



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.



PLAN NOW FOR THE FALL - by Editor Claudia Littlefair

The best time to start planning promotion for your fall start-up is NOW!

Now is the time to plan out your fall strategy – where can you advertise? what mediums will you use? who will design your material? who will volunteer to help distribute posters/handouts in the fall? who has the skills to look after online advertising thru Facebook or your club website? who can spend time online posting your “free intros to square dancing” on community calendars? what jobs can be done now before everyone disperses for the summer months? what public demos can be done over the summer? is it possible to have a table at a craft show, farmers market, or tradeshow? and what other new avenues can you explore?

Remember that **failing to plan, is planning to fail**. Waiting until mid-August when many are still away or in “holiday mode”, or September when the season is about to start, almost always brings in poor results. Taking the time now to carefully plan out a promotional campaign will ensure its success in the fall.

There are several valuable online resources that can help you with ideas and suggestions. Before planning your campaign, spend some time visiting these sites:

1. CSRDS Pinterest Account <https://www.pinterest.ca/canadiansquarea/>. Explore hundreds of pins (files) about our dance activity - square, round, line, contra and other types of dances. Look for current dance graphics and images, memes, copy ideas and wording for your own posters, print ads, and newspaper articles. Get inspired by looking at what other clubs are doing to promote our activity.
2. CALLERLAB has an excellent 91-page resource manual “Square Dance Marketing Manual”. Browse through it and choose ideas that suit your club. Find it at: <http://callerlabknowledge.org/?p=1736>
3. CALLERLAB KnowledgeBase has a category called “Square Dance Marketing” which contains information pertaining to the promotion of the square dance activity in general. See: http://callerlabknowledge.org/?page_id=437
4. CALLERLAB KnowledgeBase also has a category called “Winning Ways” – this category collects stories shared by callers and dancers who have tried something out and are willing to share their experience for the benefit of others. See: http://callerlabknowledge.org/?page_id=202

Be prepared for summer demos by having print materials ready to hand out. Several clubs use online print companies such as *Vistaprint*, to design attractive and appealing flyers, business cards and banners, all for an economical price.

So, don’t let the opportunity to do some valuable planning pass your club by! Plan out your promotional campaign now in the spring, so that you can roll it out in time for your club’s fall start-up.

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SQUARE DANCE POEM - Author Unknown

Gather up four couples, Face them in a square, Then listen to the caller Who will move you here to there.	What's it meant to Wheel & Deal, Or do a Do-Si-Do? Bend The Line, or Load The Boat, Which way am I to go??	I'm just a humble beginner, These terms are all brand new. Will I ever get to know, How to do a Spin Chain Through?
Four hands around and Grand Square, Make a Right Hand Star. Yellow Rock. Promenade, What's an Allemande Thar??	Flutterwheel, Ferris Wheel, Do the Teacup Chain; Spin the Top, Box the Gnat, These all sound insane!!	They say it will get easier, On that I must depend, Meanwhile, I'll keep trying, And enjoy my new found friends.

PUBLIC EXHIBITIONS

Source: *CALLERLAB Square Dance Marketing Manual*

An exhibition allows us to increase awareness of square dancing with the spectators. Not just that square dancing exists in their community, but also showcase many of the features and benefits of the activity. They are easy to set up, and they have little or no cost. Your group should be actively seeking opportunities to do exhibitions!

What will you present at an exhibition? **Think of an exhibition like a television advertisement.** When ads are created, a lot of thought goes into what is presented and how. Who is the target consumer you are trying to reach? What is the impression you want them to take from the exhibition. If you know this, you can tailor the exhibition to leave the appropriate impressions with the spectator.

As an example, let's say that **your group decided you wanted to recruit new dancers 45 to 60 years old.** You want to express how much fun the activity is, that the dress code has changed, and that we dance to many genres of music.

- To do this, first try to book exhibitions where the composition of spectators is more likely to be 45 to 60 years old.
- When you can, you'll want to use dancers who are in the same 45 to 60 age group.
- Your dancers should smile! Laugh! Have fun!
- The caller should select music that represents different genres and that would be more appealing to a 45-60 year old.



