

Winter 2015



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

Seasonal Newsletter

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A Word From Our President

Directors,

Can you believe this year is already coming to a close? It seems like just yesterday 2015 had just begun. I'm so proud of all we have accomplished this year, and I look forward to see what we are able to achieve in 2016. We are proud to announce a wonderful new group of directors this quarter as well as several exciting holiday updates. We would like to take this opportunity to wish you all a Happy Thanksgiving, Merry Christmas, and a joyous New Year.

Sincerely,
Charles A. Winters
President, NLJC

Announcements

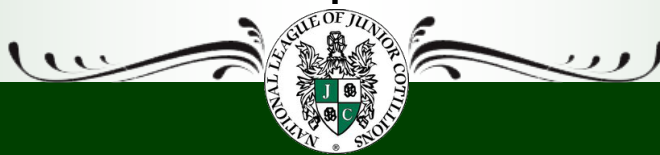
- The Ball Theme for 2016 is the "Black and White Ball."
- Winter Ball music is found on page 5.

Important Reminders

HOLIDAY HOURS

The NLJC Corporate Office will be closed from December 21st through December 31st for the holiday season. Please contact Charles Winters at 704-616-3450 if needed.

Don't forget to connect with us on social media using Facebook, Instagram, Pinterest, and Twitter!



NLJC Print

Dear Directors,

NLJC Print is offering a discount
for a limited time on:

- Ball Invitations
- Dance Cards
- Student Membership Cards
- Registration Cards
- Letterhead
- Stationery
- Business Cards

10% off

SPECIAL DISCOUNT

if order received
by December 31st.

5% off

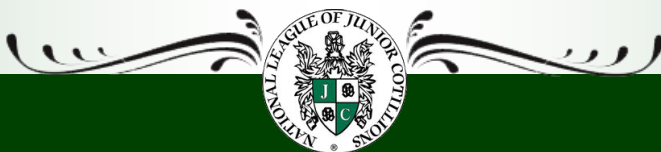
if order received
by January 31st.

Additionally, the Official Book of Electronic
Etiquette is now on SALE for \$6.99.

To place your order, please use the forms on our
website at www.nljc.com, fax your order to 855-
329-4727, or call NLJC Print at 800-633-7947.

Rally For Hunger

We're excited to share the results of Director Stacey Smith's Rally4Hunger project. Students in the 6th-10th grades donated 261 canned goods and a total of 701 pounds to the Greater Baton Rouge Food Bank. Congratulations, Stacey and team! We are so proud of your efforts to support your local community!



Wishing a very "Happy Birthday" to...

<i>December</i>		<i>January</i>		<i>February</i>	
Mindy Coulter	12/4	Lisa Misuraca	1/1	Jean Ann Michie	2/10
Tammy Jowers	12/4	Diane Brooks	1/5	Kathleen Sternenberg	2/11
Wendy Mullins	12/6	Jessica Fisher	1/6	Kathy Wood	2/25
Debbie Scully	12/7	Monica Brademann	1/8	Melony Davis	2/27
Cindy Oates	12/10	Roma Graham	1/21		
Tanya Morland	12/12	Joan Caughman	1/24		
Tracy Hall	12/14	Lynn Dempsey	1/28		
Britton Cohn	12/15	Beverly Gilbert	1/29		
Tory Wade	12/16	Ann Achiu	1/30		
Mary Kennerty	12/27	Marilyn Brooks	1/31		

If your birthday occurs during the winter months and is absent from our list, please accept our sincerest apology and notify us at cotillions@nljc.com so we can update our records.
Thank You!

Welcoming our new directors...



Alexandra Swanson – Little River, SC
 Sonja Sue Lawrence- Sanford, NC
 Jackie Dudley- Phenix City, AL
 Pamela Rodriguez- Culleoka, TN

Cyndi Chamblee- Ahoskie, NC
 Leslie Lawrence- Ahoskie, NC
 Rosemarie Gibson- San Diego, CA
 Debbie Aldeman- San Diego, CA

Sydney Dunn- Edenton, NC
 Laura Beckler- Signal Mountain, TN
 Pamela Garrett- Columbia, TN
 Shannon Hardee- Little River, SC



2016-2017 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 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. 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.
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.
2016-2017 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.



Christmas & Holly Ball Music

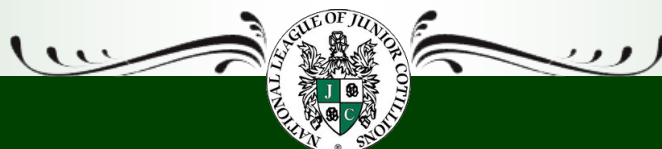
Song	Artist	Dance
Burning House	Cam	Foxtrot
Santa Claus is Coming to Town	Pentatonix	Foxtrot
Lay it All on Me	Rudimental (Ft. Ed Sheeran)	Swing
Cuddle up (Christmas)	Catey Shaw	Swing
I'm Outta Love	Ballroom Orchestra and Singers	Cha Cha
Hello	Adele	Refreshments
Wildest Dreams	Taylor Swift	Refreshments
Drag Me Down	One Direction	Refreshments
Silent Night	Pentatonix	Waltz
Silver Bells	Andy Williams	Waltz
Ave Maria	Ballroom Orchestra and Singers	Waltz

We're excited to announce the Spring Ball
theme for 2016...

A Black and White Ball

After your ball, please send pictures to cotillions@nljc.com for us
to include in our next newsletter. Thank you!

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



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).
- Make necessary preparations for National Courtesy, Character and Citizenship Month.



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.*

