



## CHATTER FROM THE CHIEF

- Claudia Littlefair

At a 2014 CALLERLAB seminar on Marketing On-line, Mike Hogan, a well-known caller and professional marketer, presented the following comparison on how shoppers think.

**THE OLD:** Dinosaur: "I'm just not into it. I don't look at websites. I don't text. I'm on a website, but I just don't believe anyone would look there to find me, or to find out about what I do."

**THE NEW** "Shoppers today want to explore and think about how products can improve their lives. They do reconnaissance to gain the insights they need. They find incredible detail online, from every possible source. They browse, dig explore, dream and master, and then they're ready to buy with confidence. And what they learn, they share with others." – Dina Howell, CEO, Saatchi & Saatchi X.

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## TOM - TODAY'S SHOPPER

Our youngest son, Tom, is 32 years old. Last year, I enlisted his help to buy a hunting coat for Dave. They hunt together, so Tom knew exactly the kind of coat his dad would like. Later that day I received an email from him with a link to the perfect coat at a retail outlet. All he needed was my okay to pick it up. Tom is a typical example of today's shopper, who pre-shops on-line, often at several website locations, finds out everything possible about the product including if the right size is in stock, and reads reviews by other purchasers, prior to buying it. I, on the other hand, still enjoy the old way of shopping. I like to go to the actual store, buy the product, and find out what it's like, after buying it.

## "SURVEY SAYS..."

A research study called "Zero Moment of Truth" by Google/Shopper Sciences, U.S., April 2011, states that

- "The internet has changed altogether the way consumers are interacting with products and services.
- 84% of US customers are researching online before actually buying the product. (*This number has most likely increased since then.*)
- The length of the shopper's purchase journey varies but even within a spontaneous category like restaurants, we see thoughtful behavior of several hours to several days leading up to a decision.
- Searching online is at the same level or eclipsing friends and family as a source used in the purchase process, which is a first.
- Among the group who use online social and mobile sources, they rank the mobile information as highly influential in shaping their ultimate purchase decisions."

## EVERYBODY DOES IT

*Definition of Google: Search for information about (someone or something) on the Internet using the search engine Google.*

Last fall a young couple phoned Dave to find out about square dancing. They got his number off a sign, and on their way over to the dance, they googled square dance on their cell phone and viewed some you-tube clips. They already knew what to expect before they ever got to the door. Googling is a common occurrence – everybody does it. It's a fast, efficient way to get answers and information.

The questions that our clubs today need to answer are:

1. If someone googled your club, would they find it? Are you on-line?
2. If you are on-line, is your website or facebook page appealing to a non-dancer?
3. Is your information accurate and up-to-date?

## DARE TO COMPARE

**Google other types of dance websites for ideas (eg. adult dance classes, latin dance, social dance websites).** Shop and compare! How are they set up? What catches your eye? What draws you in? What wording could you make use of? Does your home page speak to a potential dancer, or do they have to work to find out the information they're looking

for? Is your website "cell phone friendly"? The information on a desk top computer doesn't transfer over the same to a mobile device. Websites are the most commonly used source of information. They must be:

- Informative – answer the questions the consumer has come there to ask.
- Kept current – outdated information kills credibility.
- Engaging – good mix of written content and photo/video content.

To create an on-line presence, many clubs opt to produce a facebook page in place of a website. The same criteria that apply to websites apply to facebook. When posting, remember that this is more than a club photo album or journal. This is a promotional tool that has the power to bring - or not to bring - new members into our activity.

*STEVEN (age 3) hugged and kissed his Mom good night. "I love you so much that when you die I'm going to bury you outside my bedroom window."*

*SUSAN (age 4) was drinking juice when she got the hiccups. "Please don't give me this juice again", she said, "It makes my teeth cough."*

*DJ (age 4) stepped onto the bathroom scale and asked, "How much do I cost?"*

## MEET EDMONTON'S 2017 CONVENTION COMMITTEE

### GENERAL CHAIR & SQUARE DANCE PROGRAM - Gary & Eileen Smith



Gary & Eileen have been square dancing for 15 years, and Gary has 10 years of calling experience. They have attended most of the Provincial Conventions over the past ten years, three Canadian Nationals and two US National conventions.

