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Summer 2009

June, July, August

## SEASONAL NEWSLETTER

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

### Continuing Education

We are delighted to invite you to the upcoming training in order to continue your dance education as an NLJC Director!

Lee Santos, NLJC National Director of Dance, and Terri Beeson will be leading the dance training on August 1-2, 2009.

We will also provide the opportunity for you to work toward your dance certification. Because we want every director to continue their dance education, there will be no fee to attend.

There is registration information included at in this newsletter, and the information can also be found on the Directors Only page of the NLJC website. If you plan to attend, you must send the registration form to the Corporate Office by July 10, 2009.



NLJC National Director of Dance Lee Santos instructing directors at the 2007 Dance Seminar.

### Cotillion News from around the Country



Sheila Carden-Pashales, director of NLJC Person/Caswell Chapter.

Sheila Carden-Pashales and the Person/Caswell Chapter's students were featured in *The Courier-Times* in Roxboro, N.C.



The article did not focus on balls or instructional dinners, but rather on the importance of another culture's forms of etiquette and social behavior. For example, the speaker, Fulbright Specialist Dr. Shaheena Bhatti, greeted the students in traditional Pakistani manner--no handshakes. Bhatti's message was, "Let us look to the things that are alike about us rather than focusing on our differences."

What a wonderful lesson in cultural acceptance for our Junior Cotillion students!

*Cotillion News from around the Country*

Kathy Wood and the International League of Corporate Cotillions' Catawba Chapter received excellent media coverage in the *Hickory Daily Record* in Hickory, N.C.



The article, almost a full page, features tips from Kathy. Her advice was geared toward adults, and she succeeded in giving an interesting preview for the International League of Corporate Cotillions program. Kathy, congratulations on receiving such excellent media coverage!



Lessons about etiquette and social behavior should be spread throughout every community. In fact, after receiving approval from the Corporate Office, directors are encouraged to speak out in their

communities. Earlier in the year, Page Rhoad spoke to Georgia Tech's Alpha Chi Omega sorority about transitioning into the work force with etiquette. The sorority responded by asking Page to host a four-course instructional dinner to cover manners during a business or formal meal. The event was covered by *The Johns Creek Herald* in Johns Creek, GA. Congratulations, Page!



Jill Dykes, director of NLJC Dothan Chapter in Dothan, AL, was featured in the *Wiregrass Arts & Entertainment* magazine titled "Moves & Manners: Cotillion Dances at Cultural Arts Center of Dothan."

The writer begins the article by stating, "At the pivotal age between childhood and adulthood, young boys and girls are learning the grace of a pivot on the dance floor and taking turns practicing the art of good manners as they participate in the local chapter of the National League of Junior Cotillions."

The remainder of the article describes the history of NLJC and details about NLJC Dothan Chapter. What stands out most of all is the description of the cotillion class' setting, activities, and participants. The writer described the class in a way that places readers right in the middle of the cotillion class. Jill, congratulations on such wonderful media coverage!



## *Pre-Cotillion Promotional Package*



*Debbie Scully, director of NLJC Durham County and Orange County chapters.*

Debbie Scully, director of NLJC Orange County Pre-Cotillion Chapter, has found that adding the Pre-Cotillion program is an enjoyable and easy way to earn extra income.

“The program has been terrific for me. I run three or four Pre-Cotillion programs per year. It is so fun, and the little ones are just so precious,” said Debbie.

Another important aspect of the pre-cotillion program is that it creates customer loyalty. “Having a Pre-Cotillion program is fabulous because it will create an interest in the Junior Cotillion program right off the bat,” said Debbie.

Being a seasoned director, Debbie encourages all directors to find the perks of beginning a Pre-Cotillion program!



