



*Winter 2008*  
December, January, February

## *SEASONAL NEWSLETTER*

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

*Happy Holidays from NLJC*

*We send our most heartfelt blessings of joy and peace to you and your loved ones during this season of hope and celebration!*

*Charles and Anne Winters*

### *New Year Commitments*

So often in our New Year's resolutions, we make vows that are centered around ourselves: "I am going to exercise every day," or "I am going to read a new book every month." These resolutions are soon forgotten. This year, let us all make commitments that are focused on others. Let's ask ourselves, "What commitments can I make that will benefit members of my family or have a positive impact on others?" Take a moment each day to show kindness to those who provide us with services that we sometimes overlook - the person who delivers our mail each day, the cashier standing in a window each morning, the person who helps us with our bags or opens a door. These are the commitments that really count and that we are more likely to keep.

### *Holiday Hours*

Our office will be closed December 23, 2008 through January 2, 2008 for the holidays. If an emergency arises during this time, please call Charles at (704) 718-5053.

## 2009-10 Cotillion Season Jump-Start List

**REMINDER CARDS** **DECEMBER/JANUARY**- Reminder cards for the class after your Holly or Winter Ball should always be mailed two weeks prior to class, not handed out at the ball. Cards rarely find their way home to parents when handed out at the ball!

**ADVISORY BOARD** **JANUARY** - It is imperative to form a strong Advisory Board of 20-40 members. This is perhaps the most important item on the Cotillion Season Jump-Start List! **Use NLJC Handout #1.1 to list all of your schools. Use NLJC Handout #1a to choose members from each of the schools to make sure you have proper representation from each school. This is an essential step!** Host a tea, coffee, or reception for current board members and request recommendations for new students and new board members. Use **Handouts NLJC #37 and NLJC #33**. List names and phone numbers of new members you want to add to your current Advisory Board. (Remember, ask current members to remain on the board.) Set aside two weeks to call parents from the list. If you choose not to host an event, have a meeting with all members. You may serve light refreshments. Order copies of the NLJC Book of Electronic Etiquette to give to board members as a thank you gift for serving on the board.

**PRESS RELEASE** **FEBRUARY** - Send a press release (see training packet #4, Local Press Releases, for sample) to all local newspapers announcing the new Advisory Board for the upcoming season.

**PARENTS' DIP INTO DANCING** **FEBRUARY** - NLJC's Parents' Dip Into Dancing has become a hit with parents and has been a reason for increased numbers in second year student enrollments. Parents love to participate in their children's activities and are proud to see the accomplishments they've made. Letters to parents concerning Parents' Dip Into Dancing should be mailed no later than two weeks prior to the last class **before** the Spring Ball. Include a blue pre-registration card and student nomination form, NLJC #33, with the letter. See NLJC Training Packet #34A for a sample of the Parents' Dip Into Dancing letter and its contents. The schedule for holding the Parents' Dip Into Dancing is as follows: For Junior Cotillion, if your Spring Ball is held in March, Parents' Dip Into Dancing is held at the February class. If you are holding the Spring Ball in April, Parents' Dip Into Dancing is held at the March class. (Directors who are hosting a Winter Ball in January instead of a Holly Ball in December, usually host the Spring Ball in April instead of March.) Directors who teach the 5th grade program should hold the Parent's Dip Into Dancing at the January class before the King and Queen of Hearts Valentine Ball in February.

**2009-10 PARENTS' RECEPTION** **MARCH/APRIL** - The Parents' Reception should always be held in the Spring. Hold the reception as early as March, but never before the Spring Ball! A spring reception also allows the entire summer to increase your numbers and give parents the option to spread out their tuition payments.

**STUDENT TUITIONS** **MARCH/APRIL** - This season, we are suggesting that tuitions remain the same or only increase nominally, if any. Cotillion parents may be watching their budgets more closely than in years past. Please call Charles on his cell, 704-718-5053, if you feel you need to increase your tuition. Remember, never decrease your tuition!

**INVITATIONS** **MARCH/APRIL** - It is very important to send out a minimum of five hundred to one thousand invitations. There are five items to include in the invitation. The order they should be inserted is as follows: (1) Student Membership Card, (2) Parents' Reception Invitation, (3) Tri-fold, (4) Registration card, and (5) the green Promotional Brochure. Be sure to order the green promotional brochures from the Corporate Office when you order the other items for the invitation.