**Gary's Favorites:** TV – News Programs; Books – Young Sherlock Holmes Series and original; Food – bagels, lox and knishes.

**Eileen's Favorites:** TV – News Programs; Books – historical fiction; Food – raspberries.

### REGISTRATION - Cheryl Achison; GENERAL MEMBER - Garry Achison

Cheryl had no experience with modern square dance, prior to our wedding and posting to CFB Baden-Soellingen with RCAF in 1977. There we signed on with the Soellingen Swingers, and were quite active for the following three years.

Upon resettling in Edmonton we found my shift work too cumbersome and dropped out for about seven years. We started again with SEESA Squares and Ernie Power (under the mistaken assumption that we could keep up with old folks)! Later moving to nearer clubs and getting serious about round dancing, mainly with Eliassons, and Plus with Lukes and Lucys. We struggled with A1/A2 with Murray Few, and are finally getting comfortable with Phase IV rounds with Mary and Bruce Nelson.

We've used 'directed dancing' as an intro to local people when we travel. e.g. Netherlands, England, Norway, Finland, Australia, New Zealand, USA. and about 15 clubs in Germany.

We're on our two club executives, have played subordinate roles on the National convention, and the Provincial when it was in Spruce Grove.

**Cheryl's Favorites:** TV – "Bones"; Books - by Agatha Christie.

**Garry's Favorites:** doesn't rate stuff, just experiences what's at hand.



### REGISTRATION - Darlene (Harold) Schlodder

My hubby & I have been dancing for 6 years (we took it up after we retired). We are the President couple for Country Cousins in Sherwood Park. I've helped with a number of convention committees.

**Darlene's Favorites:** TV – "Amazing Race"; Book - currently is any that Jonathan Kellerman has written; Food – chicken.

**TREASURER - Barbara Rehn (Walter Levesque)**

I've been square dancing for 15 years, and started with Single Squares. I've also danced with Country Cousins and presently Country Sunshiners, Edmonton. I've taken Round Dancing with Norm & Doris Simons as well as Glen & Audrey Eliasson; and have started Line Dancing this year with Tracy Vandyk.

I have attended 2000 Olds Provincial as a first year dancer - loved it; then 2001 in Leduc, 2005 in Ardrossan, 2009 in Fort Saskatchewan, 2014 Leduc and the trip of a lifetime to the 2002 National in Saint John, NB.

**Barbara's Favorites:** TV – "Two and a Half Men"; Book - Biographies (Howard Hughes for one); Food – hamburgers.

**ONLINE PUBLICITY ASSISTANTS - Rose & Charlie Dalton**

We started Round Dancing in 2007 with the Wild Rose Country Dancers and Kensington Strollers, Edmonton. We started Square Dancing in 2008 with the West Edmonton Promenaders, Edmonton Singles and St. Peter's 2x4s. We were the Online Publicity Assistants for the Leduc 2014 Convention.

**Rose & Charlie's Favorites:** TV – "Blacklist", "Mantracker" and "Survivor"; Food - Lobster, spaghetti and lamb; Books – "Red Rising" by Pierce Brown and "The Martian" by Andy Weir

**CLOGGING PROGRAM - Rosemary (Norman) Coyne**

Clogging has been a steady part of Rosemary's life for about 14 years and it helps her deal with arthritis. She dances with the Blizzard Cloggers in Fort Saskatchewan. Rosemary and Norman have been square dancing for 3 years. They dance all over the place but belong to Country Sunshiners in Edmonton. Rosemary has been dancing since she was a small kid; tap, ballet, modern musical, pantomimes, Broadway shows – even cartwheeling across the stage as a busker! This will be the first Convention that they've attended.

**Rosemary's Favorites:** TV – "Midsomer Murders"; Book - difficult as she loves reading but probably "Lord of the Rings" including "The Hobbit"; Food - Norman's Spaghetti Bolognese

**ROUND DANCE PROGRAM - Glen & Audrey Eliasson**

Audrey & Glen started folk dancing with Glen's mother when they were knee high to a grasshopper, started Round Dancing in 1975 and Square Dancing in 1976 both with Clem and Doris Nadon. Glen was hired by the Spinning Sets Squares to cue rounds between tips in 1988. They started their own round dance club, The Kensington Strollers in 1990. Glen was hired to call for the Whirlaways in 1994 where he continued until they folded nineteen years later. Audrey and Glen have attended every A.S.R.D.F. convention (outside of two years due to illness) since 1990 and were on the provincial convention program cueing and teaching starting in 1991. They have been Round Dance Coordinators for many A.R.D.F. conventions and for the Canadian

National in 1996.

