



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.



ADAPTING TO THE TIMES - by Claudia Littlefair, Editor

In spite of Covid, our club in Strathmore has been actively dancing since June of 2020, **all the while adhering to the Alberta Health Services guidelines and restrictions.**

It started with a small group of us in someone's backyard doing "one-couple-line-dancing-using-square-dance-calls" (commonly referred to as Zoom dancing but done live, outside, with couples spaced more than 6 feet apart). That fall we moved the 'line dancing' into a hall, with lots of physical distance between couples and masks. In November, 2020 stronger restrictions came into place, so our club went on-line, holding weekly Zoom dances for our members right through to the end of May.

In June, 2021 we took our 'line-dancing' outdoors again, this time to a local park. When restrictions were loosened in July, we continued dancing in the Park but in squares, every week and sometimes twice a week. We learned that summer dancing is a great way to promote our club. It gave us some much needed visibility in the community. Almost every week people in the park joined us for some easy basic square dancing. It also provided a safe place for members to gather every week, keeping the social aspect of our club alive.

With the cooler weather and shorter daylight hours, we have moved indoors to a hall that is registered under the "Restrictions Exemption Program". This allows us, who are double-vaccinated, to continue dancing in squares.

No one knows what the future holds or how long Covid will impact our activity. What we do know, though, is that with some creative thinking and adapting, it is possible to keep on dancing.

GOOD NEWS! ALBERTA'S 'REP' ALLOWS DANCING

- Source: AHS Health Order 45-2021. Article by Claudia Littlefair, Editor

"Whereas I have determined it is possible to exempt eligible businesses, entities and events and patrons and attendees at their premises from certain restrictions ..." – Dr. Deena Hinshaw

A closer look at Alberta Health Order 45-2021, outlining Alberta Government's Restrictions Exemption Program (REP), effective September 20th, 2021, reveals **that our dance activity is possible as long as the facility is registered under this exemption program.** The 11-page Health Order states that:

- Our activity falls under the definition of 'fitness activity' *"...means a physical activity that occurs at a recreation centre and includes dance classes,..."*
- Our activity falls under the definition of 'performance activity' *"...means ... dancing, ... and includes, but is not limited to, a rehearsal, ..."*
- Under **"4.B General Exceptions to indoor masking"** the order states, *"... a patron or attendee is not required to wear a face mask at all times ... if the patron or attendee is ... participating in an indoor physical activity or performance activity;"*
- Under **"5.A Obligations of eligible participants"** regarding vaccinations, *"... a patron or attendee must provide ... personal identification and one of the following at the point of entry ... (a) proof of vaccination as set out in section 5.3; (b) proof of a negative COVID-19 test ... within the prior 72 hours; (c) original vaccine medical exception letter."*
- Only a business, entity or event designated as **"In Scope"** is eligible to participate in the REP program. Recreation facilities for physical or performance activity, and halls/rented spaces are considered "In Scope" entities.

So, check out your dance facility. If the hall is registered under the REP program, consider getting back to dancing.

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LETTER FROM ALBERTA DANCE CONVENTION 2021 CHAIR COUPLE

Edmonton, Alberta Canada

October 7, 2021

Dear Dancers and Dance Leaders:

As you are undoubtedly aware, the 2021 Alberta Convention was cancelled late August due to the surging COVID case numbers in Alberta. It was a good point in time to make a cancellation, even though it was less than a week before the Trail-in Dance and the first day of Convention, we had enough time to notify registrants, and to minimize our expenses.



The overall response from the dance community was very positive and supportive, with an appreciation of the difficult decision our committee faced.

Due to the support of our sponsoring organizations, we were able to offer each registrant the choice of a cash refund, rolling their registration over to 2022 AB Convention, or donating to the 2021 AB Convention to cover unrecoverable expenses. The City of Edmonton graciously refunded the full cost of our facilities, which was to be the biggest expense of our convention.

As a result of the many registrants who opted to generously donate their registration fees to the 2021 AB Convention (more than we ever expected, **THANK YOU!**), we have enough money to cover all our estimated non-recoverable expenses, and we expect to close our books with a small profit. This profit will be split between our sponsoring organizations ASRDF and CDCDA. The full amount of seed money advanced will be returned to each organization.