**PRESS RELEASE** **MAY** - Mail acceptance cards to children who will be attending the upcoming cotillion classes. Send a press release to your local newspapers announcing the upcoming Cotillion season. Parents of those who have received invitations will be excited that their children have been invited to attend this program.

**CALLS** **MAY THROUGH FIRST CLASS** - Work those phones! Begin working the phones for possible student enrollments. Calls directly to parents do make a difference! Personally call all of your last season students if they have not already signed up.

## Approved Music

<i>Everlife</i>	<u>Title</u>	<u>Artist</u>	<u>Dance</u>
	“Daring to Be Different”	Everlife	Slow Foxtrot/Waltz
	“Find Yourself in You”	Everlife	Fast Foxtrot
	“Go Figure”	Everlife	Fast Foxtrot
	“I Can See Clearly Now”	Everlife	Slow/Medium Foxtrot
	“Everything”	Michael Buble	Waltz
	“Here”	Rascal Flatts	Slow Foxtrot



## Cotillion Spotlight

### NLJC Reaches Mt. Everest



Peter Machtel and Jessica Machtel stand at the Base Camp of Mt. Everest, approximately 17,600 feet high. Peter is the husband of NLJC Director Terri Machtel, of Navarre, FL. Jessica is their daughter who is serving as a student assistant. Congratulations, Peter and Jessica, and thank you for representing NLJC.

## *Winter Birthdays*

### **DECEMBER**

<i>Shelia Hood</i>	<i>Duncanville, TX</i>	<i>12/03</i>	<i>Joyce Hodson</i>	<i>Harker Heights, TX</i>	<i>12/12</i>
<i>Mindy Coulter</i>	<i>Knoxville, TN</i>	<i>12/04</i>	<i>Tanya Morland</i>	<i>Houston, TX</i>	<i>12/12</i>
<i>Tammy Jowers</i>	<i>Dyersburg, TN</i>	<i>12/04</i>	<i>Cyndi Ritchey</i>	<i>Daytona Beach, FL</i>	<i>12/12</i>
<i>Wendy Mullins</i>	<i>Louisville, KY</i>	<i>12/06</i>	<i>Tory Wade</i>	<i>Farmville, VA</i>	<i>12/16</i>
<i>Jambriel Sowers</i>	<i>Falling Waters, WV</i>	<i>12/06</i>	<i>Gina Miller</i>	<i>Beulaville, NC</i>	<i>12/18</i>
<i>Lynne Winninger</i>	<i>Edina, MN</i>	<i>12/07</i>	<i>Janice Walters-Taylor</i>	<i>Blairsville, GA</i>	<i>12/21</i>
<i>Norma Sue Reed</i>	<i>Hattiesburg, MS</i>	<i>12/07</i>	<i>Elaine Busey</i>	<i>Clarksville, TN</i>	<i>12/22</i>
<i>Debbie Scully</i>	<i>Chapel Hill, NC</i>	<i>12/07</i>	<i>Mary Kennerty</i>	<i>Mt. Pleasant, SC</i>	<i>12/27</i>
<i>Kimberly Michael</i>	<i>Dickson, TN</i>	<i>12/10</i>	<i>Terri Byers</i>	<i>Shelby, NC</i>	<i>12/29</i>
<i>Cindy Oates</i>	<i>Wilmington, NC</i>	<i>12/10</i>	<i>Jackie Cofield</i>	<i>Auburn, AL</i>	<i>12/29</i>

### **JANUARY**

<i>George Floyd</i>	<i>Anchorage, AK</i>	<i>01/05</i>	<i>Deborah Dunlap</i>	<i>Mequon, WI</i>	<i>01/22</i>
<i>Marisol Foster</i>	<i>Austin, TX</i>	<i>01/08</i>	<i>Joan Caughman</i>	<i>Russellville, AR</i>	<i>01/24</i>
<i>Page Rhoad</i>	<i>Alpharetta, GA</i>	<i>01/08</i>	<i>Beverly Gilbert</i>	<i>Jonesboro, AR</i>	<i>01/29</i>
<i>Betty Hancock</i>	<i>Tupelo, MS</i>	<i>01/11</i>	<i>Autumn Short</i>	<i>Union, KY</i>	<i>01/29</i>
<i>Cindy Cumbo</i>	<i>Clinton, NC</i>	<i>01/12</i>	<i>Michelle Chatagnier</i>	<i>Houston, TX</i>	<i>01/30</i>
<i>Shelley Richardson</i>	<i>Southaven, MS</i>	<i>01/13</i>	<i>Ann Achiu</i>	<i>Burke, VA</i>	<i>01/30</i>
<i>Sherri Darnell</i>	<i>Franklin, TN</i>	<i>01/16</i>	<i>Marilyn Brooks</i>	<i>Lincolnton, NC</i>	<i>01/31</i>
<i>Roma Graham</i>	<i>Hattiesburg, MS</i>	<i>01/21</i>			

