

Winter 2015



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

# Seasonal Newsletter

## Table of Contents



|  |   |
|--|---|
| Greetings .....                        | 1 |
| Announcements .....                    | 1 |
| Holiday Hours .....                    | 1 |
| Cotillion Season Jump Start List ..... | 2 |
| Approved Music .....                   | 3 |
| Winter Birthdays .....                 | 4 |
| Recent Photographs .....               | 4 |
| Winter Timeline .....                  | 5 |

## A Word from Our President

This year marks our 25th Anniversary and I could not be more proud to celebrate this amazing accomplishment with such a fine group of directors. The work you put in each and every day to provide high quality instruction to your students is what makes us the nationwide leader in cotillion instruction. As we enter into this new year, I encourage you to identify those individuals who have contributed to your accomplishments this year and specifically acknowledge their efforts.

Charles A. Winters  
President, NLJC

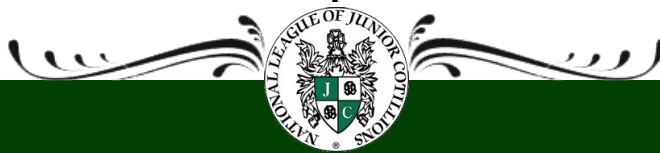
## Announcements

- February is National Courtesy, Character & Citizenship Month.
- The theme of the ball this spring is "The Grand Spring Ball."
- The Official Book of Electronic Etiquette has completed revision. *We anticipate release in early 2015.*
- Next New Director Training scheduled for February 7-8, 2015.
- The 25 Best Mannered People—1989-2014 will be released in mid-December. *In honor of NLJC's 25th anniversary, we will name the "25 Best Mannered of the Past 25 Years."*

## Holiday Hours

Please note:

**The NLJC Corporate Office will be closed for the Christmas holiday December 22nd through January 1st.**



## *2014-2015 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               | <p>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 or coffee party, or reception, for current board members, and request recommendations for new students and new board members. Use Handouts NLJC #37 and #33. list names and phone numbers of new members you want to add to your current Advisory Board.</p> <p>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 NLJC's Official Book of Electronic Etiquette to give to board members, as a thank you gift for serving on the board.</p> |
| Press Release                | FEBRUARY- Send a press release (see training packet #4, Local Press Releases, for sample) to all 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, the Parents' Dip Into Dancing is held at the last class before the Spring Ball.  |
| 2015-2016 Parents' Reception | MARCH/APRIL- The Parent's 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 contact Charles Winters, 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 500-1000 invitations. There are five items to include in the invitation. The order they should be inserted is: 1) Student Membership Card, 2) Parent's Reception Invitation, 3) Tri-fold, 4) Registration card, and 5) the green Promotional Brochure. Be sure to order the green, promotional brochures when you order the other items for the invitation from NLJC Print.   |
| 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.  |



## *Newly Approved Music*

| <i>Song</i>          | <i>Artist</i>  | <i>Dance</i>         |
|----------------------|----------------|----------------------|
| Center of It         | Chris August   | Foxtrot              |
| Every Good Thing     | The Afters     | Swing/Shag           |
| Closer to Your Heart | Natalie Grant  | Swing/Shag           |
| Control              | Royal Tailor   | Cha Cha              |
| Blank Space          | Taylor Swift   | Foxtrot              |
| Leave the Night On   | Sam Hunt       | Foxtrot              |
| Try                  | Colbie Caillat | Foxtrot/Refreshments |
| Blame                | Calvin Harris  | Cha Cha              |

## *Christmas & Holly Ball Music*

| <i>Song</i>              | <i>Artist</i>  | <i>Dance</i>       |
|--------------------------|----------------|--------------------|
| All I Want for Christmas | Michael Buble' | Foxtrot            |
| Shake Up Christmas       | Train          | Foxtrot            |
| Christmas Night          | CoCo Jones     | Foxtrot            |
| Love is Everything       | Ariana Grande  | Foxtrot            |
| Frosty the Snowman       | Toby Keith     | Swing/Shag         |
| Shake Santa Shake        | Zenaya         | Swing/Shag/Cha Cha |
| Silent Night             | Sugarland      | Waltz              |
| Christmas Soul           | Ross Lynch     | Cha Cha            |

Please check the Directors Only section of the website for more music.  
Email your song suggestions to [cotillions@nljc.com](mailto:cotillions@nljc.com) for review and approval.



# Winter Birthdays & Recent Photographs

## December

|               |       |
|---------------|-------|
| Tammy Jowers  | 12/4  |
| Mindy Coulter | 12/4  |
| Lauren Batson | 12/6  |
| Wendy Mullins | 12/6  |
| Debbie Scully | 12/7  |
| Jennifer Rowe | 12/9  |
| Cindy Oates   | 12/10 |
| Tanya Morland | 12/12 |
| Britton Cohn  | 12/15 |
| Tory Wade     | 12/16 |
| Gina Miller   | 12/18 |
| Mary Kennerty | 12/27 |
| Terri Byers   | 12/29 |

## February

|                   |      |
|-------------------|------|
| Jean Ann Michie   | 2/10 |
| Kathy Sternenberg | 2/11 |
| Kathy Wood        | 2/25 |

*If your birthday occurs during the winter months and is absent from our list, please accept our apology and send an email to [cotillions@nljc.com](mailto:cotillions@nljc.com) so we can update our records.*

*If you would like for a photograph from your chapter to be featured in our next seasonal newsletter, please send an email including a high-resolution copy of the picture and a detailed caption to [cotillions@nljc.com](mailto:cotillions@nljc.com).*



## January

|                  |      |
|------------------|------|
| Lisa Misuraca    | 1/1  |
| Diane Brooks     | 1/5  |
| Jessica Fisher   | 1/6  |
| Marisol Foster   | 1/8  |
| Monica Brademann | 1/8  |
| Roma Graham      | 1/21 |
| Joan Caughman    | 1/24 |
| Lynn Dympsy      | 1/28 |
| Beverly Gilbert  | 1/29 |
| Ann Achiu        | 1/30 |
| Marilyn Brooks   | 1/31 |





# Winter Timeline Schedule

## December

(5-CLASS SCHEDULE)

### Prepare Ahead...

- 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 the Corporate Office.
- 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

(5-CLASS SCHEDULE)

### Prepare Ahead...

- Send January press release to local newspapers.
- 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" packets.)
- Get names from all available sources for enrollment - schools, parents, etc.
- Have students submit Best Mannered Teacher essays and pick award winners.
- Host tea for new and former board members and remind them to bring names of prospective 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.
- Set next season's schedule and 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.
- Order student certificates to award at Spring Ball and send a copy to the Corporate Office (Standards Manual 27).
- Have Spring Ball invitations printed (Standards Manual 22) and send a copy to the Corporate Office.
- Have Instructional Dinner menu cards printed (Standards Manual 24).



# *Winter Timeline Schedule, continued*

## *February*

- *Send February Press Releases to local papers.*
- *Begin recruiting names for new students.*
- *Confirm new Board members.*
- *Arrange with 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, and 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 the 10th of the month.*

### **Prepare Ahead.....**

- *Wrap Spring Ball favors and 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 with facility and set server guidelines.*
- *Order pink and blue registration cards (Standards 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.*

