

TOLL-FREE INFOLINE REPORT **PLUS E-MAIL CORRESPONDENCE & FACEBOOK INQUIRIES**

Report to the Board of Directors Meeting of the B.C. Square & Round Dance Federation, Abbotsford - April 7, 2018. By Brian Elmer, volunteer receptionist

Note that this report contains active internet links that should be “clickable” as long as the document is in electronic form

Background

The B.C. Square and Round Dance Federation’s toll-free INFOLINE was established many years ago as an overall source of dance information via telephone for the dance community and the general public.

The number 1-800-335-9433 “re-directs” to the home of volunteer receptionists Brian Elmer and his wife, Rosalyn Garnett, in West Kelowna. Contracted with Telus, charges incurred to the number are billed to the treasurer of the Federation. The number is only supposed to connect within B.C.

Inquiries also come via e-mail and those are documented below. Some of those were prompted by persons viewing the promotional “landing page” when they click on paid advertising (SquareDanceFun.info) or free publicity (such as on Twitter) done by SQUAREUPB.C.

Additional inquiries sometimes come to us through the B.C. Federation’s Facebook page (<https://www.facebook.com/BCSquareAndRoundDanceFederation>) and those are documented below, if any.

Note that the Canadian Square and Round Dance Society also maintains a toll-free information line which is 1-866-206-6696. At this point, the number connects calls from the U.S. although that might be halted in the near future (see below). The volunteers on the end of that line are B.C. Federation members Ron and Jan Mills of West Kelowna.

Note that the previous INFOLINE call-tracking report from March 30 to July 1, 2017, prepared for the July 7 AGM in Surrey, can be read online at:
<http://www.squaredance.bc.ca/images/agm2017/InfolineReport-AGM-Surrey-July7-2017.pdf>

INFOLINE Call-tracking – July 2, 2017 to March 17, 2018

As calls come in to the INFOLINE, an effort is made to document each, noting the name of the caller, the nature of the inquiry and how the inquiry was satisfied. For cost efficiency, most responses are sent by e-mail when queries cannot be answered immediately over the phone.

For privacy purposes, names and contact information have been abbreviated or deleted. That information can be furnished to eligible persons through a request sent to dancinglikethestars@gmail.com

The following list of calls received is chronological:

Sun. July 2, 2017 - 4:09 pm – Call from Donna C. of Qualicum Beach near Parksville. She regrets that she and her brother, Barry D., have to cancel their Festival registrations due to unexpected health reasons affecting her. Apart from paying for their registrations, they also bought badges or dangles. Donna understands that a penalty probably applies to their sudden cancellation but wants the Festival organizers to know that they will not be attending.

Resulting action: The Festival 2017 Committee was contacted by e-mail and asked to attend to this, confirming the cancellation with Donna by e-mail or phone.

Contacts: Donna C. - E-mail: *available by request* - Phone: *available by request*

Tues. July 4, 2017, 10:17 am – Call from Kathryn H. of Penticton – *Phone no. available by request*

The caller and a friend named Linda are interested in learning the two-step this fall in Penticton.

Notable was the fact that she and Linda discussed learning to two-step and Linda offered to look up dance instruction in Penticton on the internet. She proceeded to do so on computer equipment at the Penticton Drop-In Centre. Seeing our Federation's INFOLINE number, she passed it along to Kathryn and had her place the call.

Action taken: They were put in touch with the Penticton round dance cuer-teacher for the R & R Rounders.

Wed. July 5, 2017 – 9:06 am - Call from Oscar & Linda S. of Chilliwack – *Phone no. available by request*

This call was missed and went to the answering system but the phone tracking showed the calling number.

Resulting action: Their call was returned at 4:40 pm the same day and they were invited via their message system to call back on the toll-free line. It's possible that they were en route to the Festival in Surrey because the call was not returned.

Wed. July 5/17 – 10:09 am – A dancer named “Crystal” in Vernon, a Festival 2017 registrant, called to inquire if there will be food concessions on-site in buildings at the fairgrounds in Surrey.

Resulting action: She was assured that there would be. She also re-confirmed driving directions, referencing the instructions found on the Festival's web page.

Resulting action: It was resolved that the best parking and proximity to the two main dance halls would be to turn at 60th Avenue off 176th Street.

