

# The Banana Benders Bugle.

Volume 1

Issue 1

March 2005

My

Scribble



Thank you for your understanding. Some of you received as many as eight mailed copies of 'The Bugle' on our experimental run and it did jam up a couple of mail boxes. Thank you for not giving me a fair old serve for invading you 'space' in such an uninvited way.

My apologies to those who suffered such an affliction. The PC technician tells me that the upgraded program inserted into the modem was at odds with something or other. I believe him. I know no better. If it happens again please let us know.

Nevertheless our effort was well received and we thank those of you who went to the trouble of conveying your encouragement and best wishes in our future endeavors. There is no doubt that a publication such as 'The Bugle' would be very welcome.

***A couple of things we should be very clear about as regards the success of this publication. It will fail if you do not do your bit. This paper will depend on your contributions including articles, adds and you telling us what you want discussed and advertised.***

We all tell our mates our opinions and now we are offering you the chance to air your constructive criticisms and helpful suggestions with the rest of the dance community, for the betterment of our past time. Please note I wrote 'dance community'. I am basically a square dancer and I see things from that perspective but we would like to encompass all of our dancing friends. I refer of course to the Round Dancers and the Cloggers. Your contributions would be most welcome.

Mistakes will be made and we will do our utmost to correct them. A sign in my office reads "People who never make mistakes are those who never do anything." I have made plenty of mistakes and if the Big Fellow up top is kind to me I will make a lot more. Noel Miller.

## Who is the Boss?



It is a funny thing; you often hear people refer to those in charge of an organisation as 'the boss'. To my mind that is wrong. It is the members who are the boss. They, the ordinary members, are the boss because it these people, the ordinary member, who hold the power to hire or fire. A committee in 'charge' of an organisation are the servants of that organisation but are only manages of that organisation.

At the 2004 AGM of the Society there were a couple of changes to Management Committee:

Chairman	Leighton Bloomfield	
Secretary	Rhonda Chessum	2nd Year
Treasurer	Andrew Chessum	New
Vice Presidents	Alan Evans	New
	Shirley Kelly	
	Graham Durose	
Publicity/Promotion	Kay Clouston	New
Review Editor/ Distributor and Librarian	Sandra Bloomfield	
Assistant Review Editor / Distributor	Frances Look OAM	

Other persons involved are the Auditor Craig Rigby and Representatives of the Youth Council Claire Chessum and Claire Fraser.

We may complain about what the Management Committee do or do not do at times but lets be practical. These people give of their time and best efforts, without being compensated for all their out of pocket expenses, to do what a majority of dancers are not prepared to do. Truly people, you should make a little effort to get a little interested in what is being done for the Society and dancing. Find out who are the delegates from your club and ask them when they last went to a meeting and why don't they attend?. It is just like a basket of goodies. If we all keep taking without giving a little back the basket will soon be empty and worthless.

*Grandpa's Wisdom Whether a man winds up with a nest egg, or a goose egg, depends a lot on the kind of chick he marries.*

## *News from the Clubs*

### Alan's Allemanders Approaches being 30

"Crikey" to paraphrase Steve Irwin hasn't it been hot to start the Square Dance Year.

Alan's Allemanders has resumed by welcoming back our members and extending a very warm welcome to new members who are swelling our ranks.

As this year only contains one Friday the 13th, we are having to look at different ideas for our fun nights.

One feature will be in July when we celebrate 30 years of AA. Further details will come to hand as the time gets closer.

Unfortunately some of our members have been on the sick list and so we wish them a very speedy recovery.

### Changes at EZ Squares

Brian Horsey has retired from calling at E.Z. Squares. He will continue calling at his daytime club at Bribie Island.

Meanwhile Glenn Wilson have taken over as Mainstream caller with Rod Dinte as co-caller. Peter Clarke has taken on teaching the learners.

### Grandpa's Wisdom

How old would you be if you didn't know how old you are?

## Australia Day Parade

Trying to get a positive image of our activities in front of the public is not easy. This year it was decided to 'get attention' in the Australia Day parade. The Society has been a regular participant in this event for some time but this year we were going to try something new.

This was going to be achieved by having a large body of dancers carrying banners in the parade. Alan Rayner had traveled north and had collected banners from Cairns to Caboolture and some of the southern clubs had provided banners too so that the total number of banners was about 50. Russell Mole had provided a truck and suitable decorations were obtained to dress it up to head the group. Clubs had been asked to provide dancers to carry these banners and it looked as if all was ready and we were going to 'strut our stuff' and make a show.

As the bus approached the city the sky became a little darker but not to worry, it had been like that all day. Out of the bus station right on 3pm and off to the Queens gardens. You can see the officials in their jackets telling people where to go. And what are they telling people? "Go home. The parade has been cancelled".

