



BETWEEN TIPS

“BETWEEN TIPS” is the official bulletin of the
SQUARE & ROUND DANCE FEDERATION OF NOVA SCOTIA
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Editor's Comments:

To follow up on the information from the Marketing Seminar provided in the last edition of BT, two articles are offered that might help Clubs and Associations with the job of marketing our activity and recruiting members to it. The first invites clubs to consider more "publicity" for their dancing; the second is a summary of the Strategy for Marketing Ideas.

Traditionally, Nova Scotia clubs and dancers like to take the summer off and "relax" from dancing. That may be one of our worst failures as the next 3 months are the ones when we should be planning, organizing, demonstrating, and working toward successful recruiting for full classes, whether they begin in September, October, or January!

There are a number of great dance opportunities coming up, as listed in the Federation Summer Dance Calendar, with the Federation Festival on August 5 and 6 in Yarmouth offering all of us a chance to share the fun!

Hope everyone has a safe and healthy summer. We'll see you on the floor!

NOBODY KNOWS WE EXIST (by Ron Connell)

Advertising experts tell us, that to sell a product, the message must be repeated over and over again. You've all seen this on the TV commercials. Location, location, location is essential. So what do we do? We hide ourselves away in church basements, and rarely appear in public. All clubs should have a publicity program to make themselves known. Mall demos don't seem to get results, after a single appearance. We must appear in front of the public over and over again. It's the long term results that count. Another selling principle is to have the customer identify with the product. When we appear in Square Dance clothes, we create the impression that we are just there for entertainment. Two suggestions from the Marketing Seminar, were to put on demos in street clothes and only call easy movements. Callers can create the fun atmosphere by calling unexpected moves, which always brings a laugh. The product, if repeated often enough, will convey the message that it's fun, it's achievable, and is done by the same kind of people as the audience. Try it!

STRATEGY FOR MARKETING IDEAS (ANSSRDT NEWSLETTER April 2005)

- 1) Identify our primary market targets. (We recommend targeting age 50 and up empty nesters and retirees)
 - 2) Adjust to accommodate singles.
 - 3) Produce various brochures appropriate for different targets.
 - 4) Find ways to be more visible.
 - 5) Analyze the goal before dancing for the public.
 - 6) We need more dancers involved with the organizational process including publicity.
 - 7) Improve the image that we present to the target market.
 - 8) Keep in mind the competition and find ways to out-compete or work together.
 - 9) Consider adjusting the product to better fit the customers.
 - 10) Come out with a catchy phrase.
 - 11) Attempt to work with other organizations.
 - 12) Persistence is important but define success so you will know when to try something else.
- (See the April BT Edition for the entire document for details)

SUNRISE SQUARES (Hazel Hebb/Club Historian)

On April 1st. Sunrise Squares celebrated silliness by dressing silly, which provided us with many laughs and good dancing to the music of caller Neil Dorey. Our closing and graduation dance was held on May 6th. as we celebrated the graduation of Jimmy & Carolyn Kaulback and Jack & Yvonne MacNeil, at the MARC. in Dayspring. The Pot Luck supper was followed by the graduation ceremony and dance. The evening closed with cake.

To all our Square Dance Friends Happy Summer. Good Square and Happy Dancing.



Jack & Yvonn MacNeil

Carolyn & James Kaulback

CUMBERLAND TWIRLERS (Laurence & Alice Harrison)

Cumberland Twirlers hosted a very successful 33rd Maple Dance on Saturday, April 9th. Fifteen squares danced to guest caller, Terry Hebert, of Fredericton. Maple products were given as prizes and were also available for sale from a local producer. Banner stealing has enjoyed a revival in our club. During the past few months Twirlers have visited Strathmor Strutters, of Lower Onslow, Tantramar Twirlers of Sackville, NB and the Lady Slipper Squares in Summerside, PE. Both the Island and New Brunswick clubs are expected to retrieve their banners before the club closes for the summer. The Strathmor Strutters returned the visit before Christmas. Twirlers continue to entertain residents in local retirement homes as well host an annual Heart & Stroke dance. We also contribute to the local hospital annual fund raising drive. We were pleased to graduate two new couples at Christmas time. They, in turn, have brought in two more couples for a class. They are good members who have brought "new life" to our club.