Thurs. July 6, 2017, 8:41 am – Call from Festival 2017 Co-Chair Wendy Krueger with an update on Festival details such as on-site concessions and RV camping for the INFOLINE'S use. 778-878-4244

Sun. July 9, 2017, 9:27 am – Call from Karen F-N. of White Rock to inquire about the availability of tickets to the Festival 2017 Trail-Out Dance in Abbotsford which are by advance sales.

Resulting action: Although tickets will be available at the door if they don't sell out, she was directed to call organizer David McVige and ask. By e-mail, she was sent a web link to a Google Map showing the exact location of the venue, the Abbotsford Social Activity Association hall. Karen dances with the White Rockers club. *Phone no. & e-mail address available by request.*

Tues. July 25, 2017, 9:17 am – Call from Dawn H. of the Ocean Waves square & round dance club in the Comox Valley requesting details on the B.C. Federation dues. She is the club's Vice-President and is preparing dues information for the membership. She was aware that a change in the rates was pending.

Resulting action: A request for dues information as decided upon at the July 7 AGM in Surrey was sent to the Executive members of the Federation. Secretary Carla Gyle responded to say that full details will be available soon in the minutes. In the interim, Treasurer Pat Zeeman e-mailed to say that the dues were set at \$7 per dancer/caller/cuer/club/association for the 2017/2018 dance season then \$10 relative to each for the 2018/2019 season. That information was e-mailed to Dawn in the early evening on the same day. *Caller's phone no. & e-mail address available by request.*

Fri. August 4, 2017, 11:21 am – Call from Helen M. in Nanaimo to ask how to acquire some of the Federation's brochures entitled “Today's Square Dancing, You'll be Surprised!”

Resulting action: She was informed that Dennis Sutton of Sidney has them whereupon she agreed to contact him. Her desire is to pick them up when attending the Penticton Peachfest Square Dance Festival in early

August, dependent upon Dennis or another person taking the brochures for transfer. *Caller's phone no. available by request.*

Wed. Aug. 9, 2017, 10:54 am – Call from Maureen W. of the Surrey Square Wheelers seeking more information about SQUAREUPB.C.'s paid Facebook advertising because the club is interested in supplementing the funding for greater impact.

Resulting action: By e-mail, she was sent more detail about the advertising and the club decided to proceed with boosting their club ad's effectiveness. *Caller's phone no. & e-mail address available by request.*

Wed. Aug. 23, 2017, 11:09 am - Call from Kathryn H. of Penticton seeking the contact number for the R & R Rounders round dance club in that city. She wanted to add another lady's name to the list of persons planning to attend the fall start-up of lessons.

Resulting action: She was given the telephone number of the cuer/teacher, Regine Anderson, leader of the dance club. *Caller's phone no. available by request.*

Sun. Sept. 17, 2017, 12:35 pm – Another call from Kathryn H. of Penticton to inquire if the local round dance club, the R & R Rounders, will be conducting any round dance demos in the city. She was given the phone number to call the club cuer and instructor, Regine Anderson. By e-mail, Regine confirmed that only a drop-in Open House was planned to take place on Sept. 24. *Caller's phone no. available by request.*

Mon. Sept. 25, 2017, approx. 3 pm – Elementary school teacher Darquise P. called from Belgo Road elementary in Kelowna seeking square dance instruction in the fall of 2017 for all grades at her school (K to 6). She was connected with a caller and engaged him for 8 full-day sessions plus a rehearsal and performance day where the children will square dance to Christmas music as the school's holiday concert. School phone: 250-870-5115.

Tues. Oct. 17, 2017 – 4:40 pm – Call from Melanie Mac. of Victoria to offer a donation of dance wear to Victoria area dancers, including crinolines, dresses and skirts. An e-mail response was sent Oct. 24/17, delayed by a vacation absence by INFOLINE volunteers. That e-mail served as both a response and notice to area dance club leaders of the offer. Dennis Sutton of Victoria responded to say that his dance community would follow up. *Melanie's phone no. & e-mail address available by request.*

Copy of response sent by e-mail:

Hello Melanie:

Thank you for your telephone call of about Oct. 17 to the B.C. Square & Round Dance Federation's toll-free INFOLINE.

Apologies for this delayed response but my wife and I are volunteer receptionists for the INFOLINE and we were out of the country on a 1-week vacation at the time of your call.