### **FEBRUARY**

<i>Jean Ann Michie</i>	<i>Purcellville, VA</i>	<i>02/10</i>	<i>Kathy Wood</i>	<i>Hickory, NC</i>	<i>02/25</i>
<i>Connie McKenzie</i>	<i>Houston, TX</i>	<i>02/13</i>	<i>LaVonna Kress</i>	<i>Loveland, CO</i>	<i>02/26</i>
<i>Lori Vandell</i>	<i>Raleigh, NC</i>	<i>02/18</i>	<i>Susan Armistead</i>	<i>Charlotte, NC</i>	<i>02/28</i>
<i>Manal Schmutzer</i>	<i>Riverside, CA</i>	<i>02/23</i>	<i>Paige Greene</i>	<i>Americus, GA</i>	<i>02/28</i>

We apologize if you had a birthday in December, January or February and your name does not appear above. However, we probably do not have your birthday in our system. Please send a note to our office with this information.



**CLASS DVDs** It has always been an NLJC policy to implement procedures to ensure we maintain the highest level of quality possible in all established NLJC chapters. We do this as a method to enhance each program and to help NLJC directors. It is for this reason we require each *FIRST YEAR DIRECTOR* to send photos and a DVD of the first class. If a DVD was not taken, please send in a recording of the next class. All *DIRECTORS BEYOND YEAR ONE* should send a copy of a class of their choosing. (Ball DVDs may be sent in addition to the class DVDs.) DVDs are used for training, marketing, program development, and promotional purposes; therefore, they are an essential part of the NLJC program.

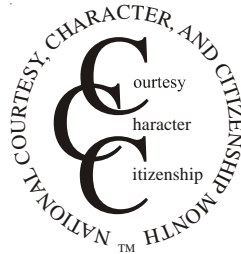
**HOLLY/WINTER BALL PHOTOS AND DVDS** Don't forget to send us photos from your Holly or Winter Ball. We need great photos of the students dancing, practicing etiquette skits, going through the refreshment line and playing the games. Mail us your photos before the end of January in order for them to be included on the website, in national media publications, and be seen by all Junior Cotillion members nationwide. Also, if this was your first Holly or Winter Ball, remember to send the DVD of the event to the Corporate Office as soon as a copy is made.

# *National Courtesy, Character and Citizenship Month*

## **PREPARING FOR NATIONAL COURTESY, CHARACTER & CITIZENSHIP MONTH**

In the previous newsletter, we included preparations for the upcoming Courtesy, Character, and Citizenship Month. We have listed them again as a reminder.

Please review your materials for CC&C month thoroughly. You will need to have your agenda outlined for CC&C Month well before February. Now is the time to contact your mayor, school principals and teachers.



- November - Send out letters and sample proclamation to mayor. Ask mayor for an appointment to discuss National Courtesy, Character, and Citizenship Month with him/her. Take NLJC students with you because it makes a great impact. Ask the mayor to attend the January or February class to speak on “The Importance of Using Good Manners as a Public Servant.”
- December - After confirmation from the mayor, send letters and a copy of the mayor’s proclamation to the school superintendent and school principals.
- January - Send out press releases to local media outlets. Make yourself available for interviews.
- January - Make copies of the flyers and distribute them around town at grocery stores, banks, schools, churches, etc.
- One week prior - Deliver a copy of the “Making a Difference Day by Day” and the “Characteristics of a Noble Character” handouts to schools and churches that plan to participate.



**BEST  
MANNERED  
PEOPLE** In 2005, Peyton Manning received first place as recipient of NLJC’s Ten Best Mannered People award. If you do not have a copy of Mr. Manning’s thank you letter, please request one from the Corporate Office. You will need to frame the letter and place it on your Correspondence table at your Parents’ Reception.