What a disappointment.

It would be improper to relate this saga without giving full recognition to the people who put in the effort to get everything together for this event. Alan Rayner, in particular, has worked on this event for some time. Russell has organised the float for the last four years. Others who should be recognised are the dancers who were on their way into the city to marsh in the parade. Thanks to all concerned but particularly Alan and Russell.

## Gumdale Grandsliders Square Dance Club inc

**Tuesdays :-** We provide tuition for dancers wanting to learn and improve their dancing capabilities.

**Main Stream 10 AM — 12 PM.**

**Plus 12.30 PM-2.30 PM.**

Half day session \$4 pp. Full day — \$6 pp.

Coffee and tea available.

**Wednesday :- Club Night 7.30 PM.**

Main Stream and Plus. \$5

Alan Evans calls at all sessions.

Ring 3800 1270 or 3841 6619 for more information.

Venue The Alexandra Community Hall, cnr Windemere and Finucane Roars, Alexandra Hills. UBD 184, J14

## ALAN'S ALLEMANDERS SQUARE DANCE CLUB

161a Magnesium Drive, Crestmead.

Tuesdays A1	Alan Evans	7-30pm
Thursdays Beginners	Alan Evans	10am - 12pm
Thursdays Plus	Alan Evans	7-30pm
Friday, Club Night	Alan Evans	7.30pm

Inquires Phone 3800 1270

### LOGAN CITY SQUARE DANCE CENTRE

January 15 saw the centre hold a promotional dance for the purpose of recruiting new dancers. Our advertising consisted of a live interview with Radio FM 101, letters to three commercial radio stations requesting inclusion in their community notice board announcements, text to the local newspapers and letterbox drops in local areas. A few new people came along and with experienced dancers we made three squares. A few phone calls have been received with these people directed to the sessions most suitable for them. Some have begun dancing.

Recently a reporter from a local newspaper circulated around the Browns Plains area visited the centre and her report appeared in the free paper called the "Satellite" albeit with some errors of identity and phone numbers. The reporter has assured me another article will be run soon with correct information. Hopefully this will generate some more interest and bring in new people.

Also on 3<sup>rd</sup> February, the TV show "Brisbane Extra" filmed square dancing at the centre with four squares participating. The film will be included in a segment on exercise to be aired on the show very soon.

Our First Anniversary Dance was held on 12/13<sup>th</sup> February this year. We again had the pleasure of guest Caller Jack Leaver from New Zealand to call during the weekend. Flyers were sent to clubs and nine squares attended on the Saturday night. It was a terrific night with a great atmosphere and not too hot.

### **The Next Bugle**

The next edition will go out mid April.

Your article is needed. All submissions are requested to be on hand by 3<sup>rd</sup> April. Email submissions are preferred but as long as time permits we will accept any method outlined in the next column.

## What is next?

The next edition of 'the Bugle' will endeavor to have the majority of its articles about recruiting and retaining new members. It does not matter who you talk to, they would all like to see more people dancing.

We have all tried from time to time to recruit new members. How about sharing methods which were successful for your club. What do you think should be tried? When people get involved it is normal to see a few drop out early in the learning phase but what about the people who complete learning basic and then disappear? We do not retain them. What is the problem? Has anybody contacted these people to find out why they left the scene? There are a number of articles on these subjects in old Reviews and on the net. All are very interesting but it is time for us in Queensland to help one another in this part of our activity.

### WE DO NEED YOUR COMMENTS.

My address:- Noel Miller, 29 Bluegrass Crest. Eight Mile Plains 4113.

Email [burtrax@bigpond.net.au](mailto:burtrax@bigpond.net.au)

Fax 3341 1594. Ph. 3841 6619.

( And I will feed your carrier pigeons before I send them home I if that is the way the messages come. )

May you all enjoy good health and good dancing.

*Noel Miller*

## Central Queensland News.

The clubs of Rockhampton, Rocky Twirlers, Rocky Square 8s, and Capricorn Waves have combined on several fronts in recent times and it is very pleasing to see the results.

First we held a very successful beginners class which concluded towards the end of 2004 and we confidently expect a good percentage of these people to return to square dancing this year.

Our combined break up party for 2004 was a great success as was our New Years Eve dance. Shows what can happen when we all work together instead working on our own.

2005-wow! what a year to come.

An Australia Day dance was held in the new Central Queensland Square Dance Centre, a great way to christen our very own hall. Yes, that's right, our own hall. Central Queensland Square Dance inc. has leased the old disused Rockhampton Scout hall from the Rockhampton City Council. At the moment it is a 'six square' dance floor with all other necessary facilities right in the middle of town. With a little work the dance will accommodate 8 squares. If you think we are a little bit proud of this windfall you had better believe it. Watch out for the official opening of the Square Dance on the 2nd. April 2005.