SCOTIA DANCERS (Bob Ruohoniemi)

The Scotia Dancers survived the winter despite the absence of SnowBirds and members down with medical conditions. The one couple in class graduated on 13 April but unfortunately informed the club that they would be leaving the province to seek employment! Hopefully, they will find a convenient club to join in the Ottawa area. The club put on a very successful 23rd annual Spring Fling dance on 16 April with 95 guest dancers in attendance. There was plenty of laughter and noise in the Sackville Heights Community Hall that evening!



Guest Caller, Bruce Savage and Cuer, Alex Ritchie kept everyone moving on the floor. With lots of door prizes and four very attractive raffle prizes, dancers were well served by the hard work of the club members. A different format was used as a hot chili & baked bean snack was served after the first hour of dancing. Dancers were fully energized for the rest of the evening! After the friendship ring was sung, and with lots of door prizes and four very attractive raffle prizes, dancers seemed well satisfied by the hard work of the club members and several volunteers from other clubs. So once again, the longest operating club in Halifax completed another dance season with hopes of increased recruiting for next season.

DICE HILL SQUARES (Bob Ruohoniemi)

The Dice Hill Squares, dancing on Thursdays, in Ardoise, Hants County have experienced the usual frustrations of storms and power outages during the winter of 04-05! The club had a very successful Christmas dance with three squares enjoying the calling of the club's caller Bruce Savage. The Valentine dance saw visitors from other Valley region clubs and extra calling by Mark Savage. The club has finally settled on their club badge logo and will be sporting club badges on dance nights. The class of 05 graduated on 14 April with 3 couples joining the square dance family. Ron Best & Audrey Woodman, Brenda Clare & Norman MacPhee, and Bob & Maxine Ross received their graduation diplomas from Caller/Teacher Bruce Savage. With ten member couples, the Dice Hill squares look forward to their annual fund-raising Mulberry Dance on Thursday, 26 May at the Ardoise Community Hall on Highway 1 at the School Road. Plans have been made to hold one dance per month through the summer on 23 June, 21 July, and 18 August.

LONGEVITY AWARDS

PRESENTED MAY 14, 2005 at RAINBOW DANCERS 40th BIRTHDAY DANCE

To the Rainbow Dancers club for 40 years of continuous operation. And to Dancers:

- | | |
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| 1. Glenna Kinsman - 40 yrs | 9. Gerald & Mary Bungay - 31 yrs |
| 2. Ethel Langille - 43 yrs | 10. Don Robar - 25 yrs |
| 3. Jean Magee - 40 yrs | 11. Allison Magee - 21 yrs |
| 4. Al & Corinne McNabb - 42 yrs | 12. Cecil & Marilyn Verge - 21 yrs |
| 5. Earl & Betty Fuller - 39 yrs | 13. Angus & Stella McLean - 21 yrs |
| 6. Arthur & Janet Spinney - 36 yrs | 14. Don & Jean Killam - 20 yrs |
| 7. Mary Magee - 38 yrs | 15. Ray Graves - 20 yrs |
| 8. Pat Whitlock - 31 yrs | 16. Roy & Connie Morris - 20 yrs |



Waterville Fire Hall was the scene of a very special celebration on Saturday evening May 14, 2005. The Welsford Rainbow Dancers were celebrating their 40th birthday.

Bob and Connie McMahon created a colourful welcoming atmosphere with her attractive green, yellow, and decorations that caught everyone's eye upon entering the hall.

Anniversary Chair Couple Al and Corrine McNabb introduced guest caller Ron Lowe who began the evening with a Grand March using music from 1965. As the night progressed, dancers enjoyed carefully selected music to fit the birthday celebration. Pat Labor assisted with some delightful round dances. Feet were definitely active.

To make a night even more special, the Club's caller for the first thirty years, Don Haley, called a tip including his signature number "Light in the Window". You can hear a pin drop as the lights dimmed and Don crooned the instructions. Later, the present caller, Nelson Labor, shared his talent with an exciting square dance tip.

Fifteen clubs were represented at this event as well as former members of the Rainbow Dancers. Nine charter members were in attendance. They were welcomed and presented with corsages and certificates. One charter member, Jean Magee is still an active member of the club. We were also pleased that Glenna Kinsman, an honorary member, was able to be present.

Longevity awards were presented by the Nova Scotia Square & Round Dance Federation to twenty-four Rainbow Dancers who have been dancing for at least 20 consecutive years.

During the evening guests had an opportunity to view photo albums and an historic display compiling the forty years of friendship and fun.