Thank you to ASRDF (Alberta Federation) and the CDCDA (Capital District) for their support. Thank you to all the dance leaders, who spent many hours preparing for our convention, only to see it cancelled. We want to thank our super group of committee volunteers, with a special thank you to Barbara Rehn, our treasurer, and Darlene Schlodder, our registration specialist who spent as much time unraveling this convention, as they did building it in the first place.

IMPORTANTLY, with the second annual 'Alberta Convention' in a row, now cancelled due to COVID, it has become obvious that our activity is in real danger of decline. We encourage you to support the **2022 Alberta Convention, to be held in Lacombe Alberta, and hosted by Calgary & District, September 03 – 05, 2022.**

And when your local clubs restart, please support them! All of us are out of practice with our dance, so be kind to one another. Practice COVID safety measures, and come out when you feel comfortable, but please don't turn your back on this activity which we have all loved and enjoyed for so long.

Sincerely,

Gary & Eileen Smith, Chair couple of the 2021 Alberta Convention Committee
The "Greatest Convention That Never Was"!

WHY UPDATING OUR ACTIVITY MAKES SENSE

Excerpt from "I Have Good News", presentation by Mike Hogan, Omaha, 2008

Editor's Note: The following excerpt is from a 7-page presentation by long-time caller and professional marketer, Mike Hogan, to the Nebraska Prairie Conclave. He approaches our activity from a business angle, analyses the problems we have running it, and provides some solutions. For the complete presentation, go to:

http://www.usda.org/WEbinar/2021/02-February/I_Have_Good_News.pdf

"Square dance lessons are also a product. We offer them as an education product with the purpose of teaching non dancers how to dance. We offer this product now and then if we can get enough people to buy it. It looks like this: twenty, two-hour classes on consecutive Thursday nights from September 10th to February 27th for a fee of \$100 per person in advance, and not until the completion of the course will the new dancer be capable of dancing with the general square dance population. **In today's society, I think that's a tough sell!**

Products are always changing, improving, evolving with the changing of time and technology. **We've gone through almost two complete generations since 1976 when I began calling and the product has not changed, but society has.** I'll use as the example, my Dad, myself and my son, three very different generations.

My Dad was born in 1936, graduated in 1954, got married and joined the military. He fought in Korea and Vietnam. He was one of nine children. As a kid he worked doing chores and on the farm. Going out for dinner was only for special occasions. He listened to radio until TV came along. He went to the matinee. Social activities included cards and games. His generation joined clubs like the American Legion, and the Knights of Columbus. They swam in a lake. His Dad worked and his Mom raised the kids. They listened to music by Elvis Presley, Frank Sinatra, Hank Williams and Buddy Holly. They were joiners with limited entertainment options, so social events were special. **My Father was 40 years old when he learned to square dance.**

I was born in 1962, graduated in 1980, went to college, and then got married. I never joined the military or fought in any wars. I have one sister. As a kid, I ate at McDonalds. My family went to nicer restaurants now and then. I played outside, swam at the pool, and played Atari. Sandlot baseball filled my summer days. Dad worked, Mom sometimes. I listened to Bruce Springsteen, Aerosmith, Ronnie Milsap, and Randy Travis. I learned to dance at the age of 13. At 40, the age my dad was when he learned to dance, my wife and I both had full time jobs. I coached soccer. I went to my son's baseball games, and helped coach. **My generation is very busy. We don't join clubs or make long term commitments. We cocoon, that is, we stay at home when we're not at work or supporting our kids.**

My son was born in 1993, and is a freshman in High School. I don't know where, but he'll go to college. In fact he'll likely need a Masters degree if he wants to rise above mediocre. He's a Jimmy Johns fan. We go out for dinner often. He has swim practice five days a week, and will start on the High School team next month. He plays baseball on a select team and hopes to make the high school team. He listens to music that he downloaded from the internet to his iPod. He has a Myspace and a Facebook page. He text messages his buddies. He listens to music from My Aim Is True, Lights Out Dancing, and Green Day. His generation not only buries themselves in the computer, but also are instant gratificationists. They move quickly, master the task, and move on.

The point is that we are trying to sell the identical product that my father bought to my generation and to my sons. Again, I think that's a tough sell."

SSD FOR THE DANCERS AND CALLERS

- by Buddy Weaver, Long-time Caller & Leader

The topic of Social Square Dancing (SSD) has been covered in many forums. Arguments for and against still appear on social media. What is often missed is the basic setup.

