



OCTOBER 13, 2023

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.



## CHANGING OUR IMAGE ONE POST AT A TIME

- by Claudia Littlefair, Editor

FaceBook is used by hundreds of thousands of people every single day. Because it's worldwide, posts can literally travel around the world. What an opportunity to show an updated image of our activity! It's

also free advertising that can reach thousands of people within minutes of posting.

Using updated, interesting images that capture the reader's attention increases the likelihood of the post being read. At the very least, readers see an image that conflicts

with the negative image the general public have of square dancing (ie. old people who wear fluffy dresses, big belt buckles and dance in a barn).

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Leduc Square Dance Club had an unprecedented turnout of 40+ new dancers at a recent intro dance. They advertised aggressively thru different mediums, including a variety of FaceBook posts such as the one on the left.

In a recent FaceBook post from the private FaceBook group, EDSARDA Square Dance Promotors (Eastern U.S.), Lauren Cull, Vermont shares how FaceBook ads, together with other forms of advertising, helped attract potential dancers to their club.

"So excited and don't want to jinx it! We've had 30+ new and/or interested dancers for Cast Off 8's free nights. To put this in perspective for rural Rutland Vermont, the average for the years prior to the pandemic was 5-6 per year. Last year was 16 and we thought it might be a fluke. 30 is unheard of for any period in the club's history (I think....) One

thing I can say (in here) is that we advertise constantly, not just in late summer/fall.

- We 'like' and 'follow' lots of pages on FB and Instagram, including civic pages (Chambers of Commerce, Rotaries, businesses large and small, Recreation Depts, libraries etc).
- We ran some Facebook ads targeting certain demographics.
- We made each free night a Facebook event so that people could click on Interested or Going and then FB reminds them.
- We had yard signs and flyers/postcards that matched the yard signs for visual recognition.
- We listed our events in papers, and calendars.
- We also added a button to 'pre register' on our website, which I honestly
  never thought of doing, but this gave me an opportunity to interact with
  about 10 folks ahead of time, remind and encourage them and when
  we had to change the time unexpectedly, we were able to tell them."

**Successful intro nights like these are encouraging.** They indicate that there is, indeed, interest in square dancing today. By using appealing, fun-loving, happy images on FaceBook posts and in other forms of advertising, we can capture the attention of more people. It's easy for a

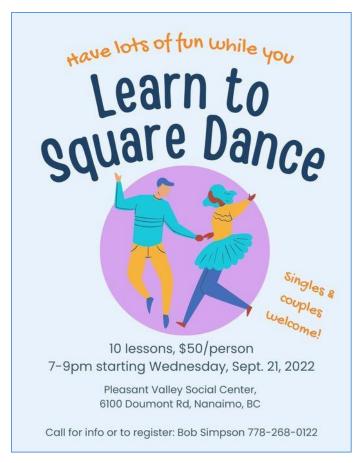


non-dancer to relate to casually dressed people who are smiling and having fun. Here are more examples of recent FaceBook posts that convey an updated image of our activity.









## WELCOMING ENVIRONMENT AT YOUR CLUB

https://loveadmin.com/management/creating-a-welcoming-environment-at-your-club/#:~:text=Tours%20and%20taster%20sessions,make%20an%20impression%20that%20lasts.

Joining a club can be daunting, even for the most outgoing person. Having a welcoming environment is important right from the moment someone finds out about your club through to when they're an active member. This is key in reducing the barrier to participation and encourages members to become advocates of your club. Quite often though, clubs may unintentionally overlook some of the factors that create a welcoming environment.

In this blog, we'll walk you through some practical ideas that will help your club become the place to be.

## **BEFORE JOINING**

## **Website**

Think of your website as a brochure. When prospective members visit your website, they want to find out everything about your club. Scan your website and see how many of the following you can tick off:

- Is your messaging clear in what you do and who you target?
- Are images relevant and inclusive?
- Do you have a meet the committee / coaches page?
- Do you have an FAQ page which addresses common questions?
- Are you posting regular news updates about your club?
- · Can members join quickly and easily?
- Social media and email



Other touchpoints are typically your social media accounts and email. If someone is interested in your club, they might venture onto your Facebook page or send you an email so it's important to take these points into account:

- Are you regularly updating your social media with content?
- Is someone monitoring your social media and emails?
- Are you responding to enquiries in a friendly and timely manner?

