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Winter 2009

EASONAL NEWSLETTER

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

This is a special installment of our seasonal newsletter. The purpose of this installment is to showcase techniques that some of your fellow directors have found useful. We hope you will review and consider these techniques as you prepare for the 2009-2010 Cotillion season.

Charles & Anne Winters

Congratulations



Congratulations to Tyler and Amy McAfee on the birth of their son, Aidan Keehn, on December 7, 2008. Aidan weighed six pounds, twelve ounces. The proud big sister is Allison. Amy is the director of the Cypress Chapter and Katy Chapter in Texas.

Thoughts and Prayers

NLJC sends our condolences to Pansy Stewart in the loss of her mother. Pansy is the director of the Greater Sumner County Chapter in Tennessee.

Corrections

Susan Armistead is also a member of the "2000 Club." Since the 2003 - 2004 Cotillion season, she has taught 3,494 students. Susan is the director of the Mecklenburg County Chapter in North Carolina.

Advisory Board Selection Process



*Susan Armistead is the NLJC
Director of Mecklenburg County
Chapter in NC.*

Selecting good Advisory Board members is key to a successful Cotillion season. The process takes time, but it's well worth the effort. I have found the best "board moms" have participated in the program and are better cheerleaders for Junior Cotillion than a mom who is new to the program.

I normally begin my calls in November and call up to mid December. The calls resume as school resumes in early January. My invitations go out by the end of February. Therefore, my goal is to have all the "board moms" in place by mid January.

For small schools, I am usually happy to have one well known "board mom." However, for medium to large schools, both public and private, I strive to have a "board mom" for the girls and a "board mom" for the boys.

For very large elementary schools, I am not necessarily interested in the entire 5th grade. I am interested in good names of families who would have an interest in the program. Moms from the smaller schools send the entire 5th grade list.

When I talk to potential "board moms," I start by saying I enjoyed having their older child and hope the child is doing well. I then say I am looking forward to meeting the younger child and hope they are planning to enroll him/her. When they say "Yes," I talk about the process of getting the list of children to invite, and I explain that we want her son or daughter to come with friends for a good Cotillion experience. I ask if she would help ensure that by helping me gather the names of children to invite. I offer several options for getting names to me (e-mail, US mail, I can come get them, or they can drop the names by my house). A majority of my names come by e-mail.

As a director in a larger city, I have come to heavily rely on several things to help in my search for good Advisory Board members. I hope the following tips will prove helpful for my fellow directors:



During your current season, spend a few minutes with your chaperones. You will get a good sense of how they feel about the program. If the parent is very complimentary and enthusiastic, go home and make a note in your data base. If there is a sibling coming along, this will be valuable information as you compile that year's Advisory Board. If there is not a sibling, it still may help you to have a name to call if you need help.



Check the chaperone list prior to class and make a note if there is a sibling currently in the 5th grade. Make a point to spend a few minutes with that mom to see if she may be interested in helping you. Go ahead and ask her to be on your Advisory Board if you feel good about it. I have successfully done that many times. They are in the class while you are teaching and can see what goes on. It's never too early to ask!



Work the list of current students with a sibling who is a year younger. The program is fresh in the minds of these families, and they are normally planning on having the younger child participate. It may also help you encourage the parent to enroll the current student in the Year 2 program.



If you can, determine which moms are heavily involved in the school. PTO presidents or active room moms are wonderful "board moms" Sometimes you have to ask around to find this information.



As you review your sibling list, certain names you know will be great will jump out. Sometimes the sibling names don't ring a bell. Therefore, any notes in your database may jog your memory. If you don't feel good about the rising 6th grade list, go to your current board members and ask for their help or input. They probably know the good moms in each elementary grades. I have often gotten great moms who are new to the program from my "board moms" or from a mother currently in the program.



If you have one "board mom" in place and are having trouble with the other, ask the existing mom to help you. She will have great ideas.



If you have to get a referral for a new mom who has not participated before, be sure the mom who gives you the referral is willing to call and make the introduction. The new mom will be expecting your call and will have an idea of what Cotillion is. This is very important!

Tip from Charles and Anne: Always ask current board members to submit new names of rising 6th grade mothers using the NLJC Handout # 37 "Advisory Board Recommendations." Give them a deadline (January 30). Call them on January 15 to see how they are doing. On February 1, call and extend the deadline to February 15. Experience tells us that it takes about three phone calls to motivate the average board member. Don't be discouraged.

Advisory Board Brunch



Sara Seiberling is the NLJC Director of the Belle Meade/Green Hills & Brentwood/Franklin Chapters in TN.

impress that I need all the names and addresses for their school because we don't want anyone to be left out and have hurt feelings!

The invitation lists are due one week before the brunch for a reason -- the procrastinators find it difficult to come for a free lunch if they haven't turned in their lists, and they will always bring them on the day of the brunch. Use the brunch as a sales meeting. If they leave fired up, they will fire up the parents who ask them questions.

Pre-Cotillion Perks



Molly Kellogg is the NLJC Director of the Leon County Chapter in FL.

First, clear your calendar for an entire week. This may sound impossible, but do the best you can. Book an Advisory Board Brunch or a similar event 4-6 weeks ahead.

Start with last year's Advisory Board list and figure out who has children the right age for the upcoming year. I always check the attendance of their child. If the child has missed a lot, you won't receive much enthusiasm from them next year. If their child attended regularly, tell them about the brunch and ask them to remain on the Advisory Board.

For those who don't have the right aged children for next year, ask them to recommend a replacement. Have them call the potential board member first and explain what is involved. After the person agrees, I give them a welcome phone call and mail them information. Outgoing and incoming members are invited to my brunch, so I mention it at that time.

If you are calling someone brand new to the program, make sure they have already spoken to someone who has had a child in Junior Cotillion. I don't ask them to "serve" on my Advisory Board because it sounds too time consuming. I simply ask them to help me by being a contact person from their child's school so the parents will recognize a name on the invitation. Then, I

The Pre-Cotillion program was something I decided to add to my chapter because parents asked me to. I had done one season of Junior Cotillion, and I kept getting asked, "When are you offering a program for younger students?"

Adding the Pre-Cotillion program to my chapter was a good decision for many reasons. The first is that it offers something to a family that is traditionally not available to students at a young age. Therefore, it is unique. The second is that the program grows with the students so you have the same students enrolling every time they advance to a new level of Pre-Cotillion. The third is that it sets up students for future Junior Cotillion participation, making yearly recruitment of new students a little easier. The fourth and final reason is that the program is just plain fun. There is nothing like interacting with students when Peanuts walks in the room. The children love the games, songs, and activities. Most of the time, they don't realize they are learning manners at all! Parents love the Pre-Cotillion program, and they become ambassadors for all the programs you offer, which as we all know is priceless.