A neighboring club, West King Twirlers, presented a humorous version of "Somewhere Over the Rainbow" chronicling highlights of the past forty years. Club Presidents Baxter and Alice Howell thanked them for their presentation. Later Ron Lowe fittingly ended the dancing with "Somewhere Over the Rainbow".

Ethel Langille and her refreshment committee capably set up a delicious lunch and birthday cake to conclude the evening. The cake was cut by charter member Jean Magee, assisted by her son Allison and daughter Mary. The evening was a great success with smiling faces and happy dancers evident throughout the hall.

An ode to the Rainbow Dancers was written and read by dancer Mary McGee. It briefly summarizes forty years of dancing fellowship.

An Ode to the Rainbow Dancers

Twenty-eight young people to Weisford were drawn
In the year 1965,
By the rhythm and sweet tones of young caller Don
Who would bring their dancing feet alive.

They graduated in May of 1966
In their Rainbow green, yellow and pink.
With smiles they started dancing in Nova Scotia and beyond
Just as quick as a wink.

To Japan, Hawaii, U.S. A. they would go
And of course throughout Canada, too.
The friends that they made were everywhere
As their motto of friendliness grew.

They welcomed a new caller in 1996,
Nelson Labor was his name.
They continued to celebrate special times
For he, too, could entertain.

Over the years shapely models appeared:
Wilfreda Burns, Donalda Haley, the Newfie girls to name a few.
And when it was time for a skit or a song
They could entertain, too.

Birthdays, anniversaries, weddings and holidays,
Happy times and sad times, too,
Have all been a part of this special family
That makes up the Rainbow crew.

Each and every member of the Rainbow Dancers
Has found a pot of gold.
In the forty years of dancing
They have priceless friendships and memories to hold.



HISTORY OF AN OUTSTANDING DANCER

by Ron Connell

Many of us reap the benefits of a dancing hobby, but not many of us who attended the Memorial Service on the 22nd of April can match the joy that Bernice had in giving back to the movement her support and dedication.



Bernice Thurber began her dancing career with a class taught by John and Fran Essex in the late 60's. In the early 70's, after losing her husband, she moved from the Metrognomes to the Stardusters where she met Alex Ritchie. They attended Round Dance classes and became so interested in Round Dancing to the point of cueing for the Stardusters after John Essex left. In 1981 The Rebel Roundabouts became the Rag Rounds under Alex and Bernice. About the same time, the Dancing Shadows cuer, Marg Keighan moved away and Alex and Bernice were asked to fill the gap. This led on to the Whistle Stop Rounds in Stewiacke, which later became the Waltz Away Rounds in Debert. Then on to teaching both Squares and Rounds to the Golden Squares and Rounds and the Starlight (blind) square and round dancers.

Bernice also kept up her Square dancing with Hub Trackers in Truro. She attended the 50th Anniversary of square dancing in 1986, attended the Canadian Nationals in Ottawa in '98. Halifax in '82 and '94, and Saint John in 2000. At many of the Nationals, MCCA conventions, and eleven Nova Scotia Festivals, Bernice and Alex introduced new Round Dances. Bernice assisted Alex in writing several Round Dance routines, the latest being "More Than Life". They belonged DANCING, ROUNDALAB, ANSSRDT, and MCCA.

In 2004, Bernice and Alex were awarded the Mayflower Award for exceptional devotion to the movement by this Federation.

Ethel Bernice Thurber will be missed by many of us, and if you look carefully you will see her in one of the Scotia Dancers pictures of their latest Spring Fling. She collected and cherished many enthusiastic hugs that night.

Additional verse to the Friendship Ring

(Several callers have been using a new second verse for the Friendship Ring. Both verses are provided here:

LETS ALL JOIN HANDS IN FRIENDSHIP
FOR EVERYONE TO SEE
REMEMBER THAT A STRANGER
IS JUST A FRIEND TO BE
HOLD FAST OUR HANDS IN FRIENDSHIP
FOR MANY YEARS TO COME
THIS FRIENDSHIP RING WILL ALWAYS BRING
GOOD FUN FOR EVERY ONE

LETS ALL JOIN HANDS IN FRIENDSHIP
SO EVERYONE WILL KNOW
WE WANT AND NEED EACH OTHER
TO MAKE OUR CIRCLE GROW
HOLD FAST OUR HANDS IN FRIENDSHIP
MAKE ROOM FOR EVERYONE
THIS FRIENDSHIP RING WILL SURELY BRING
MUCH JOY FOR YEARS TO COME