



3:15-3:30	Zoom	
3:30-4:30	SECOND BREAKOUT --SESSIONS 6-10	
	Session 6: A gentle -- and not a pushy -- way of doing business *What did the CALLERLAB Market Research learn about the image of square dancing? *Opportunities to sell the product (Square Dancing) *ABC Drop-in Dancing (Dancing without a Club) 3 things clubs need to consider when hosting an ABC Drop-in Dance *Keeping the buyers coming back for Refills.... (Dancing at our Club) *Making the buyers want to become investor's in our store (Join the Club)	Betsy Gotta, Mod Tim Marriner Sharon Kittner Kathy Keener Jackie Rutledge
	Session 7: Organizing Special Club Activities and Fundraising *Tips on organizing a special dance: murder mystery, etc. *Things needed to make themes work *"Dangle stuff"-- have you wrapped your caller, or flashed your corner? *Things to consider for organizing a bus raid	Richard Ball, Mod Rosann Flynn
	Session 8: Print Media – Beyond the Flyer *Advertising Primer for Clubs *Ways to communicate club activities to square dancers *Checklist for composing a good flyer and/or ad *Elements of being a good reporter for your club	Lise Greene, Mod Rusty Ball Jim Berrie
	Session 9: Club Officers/Roles—or ... I Just Wanna Dance.... *Benefits of participating in club leadership activities ("Why me?") *Ways to participate in leadership activities without getting stuck *Ways to share duties with new members without making them officers—and overwhelming them	Dick & Shirley White, Mod Rick & Linda Murphy
	Session 10: Square Dancing On The Road *The NNJSDA Raid Program explained *Reasons to organize a raid—and 3 ways to make it work *Ways to get the most out of National Square Dance Conventions *Getting the most out of square dance trips: good and bad examples of what to look for *Sources for square dance information away from your home club	Mike Szekula, Mod Dan & Betsy Tapper Don & Dot Coy
4:30-4:45	Scout Back	
5-5:30	Wrap-up: WIIFM (What's In It For Me?) *USDA (<i>United Dancers of America, Inc.</i>): how does it impact me, a dancer? *ARTS (<i>Alliance for Round, Traditional and Square-Dance, Inc.</i>): its impact on dancers Club Leadership: WIIFM	Dick & Shirley White, Mod Mike Jacobs Tim Marriner
5:30-7:30	Dinner Break—Bring Your Own (no warming devices) or Eat Out (List & Map Available)	
7:30-9:45	Dancing: Mainstream/Plus/Rounds with Tim Marriner & Roy Gotta Traditional Square Dance Attire Optional	

Mail check payable to "NNJSDA" and stamped, self-addressed envelope to Registrar Kay Davis
 \$13 for Seminar and dance (same for just the dance)
 23 Woodland Drive, Oak Ridge, NJ 07438. For more information, call Kay at 973-697-7765.

Name(s) _____
 Address _____

 Club _____ Phone _____
 Email _____