



CHIEF OF CHATTER

Claudia Littlefair

The best time to work on club promotional material were the last couple of months. And if not then, NOW, before the summer really gets underway! Remember the Promo Talk library – great resource for ideas for posters, flyers, newsprint ads, newspaper articles, and more. The Library List is attached to this email – just send me your requests and I'll be happy to email you the material.

SWAN RIVER'S APPROACH

Editor's Note: I received this reply from Linda Gilchrist, caller from Swan River, Manitoba, in answer to the last newsletter's information on fewer calls for New Dancers and multiple entry points.

"... We had a great year this year with several new dancers. We are a small town and we can't have levels or more than one club or whatever. My theory has always been that I would rather have new dancers than new moves and our club have gone along with that.

As has been said, sometimes the seasoned dancers get a little bored, so we throw in a plus tip for them. One night they wanted to do teacup chain, so we did. Well the next week the new dancers came and asked if they could try teacup chain. So we did and being young they caught on the first time, and now they all do teacup chain.

I belong to a callers group on facebook and one caller talked about square dancing having too much pettiness and rules and regulations. I think there is something to be said for that. Just have fun...whatever that takes!!!!

We have a Guest Night both in the spring and the fall – to let people come for FREE and see what we do. We just had ours last Wednesday. Had a great time and there were several prospects for next year. That way they can plan to keep Wednesday nights free if they enjoyed it and want to come back. Sometimes that takes some arranging. We even had one person who belonged to another weekly group get the other group to change their night, so that she could come square dancing."



About the Writer: Linda Gilchrist

My parents were avid square dancers and I did some dancing as a

teenager. In 1989 my husband Lloyd and I joined the Swan Valley Hoedowners with Earle Park being the caller. In 1992 people started to encourage me to learn to call because I have a musical background. I was a music teacher in the school system and still teach piano privately after 38 years of it. In 1992, a friend brought me a box of square dance books and records and said "See what you can do with this". I loved it from the first minute.

I attended several callers' schools in Saskatoon and Regina with some of my instructors being Betsy Gotta, Bill Peters, Vaughn Parrish and Martin Mallard among others. I also attended the Alberta Callers School in 2011. I called for Dauphin and Sturgis clubs for a while. I became the regular caller for the Hoedowners in 1997. It has been a lot of fun being their caller for the past 18 years. I hope it continues for years to come.

I sometimes do guest calling in Regina, Moose Jaw and Brandon. I have called at numerous national and international conventions and called once in New Zealand. One of my highlights has been encouraging a young dancer, Brad Slepicka to try calling and watching him grow into a fine caller.



I love working with new dancers, and my goal is to outgrow the place where we now dance. In a town of 4000 people, that is a big dream, but at our Guest Night a couple weeks ago, I started to think it might be possible.



Our St. Patrick's Day Dance

A mother and her small son were visiting a neighbor when the boy said, "Mrs. Jones, may I see your new bedroom rug?"

"Why Tommy," the neighbor said, "how nice of you to be interested! Of course, you may go in and look."

He went into the bedroom, then soon reappeared.

"Gee, Mommy," he said, puzzled, "it didn't make me sick."

WHAT SELLS - FACTS OR BENEFITS?

- by Claudia Littlefair

Kim T. Gordon, a top U.S. marketing specialist, has numerous marketing articles available on her website, and much of what she talks about can be applied to our advertising. She states that *"it's vital to create a benefit-oriented message that will capture the attention of your target audience and motivate them to take action"*.

What does a 'Benefit-Based Message' look like?

- It is the heart and soul of what is offered.
- Sales increase when this message matches up with what the customer wants to buy.
- It is simple, direct and easy to remember.
- It talks about the benefits the buyer will enjoy.
- It's specific to the buyer, replacing words like "We provide", "Our", "We", "I" with "You'll get", "You", "Yours".
- It answers the buyer's question "what's in it for me?"

Is Your Square Dance Ad "Feature/Fact-Based" or "Benefit-Based"?

The following was written by caller Nasser Shukayr, in an article called "Selling the Benefits".

"Square dance advertising is usually "Feature-based" or "Fact-based". We advertise the FACT that square dancing is good exercise. Instead, we should sell the BENEFIT that people will look and feel good because of square dancing. We advertise the FACT that square dancing is a social activity. Instead we should sell the BENEFIT of lifetime friendships.

While our advertising needs to briefly explain the feature and advantage, the main selling point needs to be the BENEFIT! Can you imagine an ad with the benefit screaming out in huge 3-inch-tall letters?