*We are excited about the Pre-Cotillion Promotional Package available to all directors until July 31, 2009.*

*If you request and sign an agreement to begin a Pre-Cotillion program, then the up-front cost will be reduced by 50% to \$500.00.*

*You will also be able to pay the remaining franchise fee over a two year period instead of a one year period.*

*We hope each director will begin a Pre-Cotillion program. Remember, this offer will end on July 31, 2009.*

*~Charles & Anne Winters*



*Pre-Cotillion students practicing how to select cake during the Birthday Party class.*



*Pre-Cotillion student playing a game.*



*Pre-Cotillion students practice handshakes.*

## *Corporate News*

### ***Optional Parties Available***

Don't forget that every director has the option of holding a Summer Icebreaker to kick off the Cotillion season and a Fifties Spring Fling toward the end of the Cotillion season. You can find more information on these events in packet #23 (Summer Icebreaker) and packet #36a (Spring Fling). If you do not have these packets, you may order them from the Corporate Office by using the Promotional Items Order Form #59.

### ***Monthly Royalty Report Option***

The monthly royalty report (#27) is now available on the Directors Only page of the website. This report is available for you to submit via e-mail on those months you have a zero balance and no money due. Simply click on the link on the webpage to download the report to your computer. Once you have typed in your information, save the report, and name it using your last name, the month and year (i.e. HodgesJuly09.doc). You can then e-mail your report to hope.sprinkle@nljc.com.

### ***NLJC E-mail***

We are in the process of making sure all directors are using their NLJC e-mail accounts. The Corporate Office is communicating with directors very frequently using e-mail. We do not want you to miss any important information. Please contact the Corporate Office and let us know if you utilize your NLJC e-mail account and if you are receiving the mass e-mails we have been sending. If you have not established your NLJC e-mail account or you do not remember your e-mail address and/or password, contact Scott Moon or Caylyn Dawsey of Moonray Design at 1-800-281-0228.

### ***NLJC Corporate Staff***

Many of you frequently contact members of our Corporate Staff; however other directors may not be familiar with the full staff. We would like to introduce you to our staff: Kelly Huffman (Materials Designer and Coordinator), Jaime Lampkin (Office Manager), Heidi Latham (National Director of Chapter Development), Debra Roberts (National Director of Marketing and Manager of Director Relations), Hope Sprinkle (Account Executive), and Hannah Welch (Intern).

### ***Student Booklets***

Included in this newsletter is an order form to order student booklets for the upcoming cotillion season. NLJC works diligently to contract with businesses that can provide the best service and price for the distribution of all NLJC materials. Techniserv was chosen several years ago to print NLJC's student booklets.

### ***ASCAP Membership Dues***

Your ASCAP Membership Dues of \$65.00 must be mailed to NLJC by July 15, 2009. If you have any questions concerning ASCAP Membership Dues, please contact Hope Sprinkle at 1-800-633-7585.

### ***Website Updates***

We are updating the NLJC website. We are planning a "Director Showcase" page, which will include your picture, biography, awards, and a link to your chapter information page. If you do not wish for your information to be displayed on this page, please contact Kelly Huffman immediately. If you have any pictures of excellent quality from classes/balls of all programs, please e-mail them to kelly.huffman@nljc.com.

### ***Promotional Items Order Form***

Included in this newsletter is the Promotional Items Order Form (#59) for ordering NLJC green promotional brochures for upcoming cotillion season. Include a brochure with each trifold you mail. Please fax your order form to 704-864-3232, or e-mail it to jaime.lampkin@nljc.com.

## *Summer Birthdays*

### **JUNE**

Courtney Duncan, *Austin, TX* - 06/07  
 Beth Kelly, *Alexandria, VA* - 06/09  
 Sandra Redfern, *Little Mountain, SC* - 06/14  
 Sam Belkofer, *Montgomery, AL* - 06/16  
 Michael Pozo, *Thomasville, GA* - 06/16  
 Melody Armstrong, *Snellville, GA* - 06/17  
 Heather Sexton, *Prospect, KY* - 06/19

Leia Machell, *Tyler, TX* - 06/22  
 Vanessa Mintz, *Hendersonville, NC* - 06/22  
 Carolyn Valentine, *Barbourville, KY* - 06/24  
 Laura Ritch, *Hartselle, AL* - 06/25  
 Sharon Pate, *Aledo, TX* - 06/26  
 Reed Horton, *Farmville, VA* - 06/27  
 Becky Thompson, *Albuquerque, NM* - 06/29