- Don't wear traditional square dance clothes.
- Don't use signage with the old square dance couple logo.
- The caller should tell the spectators about the activity and how it has changed.

You can incorporate several other marketing tactics when doing exhibitions to make them more impactful. Put up a banner with your club name, the new logo and slogan, and your website address. Print postcards or business cards with contact information and website address to hand out. Get extra dancers who can greet spectators and answer questions.

Here are just a few places to hold exhibitions:

- Parades ·
- Farmer's Markets ·
- County and State Fairs ·
- Church Events ·
- Major or Minor League Baseball Games ·
- Home Shows ·
- Craft Shows ·
- Health fairs

*****CAUTION!*** DO NOT expect that you'll get new dancers from doing one exhibition.** What you are trying to accomplish with all your marketing efforts is to move a prospect through the 'sales funnel'. The research tells us that the spectators at your exhibitions didn't know square dancing existed in the community, and either doesn't know anything about it, or have an outdated image of it. **It takes multiple positive impressions, what marketers call "frequency to the target", to create awareness and consideration.**

Think about it -- if you dance on a float in a parade, you will make one impression, good or bad, on a few thousand spectators, who don't understand square dancing. Exhibitions, more than anything, affect the top of the sales funnel -- awareness. **Every sales effort starts with awareness, and so DO NOT stop doing exhibitions!**

BEFUDDLING THOUGHTS: What if my dog only brings back my ball because he thinks I like throwing it? Every time you clean something, you just make something else dirty. If poison expires, is it more poisonous or is it no longer poisonous? If 2/22/22 falls on a Tuesday, we'll call it "2's Day". (It does fall on a Tuesday). If you rip a hole in a net, there are actually fewer holes in it than there were before. Whatever happened to Preparations A through G?

A LITTLE SOLO HISTORY



Source: Footnotes, October 2015 - Column "The Solo Corner" by Kathy Rooney

Imagine my delight when, a few days ago, a casual conversation with a retired square dancer backed up my first article regarding our ostracism when losing a partner. Nothing is more authentic than personal experience. **When this long-time dancer lost her husband, she was "allowed to take money and kept the books", but when her work was done, while the dancers were do-si-doing, she went home.** Dancing wasn't an option.

The man she eventually met and married was a bit more welcomed. He got to dance with the caller's wife, who had been sitting on the sidelines until he was widowed. Don't get me started on the plight of caller's wives and dancing, mostly in the straight-laced past.

Over the years several things brought gradual change. The aging of the dance population created widows and widowers who still felt close to this social group. Attitudes softened as more people saw that they, too, could be in the same situation someday. Also, square dancing gradually dwindled as dancers aged out, bringing more value to those of us who had no permanent partners. Better a dance which included a few solos, than no dance at all or one that didn't pay the bills.

Over the decades greater society became more accepting of single people. They were becoming a much higher percentage of the population, as more people chose careers and even single parenting, along with traditional marriage. This acceptance gradually spread to most of our clubs.

When South Sound Singles started their club in Tacoma in the 1980's they garnered over 300 members the first year. **Life was still tough for solo dancers and this new innovative club took the pressure off.** Solos found a great place to meet other dancers and to find acceptance as solos.

These many years later, their club has gradually lost their large following, since **many clubs now open their membership to solos.** There's still a tendency to let them to do the work, then sit on the bench during the dances, rather than include them, but it's been a steep learning curve and not everyone is onboard. Shy solo dancers have a tough time integrating when squares are forming, and that goes for either gender. Keep that in mind if you have solo club members or guests. They deserve to dance, particularly when they help with club work or are your guests.



