



# Seasonal Newsletter

For the Directors of the NATIONAL LEAGUE OF JUNIOR COTILLIONS™, PO Box 240384, Charlotte, NC 28224 1-800-633-7947

## A WORD FROM OUR PRESIDENT:

“Despite a weak economy, parents are still willing to invest in their children. NLJC continues to give students and extra edge and boost to stand out among their peers. The life skills they are gaining will allow them to be leaders in the future.”

-Charles Winters

## NLJC IN THE NEWS...

Utilize your local media outlets. Maintaining a good relationship with the local media is key to getting the word out in your area about your local NLJC chapter.

NLJC's Charlotte Harbor Chapter in Florida was featured in *The Sun*, Port Charlotte's newspaper. Congratulations to director Laurie Coventry-Payne on making the front page of the Arts and Entertainment section. What a wonderful article about the Winter Ball!



Director Laurie Coventry-Payne,  
Charlotte Harbor Chapter, Florida

### Students learn respect, etiquette and manners

One of the Chamber's newest members, the Eastern Shore Chapter of the National League of Junior Cotillions (NLJC), just finished up its exciting first year and already envisions are peering in for the next class which starts this fall.

The emphasis is on learning respect during the five-class, two-half yearly program.

The monthly classes teach the aspects of self, parents, teachers and others through lively and fun-moving instruction in etiquette, manners and basic ballroom dance. The full cotillion program includes three class levels.

Near the end of the program this spring, the cotillion students wrote an essay to nominate the teacher who was the best-mannered, based on what the students had learned in the cotillion classes. Four teachers were honored for the award with Deana Williams of Bennett Middle School being named the Best-Mannered Teacher of 2010. She received an engraved crystal award from Chamber member Elicia-Art Anselmi.

Two surprise guests, Fernando Guerrero, Salishaya's national middleweight boxing star and his manager, Hal Cherneck, talked to the cotillion students about sports etiquette and sportsmanship.

The First Level class covers manners including first impressions, intro-



ductions, greeting and shaking hands, telephone manners, table manners, polite conversation as well as character education. Also taught is formal dining, party courtesies, receiving lines, hosting a party, music appreciation, basic dance courtesies, plus basic steps in the waltz, fox trot, cha-cha, shag, rhumba and tango.

The Second Level class will take manners, etiquette and ballroom dancing to new levels and will feature instructional five-course dinner.

To further acquaint chamber mem-

bers with NLJC, the group will co-sponsor an After Hours with Real Estate on Wednesday, Aug. 18, at River Walk Center.

To learn more about the classes, a special Free Parents' Reception will be offered in early September. Parents wishing to register students, ask questions or request invitations to the Parents' Reception, should call Ann Wiseman, director of the Eastern Shore Chapter, at 410-341-0805.



Director Ann Wiseman,  
Eastern Shore Chapter, Maryland

NLJC's Eastern Shore Chapter in Maryland received wonderful coverage in *Business Journal*. Director Ann Wiseman understands the great value of outstanding media coverage. Congratulations, Ann!

Please continue to send copies of the media coverage your local NLJC chapter receives. We would love to feature yours in the upcoming Seasonal Newsletter or on our facebook page! ([facebook.com/thenljc](http://facebook.com/thenljc))

## WELCOME NEW DIRECTORS!

We are pleased to announce our new directors from our February 2011 Training. Please welcome Jill Ledbetter of Acworth, GA; Janet Fischer of Mobile, AL; Carolyn Knight of Santa Rosa Beach, FL; Sara Rollison of Blackshear, GA; Shelia Sumpter of Waynesville, NC; and Sarah Bleau of Jacksonville, FL.

## MONEY SAVING TIPS FROM FELLOW DIRECTORS

Susan Humphries is going on her 19th year as director for NLJC, and she currently has five chapters. When asked about how to save money and still run a wonderful NLJC chapter, she gave a great idea.