## **Tours and Taster Sessions**

To give prospective members a flavour of your club, it's a good idea to offer personalised facility tours and taster sessions. This is the first time they'll see your club in person, so you want to make an impression that lasts. Here's what to consider:

- Do you send relevant information to prospective members ahead of tours and taster sessions?
- Is your facility easy to find?
- Are there noticeboards and signposts in your facility?
- Do you have disabled access?
- Is your facility clean, well maintained and COVID-secure?
- Who is responsible for greeting prospective members when they arrive?
- Are taster sessions exclusively tailored to prospective members?



### **AFTER JOINING**

## **Welcome Pack**

Sending out a welcome pack when a new member signs up is the first step in making them feel like part of your club. Ensure you get this to them straight after the point of registration, so they immediately feel acknowledged and have enough time to absorb everything. Your welcome pack should include information like:

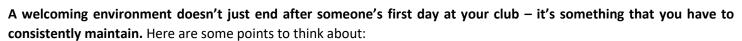
- A general welcome letter from the committee
- Your club's background and history
- Membership tiers and pricing do you offer flexibility around payments?

- Committee / coaches contact details
- What kit members need to bring

## First Day

First experiences can either make or break someone's decision to return to your club. If they feel welcomed and valued, there's no reason for them not to return. You want to go the extra mile and have a solid process in place to make new members feel at ease and help them settle in. What to think about:

- Who is responsible for introducing new members to everyone?
- Do they have an assigned buddy?
- Is the rest of the team aware that there is a new member?
- Are you getting new members involved straight away?
- Is your body language open and friendly?
- Are you following up with members to find out how their first day went?
- Ongoing engagement



- Are you being patient with inexperienced members?
- Are you making an effort to get to know your members?
- Do you ensure that there are no cliques?
- Are you regularly encouraging your members?
- Have you invited members to join your private social media group?
- Do you ask your members for feedback on your club?

Every club wants to be known as the club that feels like a second home – a family. You have the power to implement the ideas above and be well on your way to achieving this.

### HOW YOU CAN USE BODY LANGUAGE TO MAKE OTHERS FEEL WELCOME

https://www.linkedin.com/advice/0/how-can-you-use-body-language-make-others

Body language is a powerful tool for communication, especially when you want to make others feel welcome and comfortable. Whether you are meeting new people, hosting a social event, or working in a team, your body language can convey warmth, interest, and respect. In this article, you will learn how to use body language to make others feel welcome in six simple ways.

#### Smile Genuinely

A smile is one of the most universal and effective ways to show friendliness and happiness. However, not all smiles are created equal. A genuine smile involves not only your mouth, but also your eyes and your whole face. A genuine smile can make others feel more relaxed and positive around you, while a fake or forced smile can create distrust and discomfort.

To smile genuinely, think of something that makes you happy or amused, and let your smile reach your eyes. You can also practice smiling in front of a mirror to see the difference.

### Make Eye Contact

Eye contact is another key element of body language that can make others feel welcome. Eye contact shows that you are paying attention, listening, and interested in what the other person is saying or doing. Eye contact can also create a sense of connection and rapport. However, too much or too little eye contact can have the opposite effect. Too much eye contact can be intimidating or creepy, while too little eye contact can be rude or dismissive.

To make eye contact effectively, follow the 50/70 rule: maintain eye contact for 50% of the time when you are talking, and 70% of the time when you are listening. You can also use the triangle technique: look at the other person's eyes, then their nose, then their mouth, and back to their eyes. This creates a natural and comfortable pattern of eye contact.



## **Use Open Gestures**

Your gestures can also communicate a lot about your attitude and intention. Open gestures are those that expose your palms, chest, or torso, and indicate that you are open, confident, and friendly. **Open gestures can make others feel more welcome and invited to interact with you.** For example, you can use open gestures to greet someone, such as waving, shaking hands, or hugging (if appropriate). You can also use open gestures to show agreement, enthusiasm, or appreciation, such as nodding, clapping, or giving a thumbs up.