PROMOTING DANCE THRU FACEBOOK

Source: Footnotes, November 2018 - Article by Youth Coordinator, Caleb Hatch

If you want people to show up to your dances, they need to know about it. **That being said, what is the most effective way to tell and remind people about lessons and dances?** Well, newspapers and mail are often just thrown away if it isn't important (bills, voting ballots, etc.), and emails are frequently discarded as Spam. How do we communicate with people in a way that they won't just discard? **Facebook!**

Most people frequently check their Facebook accounts. When many people have down time they are checking Facebook. And you know those "Event Invites" that show up in your notifications? If you click "Interested" on an event, you will automatically be notified of updates to the event and will be reminded as the event date nears. Also, your friends are notified that you are interested in an event. This way you can tell people about dances without even trying! Just think what happens when you actually "Share" a post or event!

There is great value in using social media to share your passions. It gets people's attention and creates interest in what is interesting to you. Because your friends see what you post, they are more likely to stop and read what you have to say. If you post that you had a great time at a square dance, your friends will see that square dancing isn't just a part of American history, it is not only alive and well, but is also contemporary and fun. **We can change the perception of square dancing from antiquated to something current, enjoyable, challenging and inexpensive.** And the best way to reach the most people with that message is through Facebook.

Sharing your message on Facebook is free. It doesn't cost you anything to have a Facebook account. **But did you know that you can pay to advertise your dances for just \$1 a day?** If a club has a "Page" or a "Group", they can "Boost" a post and reach up to thousands of people depending on how they want to "Reach". **There is no cheaper way to advertise your lessons or dances to the greatest number of people than through Facebook.**

OVERVIEW OF SQUARE & ROUND DANCE PROGRAMS

MODERN WESTERN SQUARE DANCE PROGRAMS

CALLERLAB is the international association of square dance callers. They are active callers who work on committees and attend annual Conventions, to make square dancing a popular worldwide recreation. **In addition to recruiting, promoting and maintaining the activity, they also maintain a suggested call list of dancing programs, from Basic through C3A.**

Current Dance Programs

Each dance program builds on the skills learned in the previous dance programs.

- | | | | |
|-------------------|--------------------|-----------------------|----------------------------------|
| 1. Basic – Part 1 | 4. Plus | 7. Challenge 1 (C1) | 10. C3B (not CALLERLAB endorsed) |
| 2. Basic – Part 2 | 5. Advanced 1 (A1) | 8. Challenge 2 (C2) | 11. C4 (not CALLERLAB endorsed) |
| 3. Mainstream | 6. Advanced 2 (A2) | 9. Challenge 3A (C3A) | |

Levels vs. Dance Programs

At CALLERLAB the levels are referred to as "dance programs". The term "level" brings with it the idea that being a higher level dancer makes one somehow better, and that most should aspire to move up the levels. Despite at least 15 years of calling them dance programs, most people still call them levels. **The dance programs do not specify the degree of difficulty.** There can be Hard Mainstream (eg. All Position Dancing (APD), Dance by Definition (DBD) or Extended Application (EA)), and Easy C4.

Mainstream Program

The Mainstream program has 67 calls and combines the first three programs: Basic – Part 1 (32 calls); plus Basic – Part 2 (16 calls); plus Mainstream (19 calls). Mainstream provides a wide variety of calls, including most of the building block calls. Many of the Mainstream calls were, and still are, used in traditional square dancing, and have been around for more than 50 years.

Plus Program

Plus adds 28 calls, most of which were created in the 1970's. Some of these are large pattern calls like 'Relay the Deucey', 'Spin Chain and Exchange the Gears', and 'Load the Boat'. Often the calls are taught and danced from one position only.

Advanced Program

In some areas, A1 is a separate program from A2 and in other areas the whole thing is simply called 'Advanced', and you have to learn the 60 or so calls on the list. Advanced introduces a few concepts (eg. 'As Couples', 'All Four Couples', 'All Eight') which can apply to many calls, and change how they are done. There are less singing calls at Advanced.

Challenge Program

Challenge dancing is square dancing taken to its puzzle-solving extreme. If you have a bent for algorithmic thinking and problem solving (logic, linguistics, mathematics, engineering, science, etc.). Challenge dancing is worth a look.