Maybe it'll work and maybe it won't, but really just about ANYTHING is better than a flyer which announces "Classes Starting Soon". Let's start selling BENEFITS instead of FACTS!

In a sales course they teach you about FAB. F is Feature, A is Advantage, B is Benefit. In sales, F.A.B. is important but the main thing you SELL is BENEFIT. For example:

Feature: M&M's hard outer shell keeps the chocolate inside from melting.

Advantage: The chocolate is less messy, and it stays intact in the shell.

BENEFIT: Melts in your mouth, not in your hand.

Note they're selling the actual taste/texture of the actual melting chocolate. That's the BENEFIT.

Feature: Alka-Seltzer dissolves quickly in water.

Advantage: It goes to work faster than other brands.

BENEFIT: Plop Plop, Fizz Fizz, Oh what quick relief it is.

Note they're selling rapid relief. That's the BENEFIT. They're not selling how it works or why it works, just the fact that it works FAST and brings you relief. They're selling the end result.

How Can Our Ads Sell "Fun, Fitness, Friends"?

Using this information, how can we create a Benefit-Based Message for "Fun, Fitness, Friends"? Here's some examples:

- Where Friends have FUN getting fit!
- Where Friends, Fitness & FUN Happen!
- Three-Way Win: You Make Friends, Have FUN, and Feel Great!
- Reduce Your Stress - Laugh More - Connect with Friends.
- Enjoy Dancing Your Calories Away with New Found Friends!

ACTUAL INSURANCE CLAIM STATEMENTS

- I was on my way to the doctor with rear-end trouble when my universal joint gave way, causing me to crash.
- I told the police I was not injured, but on removing my hat, found that I had a fractured skull.
- My car was legally parked as it backed into the other vehicle.
- I was thrown from my car as it left the road. I was later found in a ditch by some stray cows.
- I was sure the old fellow would never make it to the other side of the road when I struck him.
- I pulled away from the side of the road, glanced at my mother-in-law, and headed over the embankment.
- The telephone pole was approaching. I was attempting to swerve out of its way when it struck the front end.
- I saw a slow moving, sad faced old gentleman as he bounced off the hood of my car.
- Coming home, I drove into the wrong house and collided with a tree I don't have.
- An invisible car came out of nowhere, struck my car, and vanished.
- I had been driving for 40 years when I fell asleep behind the wheel and had an accident.

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CHATTER CLOSE-UP

Editor's Note: Our Dance Community is an interesting mix of people, each with a story to tell. If you know of someone you would like to see featured in this section, email me and I would be happy to contact them.

Recently I had the pleasure of sharing a meal with Frances, and was reminded again of how important the square dance community can be in our lives.

Frances Hanzel, Calgary

How did you get into square dancing?

We were living on an acreage near Gleichen (about an hour east of Calgary), when my husband became seriously ill. I became his full-time caregiver. I knew I needed to do something fun for myself, and when I read an ad in the Strathmore paper for square dancing, it brought back wonderful memories of when I was little and my father was a prompter for Old Time squares. He'd tell me as he pointed, "go stand in that square", and then I'd be his partner. I phoned the contact person and was quickly redirected to the 'Swinging Singles' group in Calgary. I joined the Club in the fall of 1984.



In 1987 I joined the Airdrie club, and have been a member there for 28 years. Right from the beginning I served on committees and in various positions on the board, and also with the Calgary & District Association. When I was first involved with C&D there were 25 clubs - today there are nine.

I'm still involved with C&D as a representative from our Club and I'm looking after the Silent Auction for the 2016 High River Convention.

What about Conventions and Special Highlights?

The first Provincial Convention I attended was at Sundre in 1985, and I've attended 26 Alberta Conventions to date. My name badge with dangles for each one is 2 feet long. I've also attended 10 National Conventions, with my first being in Calgary in 1986.

The first time I flew in an airplane was to the Winnipeg National in 1992. In 1994 I drove to the Halifax Convention in my brand new truck and trailer, and again in 2002 to St. Johns, New Brunswick, where I was on the committee to promote the Calgary National in 2004. The last National I attended was in 2006 in Montreal, with my sister. In 1998, after the Ottawa National, I toured the Hockey Hall of Fame in Toronto and went to a Blue Jays game, and at the 2006 Montreal Convention, I toured the Baseball Hall of Fame and went to my second Blue Jays game.