On the other hand, avoid closed gestures, such as crossing your arms, legs, or hands, or touching your face, neck, or hair. Closed gestures can signal that you are closed, defensive, or nervous, and can make others feel unwelcome or uneasy.

## Lean In Slightly

Another way to use body language to make others feel welcome is to lean in slightly when you are talking or listening to them. Leaning in shows that you are engaged, curious, and respectful of the other person. It also creates a sense of intimacy and trust. However, be careful not to lean in too much or too fast, as this can invade the other person's personal space and make them feel uncomfortable or threatened.

To lean in slightly, move your upper body or head a few inches closer to the other person, while keeping your lower body stable and your posture straight. You can also tilt your head slightly to show interest and empathy.

## Mirror Their Body Language

Mirroring is a subtle and powerful way to use body language to make others feel welcome. Mirroring is when you mimic or match the other person's body language, such as their posture, gestures, facial expressions, or tone of voice. Mirroring can create a sense of harmony and rapport, as it shows that you are in sync with the other person and that you understand them. Mirroring can also make the other person feel more comfortable and confident around you, as it validates their feelings and opinions.

To mirror effectively, pay attention to the other person's body language and try to copy it in a natural and relaxed way. Don't overdo it or copy every move, as this can seem fake or mocking. You can also use mirroring to influence the other person's mood or behavior, by using positive and welcoming body language yourself.

## Respect Their Personal Space

The final way to use body language to make others feel welcome is to respect their personal space. Personal space is the area around a person that they consider their own and that they don't want others to enter without permission. Personal space can vary depending on the culture, the situation, and the relationship between the people. However, in general, most people prefer to have at least an arm's length of distance between them and strangers or casual acquaintances, and more or less depending on their level of comfort and intimacy.

To respect their personal space, observe their cues and reactions, and adjust your distance accordingly. If they seem to back away, move closer, or turn their body away from you, follow their lead and respect their boundaries. If they seem to invite you closer, move forward, or turn their body towards you, reciprocate and respect their signals.

# **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.

## THIRTY THOUSAND MILES

I just got back home from our provincial square and round dance convention feeling very much like I had run thirty thousand miles. I'm sure it wasn't quite that far but a few people with step counters did say they had done about twenty thousand steps in one day. I danced five consecutive days and although I didn't likely do the full number of steps each day, I did enough to come home feeling I had danced to at least Halifax.

I did my tally for the month of August and the number of dances I attended was fourteen. I figure to dance to the Canadian convention next July in Calgary I had to attend 15.68 dances. Counting the remaining five dances at the convention I have



now attended the equivalent of 19 dances, meaning I have surpassed my expectation of dancing to the Canadian Convention.

I think we all know the health benefits of physical exercise. It is my opinion the fun we have far exceeds those benefits in even more ways. If you come home from square dancing feeling like you have run a thirty thousand mile marathon it isn't the steps that made you tired. It is the fun you have had taking each step.

I noticed through the weekend how several people started the weekend quite reserved and somewhat hesitant to do some of the activities, but by the end were "really getting into it". It takes a while with square dancing, as with many activities such as that, to leave your troubles out the door and simply to cut loose and let go. I have personally found that as you leave to pick up that bag of troubles on your way out, those troubles are far lighter than they were before.

I think we can all agree that life is like running a thirty thousand mile marathon. It could be though, if you are dancing, the finish line might only be one allemande left away. The expectation is the streets will turn to gold but the tired will be gone. Our thirty thousand mile marathon is simply our training program for that Grand Convention. Turn your partner right, allemande left and promenade home. It's not quite noon, I'm ready - Let's do it again!

## WEBSITE - OREGON FEDERATION OF SQUARE & ROUND DANCE CLUBS

Source: https://squaredance.gen.or.us/

Editor's Note: This is the home page of Oregon Federation's website. It's well-written, clear information about our activity that could be reused in other promotional items such as brochures and flyers.

## **About Square Dancing**

If you are looking for a way to exercise and have fun too . . .