“Every year, I get one of those calls from a parent needing a payment plan or a scholarship. I offer a trade for a fee. They make all the corsages for both balls and all chapters. I provide the materials. A local florist orders the carnations and greenery for me at his cost. They are about forty-five cents each. I wait for Michael’s or Hobby Lobby to put the ribbon on half price each year. Of course, to get your actual cost you will also need to divide your fee by the

number or corsages and add this to your per corsage cost. After teaching the parent how to make them, I am always amazed at how nice they look!”

Susan also suggested several websites that have excellent prices and service for supplies. She uses discountofficeitems.com for nametag holders and other office supplies. She recommends unflags.com for the large European flags. Susan also gave a great idea if you need flag stands. She said, “You can order flag poles from any Boy Scout office, and it serves another good cause. A local troop made my flag stands with me buying the supplies. They learned some carpentry skills.”



*Susan Humphries,  
NLJC Director in Arkansas*

Both Terri Beeson (NLJC Director of Union and Stanly County Chapters) and Becky Miller (NLJC Director of Coffee County Chapters) said they **make their own corsages and boutonnieres** for the balls. While it may be time consuming, the money you save is worth it. Terri Beeson said she saved over three hundred dollars on flowers alone this year!



*“Shop for the sales for decorations, candy and gifts.”*

*~ Lisa Chase*

NLJC Director Lisa Chase of Delaware encouraged her fellow directors to look for sales. “Shop the sales for decorations, candy, and gifts. For Winter Ball or Holly Ball decorations, **shop at Michael’s or AC Moore after the holidays for the next year’s decorations.**” Lisa reported that the candy and treats her students receive for Valentine’s Day Dance/Class were purchased at fifty to seventy five cents off.

Samantha Rine, Director of NLJC Emerald Coast Chapter, uses blooming potted plants for centerpieces at the Instructional Dinner. “**I cut spider fern and ivy from my yard** and fill in any gaps between blooms. Then I wrap the pots in green fabric and tulle. I place tea lights in hurricane globes around each one to complete the centerpieces,” she said.

## PROMOTING YOUR CHAPTER: FACEBOOK!

Did you know that Facebook was recently named the most visited website on the internet? Here, at the National League of Junior Cotillions, we believe this could be a wonderful opportunity to promote your chapter and expand your classes. In a world where almost everything can be found online, it is very important for our NLJC chapters to have a distinctive and professional presence online.

Donna Dilley, Director of NLJC's Greater Roanoke Chapters in Virginia, has a Facebook fan page that is very well done. Donna emphasizes, "Your NLJC Facebook page will increase your visibility to those in your community and will help parents find your chapters more easily." You may not be able to predict what

press releases will be published in the local papers, but you can publish your own announcements on your NLJC Facebook page.

While she doesn't report many drawbacks to using Facebook to promote the NLJC chapters, she strongly advises fellow directors to have the release form signed by parents to ensure there is no objection to publishing photos of the students online. For example, you should adjust your privacy settings so only those affiliated with your page can post on your Facebook "wall." Donna only allows certain people to have access to her chapter's Facebook page (business contacts, parents, former and current students, and those who may have students enrolled in the future.)



*Donna Dilley  
NLJC's Greater Roanoke Chapters in  
Virginia*

*"Your NLJC Facebook page will increase your visibility to those in your community and help your parents find your chapter easily." - Donna Dilley*



### NLJC GUIDELINES FOR FACEBOOK:

- List page as a local business.
- Use the NLJC Green Standard Logo for main profile picture.
- Keep your personal profile page professional as this will generate additional views by your students (use privacy settings where necessary.)
- Do not allow others to tag your photos and do not tag others' photos.
- Be sure to have the "release form" signed by your students' parents to ensure there is no objection to publishing photos from Cotillion events.
- Keep all posts and status updates professional and only relating to your NLJC chapter.
- Use this as a tool to SUPPLEMENT communication about classes and local PR. This is not to replace any standard NLJC communication policies!