Your offer to donate dance wear such as crinolines, dresses and skirts will surely be appreciated by Victoria area dance clubs. They often conduct "new 2 U" sales of dance wear and accessories with proceeds supporting their non-profit operations.

This message is being "cc'd" to leaders in the regional dance association as well as the individual clubs to inform them of your offer.

Please let us know the outcome.

Thanks for presenting the dance wear for re-use. It will be received well by the dancers.

Brian Elmer (Rosalynd Garnett)

Volunteer INFOLINE receptionists, West Kelowna - brian@squaredance.bc.ca - 1-800-335-9433

Mon. Nov. 6, 2017 – 4:45 pm – Call from a woman named Vincenza of Vancouver who wonders if we know about any drop-in style old time square dancing coming up on Fri. Nov. 10 in Vancouver. She would like to enjoy a fun, no-lessons required square dance event in her city. She was phoned within about 4 hours of her initial call to ask for more detail about what she was seeking then an extensive reply about old and new forms of square dancing was sent by e-mail. It was learned that an old-time square dance group does hold

dance parties monthly on a Friday night in the city (the Wise Hall, 1882 Adanac St.) and that information was passed along including details on Federation member clubs that might interest her. *Caller's phone no. & e-mail address available by request.*

Copy of response sent by e-mail:

Hello Vincenza, it was a pleasure to speak with you by telephone as a result of your inquiry about old time square dancing to our toll-free INFOLINE.

Although there's no old time square dance this coming weekend, I've learned that there's a monthly old-time square dance in Vancouver taking place at the Wise Hall, 1882 Adanac Street ([Click here for map link](#)). The next dances are **Fridays** at 8 pm Dec. 8/17 and Jan. 5/18. [Click here](#) for a 43 second YouTube sample of the style of dancing from October, 2013. [Click here](#) for tickets through "Brown Paper Tickets."

A young fellow named Paul Silveria (calling himself "Professor Banjo") calls old-time square dances. See his home page on the web at:

<http://www.professorbanjo.com/>

See their dance calendar at the following link:

<http://www.professorbanjo.com/calendar/>

Also, some research has revealed a new member club in our provincial organization as well as a couple of square dance clubs that offer short-term lessons. They're located in Chilliwack (dancing Saturday nights), New Westminster (dancing Monday afternoons) and in Aldergrove (dancing Sunday afternoons).

The Chilliwack group, called the Chilliwack Barn Dance Club, is the newest and perhaps the closest to what you are looking for but I note that the latest postings on their web page and Facebook page are about a year old. (I've fired off an e-mail to them to inquire about their status.)

Their information shows that they include "Contra" dancing in their program, which is considered an early form of the square dance, where couples form facing lines then they dance across and up and down the lines.

Their promotion information reads as follows:

"Everyone is invited to come to a Barn **Dance!** All ages are welcome, and no **dancing** skills are required."

"Fun and friendly social **dancing**. No partner needed. Beginners welcome. Come join us!"

See web & Facebook pages for the Chilliwack Barn Dance Club as follows:

<http://chilliwackdance.com/>

<https://www.facebook.com/chilliwackdance/>

Here are links to the most recent information for two of our clubs that dance today's style of square dancing and these ones will cater to short term participants:

New Westminster:

<http://squaredancefun.squaredance.bc.ca/index.html#Century>

Aldergrove:

<http://squaredancefun.squaredance.bc.ca/#GuysNGalsSquareDanceLessons>

That square (& round) dance this Friday night at the Edmonds Community Centre (8 to 9:45 pm) will be a good example of modern western square dancing. Today's style of square dancing is tiered according levels of challenge and the amount of time you can commit to learning. While "Mainstream" is the main program level at which most dance, the Friday night event will be at the "Plus program" level--a little more challenging. Caller Steve Edlund is excellent and will give the dancers a great time.

Under our program structure, square dancing has a companion dance called the round dance. It's basically choreographed ballroom dancing where the dancers move to live cues. This Friday night at the same event, there will be a half hour of round dancing from 7:30 to 8 pm with a young lady named Heather Reynolds as the "cuer." Heather will continue to cue round dances at intervals during the square dance portion.

There's no charge for spectators and the dance will close with refreshments including muffins--hence the event's name "Muffin Madness." The poster for it is attached in PDF-format.