The program is made up of only fifty calls so that it can be taught in twelve to fourteen weeks. It is not a new idea; in fact, it is as close to the Modern Western Square Dancing (MWSD) that was enjoyed by tens of thousands of dancers up to the early seventies. A program of fifty calls taught in a matter of weeks was the hallmark of MWSD for the dozens of years that saw square dancing not only grow but spread worldwide. As square dance clubs start to reopen in the States, many are embracing SSD as the new destination program, but can SSD work in your club?

FIRST STEP: ASK A QUESTION

The answer will be found by asking the question, **why won't SSD work in your club?** Let's explore the latter question. First, there are the naysayers, some of these folks don't understand the new program, some don't want change, some will just be opposed to everything. There are some of these folks who have stated that "dancers will never give up (Mainstream or Plus or whatever the old level)."

Well, respectfully, that has been proven wrong on many occasions. One only needs to look at yesterday's most popular square dance calls that are no longer in active use. Do you remember "Arch In The Middle, Ends Turn In," "Dixie Chain",

“Cross Trail”? Most don't, because they've faded from active use or were not part of the CALLERLAB programs when they first came into being in the late seventies. Few callers and no dancers remember these old calls, and even if they were used, no-one would know what to do with them.

In my opinion, callers are in love with square dance calls; dancers love the experience. It is often the caller who wants to hold on to his or her favorite call. For example, I remember when “Curlique” was dropped from use by CALLERLAB, one caller in my area refuse to stop using it. For a while, the dancers still did the call but after a year of not hearing it used by other callers, when they danced to this fellow and he called “Curlique”, the dancers stopped 30 and gave him a puzzled look. That caller soon gave up “Curlique”. **Bottom-line, dancers love the experience; not counting calls.**

POST PANDEMIC PROBLEMS

Second, there are some who are not prepared to change. In my area, some Plus clubs have declared they will not give up Plus. Frankly, no-one is forcing change on anyone, but the question I have is this: If your Plus club restarts, post-pandemic with 50% of the dancers you had pre-pandemic, how do you make ends meet? Do you double dues and door fees? The only way to get new members is through a class that runs for one year, so can your club hold out that long? What if you make it a year and don't graduate enough dancers?

Change is hard and it will be forced on each of us like in the case of not having enough dancers to keep the doors open. We can deny change is upon us, we can resist change, or we can accept it and even embrace it. There are many Plus and many Mainstream club in the America that have chosen to embrace change by adopting SSD, not only to survive but to thrive.

HURRY UP & WAIT

There are some club leaders who have said they will wait for dancing to resume post-pandemic, see how many dancers come back, then make a decision about what to do. If this is you, I encourage you to not wait. **A failure to plan is the same as planning to fail.** Ask yourself, would you drive out to the middle of nowhere, running your tank of gas to empty, with the thought that you'll wait until you get there to find out if there is any gas at all? Of course not. You would probably have a primary plan and a contingency plan. As a professional, it is hard to see club leaders seemingly give up, to let the tide either get their boats to rise or drift into the rocks. Sad.

RESOURCES ARE AVAILABLE

Let's end on a positive note. **We are about to experience extraordinary opportunities for growth.** We will all face change; some will embrace it and plan for existing dancers to return comfortably while making a great nest for new dancers to come in and find a home. We have a great resource in the SSD program. **It is a home club builder.** It has a proven track record with some of the most brilliant minds in square dancing, mentoring, and teaching how to implement SSD in your home area.

We are about to see a new square-dancing world where the biggest problem will be finding a hall big enough for your club dances. SSD is for your club

About the Author: Buddy Weaver started calling in 1977 while still in school, living in Honolulu, Hawaii. He is a third generation square dance caller who lives with his family in San Diego, California. Buddy became an accredited member of CALLERLAB in 1981 and is currently on the Board of Governors. He is active in teaching other callers and has called/conducted seminars in the United States, Japan, and Europe. Buddy has been active in the square dance recording industry since 1981, with over 300 vocals released. He has consolidated the major square dance labels of Blue Star, Hi Hat, and Rawhide Music into Buddy Weaver Music, copyright holder of the largest square dance music library in the world. BWM produces a weekly podcast dedicated to the perpetuation of square dancing, offering episodes for free listening (streaming) or download.