Modern Square Dancing is dancing and thinking. Moving in rhythm keeps you physically fit. Your doctor will tell you that aerobic exercises are the best, and studies have shown that square dancers can walk up to five miles in a single night!



Square dancers burn up to 400 calories each 30 minutes of dancing. It's aerobic exercise that also helps coordination, balance, endurance, and cardiac function and helps keep muscles toned and healthy. Learning the basic steps is as easy as walking.

Go check our health page for more information on how square dancing can benefit you.

#### It's a New Generation of Dancing

It's time to erase the old image you might have of square dancing from your school days or TV. Today's dancing is done to great music from the best of modern music, including Country, Rock, Disco, Gospel, Hip-Hop, and Bluegrass! There are new dance steps -exciting new patterns to learn. And you can dance any where in the world you might travel – 18 different countries including the Far East and Europe! Best of all, there are new people to meet, friends to make, events to attend. Square dancing is "Friendship set to music." This is one of the best kept secrets in town. It's time you opened the door and let the great benefits they offer enhance your life.

#### A New Song and Dance Routine and a Great New Involvement for All Ages!

- It's fun!
- No prior dancing ability needed!
- It's an aerobic, weight-bearing, calorie-burning activity!
- It forms lifelong friendships!
- It develops teamwork!
- It increases listening skills! (recommended by doctors to help maintain mental acuity)
- It's economical! the most fun for the least dollar . . . anywhere
- It broadens your social life!
- It's performed in healthy non-smoking/nondrinking environment!
- It's multi-generational!

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## 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".

There are rumors out there that say once you've learned to ride a bike, one never forgets how. Well, I kind of question that: you may remember how to ride but they never mention anything about keeping your balance. This was a normal activity in my days of youth so who would have thought any different.

While out camping one time we rented a few bikes to go exploring. My peripheral vision was gone but going forward should be no problem. That wasn't a very good idea - I managed to get going and pick up speed but could not avoid driving into loose gravel, shrubs and rocks, etc. on the sides of the path which compelled me to slow down, and that's when I realized I had trouble maintaining my balance. So much for plan A, plan B was in the works.

'Tandem Bicycle'- that has to be the answer. It took a while but we finally purchased one and we had many enjoyable bike rides around the neighborhood. As the summer went by, we ventured out only a couple times a week and I noticed it took a greater amount of peddling each time. After inquiring about which community we had wandered into and why 'so many hills' around, my husband purposely ignored the question and said, "Just keep peddling". I could hear the chuckle in his voice. The joke was on me - he was certainly operating the bicycle and enjoying the ride but I was the one putting the boot to the peddles. That was some workout! Maybe he was trying to send me a message??? That's life I guess - it was good exercise anyway...

There are some courageous people amongst us. Back when flyers were distributed by the Continuing Adult Education, I eagerly registered for a ten week course on Hair Dressing which included cutting, setting, coloring and streaking. This should be a whole new venture and there was no issue gathering all the supplies required. It was our responsibility to seek out our own 'victim', even if they came kicking and screaming all the way.

Who is brave enough to sit down and let a visually impaired person remodel their hair? After a few days of searching, an aunt of mine bravely stepped forward and accepted the challenge. We were promised to have the instructor check our work and repair any errors or damage. With scissors and comb in hand, the mission began. Over the next ten weeks we achieved quite a bit of success with a good share of fun and laughs. I managed to do a fairly good job which brought on a smile and relief. As the time went by, I made sure to avoid saying, "Oops – darn". That might have been a bit frightening. All turned out satisfying and most important - safe. Must give her credit, she's one brave lady.

Maybe there'll be more new ventures in the future but it might be impossible to find the next victim- and yet, never say die, stranger things have happened...

These are from a book called 'Disorder in the American Courts', and are things people actually said in court, word for word.

Attorney: What gear were you in at the moment of the impact?

Witness: Gucci sweats and Reeboks.

Attorney: This myasthenia gravis... Does it affect your memory at all? Witness: Yes.

Attorney: And in what ways does it affect your memory? Witness: I forget.

Attorney: You forget. Can you give us an example of something that you've forgotten?

Attorney: Are you sexually active? Witness: No. I just lie there.