I did find more information about the old time square dance movement that's popular in Seattle and they've held some well-attended dances in Vancouver. They call it "Dare to be Square West."

See more about the Seattle group--going by the name "Seattle Subversive Square Dance Society"--at the following link (be sure to play their video to see all the fun):

<http://www.oldtimeseattle.com/ssss.html>

Link to Dare to be Square West Portland, Oregon, group (there's a 3-day dance weekend there this coming weekend):

<http://www.daretobesquarewest.org/>

Another good video about Dare to be Square West (from 2013) can be seen on YouTube at the following link:

<https://www.youtube.com/watch?v=RP5WjL8G8Kc&t=212s>

Link to information about the "Nimble Fingers" workshop planned for Vancouver, B.C. in August, 2018:

<http://www.nimblefingers.ca/>

If you attend the old time dance on Dec. 5 or Jan. 8, I'd love to hear how you find it, please!
Thanks, again, for your inquiry to the INFOLINE.

Brian Elmer (Rosalyn Garnett), West Kelowna
Volunteer Receptionist
Toll-free INFOLINE (1-800-335-9433)
B.C. Square & Round Dance Federation (www.squaredance.bc.ca)
brian@squaredance.bc.ca

Wed. Jan. 17, 2018 – 10:43 am – Call from a woman named Lorraine S. in Vancouver to ask about the registration fee scale for Festival 2019 in Salmon Arm and how to access a registration form (she doesn't have internet). Lorraine dances with the Swinging Singles in Burnaby and the Wheeling Eights in Surrey. *Caller's phone no. available by request.*

Response:

A message was left on her answering system detailing the registration fee schedule with deadlines and she was given the phone number for Festival Registrar Carla Gyle in West Kelowna. It was suggested that Carla would be able to furnish a registration form by mail.

Thurs. Jan. 18, 2018 – 4:32 pm – Voice message from a woman named Carol (David) J. in Aldergrove who's seeking a caller-teacher/entertainer for her daughter's Sat. April 7, 2018, wedding reception in East Abbotsford. *Caller's phone no. & e-mail address available by request.*

After replying by e-mail, it's assumed that the caller decided that the need for guests to consume little or no alcohol prior to the square dance instruction wouldn't be a good fit for the wedding reception. No further communication was had. Copy our response – 10:04 pm same day by e-mail:

Hello Carol from the B.C. Square & Round Dance Federation.

Thank you for calling our toll-free INFOLINE to inquire about accessing one of our caller-teacher/entertainers for your daughter's wedding on April 7 of this year.

We surely can identify a caller-teacher for the purpose.

There are several that I have in mind but it would be nice to have a little more information before approaching them, please.

Such information involves answers to the following questions:

1. It's obviously for the wedding reception that you want the caller. Is the square dancing the prime entertainment for the reception?
2. What are the names of the engaged couple?
3. Are the wedding party and all the guests absolute newcomers to the square dance recreation, needing instruction in the basics?
4. At a recent 60th birthday party celebration that incorporated square dancing for absolute newcomers, the dancing/instruction started at 8:00 pm and ran until 9:45 with a 15 minute break at the 45 minute mark. What start time and end time do you envision?
5. The square dance as a dance form involves a lot of directional left/right, forward/back instruction and requires good balance. It's advisable that participants consume little or no alcohol prior to the dancing. Does this fit your plans involving alcohol consumption?
6. What is the name and address of the reception hall in Abbotsford? (Is it possibly Clayburn Village?)
7. If you also wish to have dancing that doesn't involve square dancing at the reception, it's probable that you'd need to hire a D.J. for that purpose. It will depend upon what square dance caller you engage but their music is usually specialized to the square dance where only select time signatures in the music accommodate the steady walking step. Do you want the square dance caller-teacher to provide general dance music as well?
8. The caller-teacher's fee will depend upon the individual booked. What is the range in your budget for such entertainment?
9. Square dancing is a great choice to bring people together in a very social atmosphere to have loads of fun. How did you become interested in incorporating square dancing into the wedding reception? Have you seen some of our current paid Facebook advertising?

Equipped with answers to those questions, it's expected that I can find you a caller-teacher/entertainer to make the reception most memorable!

Feel free to e-mail me at the address shown below or place another call to our toll-free INFOLINE: 1-800-335-9433.

