" Laughter was the result!

A GLIMPSE OF THE PAST

This column features excerpts from the book “As I See Saw It –Bob Osgood”, reprinted with permission from the author and square dance caller, Paul Moore. Jim Mayo, First Chairman of CALLERLAB, provided the following review comments: “This is truly the only book about the whole of MWSD and it is certainly the most complete (and accurate) book that will ever be written about this huge activity.” Paul had access to all of the material that crossed Bob Osgood’s desk at Sets in Order / American Square Dance Society. For additional information, contact Paul Moore at paulmoore@wildblue.net or look for this 600+ page book on Amazon.ca (\$26).

CALLER’S EQUIPMENT BACK THEN

The same technological advances that revolutionized the making of records were made in playback systems as well. My first set was not intended to be variable speed. It was a turntable that I set on top of the amplifier and it ran at whatever speed it wanted. For example, its mood depended on the electrical frequency in the building. I called one dance adjacent to a saw mill, and whenever the saw was turned on the mill drew most of the power in the neighborhood, and my turntable dropped almost to zero speed until the saw was up to full speed. Then when the lumber cut was finished the record would jump back up to full speed. In another incident, I was to call a demonstration out of doors in winter. When I got the PA set up, it wouldn’t even shiver in the cold. The motor was not powerful enough to overcome the sticky grease in the gears. Somehow we got it warmed up and made it through the demonstration.

I think most of us used patched together equipment which meant a lot of heavy stuff to carry into a dance hall. I had the turntable, amplifier, speakers and stands, microphone, and boxes of records. We all carried several metal record boxes that had a handle on top and could hold about 25 ten since 78rpm records and an index to what was in the case. I felt that my record cases got heavier for each dance.

Since this was the time before variable speed turntables, we had to use the music at whatever tempo it was recorded at. Some of my records ran at 150 metronome beats per minute down to about 120 bpm [*today we dance between 124 and 126bpm*]. Few of the record producers really understood the needs for square dancing.

But just as the quality of recordings got better as more knowledgeable people got into record production, so the sound systems got better. **In 1959, Jim Hilton of Oakland, CA, came out with a sound system designed for square dance callers.** Soon the Hilton system surpassed all other units in sales to callers.

Technical advances did not solve all of the problems with sound. Have you ever wondered just what you’d do as a caller if your public address system suddenly went out on you in the middle of a large dance or if you arrived for an engagement a long way from home, only to find you’d left behind some important piece of equipment? Equipment failures and “forgetfulness” are not uncommon occurrences for the busy caller, and quick thinking and ingenuity have saved many a dance. Take one particular Southern California caller who, completely equipped, rushed into his dance, set up his gear and was ready to go on time only to discover that in his haste he’d picked up an album of popular records rather than the hoedown tunes he had ready for the occasion. In this instance the caller was fortunate and found he had several not-too-jivvy tunes without vocals and managed to last a good portion of the night calling to “White Christmas”.

Perhaps the most common “forgotten item” was the phonograph needle. Those not blessed with a player-arm fitted out with a permanent needle are always faced with the possibility of having their temporary needle jar out on the way to a dance and at the last minute, with aid of a borrowed pair of pliers change a straight pin into a sort of record-torturing device that will get them through the evening. Some callers make it “standard equipment” to have an extra pack safely put away in the glove compartment of their car.

Good old imagination and stage presence have saved many a square dance party from going on the rocks. One caller, over half way through the evening, suddenly had a tube go out in his amplifier and was faced with the choice of stopping the dance at that point or struggling along the best he could. Fortunately the crowd was not too large and the lack of microphone did not make it impossible for him to be heard. He turned the balance of the evening into a workshop,



“He has to allow two days between each booking to set up his equipment...”

improving the style of the dancers, conducting a question and answer period that brought to light many problems that needed clearing up, and in general turned what might have been a “flop” into a most successful night.

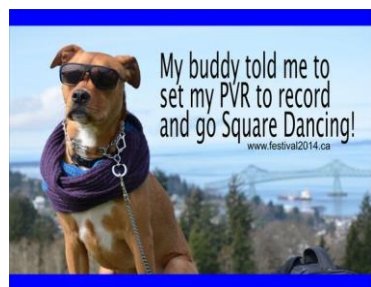
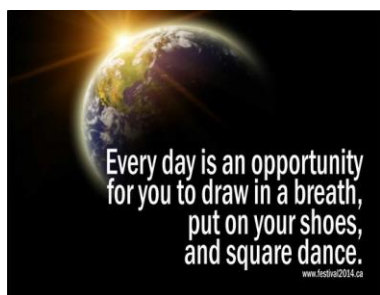
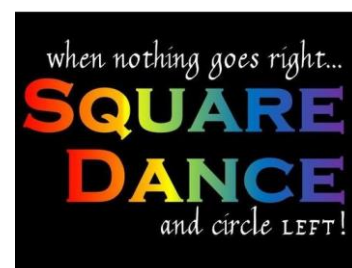
In the mid-1950’s Stereo broke onto the scene. Some of us remember the demonstration records, such as Tchaikovsky’s 1812 Overture with the orchestra balanced as if in the concert hall and the cannon shots came out of only one speaker. Or the sound of a train going from right to left through your living room. Stereo became the standard in the general recording industry, and there was a short lived experiment in stereo square dance records. The problem with those records is that on one side of the hall you heard only the calls and on the other side you heard only the music.

