

SEASONAL NEWSLETTER



Spring 2009
March, April, May

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

As we come to the close of another successful cotillion season, Anne and I would like to congratulate and thank each NLJC Director for your hard work and dedication. You have touched the lives of many children in ways that they may not yet realize but that will stay with them a lifetime. What NLJC offers does make a difference in the lives of young people across the nation, and we are proud to share the experience with all of you!

Charles and Anne Winters

In The News

Many NLJC Directors have learned that attaining dynamic publicity within their territories is key to building and sustaining a flourishing chapter. Naturally, parents will enroll their children in activities with which they are familiar. What better way to keep NLJC a familiar program than to keep it in the media!

Throughout the 2008-2009 Cotillion season, we have received reports from directors across the nation, whose chapters have been featured in magazines, newspapers, television news broadcasts, and advertisements. Thank you to each director who keeps us informed whenever you and your chapter receive media coverage.



Roma Graham's Holly Ball for NLJC's Greater Hattiesburg Chapter was beautifully featured in *Signature Magazine*, a prestigious, local publication. Roma has been a key director with NLJC for seven years, and she reports that media coverage is very important no matter how established the program because people take pride in their affiliation with programs that receive notification. Roma emphasizes that excellent media coverage assures parents that this is a worthwhile activity for their children, especially during the present economic conditions. She has reaped the benefits of saturating the media and is excited about upcoming media coverage her chapters expect to receive.



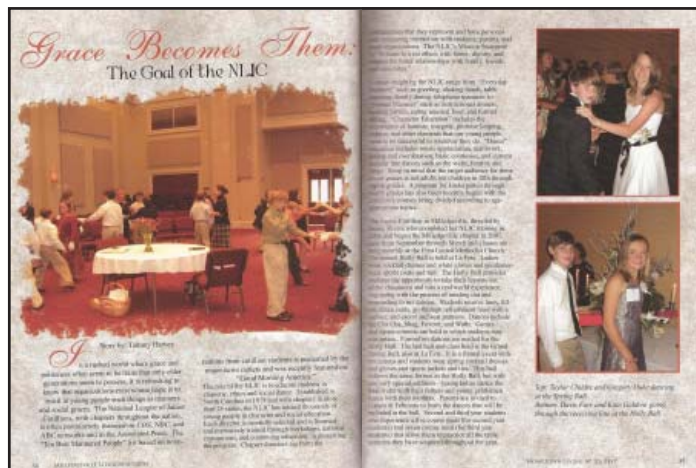


Jamey Rivers,
Director of NLJC's
Antebellum Chapter

Milledgeville Living Magazine published a fantastic article about NLJC's Antebellum Chapter, which is directed by Jamey Rivers.

The article not only displays beautiful pictures of the chapter's cotillion events, but also provides a detailed

description of the cotillion program. The writer begins the article by stating, "In a rushed world where grace and politeness often seem to be traits that only elder generations seem to possess, it is refreshing to know that organizations exist whose hope is to instill in young people such things as manners and social graces." To spread this valuable education, we must let our communities know about the NLJC program via the media outlets!



Edward & Diane Brooks

Congratulations to Edward and Diane Brooks and NLJC's Golden Triangle Chapter Cotillion students on their praiseworthy participation in the Florida Lakes Symphony Orchestra's *Gourmet Serenade*.

The following is an excerpt from a letter of appreciation the Brooks received from the founders of the Florida Lakes Symphony Orchestra. "Both of you played a very important part in making the *Gourmet Serenade* a great success! Diane, you, with your beautiful young Cotillion students and their excellent manners and stature, assured that the first impression upon walking through the door was one of elegance and refinement." What a terrific compliment to both Director and students!



Making Media Meaningful



*Phillip and Celia McCarter,
Director of NLJC's Fort Mill/
Tega Cay Chapter*

“As a new director, one of the best resources I have is the media. Every time the local newspaper prints an article, I receive 3-5 calls and emails from parents who want to register their children.

“In building a positive relationship with the editor, I always remember to thank him after he prints an article and comment about a specific aspect of the article (ie placement, size, photograph). Throughout the year, I bring baked goods ‘just because’ and gently remind him about upcoming events like the Winter Ball. As directed by the corporate office, I send monthly articles to him. However, I also include pictures of my most recent dances/classes which help my press releases stand out compared to other articles on the same page.