\*WE WILL BE EMAILING DETAILED INSTRUCTIONS FOR HOW TO CREATE A FACEBOOK ACCOUNT. IF YOU HAVE ANY QUESTIONS ABOUT THE NLJC FACEBOOK GUIDELINES, PLEASE CONTACT THE HOME OFFICE.



## TN DIRECTOR ACTIVE IN HER COMMUNITY

Mindy Coulter, Director of the Knoxville Chapter in Tennessee, has been hard at work in her local community. Mindy has been helping her son's high school with a Habitat for Humanity project. To date, this is her third time building a house in four years! This particular project was called a Blitz Build where volunteers build seven houses in seven days. She said, "I had never done a Blitz Build so it was amazing to see the other six houses go up simultaneously with ours!"



*Mindy Coulter (far right),  
NLJC Director of the Knoxville  
Chapter in Tennessee*



## SUCCESS AT THE PARENT RECEPTION

With the spring weather comes the time for parent receptions and fall registrations. It is common for directors to feel a little anxiety before their parent reception. This year was exceptionally nerve racking for Tennessee Director Sara Seiberling. Sara had her parent reception scheduled for April 11th, 2011. That happened to be the day that the Southeast experienced widespread tornado warnings and golf-ball sized hail. The

storms started about an hour before her reception, and Sara told her husband, "I'd be happy if we have 50 people show up!" To her surprise, 120 people braved the torrential downpours and tornado warnings and showed up at her reception. She had a very successful reception in spite of the terrible weather!

Another great success story comes from South Carolina Director, Angie Mosley. Angie has experi-

enced huge success even *before* her parent reception. She had 275 students enrolled for fall! Angie says it is normal for her to make a "dent" in her enrollment before the reception, but this year, the numbers are especially high. Angie sent out a lot of invitations last year and ended up with a huge waiting list. This meant that people were very motivated to return their registration cards early this year. Great job, Angie!

## ANNOUNCEMENTS

- Updates to the Pre Cotillion and Premier program are underway. We will make an announcement when they have been completed.
- The student booklets are being updated/edited. They should be ready just in time for ordering in June.
- Reminder: The NLJC green promotional brochures must be included with each tri-fold you mail. They can now be ordered online under the "Directors Only" section.

CONDOLENCES

*We send our condolences to the Mintz family on the loss of Director Vanessa Mintz. Vanessa passed away unexpectedly on Saturday, February 19, 2011. Vanessa was the director of the Hendersonville/ Asheville Chapters along with her daughter, Jessica Freeman. Please keep the family in your thoughts and prayers.*

SPRING/SUMMER BIRTHDAYS

MAY

Donna Dilley	Salem, VA	05/01	Vivain Welkner	Easley, SC	05/21
Jill Dykes	Dothan, AL	05/08	Gail Hall	Auburn, AL	05/23
Yvette Shallcross	Cary, NC	05/12	Janet Fischer	Mobile, AL	05/27
Terri Beeson	Monroe, NC	05/13	Molly Clinard	High Point, NC	05/30
Tracy Nutt	Moore, SC	05/21			

JUNE

Courtney Duncan	Austin, TX	06/07	Heather Sexton	Prospect, KY	06/19
Beth Kelly	Alexandria, VA	06/09	Carolyn Knight	Santa Rosa Beach, FL	06/19
Sandra Redfern	Little Mountain, SC	06/14	Carolyn Valentine	Barbourville, KY	06/24
Sam Belkofer	Montgomery, AL	06/16	Laura Ritch	Hartselle, AL	06/25
Michael Pozo	Thomasville, GA	06/16	Sharon Pate	Aledo, TX	06/26
Melody Armstrong	Snellville, GA	06/17	Reed Horton	Farmville, VA	06/27
Leia Machell	Tyler, TX	06/22	Becky Thompson	Albuquerque, NM	06/29