This program is the logical extension with more of everything. More concepts (about 100 by C4), more calls (about 1000 by C4), and the addition of "phantoms" (imaginary dancers with whom you 'Square Thru' and 'Load the Boat' and who are hard to see and little help in pulling you into position). There are few singing calls at Challenge.

Sources - excerpts from: "Square Dance Programs – What's the Difference" by Clark Baker, Belmont, MA, Western Square Dancing website. "Introduction to Challenge Square Dancing" by Lynette Bellini and Kathy Godfrey.

ROUND DANCE PROGRAMS

Round Dancing is a form of social ballroom dancing in which the steps are choreographed precisely to the music, and those steps are announced by a ‘cuer’, as we dance. The rhythms are the familiar rhythms – waltz, two-step, foxtrot, cha-cha, rumba, jive and others.

RoundALab is the International Association of Round Dance Teachers, Inc. **They have created the Phase Rating System of round dancing to provide a vehicle for rating the round dance figures according to degree of complexity.** Each phase has a specific syllabus of basics – steps, movements, and actions.

Phase I

This is the beginner level, mainly seen in two-step and waltz. For instance, a simple forward or back step is considered Phase I, as is the side, close, rock and recover. Phase I also includes some simple figures of more than one step, such as the waltz box and the balance.

Phase II

Phase II is the easy level. It includes many figures that take a full measure of music or even more. Where the simple box was Phase I, the progressive box (two measures) and the left turning box (four measures) are Phase II. They are Phase II because they have been around a long time, and dancers have been traditionally learning them first. So Phase II round dancing is sometimes “old” and not necessarily “easy”.

Phase III

This is essentially a transition level, used to introduce additional rhythms beyond the two-step and waltz, and of course to introduce new steps and figures. At Phase III, you can begin to dance foxtrot, cha-cha, rumba, and most other rhythms as well.

Phase IV

Phase IV, the intermediate level, builds on the transition to the advanced level. New rhythms are introduced, such as samba and paso doble, another 20 or 30 figures (varies with each rhythm) are added to our growing repertoire, and the use of the entire body becomes more and more important. Many figures at this level simply cannot be performed without the use of stretch, sway, rotation, and rise and fall. So body mechanics becomes just as important as the steps in the overall flow of the dance.

Phase V

This takes us into the advanced level where we continue to add sophisticated steps, step combinations, and body movements. Some of these new figures are modifications or extensions of lower level figures. For instance, the waltz weave is a Phase IV figure; the natural weave is Phase V. The open natural turn is Phase IV; the running open natural is syncopated and Phase V.

Phase VI

This is the highest level within round dancing, and it is the level with the greatest breadth. There is no “end” to this level because new material is continually being written. This continued opportunity for growth is what draws us on and makes round dancing endlessly fascinating.

Phase VI figures are complex and sophisticated. For instance, the “fregolina” figure is seven measures and 28 steps long, and the “chasse cape” can run for eight measures and 36 steps (including some syncopation).

Source – excerpts from “Round Dance – Phase Rating System” by Harold & Meredith Sears at www.rounddancing.net

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).

SQUARE DANCING IN THE MOVIES - UNFORTUNATELY!

In the years since WWII, as square dancing emerged as a dance form and as a recreational hobby for six million or more men and women around the world we have seen it depicted on the screen and on the TV tube many times; occasionally in a complimentary manner, but frequently disjointed and unsatisfying. We have come to realize, relative to its portrayal in fictional movies that square dancing, as far motion pictures are concerned, has always been and, in all probability, always will be window dressing. No more, no less.

Fortunately, some of these films utilized the knowledge of experienced square dance callers and teachers. Others, unfortunately, did not and, as a result, some of the studios were all but inundated with letters of outrage and displeasure.



Movie: “Seven Brides for Seven Brothers”

To follow up on the idea of square dance in movies, John Brandt, a member of the Valley Trailers square dance club from the San Fernando Valley in California, made a list of movies that included square dance sequences. According to John, 62% of the pictures were made in the 40’s and 50’s. “Of course,” John writes, “our nation was locked into a fascination with the “old west” way of life, mainly fueled by Hollywood.