**Audrey's Favorites:** TV—"Heartland"; Book—"Woman of Substance" by Barbara Taylor-Bradford; Food – lots of favorites.

**Glen's Favorites:** TV – "When Calls the Heart"; Book – "Wild Things" by Jane Alexander; Food - everyone knows that Glen's favorite dish is Audrey.

**EXCURSIONS ASSISTANT - Trisha Duffy  
EDMONTON & DISTRICT SQUARE DANCE REP - Ray Duffy**

We started to square dance in 1981 in Edmonton, with the Lindseeds, Clem & Doris Nadon calling. We took some time off to raise 3 children & work full time. We returned to Country Sunshiners to Square Dance, and Tait's Twirlers to Round Dance. Currently we Round Dance with Kensington Strollers and hopefully this year, make it more often to Luke's & Lucy's to Plus Dance.





We attended National Conventions in Winnipeg, Calgary, St. John in New Brunswick and Vancouver. We attended Provincial Conventions in Stoney Plain, High River twice, Lacombe, Red Deer, and Leduc. This is our first experience as committee members.

**Trisha's Favorites:** TV – "Big Bang Theory"; Book – her daughter's got her reading Fantasy books written by Mercedes Lackey; Food – real Mexican food from Louisiana, Texas and California.

**Ray's Favorites:** TV – "Big Bang Theory"; Book – "Angels & Demons" by Dan Brown; Food - chocolate sour cream cake with caramel icing.



**SILENT AUCTION & FACILITIES\***  
- - Carol Keeler



**FACILITIES\***  
- Bob Macdonald



**EXTERNAL CONSULTANT  
& ADVISOR\***  
- Vanessa Christensen

\* Pictures and bios unavailable.

### **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.*



A while back I was taking a course of Transcribed Braille from the CNIB. Audrey who was teaching this course at the time would be driven out to our homes once a week for teaching. (This is the same lady who guided me on the tour of life size bulls and cowboys at the park.) At that time my son, Mike, was the driver for the CNIB and he came to pick Audrey and her Guide Dog up to take her back to work.

Well it just happened to be lunch time so I suggested we go out for a steak sandwich at our favorite hotel and everyone was in agreement.

When we got to our destination we decided to go to the lounge where it's a bit quieter and more comfortable. Audrey commanded her dog to lie down under the table and never thought much more about it. As we were checking out the menu, the dog got up and seemed to be uncomfortable but she just told him to lie down again so he obeyed. It only took about another minute or two and the dog got up again and seemed very agitated and started panting furiously and going around to all of us looking for something.

My son commented on how he was drooling and pawing him. Audrey commanded him again but he put his head on my lap so I scratched his ear and patted his head to no avail. Suddenly I felt this warm sensation, "Oh no! No! This dog is not drooling at all! My feet are getting soaked!"

The rug was totally sopping wet and so were my shoes. Audrey had only had her new guide dog for a month or so and didn't get his message soon enough. She felt bad. Normally she would take him for his little walk before entering a building, but she forgot this time. She apologized profusely to the manager and asked for a mop to clean up the mess, but he was a very kind gentleman and said he would take care of it.

After this little incident, anytime Audrey would call me I would answer the phone with "Hello! This is the House of the P on ..." We still chuckle about it today. Poor dog.

*MARC (age 4) was engrossed in a young couple that were hugging and kissing in a restaurant. Without taking his eyes off them, he asked his dad, "Why is he whispering in her mouth?"*

*TAMMY (age 4) was with her mother when they met an elderly, rather wrinkled woman her Mom knew. Tammy looked at her for a while and then asked, "Why doesn't your skin fit your face?"*

## CLUB CLOSE-UP

Many of our clubs are celebrating significant anniversaries. If you wish your club to be featured in the newsletter, email your story to [claudia.littlefair@gmail.com](mailto:claudia.littlefair@gmail.com).