My favorite conventions were Sundre 1985 because it was my first. I met a lot of people and there was so much going on. Another favorite was Olds 2000. It was

always fun to meet up again with dancers from all over, and that year we didn't know if it was going to happen or not because the world was suppose to come to an end. I'm registered for and looking forward to Regina's National Convention next summer.

I've also gone to the Peach Festival in Penticton many times. Years ago they used to hold Square Dance Parades and we sometimes entered floats. The floats from the States were really beautiful. There used to be so many dancers that we did some dancing in a football field. **But really, I've enjoyed every dance I've ever been to.**

How Has Square Dancing Helped You

In June, 1986 my two sons, Dwight and Brent, went on a houseboat trip with friends to B.C. My youngest son, Brent was 21 years old, and he drowned in a freak accident. I was devastated. Things like that are not suppose to happen.

The square dancers in my club, Swinging Singles, rallied around me. They helped me with the things that needed to be done, provided the desserts at the funeral, and several kept in touch with me through phone calls. I even received calls from dancers at other clubs who I didn't know very well, because I had only been dancing less than two years.

That summer my square dance friends insisted that I still come out to help promote teen dancers to come to the Convention. They wouldn't let me sit at home, and also kept insisting that I attend the Convention, too. They saw me through that time, giving me support and hope when I needed it the most.

What Other Interests Do You Have?

I enjoy sewing and have sewn almost all my own outfits. I crochet, knit, do jigsaw puzzles and puzzle books. I'm a big Blue Jays and Calgary Flames fan. And when I was raising my sons, I was also a foster parent.

I had a room in my house that we called the Square Dance room and when I was getting ready to downsize, I spent many hours shredding binders full of minutes and other paperwork! For my square dance friends, my new address is: 1102; 4 Kingsland Close SE, Airdrie, AB T4A 0J3, phone 587-360-3437.

Things you don't want to hear during surgery:

"Everyone stand back, I think I lost a contact."

"Someone call the janitor, we're going to need a mop and a bucket!"

"Sterile, schmerile; at least the operating-room floor is clean."

"Hey, that's cool! Now can you make his leg twitch?"

"Nurse, did this patient sign the organ-donor card?"

CHATTER KUDOS

Congratulations to New Dancer, **Francis Poole**, on being honoured as one of 40 top school principals in Canada (one of four in Alberta) by The Learning Partnership. Francis is the principal at Strathcona Christian Academy Elementary School in Sherwood Park. Together with his wife, they started square dancing with the Country Sunshiners, Edmonton this past dance year.



Congratulations to Strathmore's long-time dancer **Anna Reinwald**, for completing a Half Triathlon, held just days before her 80th birthday! Proof, again, that "dancing keeps you young".

Kudos to Calgary dancer, **Marie Brothers**, who, on her own initiative, started up a Wheelchair Square Dance group this spring. They've had up to 12 wheelchair dancers, and Marie has even stepped up to the mike to hash call in the absence of a caller!



Kudos to **a group of Calgary Square Dancers** who came through for the Calgary Stampede Board. Just days before, the Board realized that their regular group of dancers were unable to make it for a promo clip, so in

desperation they contacted Calgary & District Association. The video clip will be shown this Friday, July 3, during the Prelude Parade that starts at 7:30am. Daryl Caswell, president of C&D writes about this unique and somewhat humorous adventure.

Well, we did it! Eight dancers from 3 clubs arrive on time, dressed in their best and ready to go. Of course, in the video biz, it's "hurry up and wait". So we sat in the shade for an hour and a half, then a long guided stroll through the cattle pens to the bull riding arena where the set up was like a Hollywood movie with cameras on tracks, huge banks of lights, a wind machine and a fog machine going full tilt!

Our turn came and it was 20 minutes of Go! Go! Go! "Women Centre, Men Sashay! Heads Star Through! Double Pass Through! Cloverleaf! Swing Through! Promenade! Grand Square! Again! Again faster! Again! More angst! Faster!!

Take 2: "Caller, run around the square while calling! Run! Run! Call faster! Swing the skirts! Spin more! Cue the drums! Cue the band! Go! Go! Go! OK we're done. Thanks. Bye."

It was sort of like being a pilot or an orchestral musician: hours of boredom interspersed with moments of sheer terror. Everyone rose to the challenge and no-one fainted or threw up. Just makes one proud of the dedication, training and courage under fire of square dancers. It shows what amazing things happen when the community steps up and steps out.