SCIENCE SAYS DANCING WITH FRIENDS IS GOOD FOR YOUR HEALTH

- by Bronwyn Tarr, Post-doctoral Research Associate, Department of Experimental Psychology, University of Oxford, published November 1, 2015

You might not think of yourself as a dancer. In fact, maybe even the idea of dancing makes your palms sweat. But growing scientific evidence suggests that getting up and grooving with others has a lot of benefits. In our recent study, we found that synchronizing with others while dancing raised pain tolerance. It also encouraged people to feel closer to others.

This might have positive implications for dance movement therapies, which are already showing promising results in the treatment of dementia and Parkinson's. Music-based is also already used for children with autism, and perhaps synchronized and exertive dance therapy could also help them connect with others.

The Power of Music

Humans are naturally susceptible to music: when we hear a good beat, it makes us want to move. You might find yourself tapping your finger or foot in time to a song on the radio, or bobbing your head (if not whole body) at a concert. This is something that even babies do.

Humans have danced together in groups throughout history. And with a rise in dance activities ranging from Zumba to flashmobs, collective dancing—an activity which involves synchronizing with both the musical beat and fellow dancers—shows no signs of letting up.

So, why do people do it? There has been much debate about whether there is any evolutionary explanation for our tendency to dance. Most likely it features in our selection of romantic partners, and also in how we signal our group membership to other rival groups (think of the highly synchronized Hakka). **One of the main theories about why we dance is that it offers opportunities to form positive connections with others.**

So far, our testing of the “social bonding” hypothesis of dance has focused on one particular aspect: synchronization with other people. It turns out that when you synchronize even a small movement, like the tapping of your finger in time with someone else, you feel closer and more trusting of that person than if you had tapped out of time.

This is because when we watch someone else do the same thing at the same time as us, our brain ends up with a merged sense of us and them. It feels like we “become one”. Anyone who has ever rowed might be familiar with that moment when you hit a state of perfect synchronization with your rowing team. **Suddenly you feel like you are part of something bigger than just yourself, and that you belong.**

The Science of Dance and Friendship

In other social animals like monkeys and apes, activities which encourage social connections, or “friendships”, are underpinned by various hormones. It is likely that we use similar chemical pathways to forge our social relationships.

Called the brain's “happy chemicals” because of their feelgood effects, endorphins are released when we exercise. They may also be an important chemical in human and other primate's bonding processes. **In fact, the social closeness humans feel when doing synchronized activities may be because they trigger the release of a cocktail of bonding hormones, including endorphins.**

Dance can be both exertive and synchronized, so we wanted to see what the relative effects of both these aspects might be on bonding and on endorphins. As it's hard to measure endorphin levels directly, we used pain thresholds as an indirect measure. More endorphins mean we tolerate pain better, so measuring relative increases in people's pain thresholds can indicate whether endorphins are being released (although other chemicals like endocannabinoids are probably also in the mix).

We had 264 young people take part in the study in Brazil. The students did the experiment in groups of three, and they did either high or low-exertion dancing that was either synchronized or unsynchronized. The high exertion moves were all standing, full bodied movements, and those in the low-exertion groups did small hand movements sitting down. Before

and after the activity, we measured the teenagers' feelings of closeness to each other via a questionnaire. We also measured their pain threshold by attaching and inflating a blood pressure cuff on their arm, and determining how much pressure they could stand.

Not surprisingly, those who did full-bodied exertive dancing had higher pain thresholds compared to those who were seated in the low-exertion groups. But curiously we also found that synchronization led to higher pain thresholds, even if the synchronized movements were not exertive. **So long as people saw that others were doing the same movement at the same time, their pain thresholds went up.**

Likewise, synchronized activity encouraged bonding more than unsynchronized dancing, and more energetic activity had a similar effect – it also made the groups feel closer. **So all in all, moving energetically or moving in synchronization can both make you feel closer to others when you are dancing, and lead to higher pain thresholds.** But dance which combined high energy and synchrony had the greatest effects.

Although there are lots of examples of highly synchronized and exertive dances around the world (flashmobs are a good example), dance also involves other features like creative expression, improvisation, ritual and cultural significance. These elements no doubt also contribute to why we have such a widespread appreciation and aptitude for dance.

But whatever the reason, if dance helps us build social cohesion and trust, then as a collectively advantageous behavior it is probably one we should all do more. So the next time you find yourself at an awkward Christmas party or wedding dance floor, wondering whether or not to get up and groove, just do it.