### HI-LAND SWINGERS, CALGARY Celebrates 60 Years!

The 2015-16 dance season marks the 60<sup>th</sup> Anniversary of the Hi-Land Swingers Square Dance Club. It all started in 1955 with Don & Jean Martin calling for a group of community members from the North Balmoral Community Association who wanted to square dance. The dancing took place in Buchanan School, with 10 basic movements qualifying dancers for dancing anywhere.



In 1956 a hall was moved to the site that is now the Highland Park site. Bruce & Beth Logan had been Presidents of the North Balmoral Community Association since 1955, and thus, Presidents of the square dance group. The group met to decide their future and the “club” was formed, with Joan & Ossie Hadden as Presidents, and the new hall as their venue. At a later meeting the “club” was officially named the Hi-Land Swingers and the new dancer group was called the Hi-Land Lariats. Upon graduating, they became Hi-Land Swingers.

The special “Chili Night” dance was instituted in the cold February of 1962. The dance was a combination of Valentine Dance and a Welcome-Back to the callers, Don & Jean Martin, who had missed several dances as they holidayed in Mexico – thus CHILI was served for the lunch and the hall was decorated in a Mexican theme. It was a huge success so the club decided to make it an annual event as the last dance of the season – and so it continues.

In 1961-62 the opportunity for new dancers to dance to other callers became a reality when the Hi-Land Swingers, under the guidance of Presidents Vic & Betty Hall, sponsored the North Side Beginners Jamboree. Soon after, the South Side Beginners Jamboree was organized. These were the forerunners of the New Dancers Jamboree and Freshman Frolic that are currently held each year.

A hilarious Christmas Party was held in December 1962, with a raffle of a “turkey dinner” as a prize. The winner was presented with a live turkey, which had been “cleaned” in the shower, twice, by one committee member. The clean turkey got loose after it was presented to the winner, and there was a mad scramble to capture it. Upon recapture, it was promptly sold to a new owner for \$1.00.

At the end of the 1963-64 season, callers Don & Jean Martin retired, leaving the club without a caller for the next season. However, the club remained vibrant and active that season while using guest callers, the most frequent one being Jim Stoner. This transition occurred under the capable guidance of Presidents Walter & Hilda Rae who, in total, were Presidents for 5 years.



After the year of no resident caller the club employed the services of a new caller couple, Wilf & Dottie Wihlidal, who remained club caller for 16 years. It was during this time, in 1975, that the Highland Park hall became too small for the growing dance group so the club moved to Rosedale United Church Hall. There were several couples in our square dance club who also belonged to Rosedale Church community and they were instrumental in keeping the church hall available to our club. Hi-Land Swingers danced there for 30 years. A very comfortable relationship ensued with the Rosedale United Church Minister, Scotty Burrill & his wife Shirley, who never complained about our “noise” even when he had marriage preparation meetings in his office next door. We were thrilled when Scotty & Shirley joined our activity not long before his retirement.

The year 1981 once again had the club bidding goodbye to their resident caller couple, Wilf & Dottie Wihlidal, and once again the search was on to find a caller. Eventually the search team looked inside the club and invited Art McMullen & Collette to accept the position of club caller couple. It was during this time the club chose a specific color combination for the “club dress” to be worn particularly when visiting other clubs and events. A gold color was chosen as the main color with trim and men’s tie in the official Canadian Maple Leaf Tartan. In 1990 the club dress colors were changed to white and navy blue; white blouse and shirt with navy skirt and pants, and adding a colored crinoline & belt for ladies with men’s tie in that same color. That is the current club dress.

The 5<sup>th</sup> Canadian National Square & Round Dance Convention was held here in Calgary in 1986 and the Hi-land Swingers were asked to decorate the Alberta Room of the Palliser Hotel, one of the venues where the convention was being held. An army of club volunteers created a Prairie Rose garden in that room, with many of those decorations being made by Charlotte Hawthorne. As

well, a theme round dance, Something to Smile About, was choreographed by Art & Collette and was danced throughout the province in the months leading up to and during the days of the convention.