Working bees have been the order of the day since we have been handed the keys, however without the fantastic effort of Laurie Miles and his team of helpers we would not be dancing in a hall as far advanced as it is. Jobs that we considered we would do later in the year have been completed already.

You will always be welcome at the Square Dance Centre, 62 Fitzroy St. Rockhampton.  
**Come and visit us any time.**

## STEPPING OUT WITH CLOGGING

**Clogging-** the most fun you can have without getting arrested! You've heard of cross-dressers- well, welcome to the world of cross-dancers as devotees of squares and rounds step it out at Clogging and vice versa. One big happy family, that's us. Age is no barrier, and pace? At your own speed brothers and sisters.

With Clubs back into it, there are lots of events planned, including Storm King Camp at Joyner; Clayton's Easter Festival at Buderim; The Caboolture Urban Country Music Festival; a morning of Clogging at the Sunshine State Roundup; "Special Edition" Clogging team from Georgia, US of A at Red Cross Hall, Greenslopes; Aussie Clog weekend at Redland Bay; the Toyota National Country Music Muster Amamoor via Gympie; a morning of Clogging at the North Queensland Square and Round Dance Convention in Townsville this June, and sessions at the National Square Dance Convention in Warrnambool. Other interstate events are also on the agenda. All this worked into Club nights and Club special events.  
**What a year!!**

Highlight of the Clogging year will be the 10<sup>th</sup> **National Clogging Convention** on the 9-10-11 September in friendly, dance-happy GYMPIE. Yes, there will be a trail-in dance on the Thursday night. Visitors very welcome - we love an audience and the basics are sooooo easy. But, more about the Convention in later editions of the BBB. (A clue- what's 1935 subtracted from 2005 and smokes, but never runs off the rails?)

For any information regarding clogging please contact your Australian Clogging Association Qld State Representative Frances Look 07 3391 6526. Best wishes to the BBB- we look forward to future editions. Keep happy, keep Clogging  
Frances  
Email: lookdonfrances@bigpond.com

The Opening of the Central Queensland  
**SQUARE DANCE CENTRE, 62 FITZROY ST ROCKHAMPTON,**  
SATURDAY, 2 nd. APRIL 2005 commencing 2PM

Programme  
AN OFFICIAL AFTERNOON TEA  
A Square Dance with Alan Evans and other callers.  
Visiting callers will be programmed into the dance.

The Opening of the Central Queensland  
**SQUARE DANCE CENTRE, 62 FITZROY ST ROCKHAMPTON,**

# We Had A Christmas Party

## To the Dancers of Queensland.

When I cried "**Help**" to all Dancers for assistance with the Society Christmas Party you responded magnificently with nearly 300 attending. Exceeding my expectations by far, the attendees created problems we did not envisage. Even with extra food hurriedly obtained we were still in short supply. To all the people who missed supper ( including me), please accept my apology. There were Dancers from Cairns, Rockhampton, Bundaberg, Maryborough, Gympie and lots of other places.

I would like to thank **all** the **Dancers of Queensland** who attended the Society Christmas Party on the 27<sup>th</sup>. November 2004 for making this such a successful Dance. This is one of the few events that raise money for the Society. It is this type of commitment we need to keep Square Dancing alive.

A new concept was tried, a Theme for the night and entertainment between brackets etc. I hope you enjoyed it. I realise that you can't please all the people all the time but we tried. Accolades came from a large number of dancers saying how much they enjoyed the party and there was some negative feedback as well. To all who attended, I ask you to contact me (anonymously if you wish) with your comments and recommendations you might have to improve the event.. We need to work together, not only to keep Square Dancing alive but to make it grow. You can contact me at PO Box 124, Golden Beach, 4551 or Email [rdinte@dodo.com.au](mailto:rdinte@dodo.com.au) or you can contact the Society. Hopefully other committees might pick up the idea and your comments will assist them to improve these events.

To the following I would like to extend a huge Thank you :- To all the Callers and Cuers. You all did a great job and the Dancers enjoyed your efforts; To people who offered to help in the canteen, with supper, with sound; To all the entertainers, who gave of their services free. Their reward was seeing the enjoyment of others; Last but by no means least, the members of **E Z Squares**. You supported me when I proposed that we host this Party. The time we spent planning, making and painting animals and other decorations were more like social occasions than work. I thank you and I am proud of you. I hope that another Club or a group of clubs will volunteer to carry on and improve this occasion. Let's all resolve that from now on, the only way Square Dancing is going is up. Lets support what we can when we can.

