



TRIANGLE SQUARES

Newsletter

February 2018

Open House Publicity * What's Ahead * Club Matters

RECENT HAPPENINGS

What have we been up to? Lots of serious dancing, to be sure.



A few of us put in an appearance at the **Oshawa Squares' January Blast**, which is always ... a blast. That's Barry's other home club (he and Pam were in New Zealand).



Marge (second from right) was one of the guest callers, along with (l-r) Aaron Goodman (Etobicoke Arrowhead Squares), Doug Holmes (Newmarket Happy Hoppers) and Grant Logan (Willowdale Willow Weavers).



We had numerous requests and interest in a **C1 Blast**, which Don St. Jean organized. Some new dancers have joined the C1 group, which meets on Thursdays.

In February, we had our **Valentine's Day dance**, which again this year was marred by bad weather. Even our scheduled caller, Jeff Priest, was unable to make it, so Don St. Jean gratefully filled in.

Peter has been staging a series of pratfalls recently, and has been sidelined by various fractures for a while. He cheerily (or not) served as cashier during the dance.



Finally, we had our **Open House** (more below). It was well-attended, and we had a lively room of 4 squares dancing. Much to our surprise, only 3 new dancers (if you include Guy from Vancouver) showed up the next week for classes. This was not enough to warrant a full-term class, but the dancers were naturals, so we didn't want to see them disappear. We hastily organized a **Basic**

Blast over two weekends, hosted by Barry and Don, with the aim of integrating them into the Mainstream class. All in a day's work for Prez Joanne to organize via smartphone, while traveling. Thanks again to the angels who made the afternoons fun and not over-powering for the new dancers.

Lots more photos of these and other happenings in our [Flickr group](#). Feel free to add your own photos, or send them to me and I'll add them. Social media publicity lives on photos.

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Publicity for our Open Houses

Square Dance has long had an image problem, being over-taken by a newer (1950's) sense of the word 'square,' and also tagged with an outmoded back-country image. At best, it can be said to have a quaintly campy retro charm in the minds of non-dancers. In addition, it is becoming more and more difficult to get people to participate in organized activities. It's not just us, theatre groups, musicians, retailers are all waiving red flags.

Faced with that challenge, the promotion of an open house requires creativity and elbow grease. Here are the posters used for our Sept & January Open Houses.





These were posted on our website's [Join Us](#) page, along with the Toronto & District's [New Dancer Page](#). They were also printed and put up at various locations around The Village, Ryerson, U of T, and at Dovercourt House. The February poster included tear-off tabs, which seemed to be an effective addition.

Online promotion included Facebook, Twitter, Now Magazine, Out and Out, Meetup (paid, not cheap) and Toronto Contra Dancers. Out and Out seems to provide a steady trickle of new dancers. Interestingly, Washington DC Lambda Squares recently mentioned Grindr as an interesting new source they tapped into (anyone on that site? please [email](#) me).

We also use Mailchimp, and have a mailing list with over 400 contacts, segmented into members, past members, dancers at other clubs, prospects from past open houses, and sister organizations.

We've deliberately tried to maintain an LGBTQ focus in our promotion, to preserve the original mandate of the club. Downtown-dwellers, and Church-Wellesley villagers provide the most natural pool for prospective members. Gamers and puzzlers seem to be an interesting cross-market to explore.

Here's a summary of survey responses from people coming to our Open Houses in Sept & Feb. Friends and relatives of existing dancers make up the largest group. It's no secret declining enrollment poses a serious challenge for us. But we haven't given up yet. There's a faddishness to dance, and someday we'll open

our doors and see the next wave of DIY hipsters lined up.

Friend: 8

Meetup: 0

Now Magazine: 1

Out & Out: 3

Poster: 1

Mailchimp blast: 3

Didn't say: 2

WHAT'S AHEAD

Here's what's on the calendar in the coming months:

- **St. Patrick's Day Dance**, featuring Tim Crawford, Sun, **Mar 11**, 2:30-5:00pm [flyer](#)
- **Plus DBD Workshop**, **Mar 21 & Apr 18**, 7-9pm, Jesse Ketchum, more info in our [Calendar](#)
- **Spring Uprising: New Dancer Hoedown**, **Mar 24**, 2:15-4:30pm, Keswick. For new Basic dancers and their friends [flyer](#)
- **Square Dance for Square Meals**, fundraiser with Don St. Jean, Sat, **Apr 15**, 5:30-10:00pm [info](#)
- **Spring Spree, Peterborough**, callers Don Moger, Tim Crawford, Joe Uebelacker, and Wayne Hall, Sat, **Apr 21**, 2:00-10:00pm [flyer](#)
- **Pearl Promenade**, a Fly-in in celebration of the club's 30th anniversary. Callers: Vic Ceder and Don St. Jean. **May 25-27**, Jesse Ketchum School.

Stay tuned to our [Events](#) page as updates are added. Our [Calendar](#) cross-lists select IAGSDC Fly-ins and regional Toronto & District dances.

Club Matters

Dan recently sent out invoices for the Spring term. If you paid, thanks. If you haven't yet, please do, or [contact](#) him to make alternate arrangements.

Help us make our Basic/Mainstream class a

Contributors

Thanks to Niall O'Reilly for writing articles for this issue, and Terri Rothman for being editor-in-chief.

Photos courtesy of Niall O'Reilly.

happenin' place. Our new dancers would love to meet with you and feel part of the club. Please choose one or two dates from our **Angel sign up sheet**, come down to The Village, and make an evening of it.

We welcome contributions of photos or a feature article. Send them to the club

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