### **JULY**

Jayne Smith, *Valparaiso, IN* - 07/06  
 Midge Schuster, *Americus, GA* - 07/07  
 Arlene Puryear, *Leesville, SC* - 07/15  
 Bri-Anne Guischar, *Philadelphia, PA* - 07/15  
 Shannon Babovec, *Frisco, TX* - 07/19

Melissa Rush, *Bowling Green, KY* - 07/21  
 Bonne Beddingfield, *Carrollton, GA* - 07/22  
 Ashley Mathis, *Willow Park, TX* - 07/22  
 Erin Watson, *West Springfield, VA* - 07/28  
 Judy Fields, *Columbus, GA* - 07/31

### **AUGUST**

Arlene Wroblicky, *Casselberry, FL* - 08/01  
 Anne Boyd, *Birmingham, AL* - 08/02  
 Loren Salazar, *Riverside, CA* - 08/05  
 Jan Cohn, *Columbia, SC* - 08/05  
 Aaron Whitwam, *Jacksonville, FL* - 08/08  
 Pansy Stewart, *Gallatin, TN* - 08/17  
 Amy McAfee, *Houston, TX* - 08/18  
 Sara Seiberling, *Brentwood, TN* - 08/21  
 Lady Hodges, *Great Falls, VA* - 08/21

Rosalyn Boyd, *Newnan, GA* - 08/22  
 Sheila Carden-Pashales, *Semora, NC* - 08/22  
 Betsy Abbott, *Fayetteville, NC* - 08/22  
 Kathy Lee, *Southern Pines, NC* - 08/23  
 Denise Willey, *New Bern, NC* - 08/24  
 Sherry Kellerman, *Cartersville, GA* - 08/26  
 Marilyn Wellington, *Alexandria, VA* - 08/27  
 Julie Copeland, *Greensboro, NC* - 08/28



## *Approved Music*

The following songs have recently been added to the approved music list:

<i>Artist</i>	<i>Song</i>	<i>Dance</i>
Brandon Heath	Give Me Your Eyes	Fox Trot (Slow)
Carrie Underwood	All-American Girl	Shag/Fox Trot (Med - Fast)
David Archuleta	Touch My Hand	Fox Trot (Slow)
Disney's Cinderella	So This Is Love	Waltz
Francesca Battistelli	Free To Be Me	Fox Trot (Slow)
Rascal Flatts	What Hurts the Most	Listening/Fox Trot (Slow)
Rascal Flatts	Stand	Fox Trot (Slow)
Taylor Swift	Fearless	Fox Trot (Slow)

## *Summer Timeline*

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

#### For Your Business

- Send June press releases to local newspapers
- 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 (5-CLASS SCHEDULE)***

#### For Your Business

- Send July press releases to local newspapers

#### 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 (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 (Standards Manual 16) by the end of August

#### 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)



*NATIONAL LEAGUE OF JUNIOR COTILLIONS™*  
*2009 CONTINUING DANCE EDUCATION*  
*Registration Form*

We are delighted to invite you to the upcoming training in order to continue your dance education as an NLJC Director. At no charge, current directors can attend the dance education classes, which will be held on August 1-2, 2009, at the Doubletree Hotel Charlotte Airport in Charlotte, N.C. Lee Santos, NLJC National Director of Dance, and Terri Beeson will be leading the dance education. This is a great opportunity for you to work toward your dance certification. If you plan to attend, you must send the registration form to the Corporate Office by July 10, 2009.

DIRECTOR'S NAME \_\_\_\_\_

YEAR(S) AS A DIRECTOR (For the upcoming 2009-2010 season)

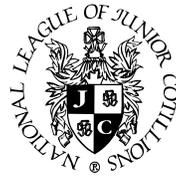
1ST \_\_\_\_\_ 2ND \_\_\_\_\_ 3RD AND BEYOND \_\_\_\_\_

OTHERS ATTENDING WITH DIRECTOR:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

INTEROFFICE TRACKING

Date Received: \_\_\_\_\_  
 Date Mailed: \_\_\_\_\_  
 Copy for Hope: \_\_\_\_\_ Copy sent w/order: \_\_\_\_\_  
 Copy for Accounts Receivable File \_\_\_\_\_  
 Signature \_\_\_\_\_



