



Winter 2013
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 New Year 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, Elizabeth Anne, and Charles II

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.

2012 -13 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. You may also ask board members to bring student directories (church, sports, scouts, etc...) to the January event. 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 media outlets 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 Parents' Dip Into Dancing letter and 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 Parents' Dip Into Dancing at the January class before the King and Queen of Hearts Valentine Ball in February.
- 2013-14 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 TUITION** **MARCH/APRIL** - This season, we are suggesting that tuition remain the same. 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: (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. A promotional item order form is enclosed.
- PRESS RELEASE** **MAY** - Mail acceptance cards to children who will be attending the upcoming cotillion classes. Send a press release to your local media outlets announcing the upcoming Cotillion season. Parents of those who have received invitations will be excited that their child was invited to attend this recognized program.
- CALLS** **MAY THROUGH FIRST CLASS** - Work those phones! Begin working the phones for possible student enrollments. Calls made directly to parents really do make a difference! Personally call all of your previous students if they have not already signed up.

Winter Birthdays

DECEMBER

Tammy Jowers, Dyersburg, TN - 12/04
 Mindy Coulter, Knoxville, TN - 12/04
 Wendy Mullins, LaGrange, KY - 12/06
 Debbie Scully, Hillsborough, NC - 12/07
 Cindy Oates, Wilmington, NC - 12/10

Tanya Morland, Houston, TX - 12/12
 Tory Wade, Farmville, VA - 12/16
 Mary Kennerty, Mt. Pleasant, SC - 12/27
 Terri Byers, Shelby, NC - 12/29

JANUARY

George Floyd, Anchorage, AK - 01/05
 Marisol Foster, Austin, TX - 01/08
 Cindy Cumbo, North Myrtle Beach, SC - 01/12
 Roma Graham, Hattiesburg, MS - 01/21

Joan Caughman, Russellville, AR - 01/24
 Lynn Dempsey, Yulee, FL - 01/28
 Ann Achiu, Burke, VA - 01/30
 Marilyn Brooks, Lincolnton, NC - 01/31

FEBRUARY

Jean Ann Michie, Purcellville, VA - 02/10
 Kathy Wood, Hickory, NC - 02/25

Susan Armistead, Charlotte, NC - 02/28



Approved Music

Song	Artist	Dance
Only Thing I Ever Get for Christmas	Justin Bieber	Foxtrot
Mistletoe	Justin Bieber	Foxtrot
Fa La La feat. Boyz II Men	Justin Bieber	Foxtrot
Little Drummer Boy feat. Busta Rhymes	Justin Bieber	Foxtrot
All I Want is You	Justin Bieber	Foxtrot (Slow)
You	Chris Young	Foxtrot
It's Beginning to Look A Lot Like Christmas	Michael Buble	Foxtrot
Winter Wonderland	James Taylor	Foxtrot
Stitch by Stitch	Javier Colon	Foxtrot
The Most Beautiful Girl in the World	Javier Colon	Foxtrot
How Many People Can Say That	Javier Colon	Foxtrot
Life is Getting Better	Javier Colon	Foxtrot
Stand Up	Javier Colon	Foxtrot

Approved Music cont'd

Song	Artist	Dance
Boyfriend	Justin Bieber	Foxtrot
Girl On Fire	Alicia Keyes	Foxtrot
Schubert: Ave Maria	Luciano Pavarotti	Entrance
Christmas Canon	Trans-Siberian Orchestra	Entrance
Santa Claus is Coming to Town	Justin Bieber	Beach Shag/Swing
All I Want for Christmas is You	Justin Bieber/Mariah Carey	Beach Shag/Swing
Merry Christmas, Happy Holiday	N'Sync	Beach Shag/Swing
Jingle Bell Rock	Bobby Helms	Beach Shag/Swing
Rockin' Around the Christmas Tree	Brenda Lee	Beach Shag/Swing
1,000 Lights	Javier Colon	Beach Shag/Swing
Baby	Justin Bieber	Beach Shag/Swing
Catch My Breath	Kelly Clarkson	Beach Shag/Swing
Red	Taylor Swift	Beach Shag/Swing
Me Without You	Toby Mac	Beach Shag/Swing
Silver Bells	Andy Williams	Waltz
Santa Claus is Coming to Town	Justin Bieber	Cha-Cha
Christmas Eve	Justin Bieber	Cha-Cha
Merry Christmas, Happy Holiday	N'Sync	Cha-Cha
Jingle Bell Rock	Bobby Helms	Cha-Cha
Smooth feat. Rob Thomas	Santana	Cha-Cha
Baby	Justin Bieber	Cha-Cha
Catch My Breath	Kelly Clarkson	Cha-Cha
Me Without You	Toby Mac	Cha-Cha
The Christmas Song feat. Usher	Justin Bieber	Background
Home This Christmas feat. The Band Perry	Justin Bieber	Background
Silent Night	Justin Bieber	Background
Why You Wanna	Jana Kramer	Background
In Your Hands	Javier Colon	Background
Make It In Love	Javier Colon	Background
Time After Time	Javier Colon	Background
As Long as You Love Me	Justin Bieber	Background
Little Drummer Boy feat. Busta Rhymes	Justin Bieber	Line Dance

Winter Timeline

DECEMBER TIMELINE

(5-CLASS SCHEDULE)

- *Send December press release to local papers.*
- *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 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 papers.*
- *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" packet.)*
- *Get names from all sources available; schools, parents, etc. for enrollment.*
- *Have students submit Best Mannered Teacher essays and pick winner(s).*
- *Host Tea for new and former board members and remind them to bring names of prospective new 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/book facilities-especially ballrooms.*
- *Mail chaperone reminder cards for February class.*
- *Schedule Parents' Reception and book facility.*
- *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.*

Winter Timeline Continued

- Order student certificates to award at Spring Ball and send copy to Corporate Office (Standards Manual 27).
- Have Spring Ball invitations printed (Standards Manual 22) and send copy to 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 papers.
- Begin recruiting names for new students.
- Confirm new Board members.
- Arrange w/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...

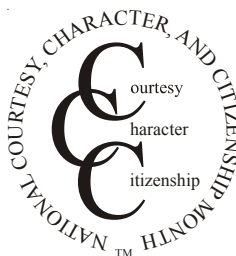
- Wrap Spring Ball favors/prizes.
- Order corsages and boutonnieres; allow 2 weeks.
- Order centerpieces for head and refreshment tables; allow 1 week.
- Mail chaperone reminder cards for ball (Standards Manual-25).
- Create place cards and table seating chart for Instructional Dinner.
- Review Instructional Dinner packet and transparencies.
- Re-confirm Instructional Dinner menu w/facility and set server guidelines.
- Order pink and blue registration cards (Standard Manual 14,15).
- Have membership invitations printed; order NLJC green glossies.
- 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 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 Corporate Office.

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.



CLASS It has always been an NLJC policy to implement procedures to ensure we maintain the highest
DVDs 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.

***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 2012-2013 Spring Ball is:

The European Tour Ball

Instructions for the European Tour Ball are in packet 34B.