Hundreds of western films were produced in the 40’s and 50’s. The early days of television were also dominated by westerns. The cowboy image was in, and the old time dances portrayed in the films were popular with the public. Square dancing fit the Hollywood image of the time; the western wear, the music, and the dancing all fit the concept Hollywood had created. It was what the public wanted.”



One complaint frequently voiced was about the image square dancing was getting from magazines, newspapers, and especially, from motion pictures. Square dancing of sorts was portrayed in many movies. Most of them were Westerns, where a bunch of pioneer types would get up and, in the course of telling the story, do somebody’s concept of a square dance.

Many times these cinematic views involved knowledgeable individuals, real callers, or dancers. But many times, the dancing depicted tended to irk the new dancers just coming out of class, and the callers whose responsibility it was to steer clear of the old barnyard feeling. During a conversation with our staff, Joe Fadler (our photographer) started us thinking. “Why not put out a film of our own?” With a number of exhibition groups around the area it shouldn’t be too difficult to round up a few dancers.

When we were finished [filming] several months later, and our first print was “in the can” as they say we had a fifteen minute, color and sound motion picture. We thought it was tremendous – especially because it had cost us the astounding amount of \$998.

During the ensuing years, more than 400 prints of the film were made and circulated to school districts and various square dance associations. We never knew how it happened, but somewhere along the line the U.S. State Department got their hands on a print and wanted to use the film in their embassies around the world. They bought the non-exclusive rights to overseas use of the film with plans to translate the commentary (not the calling) into a dozen or more foreign languages. The film was such a success that, five years later, the State Department extended the rights for another five years.

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.

Reminiscing back when animals or birds are encountered occasionally brings back pleasant memories. One morning as I was heading for the kitchen to brew up some coffee, I was in the hallway when I heard a sudden rustling in the silk plants up on the bulk-head of my wall. I stopped immediately to confirm what I was hearing, just then a couple of sharp chirps wished me a 'Good Morning!' "Oh my goodness, what have I got here?" That certainly got my attention. The bird (let's call him/her 'Sweetie') darted out of the plants and started fluttering in every direction possible.

Within a few hours my neighbor was kind enough to offer his assistance to capture this bird. A large towel was the choice of weapon (if you can call it that) and he managed to maneuver Sweetie to fly into the den. At least there was a door to keep him/her confined to one area. Sweetie decided to take cover behind the computer and no matter which way you swirled that towel in the air, Sweetie managed to dodge out of the way. As time ticked by, my neighbor was dancing around like he may have been an experienced bull fighter. (That would have made a good video.) It took a while to be successful but after the screen was taken off and the window opened wide, Sweetie headed out in the right direction and was on his/her way. There were a few feathers floating in the air from this episode but nothing too serious.

When June rolls around, the sun beams down on the front step and it's so enjoyable to just sit out there to relax. One time when everything was just perfect, the sun was shining brightly, no wind whirling around the corner, just a gorgeous day, I suddenly felt something soft and furry circling around my feet. This really startled me and my imagination went way overboard! But with a quick reaction to investigate this little ball of fur, I felt a cold nose pushing into my hand and that's when the purring started with the sound of a well-oiled motor. Thank goodness for that - it could have had a stripe down its back. Every time I went out to sit on the step this friendly little cat would be there immediately to get more attention. Not realizing that he had taken residence under my front step, I assumed he would meander around for a while and head home after his little visit. This is the same residence that the coyotes eventually claimed as their territory a few years later. After a few weeks this was beginning to look like a daily routine. It was also happening every time I went out and sat on the deck. This cat was getting very thin but feeding him would only encourage him to stay around longer.

My daughter came to the rescue and found a chip in his ear and immediately set out to find his owner. Within a couple hours - Mission Accomplished! We headed out to reunite this cat with his family. It was six weeks earlier when these people had moved to the south of Calgary in early May and it was one of those cold snowy days. The cat had slipped out when the door was left open. After raising the trunk to identify this cat, the owner assured us that this was his pet. When this cat glanced up to take a look at his master, he quickly made a 180 degree turn towards the back of the kennel and raised his tail straight up in the air. "That's my cat alright, he may have been lost but he sure hasn't lost his attitude!"

