

METRO MATTERS

JUNE 2005



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METRO SQUARE AND ROUND DANCE ASSOCIATION
Edited by
DOTTIE WELCH



METRO ASSOCIATION ACTIVITIES

Summer Dancing 2005: Metro sponsored Summer Dancing is at Cole Harbour Place on Thursday evenings from 7-10 pm. Please see the attached schedule for details.

Plus, Advanced and Round Dancing is also available during the summer as listed on the back of the attached Summer Dance Schedule.

Publicity Opportunities -- Help us be visible this summer:

One of the marketing strategy suggestions is to find ways to be more visible. Metro has arranged opportunities for dancers to be visible during the following events. We need dancers to participate to make this a success. Please tell Don & Carol Scott (865-5780) or Dottie Welch (435-4544) if you are willing to participate.

July 1: Canada Day Dance for Pancake Breakfast, Grand Parade, 8:30 am

Wear your red and white outfits and come celebrate Canada Day.

July 1: Sackville Patriot Days Parade, caller Pat Matheson

Parade starts at 9:30 from the Sackville Superstore, arrive by 8:30 am

July 23-24th: Cole Harbour Heritage Days

Demonstrate some square dance history at Cole Harbour Farm – half an hour or so of dancing to live music and a bit of audience participation.

August 1: Halifax-Dartmouth Natal Day Parade, caller Dottie Welch

Parade starts at 10:00 am from Novalea Drive (N. Gottingen) in Halifax. The parade ends at the intersection of Ochterloney and Pine in Dartmouth. Arrive by 9:00 am. Dancers will be returned to their cars after the parade is completed.

Metro Annual General Meeting: September 25, 2005

Saint Mary's University, McNally Building Main Section Room 310, 2 pm
All Metro area clubs are invited to send club representatives to this meeting. We need your input and assistance so please participate.

New Year's Eve Dance, December 31, 2005, Sponsored by Metro Association:

We are planning a repeat of last year's New Year's Eve Potluck supper and dance at Saint Andrew's Presbyterian Church Hall. Look for more details after the AGM.

UPCOMING MAJOR EVENTS

12th Federation Festival in Yarmouth, Nova Scotia, August 5 & 6, 2005 "Keep it Alive in 2005".

The biannual Federation Festival cycles around the 6 regions of Nova Scotia on odd number years. This summer the South Shore Region is hosting our 12th Festival. Dancing will be on all non-carpet floors at the Nova Scotia Community College, Burrige Campus, corner of Hibernia and Pleasant Streets in Yarmouth. The Callers will be Neil Dorey, Kerry Fletcher, Wayne Isles, Nelson Labor and Dottie Welch. The cuers will be Pat Labor and Alex Ritchie. Have you registered to come join the fun?

Metro area dancers are invited to consider joining a group traveling by van or bus to the Festival. Contact Pauline Arsenault, 434-3648, paulinearsenault@ns.sympatico.ca

2nd Alguire Memorial Callers School Special Dance, August 26, 2005

The 2nd Alguire Memorial Callers School will be held from Aug 21 to 26, 2005 at the Debert Hospitality Centre. The school ends with a special dance on Friday evening at the Debert Firehall (take Exit 13 from Trans Canada 104, north towards Debert, turn right by Post Office then right again onto Carter Road). 7:30-10 pm, casual attire. The dance will feature teacher Jack MacArthur with the assistance of the students and staff.

Square and Round Dance Federation of Nova Scotia Annual General Meeting, October 15, 2005

The afternoon meeting will be in Dartmouth at a place to be arranged.

Lake City Swingers' Swing Into Fall Dance, October 15, 2005

Live music dance at North Woodside Community Centre, 8-10:30 pm, caller Dottie Welch.

36th Maritime Square & Round Dance Convention

Prince Edward Delta, Charlottetown, PEI, November 11-12, 2005

\$40 per couple registration up to September 30, 2005

Easy Mainstream to Advanced, Rounds, Contras

MMM / Ocean Waves Harvest Moon Dance, November 19, 2005

Bloomfield Centre, 8-10:30 pm, Callers Kerry Fletcher & Mark Savage.

15th Canadian National Convention in Montreal, July 13 – 15, 2006 John Abbott / Macdonald College Campus – Ste Anne de Bellevue "Lets All Mix in 2006"

Montreal's web page lists 37 Nova Scotians among the 1075 now registered. The venue has been changed from the Palais de Congres in downtown Montreal to a part of McGill campus in Ste Anne de Bellevue at the western end of the island holding Montreal. This change considerably reduced their costs and simplified the floor situation. The new location has ample parking, and non-carpeted floors. Shuttles are planned for those with vehicles staying in west-end hotels. For more information follow the link from our federation website at squaredance.ns.ca to the 15th Canadian National.

MARKETING STRATEGIES FROM THE MARKETING SEMINAR

Strategy for Marketing Ideas (The entire document is available on the website.)

- 1) Identify our primary target markets
- 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 up with a catchy phrase
- 11) Attempt to work with other organizations
- 12) Persistence is important. If one idea doesn't work then try something else.

Call to Action:

- We recommend targeting age 50 and up, empty nesters and retirees.
- A tri-fold brochure of information about Metro Square and Round Dance Clubs is attached. Please reproduce and distribute wherever you see a possible response.
- A bi-fold "Dance for the Health of It" brochure is attached. Please reproduce this, add an appropriate phone number, and pass out wherever you see a possible interest.
- Look for a new section on the Federation website for prospective new dancers and make sure your club information is correct, particularly open house information.
- You can help us become more visible and improve our image. Participate in the opportunities for publicity and be on the lookout for more such opportunities.
- Our thanks to all those who voluntarily assist with the organizational jobs that are part of the Square and Round Dance activity. If you are not currently helping, please seriously consider becoming involved.

METRO ASSOCIATION NEEDS YOU

If you are willing to help with one of the following, or have other skills or expertise that might be useful, please contact your club representative.

Helping Hands

Set up, Decorate and / or Cleanup for a Dance
Coordinator of one of the events listed above
Publicize Metro events to the news media
Assist with Square Dancing in the Schools
Roving Reporter for Metro Matters
Poster Creation for Event Advertising
Phone Contact for Event Details
Website Watchdog and Updater for Metro

Officers

Club Representative
Central Region Rep.
Metro Matters Editor
Publicity Chairman
Treasurer
Secretary
Vice Chairman
Chairman

**WE REMEMBER BERNICE THURBER
(died April 19, 2005, age 82)**

**HISTORY OF AN OUTSTANDING DANCER
By Ron Connell (from Between Tips, June 2005)**

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 that Alex began cueing for the Stardusters after John Essex left. In 1981 the Rebel Roundabouts became the Rag Rounds under Alex and Bernice. A few years later, 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. They also found ways to teach squares, rounds and lines to seniors at the Golden Squares and Rounds and to blind dancers at the Starlight 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 1998. Halifax in 1982 and 1994, and Saint John in 2000. At many of the Nationals, Maritime 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 to DANS, ROUNDALAB, ANSSRDT, and MCCA. In 2004, the Federation awarded Bernice and Alex the Mayflower Award for exceptional devotion and outstanding contributions to square and round dancing in Nova Scotia.

Ethel Bernice Thurber will be missed by many of us. 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.

Bernice and Alex have been part of the organizational scene in the Metro Area for 30 years. Metro Association will definitely miss this gutsy lady who overcame several serious health threats and bounced back to continue to grace us with her smile and enthusiasm. We extend our sympathies to Alex and to Bernice's family.