Attorney: Any suggestions as to what prevented this from being a murder trial instead of an attempted murder trial?

Witness: The victim lived.

Attorney: How was your first marriage terminated? Witness: By death.

Attorney: And by whose death was it terminated?

Attorney: Doctor, did you say he was shot in the woods? Witness: No, I said he was shot in the lumbar region.

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## STYLING - INTRODUCTION TO FLOURISHES AND FRILLS

Excerpt from Glenview, Illinois Square Dance Club - Styling Tips Document

 $\underline{https://static1.squarespace.com/static/51feba40e4b0a3cc8742ef7f/t/5f860600f164a947c7425048/1602618881255/GVS+Styling+Tips.pdf}$ 

#### BEFORE ADDING FLOURISHES/FRILLS YOU MUST:

- Master basic square dance styling; Glenview Squares' Basic Styling Tips will help.
- Be able to dance in time to the music so you can begin and end each call on the correct beat.
- Be competent and comfortable with the calls.
- Not have any imbalance issues or physical limitations that make you unsteady or limits your ability to adjust quickly.
- Have good square awareness and be able to quickly assess your orientation in the square. If you often don't know where 'in' is, if don't know if you are a leader or trailer or which box of four you are in you should not add flourishes.
- Have a good sense about the capabilities of the other dancers in your square. Your styling may be distracting and/or confuse some dancers.
- Know how to add the flourish within the correct number of beats for the call.
- Know how to add the styling without increasing the size of the square.
- Be able to dance well enough to assist dancers who make a mistake or get lost.
- Know how the styling affects your position and the position of your partner and others in the square.
- Be able to dance well enough that you can assist others if your styling confuses your partner, others in the square or yourself.
- Be able to add or delete styling as needed to accommodate others.
- Know that many callers dislike seeing flourishes because it throws off the timing and often looks sloppy if not done
  correctly and precisely.

### **IMPORTANT:**

- 1. Never participate in adding flourishes if you don't want to. Keep arms to your sides so others can't initiate flourish with you. If someone's styling technique causes discomfort, don't hesitate to kindly mention it to them. Most dancers don't realize that they are using too much force.
- 2. Never use flourishes and frills during lessons.
- **3.** Never use flourishes during a dance with a dancer who has not learned the maneuvers. Flourishes should be taught and practiced at other times between tips perhaps.
- 4. Verbal styling should be done in a quiet voice, audible to only the dancers nearest you. In a tight set you are always near someone's ear and a loud shout can be distracting and painful for some. The fun comes if all can make the soft sound on the same beat enhancing the impact without annoying any individual. Loud verbal styling may make it hard to hear caller.
- 5. Don't make up your own styling or incorporate styling from other dance styles into square dancing. Conform your styling to that of the majority of dancers at the venue. Unconventional styling can confuse others in the square and throw off timing.

Attorney: She had three children, right? Witness: Yes.

Attorney: How many were boys? Witness: None. Attorney: Were there any girls?

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#### LEVEL ONE: FLOURISHES/FRILLS