A group of us were headed out to visit a place called Empty Town, which is a heritage park with many old buildings from the past. We decided to have our lunch before we went to venture out. I had set part of my sandwich on the picnic table along with a dill pickle when I was asked, "Do you realize there's a donkey right beside you?" Not being aware of this, he told me to put my hand out to the right very carefully. Sure enough, this donkey was so close to me he could have rested his head on my shoulder. I was quite amazed that I hadn't sensed his presence. They informed me that he had eaten my pickle but didn't touch the sandwich. That's really thoughtful and considerate, I don't mind sharing! This donkey is the mascot for the park and is free to roam the area. All afternoon he was like my shadow - he even waited at the hitching post in front of the saloon until I exited the premises. What a wonderful friend! How many good friends would wait for you out at the hitching post?? Who can ask for anything more? Cheers!

Heard on Southwest Airlines just after a very hard landing in Salt Lake City. The flight attendant came on the intercom and said, "That was quite a bump, and I know what y'all are thinking ... I'm here to tell you it wasn't the airline's fault, it wasn't the pilot's fault, it wasn't the flight attendant's fault, it was the asphalt."

ALBERTA SQUARE DANCE JAMBOREE

Friday, August 23 to Monday, August 26, 2019

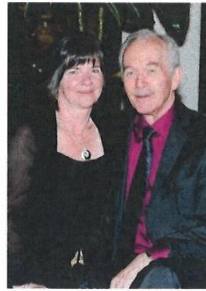
CALLERS & CUER



Jerry Jestin
Gleniffer Lake, AB



Gary Winter
Sherwood Park, AB



Mary & Bruce Nelson
Edmonton, AB



Tim Crawford
Burlington, ON

Before June 30, 2019
 Full Weekend - \$50/person
 Day Session - \$30/person
 Individual Sessions - \$15/person

After June 30, 2019
 Full Weekend - \$60/person
 Day Session - \$30/person
 Individual Sessions - \$15/person

The Weekend Program includes Mainstream, Plus and Rounds throughout the day, some A sessions. All dances and workshops are at the level of the hall. Free caller & cuer workshops. Accommodations: Southfort Inn, 140 Town Crest Road, Fort Sask. Dry camping available at the Dow Centennial Centre. \$10 per night/unit. Information and Registration online: www.albertajamboree.com Email: albertajamboree@gmail.com

A WEEKEND TO REMEMBER

The Dow Centennial Centre, 8700 – 84 Street, Fort Saskatchewan, AB



LACOMBE HAS IT ALL IN 2019



51st ANNUAL CONVENTION
Lacombe, AB



Aug. 31, Sept. 1, & Sept. 2, 2019
Hosted by the Central Alberta Square
and Round Dance Association

Before June 30, 2019
 Adult - \$60
 Youth - \$50

After June 30, 2019
 Adult - \$65
 Youth - \$55

Lacombe Memorial Centre
 5214 50 Ave
 and the
 Kozy Korner
 5024 53 St

Celebrate 51 years of Federation with
 a weekend of great dancing, fun,
 fellowship, and fitness, in the
 heartland of Alberta

Dance in air-conditioned comfort on
 tile and laminate floors.

For Information
 and
 Registration go to:
www.squaredance.ab.ca

STARLITE SQUARE & ROUND DANCE FASHIONS has closed as a business but Beverley & Charlie Moore will have the remaining inventory for sale at deep discounts at **Alberta Convention in Lacombe**. There is still a selection of ladies shoes, blouses, skirts and some other items. There will be no GST and all sales are final. Payment must be by cash or cheque.

PRE-REGISTRATIONS SOON EXPECTED TO EXCEED HALF-WAY GOAL by B.C. Square & Round Dance Federation - Release F

At the time of this release, the volunteer organizers of **B.C. Festival 2019 in Salmon Arm, July 11 – 13**, announce that the event has already attracted close to half the pre-registration goal. Also, up to now **51 entertainers** have signed-up to present square, round, clog, contra or line dancing.