JULY

Jayne Smith	Valparaiso, IN	07/06	Melissa Rush	Bowling Green, KY	07/21
Midge Schuster	Americus, GA	07/07	Bonne Beddingfield	Carrollton, GA	07/22
Arlene Puryear	Leesville, SC	07/15	Ashley Mathis	Willow Park, TX	07/22
Bri-Anne Guischar	Philadelphia, PA	07/15	Erin Watson	West Springfield, VA	07/28
Shannon Babovec	Frisco, TX	07/19	Judy Fields	Columbus, GA	07/31

AUGUST

Arlene Wroblicky	Casselberry, FL	08/01	Sheila Carden-Pashales	Semora, NC	08/22
Anne Boyd	Birmingham, AL	08/02	Betsy Abbott	Fayetteville, NC	08/22
Jan Cohn	Columbia, SC	08/05	Kathy Lee	Southern Pines, NC	08/23
Aaron Whitman	Jacksonville, FL	08/08	Denise Willey	New Bern, NC	08/24
Amy McAfee	Houston, TX	08/18	Sherry Kellerman	Cartersville, GA	08/26
Shelia Sumpster	Waynesville, NC	08/18	Marilyn Wellington	Alexandria, VA	08/27
Sara Seiberling	Brentwood, TN	08/21	Julie Copeland	Greensboro, NC	08/28
Rosalyn Boyd	Newnan, GA	08/22			

*“Good manners and soft words have brought many a difficult thing to pass.”*

*~Sir John Vanbrugh*

## SPRING/SUMMER TIMELINE

### *MAY TIMELINE (5-CLASS SCHEDULE)*

- Send May press release to local papers
- Send Royalty Report and Student Registration lists to Corporate Office
- Mail End of Year Statements by June 1st
- Build classes to capacity by phone-network
- Mail "Sorry We Missed You" letters if needed

### *JUNE TIMELINE (5-CLASS SCHEDULE)*

#### For Your Business

- Send June press release to local papers
- Pay quarterly taxes

#### For NLJC Corporate

- Send Royalty Report and Student Registration lists to Corporate Office, postmarked by 10th of the month

#### Prepare Ahead

- Build classes to capacity by phone networking; concentrate on getting equal numbers of boys and girls
- Color and tie all dance cards for upcoming season
- Address all Spring Ball envelopes for upcoming season

### *JULY TIMELINE (5-CLASS SCHEDULE)*

#### For Your Business

- Send July press releases to local papers

#### For NLJC Corporate

- Send Royalty Report and Student Registration lists to Corporate Office, postmarked by 10th of the month

#### Prepare Ahead

- Build classes to capacity by phone networking
- Send confirmation letters to all facilities with dates and specifications of needs for classes/balls
- Prepare media envelopes for each newspaper for all 12 months
- Type all press releases on computer and leave blanks for pertinent information
- Prepare all props for balls
- Check stationery supplies
- Prepare billing statements for 9/1 to 12/1
- Purchase booklets
- Make sure you have equal number of boys and girls in classes

### *AUGUST TIMELINE (5-CLASS SCHEDULE)*

#### For Your Business

- Send August press releases to newspapers
- Have Reminder Cards printed and mailed for Class #1
- Send in Printing Authorization Form (Standards Manual 2) to Corporate Office by September 1
- Send out Acceptance Cards

#### For NLJC Corporate

- Send Royalty Report and Student Registration lists to Corporate Office, postmarked by 10th of the month

#### Prepare Ahead

- Build classes to capacity by phone networking
- Send chaperone list to parents with schedule and statement (note any schedule changes)
- Hold Student Assistant training class
- Write note cards for teaching or update old ones with changes
- Download name tag template from website, make name tags (Standards Manual 20), and send sample to Corporate Office
- Mail Chaperone and Assistant Reminder Cards (Standards Manual 19)