FESTIVAL 2016



July 28, 29 & 30

Hosted by

**Saskatchewan Square and Round
Dance Federation Inc.**

Saskatchewan Trade and Convention Centre

Delta Regina

Register online at

www.saskfestival2016.com



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ALBERTA CONVENTION UPDATE

September 5, 6, 7, 2015, Lacombe

- by Margaret Faas, Promotion

- ❖ REGISTRATIONS are arriving steadily. Don't forget the best price is before June 30.
- ❖ Trail in Dance Friday Sept 4th. Pay at the door
- ❖ We have lots of callers and cuers and are very pleased that the AGM of Canadian Society will be held at the Convention. We welcome all their executive. Please come and join in the meeting. Also the AGM meeting of Federation.
- ❖ A reminder to bring your Banner for the Banner parade Saturday morning.



- ❖ If you have an item to donate to the **Silent Auction** we would be happy to accept it.
- ❖ Don't forget to book your hotel early.
- ❖ If desired bring your Club Colors for the Saturday night dance.

RV Parking: (More info on Info Sheet #2)

No RV Parking available on the Parking Lot of the Lacombe Memorial Centre.

Parking at MICHNER CAMPGROUND- Highway 12 & 63 ST Turn at Petro Canada Service station. (Power and Hookups. Regular prices) **reservations after May 1 2015**

Phone Carol at 403-782-2266

Dry camping site #1 Agricultural Society

Grounds – (Grass and paved road) 58 ST South.

This site has room for 60 units and is available Friday morning. Sept 4 2015 after 10:00 A.M.

Dry camping Site #2 NW Arena Parking Lot (Paved) 53 ST & 55 AVE. This site has room for 25 units. This site will not be available for Square Dancers to camp until Friday afternoon Sept 4th after 2:30 P.M.

Hotel accommodation Convention 2015

The Greenway Inn: Phone 403-782-7826. Group Number is 2734. Please identify yourself as a Square Dancer and use group number.

Reservation must be made by August 14 2015 to receive group rate. Reserve before August 21 2015 to receive group rates.

The Microtel Inn & Suites (located along Hwy 2A in Blackfalds AB New facility on Paved Highway. Reservations Phone 403-855-0797 Identify yourself as a dancer using the words Square and Round Dance Convention 2015. to receive group rates.

ALBERTA CONVENTIONS

When & Where

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

JAMBOREE HIGHLIGHTS**- by Rudy & Sue Neufeld, Chair**

Curious about Alberta Jamboree and wondering if you would enjoy attending this year's event? Here's what a few dancers have to say about our previous three Jamborees.

ROY & GERRI KUEHN, Cochrane

How many jamborees have you attended?

We've been to them all.

What are some of the highlights for you?

The opportunity to dance with so many of our friends and the variety of callers and dancing that Jamboree provides, all in one place, all at the same time. Dancing in Yuma and Tucson in the winter has given us the opportunity to meet many dancers from Alberta, BC, Saskatchewan, Manitoba and further east, as well as across the US. Many of them are hoping to make the trip to Jamboree for these very reasons. We sure hope they do.

What would you say to those dancers who have not yet attended a Jamboree?

I think it's a shame people don't go because they don't know what they're missing. It's an opportunity to dance to callers who bring a wealth of experience to the floor. It doesn't matter what level you're dancing, the callers present a program that is so much fun. Dancing to a variety of callers gives you the opportunity to grow as a dancer and increase your enjoyment. I can't say how much we're looking forward to it.

TERRY COULBOURN, Edmonton

How many jamborees have you attended?

I was a part of the first one and attended the other two.

What are some of the highlights for you?

Best of all you know who the callers are and you know the dancing will be great. It's a chance to meet friends and dancers you don't see that often.

What would you say to those dancers who have never attended a Jamboree?

It is definitely worth your while. You know that the dancing will always be great. Those who go, go to have a good time and always do.

BRIAN & EDNA LEATHERDALE, Olds

How many Jamborees have you attended?

We've been to each one.

What are some of the highlights for you?

They go back to the very first Jamboree and all the callers who sang so well together. We remember dancing where we never left the floor, just forming new squares in anticipation of the next tip. It was beyond anything we had ever experienced. The level of dancing didn't matter, the callers made it interesting. It is heartwarming to remember it. We still talk about this with our friends.

What would you say to those dancers who have not yet attended a Jamboree?

They need to go because they will never experience this anywhere else. For those who don't go, it's like new dancers only going to their club dances and never going to a new dancers' jamboree or a campout. This is what three quarters of square dancing is all about.