Two of those entertainers plan to present some unique “combo dancing”. Kamloops caller, Merv Meyer, and his cuer-wife, Sandy will feature square and round dancing done simultaneously to the same music on the same floor. Those who attended Convention 2018 in London, Ontario, enjoyed them featuring the dance novelty at that event.

For many dancers, Festival 2019 is the 20th anniversary of their participation at Festival 1999 in Salmon Arm. It was 20 years ago that one time Williams Lake dancer Gerrie Flumerfelt attended the Salmon Arm Festival. It was there that she met Frank Hawley of Kelowna. They’re now married and living in Penticton, still square and round dancing.

Living in Port Alberni at the time and now a cuer in Parksville, Lynette McLeod recalls the fun during the last Festival at Salmon Arm in 1999. She spent most of her time there clogging and received an intricately-carved wooden napkin holder for entertaining as a clogging leader.

Perhaps you were there too in 1999? If so, share your memories through an online discussion forum at **BCFestival2019.com/Community**. On that forum, read how the late Fred Wood, Chairperson for Festival 1999, inspired the return of the Festival to Salmon Arm this year.

The Festival will utilize the impressive facilities at the Shaw Centre Complex. The July 10 Trail In Dance and the July 14 Trail Out Dance will also be held there. There’s a component for the general public, too.

If you haven’t already pre-registered, it’s \$65/dancer now through April 30 and a good incentive is that you can do so with confidence because a full refund applies up to June 15, should your plans change. Online **BCFestival2019.com** you can pre-register and pay online or print off a form and mail it with your cheque.

Be sure to book your accommodation at this time, including serviced or dry camping RV sites. See **BCFestival2019.com/accommodations**.

Stay up to date via social media regarding Festival planning as follows: Facebook.com/BCFestival2019; Twitter.com/BCFestival2019. Questions? info@BCFestival2019.com, INFOLINE: 1-800-335-9433.