Looking forward to your response.

Brian Elmer
Volunteer, Marketing
B.C. Square & Round Dance Federation
brian@squaredance.bc.ca

Sat. Jan. 20, 2018 – 7:59 pm – Call from cuer/teacher Margaret R. of the Let's Dance V.I. Round Dance Club in Parksville to confirm that the club's paid Facebook advertising can be halted due to the fact that the class is fully booked. *Caller's phone no. & e-mail address available by request.*

Thurs. Feb. 8, 2018 – 11:13 am – Call from a recreational planner in the City of Richmond about the availability of square dance instruction in the city. The caller's name was unclear but sounded like Samma Barjane. Upon looking at information on-hand about recreation programs that the city had listed, he saw the square dance club Richmond Star Promenaders and wondered if they were still in operation. He was informed that the club has closed but that the B.C. Federation would be happy to facilitate organization of square dance instruction in the city if the recreation department is interested. He noted our contact information and thanked us for the information. City recreation number: 604-247-4607 (the return call was made Fri. Feb. 9/18 at 3 pm)

Tues. March 13, 2018 – 10:38 am – Call from "Vivian" in Port Coquitlam asking how to access promotional items such as flags. She had some old promotion information from 2008 and wondered if the items are still available.

Response:

She was directed to the Valley Circle magazine's listing of Dance Association contact persons, suggesting the Promotion Committee Chairperson or the President might be able to help. She said that she has a copy of the magazine and can look that up. She was welcomed to call the INFOLINE again if she met with no success. *Caller's phone no. available by request.*

E-mail inquiry tracking – July 2, 2017 to March 17, 2018

Sun. Oct. 22, 2017, 6:59 am - Email from Cyndy O. of Pathways Abilities Society in Kelowna (<http://www.pathwayskelowna.ca/>) requesting simple square dance instruction for clients of the rehabilitation facility. Most persons are mobile but afflicted with various medical limitations. A confirmation was sent by e-mail that a caller can be available for Tuesday afternoon sessions. *Caller's phone no. & e-mail address available by request.*

Thurs. Nov. 2, 2017 – 11:24 am - Email from Marlene H. of Campbell River to say that she's interested in learning round dancing and wonders if it's offered anywhere on Vancouver Island. A reply was sent at 2:26 pm the same day. *Caller's phone no. & e-mail address available by request.*

Copy of response sent by e-mail:

Hello Marlene.

Thanks for your inquiry about round dance instruction on Vancouver Island.

In Campbell River you have a square and round dance club called the "Ripple Rockets." They dance on the 2nd & 4th Saturday evenings at the United Church Hall on Pinecrest Road.

The club's caller/cuer/entertainers are Jake & Diana Ring. Jake calls the square dancing while Diana cues the round dancing.

You can start by inquiring of Diana if she plans any round dance lessons for newcomers in the near future. (The couple's e-mail address provided)

The club's address is: campbellriverripplerockets@gmail.com

See the club's web page at the following link: <http://riplerockets.wixsite.com/campbellriver>

Most square dance clubs include round dancing in their program but don't always teach round dancing for beginners. Often the club will have both a square dance caller and a round dance cuer "on staff." Sometimes the caller also cues round dances.

There certainly are round dance clubs on Vancouver Island where round dancing is their sole interest. Those are in Parksville, Lantzville & Nanaimo and Victoria.

A list of Upper Island square and round dance clubs can be seen online

at: <http://www.region8.squaredance.bc.ca/8cities.htm>

Clubs in the Greater Victoria area can be seen listed online

at: <http://www.region1.squaredance.bc.ca/1cities.shtml>

This fall, only the "Dance A Rounds" club in West Saanich held new round dancer sessions.

An international web page promoting round dancing, that includes a video, can be seen

at: <http://www.you2candance.com/round-dancing>

Our provincial organization, the B.C. Square & Round Dance Federation, maintains a promotional page on the internet that lists all the clubs in the province that offer new dancer sessions in square, round and clog dancing. Those sessions usually take place in Sept./Oct. and, in some cities, January. See those listings

at: <http://squaredancefun.squaredance.bc.ca/#NewDancerSessionsListingsForBC>

May I ask, please, how you became interested in round dancing and what information sources you were able to access?

Also, we're always evaluating our communication avenues. How did you learn of this e-mail address, please?