“Upon receiving permission from the Corporate Office, I

“Every time the local newspaper prints an article, I receive 3-5 calls and e-mails from parents who want to register their children.”

decided to work with the middle school newspapers. Once a month, I write a brief article entitled ‘Manners Minute’ with a short tip that I found on the NLJC website. I send a lengthier paragraph format and a shorter Q and A format so that it will always fit the space limitations of the newsletter. These articles help to keep my name fresh in the middle school parents’ minds. As an added bonus, the newsletter contacts have slowly become my biggest fans because I am providing a dependable service to them. Matter of fact, one middle school usually prints pictures of our dances and classes with the articles!

“In addition, I decided to give the tips to elementary schools because the parents would recognize my name on the Parents’ Reception invitations after reading my articles for an entire school year. My idea worked; I have quite a few 5th grade parents who cannot wait to register their students for next year’s season!

“I decided to contact the local television news station about the Winter Ball. I mentioned that this would be a great, feel-good story about middle school students who are happily interested in pursuing a different aspect of their education. The coverage they gave me was wonderful! Because it was a local station, the segment aired ten times between 6:00pm and midnight the Monday following the Winter Ball!”



This photograph was featured in an article about NLJC's Fort Mill/Tega Cay Chapter Winter Ball.

*Please utilize NLJC’s new Parents’ Reception Press Releases, which is attached along with this newsletter.

Spring Birthdays

MARCH

Stacey Smith	Prairieville, LA	03/05	Debbie Cox	Russellville, AR	03/16
Karen Miller	Jackson, TN	03/07	Carey Sue Vega	Oklahoma City, OK	03/16
Sara Fakoury	Camden, SC	03/08	Kelly Hastings	Greenwood, SC	03/20
Celia McCarter	Fort Mill, SC	03/10	Robyn Schroth	Winchester, VA	03/23
Joan Snodgrass	Austin, TX	03/10	Grace Merritt	Savannah, GA	03/29
Terri Corbett	Lawson, MO	03/11	Barbara Smith	Bristol, VA	03/29
Susan Mallios	Sugar Land, TX	03/14	Angie Ellis	Cordele, GA	03/29
Molly Sooter	Pineville, LA	03/14	Catherine Corey	Leawood, KS	03/31
Karen Bray	Pottsboro, TX	03/15			

APRIL

Suzanne Fisher	St. Petersburg, FL	04/01	Jenene Craig	Loganville, GA	04/17
Terri Machtel	Navarre, FL	04/02	Angie Mosley	Greer, SC	04/22
Elizabeth Tyson	Loganville, GA	04/08	Wendy Taylor	Southlake, TX	04/23
Elizabeth Ayers	Tampa, FL	04/10	Debbie Turton	Cordele, GA	04/24
Molly Kellogg	Tallahassee, FL	04/11	Lynette Sullivan	Columbia, TN	04/25
Vicci Rollins	The Hills, TX	04/12	Michelle Ly	Burke, VA	04/27
Lynda Ely	Warrenton, VA	04/14	Jessica Freeman	Hendersonville, NC	04/28
Eric Wellington	Arlington	04/15			

MAY

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

Reminders



Attached along with this newsletter is the Promotional Order Form, NLJC Handout #59, for ordering NLJC green promotional brochures for the 09-10 cotillion season. A brochure should be included with each trifold you mail. Remember to make copies of the handout before ordering brochures and place the original in your NLJC Handout Packet #25.



Also attached along with this newsletter is a new media release we want you to utilize. Upon receiving permission from the Corporate Office, Celia McCarter created the media release and found it to be a very successful tool for attracting media attention to the Parents' Reception.



Hope Sprinkle has a new NLJC telephone number. You can contact her at 336-627-3452.

Spring Timeline

APRIL TIMELINE (5-CLASS SCHEDULE)

- Send April press release to local newspapers.
- Pay quarterly taxes.
- Mail End of Year Statements to Corporate Office.
- Send Royalty Report and Student Registration lists to Corporate Office.
- Submit Spring Ball photos to NLJC for website and media
- Build classes to capacity by phone-network.
- Mail "Sorry We Missed You" letters if needed.

MAY TIMELINE (5-CLASS SCHEDULE)

- Send May press release to local newspapers.
- 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.



Pump up your Parents Dip Into Dancing night by inviting Lee Santos, NLJC's National Director of Dance. He recently attended NLJC's Jacksonville Chapter's Parents Dip Into Dancing night. Lee, with his enthusiasm and excellent dance instruction, was a huge success. Lee is available to all NLJC Directors, and we encourage you to plan ahead for him to attend your next Parents Dip Into Dancing night. You can contact Lee at 1-540-335-4800.

Pictured below is Lee Santos, NLJC's National Director of Dance, along with Heidi Latham and Elizabeth Anne Winters, Directors of NLJC's Jacksonville Chapter.