This post originally appeared at [The Conversation](#). Follow [@US_conversation](#) on Twitter.

KELLY'S KORNER - by Kelly Thompson

Kelly started square dancing in 2016 after being coerced by his sister. He admits that he would have never walked into the club on his own. He has since found a whole new way of looking at life, a community of new friends and personal confidence that didn't exist before.

SPARK OF THE DIVINE

I watched again something I had seen several years ago where at one point the fellow says something to the effect we are all born with a "spark of the divine". I take that to mean we are born with a zest for life, but I think that varies due to problems before birth although I would say we are conceived with a "spark of the divine." It is from that point our life circumstances nurture the spark to ignite a flame for life or our circumstances prevent the ignition of that flame.



If we think about a spark we likely think about the spark you see when you walk across a carpet with wool socks and we get that little snap. It smarts a little but it is a cousin to that lightning bolt in the rain storm. If the little spark doesn't get your attention the big one will, **but the thing is we all have one, and it is a learning process as to how to use it.**

I read an article where the discussion was about Functional Neurological Disorder. Apparently **this is a disorder having a lot to do with stress and the physical responses as a result.** The discussion was in regard to the supposed side effects of the Covid vaccines but apparently there is no direct connection. I gather the bottom line is we get stressed out and have problems functioning; we have physical ailments and probably can get quite sick. Functional Neurological Disorder is just a name for something we already knew.

I think it has been seen where at birth the spark had gone out and later there have been those who have lost their spark. **Stress is a killer whether we give it a fancy name or not.** It is interesting how the treatment for Functional Neurological Disorder and the treatment for stress are about the same. The treatment for Functional Neurological Disorder is physiotherapy where-as the best treatment for stress is square dancing. **I am sure there are other treatments as well but it all depends on which treatment is likely the most fun - pills might work but those are harder to swallow than music is.**

We have a choice we can make. We can sit in those warm fuzzy long johns and get a little spark from time to time or we can get out, move around and grab a chunk of that big "Spark of the Divine".

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 issue #2015-6 for her complete story under "Chatter Close-up".

Dancing on the deck of a cruise ship in the warm evening air in the Caribbean makes for a wonderful holiday. My sight had deteriorated to no peripheral vision whatsoever and only limited sight in my one eye, it was a bit challenging but I didn't wander around too far. After a round of waltzing on the deck, the band took a break before playing the next tune so I grabbed my husband's arm and was patiently waiting for the music to begin. I turned towards him to speak when I noticed this man was definitely not my husband. He had the weirdest expression on his face and looked at me like, "What do you think you're doing?" Prompt action was required. I quickly dropped my arm and gave my sincere apologies for my mistake. "I'm so sorry, I don't 'look' so good," and immediately started glancing around to locate my husband. How embarrassing! I must pay more attention to avoid such blunders.

* * * * *

Another feature on the iPhone for the blind is an App called 'Be My Eyes', which allows you to talk to the first volunteer to answer your call for assistance. Once you have this person online, they can see whatever your camera is pointing to; read any articles, instructions or ingredients on any containers, canned goods, menus in a restaurant, etc. With this App, they can find articles that have fallen to the floor or even help you locate a door where you may have an appointment, should you lose your way. There are over a million volunteers all over the world operating 24/7 with your choice of language. This App has made a huge difference in so many circumstances. There's no need to rely on someone to come and identify items anymore. Precautionary methods do come into play; never show any personal papers or statements to any volunteers. My curiosity gets the best of me and I like to know which city or country they are answering from. There is a five minute time limit so it all depends on how soon they can help me. It's a wonderful service and every call requests a satisfactory report to insure top results.

* * * * *

There's one question I've been asked a few times, "Do you do your own ironing?" Whenever this is mentioned, I wonder if I accidentally put in a few extra creases where there shouldn't be any. It's sure not my favorite chore but, yes, I do my own ironing and some mending as long as the sewing machine is not involved (I might have a few problems there). It's one of those mandatory chores; the ironing board is lined up against the counter, running parallel to the kitchen island. No matter where I'm standing, there is a spot to put the iron down. After a couple hours of this task, one tends to get a bit tired or more than likely just a bit bored. In fact, when it's winding down towards the end, Phyllis Diller's suggestion comes to mind. In order to make this more enjoyable, she achieves success by substituting some gin or vodka in her steam iron instead of water which adds to the aroma in the area. Before long the ironing is completed and the time spent was quite delightful. Good plan! That definitely has to be the secret. Cheers! Till next time...