## For those who have mastered the calls and basic styling

- Allemande Left, usually 8 beats: Forearm hold; Single clap.
- Circle Left/Circle Right, full = 16 beats: twist body to right and left; starting with twisting toward partner.
- Dixie Grand, 6 beats: Say, "Right, Left, Right."
- **Dosado**, 6 or 8 beats from and to squared set: Ballroom hold or Highland Fling hold (right arm around partner's waist, left hands touching above heads); finish facing each other. Never ends in wave unless told to.
- Double Pass Thru, 4 beats; 3 rapid claps
- **Ferris Wheel**, 6 or 8 from and to squared set: Say "Whee". Couples facing In, step straight forward and the very center dancers tap hands before each couple turns into place.
- **Forward and Back**, 8 beats or if Lines close together then 4 beats: Make noise on beat 4. When in lines only the ends tap free hand, all others maintain hand hold.
- Ladies Center & Men Sashay, 4 beats: Say, "Whee". Girls' raise hands as if flipping hem of skirt up.
- "NOW!": Drop hands, individually turn 360° in place, rejoin hands.
- Pass the Ocean, 4 beats: Say, "Whoosh".
- Promenade ½, 8 beats: Inactive couples say "whoo hoo" when they move into center and group hug.
- Right & Left Grand or Wrong Way Grand, 10 beats: Give a slight hoot and slight hop while pulling by with1st and 3rd person.
- Roll Away, 4 beats: Each dancer should 'give weight' (slight resistance) so rolling dancer can move smoothly into place.
- Scoot Back 'Boys', 6 beats: Make slight grunt at end of turn, slight pause before parting but no pulling or other action.
- Scoot Back 'Girls', 6 beats: Make high pitched "aahh" or "oohh". May primp hair with free hand while doing arm turn.
- Spin Chain Thru, 16 beats: Ends clap while others finish the call.
- **Square Thru 4** From squared set, 10 beats, or from box formation 6 beats: Inactive couples clap while actives complete the call.
- Right/Left Hand Star, full = 8 beats: 'Girls' or Mixed Boy/Girl Stars use hands in tent. 'Boys' use pack saddle hold (hand
  on wrist of person in front of you) especially for back up stars. Hands should be held at shoulder height of shortest
  dancer.
- Swing, at least 4 beats: Ballroom hold, buzz step for at least a count of 4; If you don't do the call 'Swing' you must just stand and wait for a count of 4. Some twirl a finger in the air while they wait. If you don't want to Swing approach with arms already in promenade position. Alternate swing style: walking in short dance steps around central pivot point.
- Weave the Ring, 10 beats: No touching or perhaps tapping hands lightly while passing.
- Yellow Rock: Hug person in front of you or named person.

Attorney: How old is your son - the one living with you? Witness: Thirty-eight or thirty-five, I can't remember which.

Attorney: How long has he lived with you? Witness: Forty-five years.

Attorney: (realizing he was on the verge of asking a stupid question) "Your Honor, I'd like to strike the next question."

## 2024 CANADIAN NATIONAL FESTIVAL, CALGARY ALBERTA

NEWS FLASH! We think that this festival will sell out long before July, 2024. Don't wait to register.

As of October 13, 2023 – 503 registrations!

For complete, up-to-date information on All-Things-Festival, including a list of leaders, go to:

https://squaredance.ab.ca/festival-2024-canadian-square-and-round-dance-society/

#### WHO'S WHO ON THE FESTIVAL COMMITEE

- Chair Couple Lorne & Barb Smith, Calgary
- Vice Chair Couple Gary & Eileen Smith, Edmonton
- 2<sup>nd</sup> Vice Chair Couple Charlie & Bev Moore, Calgary
- Registrar Nancy & Brent Daignault, Calgary
- Treasurer Kelsey O'Brien, Calgary
- Secretary & Promotions Chair Dawn Gilchrist, Airdrie Area
- Promotions & Decorations Marlene Symington, Calgary
- Special Activities Bonnie McCauley
- Program Chair Joe Uebelacker, Cochrane
- Round Dance Program Mary & Bruce Nelson, Sherwood Park
- Sound Technician Dan Lemoine, Edmonton
- Facilities Chair Wayne Stretch, Calgary
- Facilities Assistants Allan Serra, Edmonton and David Allen, Calgary



Did You Know? To keep costs down, "I Am Registered" ribbons have been trimmed from the budget, saving hundreds of dollars on postage fees.

#### **HOTEL BOOKINGS**

The Festival Headquarters – the Glenmore Inn, is fully booked so we have made arrangements at a nearby hotel with a discounted Festival rate. The **Hotel Blackfoot** is about an 8 to 10 minute drive from the Festival Headquarters and is offering a discounted room rate for two days before and a full week after the Festival. The hotel rate includes complimentary parking and breakfast for two. The committee is looking into a shuttlebus service to transport dancers to/from the two hotels. Go to the website for contact information.

https://squaredance.ab.ca/festival-2024-canadian-square-and-round-dance-society/

#### **CAMPING**

While there is no camping located within the City of Calgary itself, there are numerous campgrounds around the city. The ASRDF Festival link has a dropdown list showing the campgrounds in the area.