# *Winter Timeline*

## **DECEMBER TIMELINE**

*(5-CLASS SCHEDULE)*

- *Send December press release to local newspapers.*
- *Send Royalty Report & Student Registration lists to office postmarked by 10th of month.*
- *Pay quarterly taxes.*
- *Send reminder card to sports speaker for January Dance.*
- *Mail January Reminder Cards.*
- *Order corsages and boutonnieres; allow two weeks.*
- *Order centerpieces for refreshment table; allow one week.*
- *Order thank you gifts for board members; allow three weeks.*
- *Mail Director and Student Ten Best Mannered List to the Corporate Office.*

### **Prepare Ahead...**

- *Wrap prizes and favors for Holly/Winter Ball.*
- *Mail chaperone reminder cards.*
- *Prepare for a tea in February for current board members and request recommendations for new students and new board members.*

## **JANUARY TIMELINE**

*(5-CLASS SCHEDULE)*

- *Send January press release to local newspapers.*
- *Organize financial records and monthly receipt folder for taxes.*
- *Send Royalty Report & Student Registration lists to Corporate Office.*
- *Submit photos from your balls and classes to Corporate Office.*
- *List names and phone numbers of people you want to be on your Advisory Board.*
- *Set aside two weeks to call parents from the list of possible board members that you wrote down in your classes. (Refer to the first page of your "Procedures and Guidelines for Forming Advisory Boards, Parents' Receptions, Increasing Enrollment" packets.)*
- *Get names from all available sources for enrollment - schools, parents, etc.*
- *Have students submit Best Mannered Teacher essays and pick award winners.*
- *Host tea for new and former board members and remind them to bring names of prospective board members.*
- *Send Cotillion parents the Dip Into Dancing letter two weeks prior to the class before the Spring Ball. Enclose a blue pre-registration card. (Training Pack 51.)*
- *Pass out "What Junior Cotillion Means to Me" if you did not at the last class. Have students submit their essays to the Corporate Office no later than March 31st.*

### **Prepare Ahead...**

- *Set next season's schedule and book facilities - especially ballrooms.*
- *Mail chaperone reminder cards for February class.*
- *Schedule Parents' Reception and book facility.*

## *Winter Timeline Continued*

- Hand out blue pre-registration cards (Training Packet 51) at your next class in addition to including them in the letter with the Parents' Dip Into Dancing info.
- Order student certificates to award at Spring Ball and send a copy to the Corporate Office (Standards Manual 27).
- Have Spring Ball invitations printed (Standards Manual 22) and send a copy to the Corporate Office.
- Have Instructional Dinner menu cards printed (Standards Manual 24).
- Make necessary preparations for National Courtesy, Character and Citizenship Month.

### **FEBRUARY TIMELINE**

(5-CLASS SCHEDULE)

- Send February press releases to local newspapers.
- Begin recruiting names for new students.
- Confirm new board members.
- Arrange with teacher and media source to award Best Mannered Teacher certificates at Spring Ball.
- Have Best Mannered Teacher certificates printed with winners' names. Mail congratulations letter inviting them to the Spring Ball. Mail letters to students, teachers & principal.
- Collect student recommendations and blue pre-registration cards at class.
- Send press release announcing National Courtesy, Character and Citizenship Month and have the mayor make a Proclamation of the event.
- Send Royalty Report postmarked by 10th of the month.

### **Prepare Ahead...**

- Wrap Spring Ball favors and prizes.
- Order corsages and boutonnieres; allow 2 weeks.
- Order centerpieces for head and refreshment tables; allow 1 week.
- Mail chaperone reminder cards for ball (Standards Manual-25).
- Create place cards and table seating chart for Instructional Dinner.
- Review Instructional Dinner packet and transparencies.
- Re-confirm Instructional Dinner menu with facility and set server guidelines.
- Order pink and blue registration cards (Standard Manual 14,15).
- Have membership invitations printed; order NLJC green promotional brochures.
- Address, or hire someone to address, membership invitations.
- Have Spring Ball dance cards printed, colored and tied; allow 2 weeks.
- Send copy of dance card to the Corporate Office.
- Order favors for Spring Ball; buy prizes for contests.
- Book DJ for Spring Ball if you are using one.
- Mail chaperone reminder cards for ball.
- Submit trifold info and Parents' Reception invitation from printer to the Corporate Office.

**REMINDERS  
AT A GLANCE**

- Remember to send NLJC Handout #1.1, listing all schools in your territory, to Corporate Office no later than May 31st each cotillion season.
- Send a press release to each newspaper in your territory in February announcing new Advisory Board Members each cotillion season.
- ASCAP dues should be mailed if you have not mailed them already.



## *Spring Ball*

The theme for the 2008-2009 Spring Ball is:

### **The Oriental Evening Ball**

Instructions for the Oriental Evening Ball are in packet #34c.