Another memorable event for all Hi-Land Swingers, and other Calgary square dancers, was the exhilarating participation in the **Opening Ceremonies of the XV Olympic Winter Games, 1988**, held here in Calgary. Altogether there were more than 1000 square dancers on the field forming the picture of the Alberta Wild Rose, and this included 23 couples of Hi-Land Swingers. Hi-Land Swingers caller couple, Art & Collette, were Chaircouple of the Olympic Square Dance Committee, spending many hours organizing and encouraging dancers to practice, and practice again, a set routine of movements – a foreign type of rehearsal for square dancers. Many club members volunteered for costume production, sewing, pinning, labelling, etc.

At this point we would like to recognize that the previous information has been taken from the document *"Hi-Land Swingers Historical Notes"* – compiled by Bruce and Beth Logan in 1990, our 35<sup>th</sup> anniversary year.

Throughout the club's 60 years members have demonstrated their caring and fun-loving nature by entertaining in care facilities, taking part in fund raising activities for charitable causes, dancing in Calgary's Winter Festival, dancing on the Stampede Grounds during the Stampede, and many other events.

In 1995, another notable event involved the **"Square Force Dancers"**. These were members of the club who owned their own light aircraft and, with each plane taking one other passenger couple, flew to Yellowknife, NWT, to visit the Ptarmigan Twirlers Square Dance Club. Present club members, Greg and Florrie Cook were there to welcome us and dance with us in the Yellowknife Inn. During that visit we toured and danced in the Arctic Brewery, at that time and perhaps still, the only brewery "North of 60". Arctic Brew was sampled by many and the Arctic Brew badge was received by all. During the Yellowknife visit there also was an impromptu tip danced in a local pub to a live band. The names of the dancers and the caller were never recorded, but rumour had it that some were from Yellowknife and some were from Calgary.

The Hi-Land Swingers, for more than ten years, hosted the **"Halloween Howl"** dance. There was one tip of square dancing, the remainder old time dancing. Almost everyone came in costume; many of the costumes could be described as hilarious, ingenious, mysterious, or just plain comical. At several of these annual dances surprise skits were presented by people from other clubs. One year a baby was born on the dance floor; another year we were taken over by a colony of Hutterites. And have you ever seen a 'six pack' of beer dance?

Other interesting dance venues were the Rafter 6 ranch, and an open car on the Alberta Prairie Railway while bumping and swaying down the tracks.

1999 soon arrived and Art decided that after 18 years of calling for the club it was time to turn the duties over to a new caller, so he notified the club that he would be resigning his post. **The club once again looked within and found a budding, eager caller, namely Palma Heming, and her spouse George.** The position of resident caller for the Hi-Land Swingers was accepted by Palma & George and the club continued to flourish. During this time, in 2005, the club returned to the recently rebuilt Highland Park Hall, with more available parking.



After 7 years of dancing in Highland Park Hall, it was necessary for the club to change venue again. The city gave notice that some Community Halls would not be funded any longer, and since Highland Park perhaps would be one of them, the club searched for a different venue, resulting in a move to St. David's United Church Hall for the 2012 - 13 season, and the 2013 – 14 season. In the summer of 2014 we moved again – this time to North Haven Community Hall, our current dance venue.

In early 2013 Palma requested relief from her duties as club caller so she could explore the possibility of spending summers in Nova Scotia and winters in Alberta. In April of that year, after 14 wonderful years of her calling, we sadly said farewell to Palma. However,

the club was very fortunate that Tom and Maureen Dakers were willing to step in as our caller couple; the club continues to flourish under their guidance. **We look forward to many more years of having them as our caller couple, and we know as long as we have Tom, everything will be - as he would say - "just perfect".**



## RE-CAP OF REGINA FESTIVAL 2016

- by Linda James



Over 850 enthusiastic dancers converged on the Delta Hotel in Regina July 28, 29 & 30, 2016 to dance the weekend away at the Canadian National Square and Round Dance Convention known as "Festival 2016". With Square, Round, Clogging and Contra dancing on the program, there was lots of dancing for everyone.