Let me know how your search for round dance instruction progresses, please. Perhaps Diana in Campbell River is or will be undertaking round dance instruction for newcomers.

Thanks again for your message.

Brian Elmer, West Kelowna

Volunteer Receptionist

B.C. Square & Round Dance Federation

Toll-free: 1-800-335-9433

dancinglikethestars@gmail.com

Facebook inquiries during the period July 2, 2017 to March 17, 2018

Tues. Sept. 5, 2017, 1:16 pm - Via the B.C. Federation's Facebook page

(www.Facebook.com/BCSquareAndRoundDanceFederation) a woman named Betty H. in Vernon inquired about the phone number to call for more information regarding a one-time "Flatfooting Workshop" taking place on Sept. 10/17 in that city. Her inquiry was prompted by the appearance on her Facebook page of a paid SQUAREUPB.C. ad for the event. In her message, she wrote "I'm looking forward to this." The workshop was sponsored by the B.C. Federation member-club Got 2 B Cloggin, Vernon branch, and the Okanagan Square & Round Dance Assn. The following reply was sent through Facebook the same day at 2:12 pm:

Hello, Betty, from the B.C. Square & Round Dance Federation. Our Federation is purchasing the Facebook advertising for the Flatfooting Workshop on Sept. 10.

It's presented by the Got 2 B Cloggin clog dance club of the North & Central Okanagan with the sponsorship of the Okanagan Square & Round Dance Assn.

Lynda Colautti, a Certified Clogging Instructor and presenter of Sunday's Workshop, welcomes any inquiries at her Kelowna number: (phone & e-mail contacts provided)

As the presenter, Lynda will have the most detail about the Workshop. Our B.C. Federation also maintains a toll-free Dance INFOLINE at 1-800-335-9433 but that service will only have the basic information regarding the event.

The Got 2 B Cloggin web page has lots of detail about the Workshop and clogging in general:

www.VernonClogDanceFun.info

If you haven't seen our advertisement on Facebook, link to:

<https://www.facebook.com/BCSquareAndRoundDanceFederation/videos/510324749313108/>

As a Facebook user, should you like to help us spread the word about the Workshop, please consider the following:

A specialized link to the ad on Facebook can be shared with other Facebook users to a limit of 50 people. It posts the actual ad on the timeline of the user who's accessing it, with their permission. The following is the Flatfooting ad link that can be passed around to others: (link provided)

Note that when people visit this "URL" address, they'll see a request to let Facebook show the ad in their account's "News Feed" (their posting & information timeline) for 24 hours.

Again, you can share with up to 50 people.

Have loads of fun, Betty, at the Workshop on Sunday!

^be

Friday Jan. 12, 2018 - Via the B.C. Federation's Facebook page, a woman named "Sandy" sought help selling used dance wear that her mother once had. She's a Kelowna resident. This was a follow-up to her initial inquiry, sent by e-mail:

Hello again, Sandy.

Our Central Okanagan square & round dance member club is the Westsyde Squares. They dance Wednesdays at 7:30 pm in the hall at the Westbank United Church.

In actual fact, the club collects dance wear and sells it as a fundraiser at an annual dance in Vernon. They set up a clothing & accessories sales area.

That event is called the 3/4 Dance and it's taking place Sun. Feb. 24 at 2 pm in the hall at the Knox Presbyterian Church in Vernon.

Westsyde Squares Club President Lynda B. of Rutland would surely be pleased to learn about your clothing availability. Perhaps a sort of consignment arrangement could be done? Call Lynda: (phone and e-mail contact information provided)

Also, we have a regional dance publication called "The Well Rounded Square" that would surely place your advertising (<http://www.wellroundedsquare.com/>). Contact the editor, Jean (Bill) W. in Salmon Arm: (*phone and e-mail contacts furnished*)

Does this information help in your quest to sell the dance wear?

Thanks for contacting us!

Brian Elmer

Marketing Volunteer

B.C. Square & Round Dance Federation

brian@squaredance.bc.ca

250-768-2694

Friday Jan. 12, 2018, about 1:16 pm - Via the B.C. Federation's Facebook page, an inquiry was received from a community hall manager in Qualicum Bay (Vancouver Island) regarding the possibility that square dancing might be added to their recreation program (this was prompted by the person seeing the complimentary SQUAREUPB.C. paid Facebook ad promoting Jan. 2018 square dance lessons in the Parksville area)

Copy of response sent by via Facebook messaging:

Hello Sheena from the B.C. Square & Round Dance Federation, presenters of the Facebook advertising for the square dance lessons in the Oceanside area.