NLJC#59

## NATIONAL LEAGUE OF JUNIOR COTILLIONS<sup>TM</sup> REQUIRED NLJC MATERIALS AND PROMOTIONAL ITEMS

Director's Name: \_\_\_\_\_

Date: \_\_\_\_\_

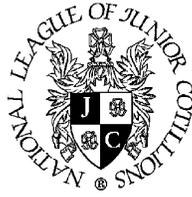
Shipping address: \_\_\_\_\_

**Email to:** cotillions@nljc.com    **FAX to:** 704-864-3232    **Mail to:** PO Box 240384, Charlotte NC 28224

**All items must be ordered through the NLJC office.**

Required or optional		Quantity	Cost	Total
Required	NLJC Green Tri-fold Brochures (pkg/100)		\$25.00	
Required for Pre	Pre-Cotillion Green Tri-fold Brochures(pkg/100)		\$25.00	
Optional	NLJC Large Logo Decals for Autos (Green Logo)		\$1.50	
Required	Green Press Kit Presentation Folders (Hunter Green w/Gold Logo)		\$3.00	
Required for ILCC	ILCC Brochures (for Colleges/Universities) (Pkg/100)		\$35.00	
Required for ILCC	ILCC Brochures (for Organizations/ Clubs) (Pkg/100)		\$35.00	
Required for ILCC	ILCC Brochures (for Businesses) (Pkg/100)		\$35.00	
Required	Laminated Tip Card		\$1.00 ea.	
Required	Laminated Character Card		\$1.00 ea.	
Required for 5 <sup>th</sup> grade program	Laminated Keys to the Happy Heart Cards		\$1.00 ea.	
Optional	National Courtesy, Character & Citizenship Month Buttons		\$1.00 ea.	
Optional	DVDs		\$12.00 ea.	
Optional	Punch Bowl with ladle, tray and 12 cups		\$900.00	
Optional	Standards Manual		\$50.00	
Optional	Director's Manual		\$50.00	
Optional	Coterie Manual		\$50.00	
Optional	All Other Manuals, Specify:		\$25.00	
Optional	Instructional Dinner Packet		\$25.00	
Optional	National Courtesy Month Packet		\$25.00	
Optional	European Tour Ball Packet		\$25.00	
Optional	All Other Packets, Specify:		\$10.00	
Optional	Canvas Tote Bag		\$25.00	

Please use this form when ordering any of the above items. A copy of this form will be included with your shipment and is to be considered your invoice. Payment is due upon receipt of items and should be sent to the NLJC corporate office.



# NATIONAL LEAGUE OF JUNIOR COTILLIONS™

## Student Handout Booklet Order Form

### Director Information

Fax or mail all orders to:  
*(Sorry, no verbal orders are accepted)*  
Additional order forms available by  
Calling 1-800-633-7947

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Ship to: (If different from above)

\_\_\_\_\_

\_\_\_\_\_

**TechniServ**  
128 East Central Avenue  
Mount Holly, NC 28120  
704-827-1023  
Email: [tkniserv@bellsouth.net](mailto:tkniserv@bellsouth.net)  
Fax: 704-827-1123

Minimum Order: (initial orders only)  
30 - Student Booklets / 25 - Class Booklets

*Orders will be shipped UPS Ground! UPS Cannot ship to a P.O. Box!*

**Orders should be placed to allow three weeks for delivery!**

Price Per Booklet: Season One: \$2.51 Season Two: \$3.49 Class: \$4.07 Fifth Grade: \$2.39 Pre-Cotillion I: \$1.84  
Pre-Cotillion II & III: \$1.96

Please check one:

Five Class Schedule Sets \_\_\_\_\_

Season One \_\_\_\_\_

Season Two \_\_\_\_\_

Class Booklets \_\_\_\_\_

Six Class Schedule Sets \_\_\_\_\_

Season One \_\_\_\_\_

Season Two \_\_\_\_\_

Class Booklets \_\_\_\_\_

Fifth Grade Booklets \_\_\_\_\_

Pre-Cotillion I \_\_\_\_\_ II \_\_\_\_\_ III \_\_\_\_\_

**Director's Signature (Required)**

\_\_\_\_\_

Payment Method: (Must accompany order)