This was the first time the Canadian National Convention was held in a smaller venue. Saskatchewan had been asked to host this convention many times but due to the space required in the past it was felt that we could not successfully host. As the Society was looking to having a smaller venue, Saskatchewan decided to see if it was possible. So a committee was organized with committee members from all corners of the province. With their dedication and

perseverance plus our many volunteers, we were happy to have hosted this first time event for Saskatchewan.

If you were an early arrival to the city, you could have taken part in the Trail-In Dance held by Zone 7 Regina on Wednesday evening. This dance was very well attended. No gathering of square or round dancers would be complete without some shops to do a little shopping. The Starlite Square & Round Dance Fashions and Peony Enterprises (both from Calgary) were among the shops in attendance.

Friday morning a banner parade was held, ending with an outdoor dance at City Plaza, approximately 25 – 30 squares in attendance. The banners were displayed over the railing on the second level of the Delta. They ranged from Provincial, Zone, and Club banners from every province and elsewhere!

The Society AGM meeting (open to all) was held on Saturday morning.

Opening and closing ceremonies were held Thursday and Saturday evenings before the dances started. At the closing ceremonies the Canadian Square & Round Dance Society presented four awards. Three couples on the Society Board received the Award of Excellence: Beth & Darcy McGifford of Penticton, BC, Bob & Inge Ruohoniemi of Ellershouse, NS, Bill & Shirley Treleaven of Milestone, SK and one Long Service Award to Gordon & Linda James of Weyburn, SK. The four couples were very honored and privileged to accept these awards.



There were lots of tired people come 11 o'clock Saturday evening but they were pleased to have attended the 19<sup>th</sup> Canadian National Square & Round Dance Convention - catching up with old friends and making lots of new ones. Many of these dancers will go to the 20<sup>th</sup> National Convention to be held in London, ON in July 18, 19, & 20, 2018.

**We give a big THANK YOU to all callers, cuers and instructors who give of their time and talents for the enjoyment of so many others.**



## RECAP OF HIGH RIVER CONVENTION 2016 - Al Moody, Committee Chair

Once again, the Town of High River and the Highwood Memorial Centre, proved to be the attraction to many dancers for the 48th Alberta Provincial Convention on the Labour Day Weekend. Dancers of all levels enjoyed the great calling and cueing provided by the many Callers and Cuers in an atmosphere of excitement, energy, fun and friendship.

In order to provide the stage for this to happen, it required the dedication and commitment of an outstanding team of

volunteers who gave up many hours of their time, expended much energy and committed themselves to providing the dancers with a most memorable weekend of fun and dance. I cannot thank each and every one of them enough for their performance of an outstanding job well done! Every person on the Convention Committee excelled beyond expectations.

The other component of a great Convention is the dedication and commitment shown by all of the Callers and Cuers who not only paid all expenses including their registration, but gave up their weekend in order to provide the dancers with exciting and energetic calling and cueing. Each one gave the dancers first class performances. I would also like to acknowledge and thank Gary Winter and Jerry Jestin for staying for the weekend after their commitment at the Trail In Dance. It has been a long time since a Convention has enjoyed their attendance and it is very much appreciated.

Unfortunately, attendance at this Convention was 302 - down by 149 dancers from the 2012 Convention which equates to a loss of about \$6,700. In addition RV units were down from 101 in 2012 to 71. The Trail Out Dance on Monday initially drew seven squares and dwindled to three at the end. Efforts have been made by several people to restart a club in High River. One couple and two single ladies appeared enthusiastic about the concept. The Trail In Dance with 243 dancers was a great success with Jerry Jestin and Gary Winter calling and Peter and Stella Tennant doing some of the cueing. Both halls were alive with happy energy and very few, if any, were sitting down. It felt good to see so many dancers having so much fun.

Several people objected to the display of the American flag, the singing of the American National Anthem and the order of the anthems. Both The Canadian and American Legions, and the Canadian Government all approved of the way things were done. Yes, this was a Provincial Convention but we had four American couples visiting us. They were grateful for the



respect shown them. In addition, I have received seven emails from people praising the Committee for such a great convention.

Given the difference in the figures just over the past four years, it can easily be projected that changes in the venues and dance environment will be necessary in the near future.

**Let's all get out and participate in this wonderful activity as often as we can for as long as we can.**