OLD AGE: I have always dreaded old age. I cannot imagine anything worse than being old. How awful it must be to have nothing to do all day long but stare at the walls or watch TV. So last week, when the President suggested we all celebrate Senior Citizen Week by cheering up a senior citizen, I decided to do just that. I would call on my new neighbour, an elderly retired gentleman, recently widowed, and who, I presumed, had moved in with his married daughter because he was too old to take care of himself.

I baked a batch of cookies, and, without bothering to call (some old people cannot hear the phone), I went off to brighten this old guy's day. When I rang the doorbell this "old guy" came to the door dressed in tennis shorts and a polo shirt, looking about as ancient and decrepit as Donny Osmond. "I'm sorry I can't invite you in," he said when I introduced myself, "but I'm due at the Racquet Club at two. I'm playing in the semifinals today." "Oh that's all right," I said. "I baked you some cookies. "Great!" he interrupted, snatching the box. "Just what I need for bridge club tomorrow! Thanks so much!"

I continued, "...and just thought we'd visit a while. But that's okay! I'll just trot across the street and call on Granny Grady. "Don't bother," he said. "Gran's not home; I know. I just called to remind her of our date to go dancing tonight. She may be at the beauty shop. She mentioned at breakfast this morning that she had an appointment for a tint job." So I went home and called my Mother's cousin (age 83); she was in the hospital, working in the gift shop. I called my aunt (age 74); she was on vacation in China. I called my husband's uncle (age 79). I forgot; he was on his honeymoon. I still dread old age, now more than ever. I just don't think I'm up to it.

UNDERSTANDING ONLINE LINGO

- Excerpt from “*Break the Social Code*”, by Stephen Cole, Caller
CALLERLAB Convention 2016



Some terms used online today are self-explanatory. Others are just strange. This list is not comprehensive. If you're new to social media and social networking, it will help to understand the vernacular.

Cloud Computing: There is no cloud. It is only someone else's computer. The term was invented, almost accidentally, for marketing purposes.

Creative Commons: This is a public copyright license that gives people the ability to use and share otherwise copyrighted material. For social media users, Creative Commons often comes into play when we are looking for images and photos to accompany a social media message or blog post. Unless you are using your own images or have express/explicit permission, you can only share Creative Commons images. There are different levels of Creative Commons licenses which can restrict whether an image can be used commercially or be modified and what kind of attribution is required.

Crowdsourcing: This is the process of leveraging an online community to assist in services, content and ideas for your business. Business examples include getting your audience to volunteer in helping translate your product or by asking your community to contribute content for your blog.

Embedded Media: Digital media that is displayed within another piece of content, outside of its native setting. If you put a video in a post, you've embedded it.

Engagement: Social media engagement is any interaction you have with other users. For that reason, it's a core part of every social media strategy. Your followers expect you to interact with them.

Hashtag: Hashtags are a simple way to mark the topic (or topics) of social media messages and make them discoverable to people with shared interests. On most social networks, clicking a hashtag will reveal all the public and recently published messages that also contain that hashtag. Hashtags first emerged on Twitter as a user-created phenomenon and are now used on almost every other social media platform, including Facebook, Google+, Instagram, Vine and Pinterest.

Meme: An idea, behavior, or style that spreads from person to person within a culture. The word was coined to resemble "gene" as it seems these thoughts take on a life of their own. To see some examples, refer to the websites: <http://knowyourmeme.com/> and <http://memegenerator.net/>.

Paid Social Media: The use of social media for ad placement. The most common types of paid social media are native advertisements such as Facebook Ads, Twitter Promoted Tweets, LinkedIn Sponsored Updates, and YouTube sponsored videos.

Phishing: An attempt to fraudulently acquire sensitive information such as usernames, passwords, and credit card information (and often, indirectly, money) by authentic-looking electronic communication, usually email. People are essentially being tricked into giving away their login information or money.

SEO: Search Engine Optimization is the practice of increasing the visibility of a web page in a search engine, such as Google without having to pay to have it moved to the top of a list of results. SEO refers to tactics that enhance the search ranking of a page.

SMS: This is the text messaging service component of phone systems.