Just remember, when things look the darkest and your sound system begins to fall apart on you, that the **old timers still brag about calling for dances that lasted from 5 to 8 hours with five and six hundred persons, without the benefit of any mike or voice aid.** Guess maybe we are a bunch of softies but somehow it’s pretty sound reasoning that the callers’ greatest hero is the guy who invented electric amplification.



USE SQUARE DANCE MEMES

Brighten up your posters, Facebook (FB) page, website, or brochures by adding square dance memes. **Discover over 300 square dance memes on the Canadian Square & Round Dance Society’s Pinterest board titled “FB-Square Dance Memes” at <https://www.pinterest.com/canadiansquarea/boards/>.**



IT'S ALL ABOUT THE FUN!

- Submitted by Jean Wood

You are cordially invited to BC Festival 2019, July 11th to 13th, 2019 in Salmon Arm, BC.

Now that the formal matter is out of the way, it's time for the fun stuff!

We've planned a fantastic festival for you! It starts with the Trail-In Dance hosted by the Salmon Arm Squares on Wednesday, July 10th. Then on to a full three-day festival with workshops and dances. BC Festival 2019 has a few surprises which will entertain and challenge you so stay tuned for our schedule, to be available shortly before the festival. Did I mention the fun golf and tours that we've thrown in for good measure? When it's time to say goodbye, Region 3's Westsyde Squares will host the Trail-Out Dance on Sunday, July 14th.

All events will be held at one location so it's just a quick hop on to the next workshop or dance. The Shaw Centre consists of two full-size ice arenas and various meeting rooms. Not to worry, the slippery stuff will be gone! In place of that, we will be laying plywood floors which will be fitted and taped to avoid tripping hazards. Right next door is the curling rink. This is reserved, but not limited to, the community (public) workshops and dances. Across the parking lot is the Recreation Centre. It features a gymnasium-style wood floor in the main auditorium and more meeting rooms on the lower level. Want a break? This is where you'll also find the pool, racquet ball courts and an exercise room.

If you've never been to Salmon Arm, you're in for a treat. Salmon Arm, in the heart of the Shuswap, has something for everyone. On land, water or air, it's all happening here. While you're here for the great dancing, why not make it a family vacation!

Salmon Arm is a very popular tourist destination so please be sure to book your accommodations early. We've had rooms set aside for the festival but only for a limited time. As we get closer to the festival, any rooms that are not booked become available to other vacationers. Please be sure to say you're coming for BC Festival 2019 so you'll get the best rate. A list of accommodations may be found on our website; bcfestival2019.com/accommodations/.

BCFestival2019.com is constantly being updated but, as with anything, information is only posted when it has been confirmed. If you can't find what you're looking for, please email us – info@bcfestival2019.com.



Why come to BC Festival 2019? It's all about the fun! Dance a lot, laugh a lot and enjoy time well spent with friends, old and new.

Register early to help us plan BC Festival 2019!

ALBERTA'S 50TH DANCE CONVENTION STRIKES GOLD!

Almost 200 dancers and leaders attended the Dance Convention on Labor Day weekend in Lacombe. This Convention was hosted by Alberta Federation and the breakeven point was 180 people. Chairperson Norman Demeule and his committee were very pleased with the turnout.

An enthusiastic group of callers and cuers from SRDIAA (Square & Round Dance Instructors Association of Alberta) called the Trail-In Dance on Friday, August 31. The Convention officially opened on Saturday morning with the traditional banner parade followed by dancing in all halls.

At the AGM Saturday afternoon, president Wayne & Helen Lowthar announced their retirement and Brenda Ryder and Bud Sedman from Calgary stepped forward as their replacements. As a show of appreciation to all the leaders, round dance chair Mary & Ron Milton and Brenda & Bud arranged a special reception for them after Saturday night's dance.

The collection from Sunday's Church and Memorial Service was donated to STARS. Thank you, David Gilchrist, for leading the worship and sharing an inspiring message, and to Doug Kariel for playing piano. Mention must be made of the after-party entertainment on Sunday evening. A group of "elderly" woman joined us and their antics provided a lot of laughs.

All in all, a wonderful Convention experience for those who attended!