*(Circle one)*

COD (additional COD charges apply)

Check or money order enclosed

Credit Card:

MasterCard      Visa      Discover

Credit Card Number: \_\_\_\_\_

Expires: \_\_\_\_\_

Signature: \_\_\_\_\_

Order Amount: \_\_\_\_\_

Shipping Charges: \_\_\_\_\_ (Include Shipping Charges Below)

6.75 % Sales Tax (NC residents only)

**Total Amount** \_\_\_\_\_

Shipping and Handling Charges:

Season One Five and Six Classes .40 per book

Season Two Five and Six Classes .65 per book

Class Booklets .63 per book

Fifth Grade .39 per book

Pre-Cotillion I, II, III .34 per book

Minimum shipping charge \$7.50

# Moves & Manners

## COTILLION DANCES AT CULTURAL ARTS CENTER OF DOTHAN

BY JODY K. HARPER



At the pivotal age between childhood and adulthood, young boys and girls are learning the grace of a pivot on the dance floor and taking turns practicing the art of good manners as they participate in the local chapter of the National League of Junior Cotillions.

Founded in 1979 in North Carolina by Charles and Anne Winters, the National League of Junior Cotillions has 450 chapters, 12 of which are in Alabama. Because the mission for these young ladies and gentlemen is “to act and learn to treat others with honor, dignity and respect for better relationships with family, friends and associates, and to learn and practice ballroom dance,” this three-year program finds favor with the parents of Wiregrass children representing public, private, and home school settings.

This is the first year that cotillion has been offered in Dothan, made possible by Jill Dykes, licensed and extensively trained director of the local NLJC chapter. “I feel

like it’s a wonderful opportunity for these students to practice the manners and etiquette they’ve already learned at home while practicing ballroom dancing. It’s a pleasure seeing how much fun the students have in a social setting with their peers. It helps build their self-confidence,” said Mrs. Dykes.

Though some cotillion events have been held at Maria’s Vineyard and the Wiregrass Museum of Art, the Cultural Arts Center serves as the home for the local cotillion group and is a great setting for manners instruction, etiquette training, character building, and ballroom dancing. “The Cultural Arts Center has been a great match for accommodating the size of the classes and the auditorium is perfect for ballroom dancing,” shares Dykes. Just as students learn skills in reading or math for their future well-being, this type of class teaches skills for socially appropriate conversation and other courtesies to foster confidence in social situa-



tions. Besides helping to put other people at ease, basic manners are a path to a more profound goal, that of kindness and respect toward other people.

Sounds of music and movement can be heard as students learn a new dance form. “Turn, two, three, four, five, six, seven, eight. . . turn, two, three, four, five, six seven eight, . . .” says dance instructor Sonya Phillipano. She and son Cameron, her dance partner for these lessons, show students how to count the tempo and move their feet. Even when practice seems awkward, the students continue on, showing a general good humor about this new activity.

At the refreshment table, the young men, dressed in blazers and ties offer to serve snacks and punch to the young ladies they escort. Young ladies learn the proper way to sit, how to greet others with good eye contact and how to walk with proper posture. Participants also learn how to make introductions in a mannerly way.

The cotillions provide an enjoyable evening of interaction for the sixth-, seventh- and eighth-graders in a socially

proper and safe setting. This experience also informs and prepares them for a higher level of decorum at social events in their future. “The lessons learned in cotillion open many doors for these young people for future social interactions, like college rush, interviews and business relationships. They can carry these skills with them for a lifetime,” said Mrs. Dykes.

Cotillion evenings seem to bring out the best in these handsomely attired young ladies and gentlemen. At one dance, an attentive circle of sixth graders are listening to Mrs. Dykes instruct them on the finer points of how to ask or accept the invitation to dance in a ballroom setting. “The gentleman will walk up to the lady and say, ‘May I have this dance?’ and the lady always accepts with a smile,” she reminds them, clearly explaining the rules. Even more than the concepts of how the lady is to place her hand on her dance partner’s shoulder or how the gentleman should turn and step, the underlying goal for these pre-teens and young teenagers is to live out honorable, mannerly behaviors as a standard in their daily lives.