Your interest in bringing today's style of square dancing to the Lighthouse Hall is exciting!

We've passed along your inquiry to the social convenor and round dance cuer for the Sand Dollars square & round dance club of Parksville, Lynette Mc.. Also included were Ray & Deb S., their caller-teacher couple.

They were asked to follow up further with you and your contact information was furnished, based upon information seen on the web page for the Lighthouse (www.CommunityHall.ca).

Should you like to contact them, here's their contact info:

(phone and e-mail contacts for two couples furnished)

It would be nice to hear how your exploration of possibilities goes, please.

Post something on our Facebook page if it works out!

^be

Friday March 1, 2018, 1:47 pm - Via the B.C. Federation's Facebook page:

Inquiry from a Sean H. in Port Coquitlam. He took possession from a friend of several old 45 rpm and 78 rpm square dance records along with calling sheets. Rather than put them in the garbage, he messaged the B.C. Federation to ask if we're interested in them. The resulting plan is for Ken Crisp to accept them and pass them along to Brian Elmer in West Kelowna.

Also note that many replies were sent to Facebook users relative to questions posted beneath various paid Facebook club ads in the fall 2017 and winter 2018 campaigns. These can be furnished upon request.

Special Addendum:

Consideration of expansion of the service area for the Federation's toll-free INFOLINE

The following is especially relative to the promotion and registration management of Festival 2019 in Salmon Arm.

Our INFOLINE service was originally set up through Telus to only be active in the province of British Columbia. There are occasions, though, when it would serve us well to be active across Canada and into the U.S.

One of those occasions would be to communicate with prospective registrants to our provincial Festivals who live outside of British Columbia.

A case in point arose relative to Festival 2017 in Surrey when a Washington State dancer tried to get information via our INFOLINE. The American citizen's phone service told them that the number is not applicable in the U.S.

The INFOLINE number was displayed on Festival literature in that dancer's possession but no alternate phone numbers were shown. This prospective Festival registrant was left without a resolution to reach a "real person" for a telephone inquiry.

The option exists to utilize the Canadian Society's toll-free line (1-866-206-6696) which does serve Canada and the U.S. The volunteer receptionists are Ron and Jan Mills of West Kelowna, B.C.

There is a new challenge regarding that, though, because the Mills have the line redirected to their cell phone for which considerable cell system usage fees apply for calls originating in the U.S. They don't welcome U.S. calls.

They also identify that they get the occasional "nuisance call" from the U.S. that might range from a political solicitation to dance information not particularly relevant to the Canadian dance community.

One answer would be for the Society to cease toll-free service from the U.S. But, there are promotional considerations such as with regard to our provincial and national Festivals. If U.S. dancers want information about coming to our events, surely we want to furnish such and get them to register.

Another opinion about the toll-free line is that people should learn to use the internet instead. That's all very well but we are a "people-oriented" recreation. We're not selling inanimate objects. We need to be able to present a real person when dancers want information and a warm response from a human voice over the telephone can help. It can "close the deal" when it comes to getting people to register or attend our events.

Also, in some cases with regard to some of our older dancers, they are not internet-savvy and might not even own a computer.

Furthermore, potential attendees to our events often have questions that are not addressed in the online (or print) information. In example, a call to the B.C. INFOLINE once asked how far it will be to walk from the RV parking area at Festival 2017 to the dance venues?

Another answer with regard to soliciting the participation of U.S. dancers in B.C. events, such as our Festivals, is for our INFOLINE service to be expanded in range to accept callers from across Canada and the U.S.

When Festival 2019 takes place in Salmon Arm it would be helpful to be able to take inquiries from Alberta and the States of Idaho and Washington. Of course, we'd have to publicize the "international" availability of the INFOLINE in literature and online.

Our toll-free service needs to be able to serve the various needs of the dancers, wherever they live, and to serve as a "sales tool" in attracting them to our events. We can't have dysfunctional communications in place. The ability for people to talk to people is important in advancing our recreation.

- Brian Elmer

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