To paraphrase JFK. 'Ask not what Square Dancing can do for you, ask what you can do for Square Dancing'.  
THANK YOU ALL Rod Dinte.

## SUNSHINE STATE CONVENTION

### Make Merry in May at Morayfield

27, 28, 29th. May 2005

	Adults	Children
Early Bird Weekend Tickets close 24 April	\$28	\$14
Weekend Tickets after 24 April	\$32	\$16
Session tickets at night	\$10	\$5
Session Tickets Day	\$8	\$4

**Club Leadership Notes:**

**Selling the benefits of Square Dancing**

*by Bernie Coulthurst, editor of Club Leadership Journal*  
(reprinted with the permission of American Square Dance Magazine)

Selling the benefits of square dancing is our weakest link in the overall marketing plan. We talk about lessons lasting many weeks. We talk about beginner classes. We talk about mainstream dancing. We talk about Plus dancing. We talk about square dance attire. None of these subjects refer to the benefits of square dancing.

I have seen flyers with the following headlines:

**SQUARE DANCE LESSONS STARTING SOON**

And

**LEARN TO SQUARE DANCE - CLASSES ARE STARTING SOON IN YOUR AREA**

What is wrong with these headlines? They are not positive. They do not mention the benefits of square dancing.

Let's look at these three statements in a little more detail. They are not positive because they use two rather negative words, namely LESSONS & CLASSES. These two words remind people of their childhood days of going to school which most did not enjoy. When you use these two words in your flyers and in your sales pitch you will turn off a large percentage of your prospects. They simply had enough lessons and classes in their younger years. We prefer to simply call them NEW DANCER DANCES! Why? Because that is exactly what they are, dances for new dancers.

The headline has to be an attention-grabber so the prospect will continue to read the details in your flyer or ad. Headlines should be very short - sometimes only one word. The headline should be a sentence. It can be a statement or a question. Whatever you come up with, it needs to get the attention of your targeted reader. We like to use headlines that are three words or less. Here are some examples:

**FREE! BORED? LOOKING FOR FUN?**

As you can see, these headlines are attention grabbers. Once you get their attention you can then get into more detail about the benefits of square dancing, namely FUN, FRIENDSHIP and FITNESS set to music! The entire flyer needs to pass the AIDA test. It must get the ATTENTION of your reader; it must generate INTEREST so your reader will continue reading your flyer or ad; it must generate DESIRE to learn more about the benefits of your product; and most of all, it must motivate your prospect to take ACTION.

If you wish to learn more about the inside details of marketing, we suggest you go to your local library and check out a book or two about marketing. Another great idea is to simply study the ads in magazines and newspapers. Test the ads for AIDA. Let's start using more effective ads.

Bernie Coulthurst, e-mail [cj@wi-net.com](mailto:cj@wi-net.com)

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**Martin Jansen**

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**From:** "Noel Miller" <burtrax@bigpond.net.au>

One more thing- do not leave this small survey to others to answer. We want a reply from you, no exceptions. And please do not get up from your computer until you have sent your reply. Put it off and you probably will not do it. If we all work together on this we should have a State newsletter of which we can be proud!

We wish you and your kin a very safe and enjoyable Easter.

**Joel Miller**

**Sent:** Sunday, 20 March 2005 11:51 AM

**Subject:** Bugle, help!

We are looking for a little 'feedback' about the Banana Benders' Bugle. It makes one a little nervous assembling a newsletter and not knowing how the recipients feel about our efforts. We are not looking for compliments. We want your thoughts, suggestions and constructive criticism.

It is well to remember that the Bugle came about because of some dissatisfaction with other Square Dance publications: a means for Clubs in this State to advertise their activities was required and there was no easily accessible medium for dancers and Clubs to express their opinions.

In some cases we have no idea who is receiving the Bugle. Is it being copied and distributed through your Club (we hope it is)? Does it contain information of interest to you? Does your PC handle the method of distribution comfortably? Would another format be any better for you. If YES what do you suggest? Would you like to contribute an article to the Bugle?

We have a recurring problem at this end. **People change their Email address and do not inform us.** When that happens and that changed address is in a group of bulk email, it does cause problems. If you change your address please tell us.

OK. Just hit the Reply icon and type your reply on this sheet.

We would like to know the following:-

Which Club do you consider your 'home' Club?

Do you hold a position in that Club?

Do you photocopy / print / send copies of the Bugle for other dancers?

Yes, how many?

Does the Adobe program suit you and your PC?

No, what program would suit you?

We have received some comments e.g. too many fonts were used in the printing; some pages did not come out clearly; the download was too big; could we send it out in Publisher format? We thank the people who did contact us and make these comments and we will do our best to address these matters. What are your thoughts in regard to similar matters?