BC FESTIVAL 2019

JULY 10th - 14th SALMON ARM, BC

www.bcfestival2019.com




LIST OF ALBERTA CAMPOUTS 2019

-  **May 17 - 20 Torrington Hall, Torrington**
Wandering Squares MAINSTREAM
MC: David & Marlene Symington, Calgary and Guest Callers
Contact: Terry & Joan Boyd 780-679-0152 or
Al & Carol Moody 403-256-8738
-  **May 24 - 26 Tees Hall (near Red Deer)**
Red Deer Club MAINSTREAM
Caller: Gary & Trish Winter, Sherwood Park
Contact: Eugene & Eileen Styba 403-342-1509
-  **May 31 – June 2 Wilton Park Hall (near Calmar)**
Country Sunshiners Club, Edmonton MAINSTREAM
Callers: Gary Smith, Whitecourt & Shane Lieber, Edmonton
Contact: Dwayne & Marian Jensen 780-462-2018
-  **May 31 – June 2 Jones Farm, by Airdrie**
Rockyview Ramblers, Airdrie MAINSTREAM
Caller: David & Marlene Symington, Calgary
Contact: Wayne & Doreen Stretch 403-276-2405
-  **June 7 – 9 Sunnyslope Hall (near Torrington)**
Dots & Dashers Club, Calgary MAINSTREAM
Caller: Tom & Maureen Dakers, Calgary
Contact: Al & Carol Moody 403-256-8738
-  **June 14 - 16 Everdell Hall, Rocky Mtn. House**
Whirlaways Club, Rocky Mountain House MAINSTREAM
Caller: Jerry & Janice Jestin, Glenifer Lake
Contact: Evelyn Griffith 403-845-2120
-  **June 21 - 23 Holiday Ranch, Spruce View**
EASY INTERMEDIATE - INTERMEDIATE PLUS CLOGGING
Cuer: Janice Jestin, Glenifer Lake
Contact: Ida Murray 403-347-8098
-  **June 21 - 23 Sunnybrook Hall, (west of Calmar)**
Wandering Squares Club MAINSTREAM
MC: Dave & Doreen Kurney, Millet and Guest Callers
Contact: Terry & Joan Boyd 780-679-0152 or
Al & Carol Moody 403-256-8738
-  **July 5-7 Holiday Ranch, Spruce View**
PLUS WEEKEND
Callers: Jerry & Janice Jestin, Glenifer Lake and
Gary & Trish Winter, Sherwood Park
Contact: Ida Murray 403-347-8098
-  **July 16 & July 18 Lone Ridge Pine Hall (near Pigeon Lake)**
ALBERTA CALLERS SCHOOL – Instructors Lorne Smith,
Calgary & Jeff Priest, Brantford, ON
Two FREE MAINSTREAM Dances, Tues. & Thurs. 8-10 pm
Panel of Callers & Cuers – new and experienced
Contact: Lorne Smith 403-251-5390
MAINSTREAM DANCE by JEFF PRIEST, Sat. JULY 20, Calgary
-  **July 19 - 21 Holiday Ranch, Spruce View**
SUPER MAINSTREAM (Dance By Definition)
Caller: Jerry & Janice Jestin, Glenifer Lake
Contact: Ida Murray 403-347-8098
-  **July 19 - 21 Sandholm Hall (near Thorsby)**
Sandholm Crossroads Club MAINSTREAM
Caller Dave & Doreen Kurney, Millet
Cuer: Mary & Ron Milton, Strathmore
Contact: Dave 780-387-4927
-  **July 26 - 28 Holiday Ranch, Spruce View**
ADVANCED (A1)
Caller: Jerry & Janice Jestin, Glenifer Lake
Contact: Ida Murray 403-347-8098
-  **August 2 & 3 Westmount School, Strathmore**
Wheatland Whirlers Club, Strathmore MAINSTREAM & PLUS
Callers: Friday - Dave & Claudia Littlefair, Strathmore and
Gary & Eileen Smith, Whitecourt (Mainstream)
Caller: Saturday-**Joe & Carolyn Kromer, GERMANY**
(Plus&MS)
Contact: Claudia Littlefair 403-934-5966
-  **August 9 - 11 Round Hill Hall, Round Hill**
Rose City Club MAINSTREAM
Callers: Allan & Olive Zwierschke, Holden and
Glen & Audrey Eliasson, Edmonton
Contact: Bernie von Tettenborn 780-672-6976
-  **August 9 - 11 Valley Centre Hall, Pine Lake**
Jerry & Janice Jestin OPEN RETIREMENT PARTY
Multiple Callers & Cuers - Squares, Rounds, Clogging
Contact: Jerry Jestin jerry@jerryjestin.com
-  **August 16 – 18 Torrington Hall, Torrington**
Olds Calico Capers Club MAINSTREAM
Callers: Rick & Kathy Utter, Moyie Springs, Idaho
Contact: Marvin & Donna Manz 403-556-3102
-  **August 23 - 26 Dow Centre, Fort Saskatchewan**
ALBERTA JAMBOREE – MULTI-LEVELS & PHASES
Callers: Jerry Jestin, Glenifer Lake; Gary Winter, Sherwood
Park;
Tim Crawford, Burlington, ON
Cuer: Mary & Bruce Nelson, Sherwood Park
Contact: albertajamboree@gmail.com
-  **August 30 – Trail-in Dance**
- August 31 – Sept. 2 Alberta Convention, Lacombe**
MULTI LEVEL SQUARES & ROUNDS
Multiple Callers and Cuers from In and Outside of Alberta
Contact: www.squaredance.ab.ca
-  **September 6-8 Perryvale Hall (100 km N of Edm.)**
Perryvale's 'Last Hurrah' MAINSTREAM
Multiple Callers
Contact: Bruno Wiskel 780-689-2944

FOR POSTERS OF ALBERTA'S SUMMER DANCES &
CAMPOUTS: www.squaredance.ab.ca/summerdancing