Spam: Unnecessary and repetitive social media content that clogs up the feeds of social media users. The term has been used to refer to junk messages since the earliest days of the internet. Its name originates with the 1970 Monty Python skit where the word "spam" was spoken repeatedly to the point where it is absurd.

Tag: A keyword added to a social media post with the original purpose of categorizing related content. A tag can also refer to the act of tagging someone in a post, which creates a link to their social media profile and associates them with the content.

TL;DR: Too Long; Didn't Read. Much like this document, there are too many posts and they are much longer than they need to be. Know what you're going to say, say it, and be done. Everyone will thank you. Everyone.

Troll: A social media user who makes a deliberately offensive or annoying posting with the sole aim of provoking another user or group of users. (As far away from being a nice person as someone can get.)

URL: A Uniform Resource Locator is the address and protocol used to get to a computer on the Internet. The two most common protocols are http and https. The S in https stands for secure. Transmissions to and from the site are encrypted to prevent unauthorized access.

22nd CANADIAN NATIONAL DANCE CONVENTION

July 20-23, 2022 in Fredericton, New Brunswick

Registered Dancers to September 26, 2021:

British Columbia	29
Alberta	29
Saskatchewan	22
Manitoba	7
Ontario	83
Quebec	2
New Brunswick	77
Nova Scotia	15
Prince Edward Island	2
U.S.A.	13
Sweden	1
Malaysia	2
Germany	3

LOGO AND SLOGAN

Our new slogan for our Convention 2022 is: *Join the Violet Crew in '22 / Rejoignez l'équipe violette en '22*. Our slogan is in both languages indicating that New Brunswick is an official bilingual province. Our logo is a modern take on our provincial flower - the purple violet. The oversized petals represent the motion of dance in the five forms the Canadian Square & Round Dance Society promote—square, round, contra, clogging, and line dancing.

LOCATION & ACCOMMODATIONS

The 22nd Canadian National Square and Round Dance Convention will be held at the Fredericton Convention Centre, located at 670 Queen Street, Fredericton, NB. E3B 1C2

Two hotels, nestled in the heart of the downtown core of the Capital City, are offering special convention rates to stay enabling you to be close to all the action.

- **Hilton Garden Inn** - 506-999-1551 620 Queen Street, Fredericton, NB. Hotel Will Start Receiving Bookings JULY 21, 2021 by calling the hotel directly. Hotel rates are listed at \$209.00 per night based on double occupancy. Included in the hotel pricing is Free Wi-Fi and Complimentary parking. This hotel is attached to the Fredericton Convention Centre by a covered pedway.
- **Crowne Plaza Fredericton Lord Beaverbrook** 506-455-3371 659 Queen Street, Fredericton, NB. Located across the street from the convention centre, rates for this property are listed starting at \$172.00 per night based on double occupancy. This price includes Free Wi-Fi and Complimentary parking. You may book your rooms now using the dedicated link listed below. <https://book.passkey.com/e/50118019>.
- **Camping Hartt Island RV Resort** is about a 12 minute commute to the convention centre. They were unable to confirm pricing with us at time of printing. You may call to book a spot directly at 506-462-9400 or view them on the web at www.harttisland.ca.
- **Additional Accommodations.** Looking for something else to accommodate your stay? Check out Tourism Fredericton! www.tourismfredericton/stay.



53rd ALBERTA DANCE CONVENTION



Memorial Centre
5214 – 50 Street
Kozy Korner
5024 – 53 Street
LACOMBE, Alberta



September 3rd, 4th & 5th, 2022
Adult \$65/Youth \$50. AFTER June 30th Adult \$75/Youth \$60. Day Rate \$40/\$30.
Information & Registration @ www.squaredancecalgary.com

Full Steam Ahead!

- Banner Parade
- Showcase of Rounds
- Alberta Federation AGM
- Church & Memorial Service
- Silent Auction
- Saturday Night Theme Dance: *'Conductor's Black & White Ball'*
- Sunday Night After-Party with Lunch & Refreshments
- Free Trail-Out Dance
- On-site Lunch Cafe



Extra! Trail-In Dance

Friday, September 2nd

\$10/Person (At Door)

Rounds 7-8pm * Variety of Cues *

Mainstream 8-10 pm

* Featured Callers *



CALLERS Steve Edlund, Surrey, BC



* Tom Dakers, Calgary, AB

**Back on Track
Get on Board!
Ride the Rails**

**This Train's
For You!
Lacombe 2022!**