

Toll-free B.C. Federation/SQUAREUPB.C. INFOLINE Report

to the Annual General Meeting of the B.C. Square & Round Dance Federation
Penticton, August 7, 2015 – by Brian Elmer

We continue to have in service the informational and promotional tool that we call the Toll-free INFOLINE at 1-800-335-9433.

Our INFOLINE number was transferred in early July from the home of volunteers Roy and Janet Ballam in Coquitlam to the home of Brian Elmer & Rosalyn Garnett in West Kelowna. Roy and Janet handled the service for us for 7 years for which the Federation is most grateful.

We engage Telus for the service and the co-ordinator or “owner” on file with them is our Past-President, Nick Turner, of Williams Lake. Nick has assisted in the re-direct of the number and has now ensured that our Telus account statements go by mail to our current Treasurer, Pat Zeeman, in Victoria. Nick investigated the possibility that the statements could be sent to us electronically by e-mail. The company will not do that for businesses. Although we’re a non-profit, to them we’re a task-oriented business.

Since the recent transfer of the INFOLINE, the record of calls received remains the same as that presented at the March 28 B.O.D. meeting in Abbotsford. That report is reproduced below.

The intent of the INFOLINE is to be a resource for dance information and a central phone number that can be part of new dancer recruitment. It’s particularly useful when our regional dance associations reach out to new dancer prospects and can use the number rather than issue a long list of contact names and cities where more information can be acquired.

The Federation furnishes the INFOLINE number in its paid advertising and promotions such as the “Prescription for Better Health” brochure and at the close of our video “Dancing Keeps You Young.” It’s also used in our social media avenues.

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Toll-free B.C. Federation/SQUAREUPB.C. INFOLINE Report, continued

See it in use with the following online materials:

Promotional “landing page” for ad campaigns:

www.TakeMeDancing.squaredance.bc.ca

Promotional brochure:

www.BetterHealth.squaredance.bc.ca

Promotional video:

www.DancingKeepsYouYoung.ca

The INFOLINE needs information to disseminate, so include it on your distribution list for posters and other dance information, especially details on new dancer sessions. Send details by e-mail to: brian@squaredance.bc.ca or mail to: 3377 Tarragon Court, West Kelowna, BC V4T 1B3

Also remember to keep our webmaster, Frank McNeil, informed. He is the recipient of inquiries sent to info@squaredance.bc.ca. Send information to that address or to Frank’s e-mail at: fitfrank@shaw.ca

TALLY OF CALLS RECEIVED - Period: March 2014 to July 2015

New dancers	2
Dancer seeking location of dance	3
Re Moving & Grooving	1
Wanted Demo	1
One night stand	7
Miscellaneous	<u>11</u>
Total for 12 month period	25

One or two calls might have been missed on the answering machine while away from home.