

Fall 2016



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

Hello Directors,

I hope you all had a summer as productive and exciting as the rest of us in the NLJC office. Between the launch of our new website and Cotillion Manager, our summer Directors' Convention in Atlanta, and the release of our new High School Program, we have been quite busy! As fall approaches, I encourage each of you to enjoy the fruit of your labors this summer and embrace the beginning of your cotillion season.

Sincerely,
Charles A. Winters
President, NLJC

A handwritten signature of Charles A. Winters in black ink.

Announcements

- The 2017 Grand Spring Ball Theme is "An Oriental Evening"
- We have lots of exciting print offerings new this fall! Please see page 3 for more details.
- Do you have any tips or tricks for other Directors? Please email them to cotillions@nljc.com so we can share them!

Important Reminders

- At this time, directors should be using the newly re-designed NLJC Chapter Websites. If you have not updated yours, please contact Hope Sprinkle as soon as possible.
- If you have not placed an order for student booklets, now is the time!
- We have posted lots of new videos on the NLJC Vimeo page for your use. Please see page 3 for detailed instructions to access these videos.



Wishing a Happy Birthday to . . .

October

Cyndi Chamblee	10/2
Janelle Starr	10/3
Theresa Block	10/3
Jennifer Bell	10/4
Michelle Woods	10/8
Kimberly Mills	10/11
Marie Abee	10/11
Bonnie Schuetz	10/12
Judy Stalder	10/14
Sara Rollison	10/16
Sydney Edwards	10/17
Jennifer Winters	10/22
Susan Humphries	10/23
Elaine Poitevint	10/28

November

Donna Marie Drucker	11/6
Lou Ella Hobgood	11/13
Meg Stevens	11/15
Susan Schlossberg	11/15
Jean Carden	11/21
Laurie Coventry Payne	11/29

If your birthday occurs during these months and is absent from our list, please accept our most sincere apologies and notify us at cotillions@nljc.com so we may update our records.

Thank you!

December

Mindy Coulter	12/4
Tammy Jowers	12/4
Wendy Mullins	12/6
Debbie Scully	12/7
Cindy Oates	12/10
Rosemarie Shelton	12/12
Tanya Moreland	12/12
Tracy Hall	12/14
Britton Cohn	12/15
Tory Wade	12/16
Jackie Dudley	12/18
Debbie Adelman	12/26
Mary Kennerty	12/27
Terri Byers	12/29

Meet our New Directors

*Please join us in welcoming new directors
Linda Damron in Pikeville, Kentucky &
Michelle Woods in Chapin, South Carolina.
Welcome to the NLJC Family!*



NLJC Print Offerings

Dear Directors,

NLJC Print is proud to offer three new promotional cups for purchase.

These items (the Orbitz tumbler, clear plastic tumbler with straw, and frosted clear cup) are currently **in stock** and ready to ship! These popular items will not last long, so call or fax your order today! More favors and prizes are available in the Director's Resource Area / Chapter Supplies / Favors and Prices.

To place your order, please use the form on our website at nljc.com or call NLJC Print at 800-633-7947. Thank you!



NLJC Media — New Videos!

All NLJC Promotional and Dance Videos are posted on www.VIMEO.com.

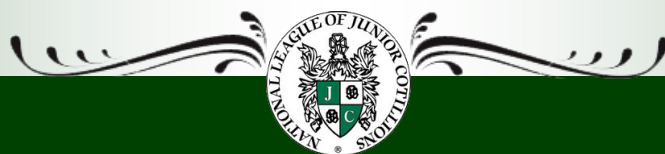
To access these videos for your use, please visit:

<https://vimeo.com/user22122456>

or search for “NLJC” from the vimeo.com home page.

You can also find the Vimeo Link in the Director's Home in the Cotillion Manager.

The password for protected/private videos is “manners”. You can embed these videos on your new chapter website, share them with parents, or even feature them on your chapter's Facebook page!



Winter Ball Music

<u>Title</u>	<u>Artist</u>	<u>Type of Dance</u>
"It's Beginning to Look a Lot like Christmas"	Michael Buble	Foxtrot/Box Step
"Holly Jolly Christmas"	Burt Ives	Swing
"Little Saint Nick"	Beach Boys	Swing
"Snowflake"	Jason Chen	Foxtrot/Box Step
"Snowflake"	Crash the Party	Foxtrot/Box Step
"Tenth Avenue Freeze Out"	Bruce Springsteen	Swing
"Wizards of Winter"	Trans-Siberian Orchestra	Refreshments
"Waltz of the Snowflakes"	Tchaikovsky	Refreshments

Newly Approved Music

<u>Title</u>	<u>Artist</u>	<u>Type of Dance</u>
"Peter Pan"	Kelsea Ballerina	Foxtrot
"Youth"	Troye Sivan	Foxtrot
"Kiss the Sky"	Jason Derulo	Swing/Cha Cha
"Rise"	Katy Perry	Refreshments



Social Media Tips and Ideas

Do you think your chapter's Facebook page needs a facelift? Do you feel as if you have nothing to post on twitter lately? If so, below are a few suggestions to update and recharge your social media sites.



Try updating your cover photo/banner with a new picture. The banner should be a clean, aesthetically pleasing, and professional backdrop for your site. Ensure all text is legible against the chosen banner and make sure you're happy with how it looks on several devices (phone, tablet, and web browsers).

Creating Content on Social Media

- Try using a **CONTENT CURATOR** (a tool that will search the internet for related content or give you blog ideas) or even a simple google search using keywords such as “courtesy,” “etiquette,” or “manners.” Try content searches on sites like:
 - Feebly.com
 - **ContentForest.com/ideator**
 - Google.com
- Try a **blog title generator** to give you posting ideas. One option, **Portent's Content Idea Generator** (www.portent.com/tools/title-maker) will generate a blog topic based on keywords and give you tips for creating topical posts.
- Subscribe to a **post-scheduling service**, for example, **PostPlanner.com**, where for a nominal fee (<\$10 monthly), you can schedule keyword-based twitter, facebook, and Instagram posts to increase engagement.
- Sometimes, all it takes to catch a reader's eye is a brief, meaningful quote written in an attractive font on a colorful background. Search the internet for quotes on etiquette and courtesy, and use the “Paint” program to create a text box for posting. It's quick, easy, and free!



Director Spotlight : Donna Thompson

Each quarter, we hear success stories of the positive impact NLJC and Cotillion Programs have on students and their families in each of your communities. We like to take the opportunity to highlight these successes whenever possible.

NLJC Director Donna Thompson was kind enough to share this letter from a parent whose reluctant student experienced Cotillion for the first time and, in her words, it “wasn’t the torture chamber [she] anticipated.”

Thanks to Donna for sharing this wonderful parent testimonial, and to all of the directors who have worked hard, like Donna, to win over the hearts of even the most reluctant new students.



"I must admit - my daughter wasn't real happy that I signed her up for Cotillion. She has been grumpy at the MENTION of it for the last couple weeks. And, when she met me at the door today at pick up, I was afraid today would be our last class. As we approached the car, she admitted "that wasn't the torture chamber I anticipated... I really liked it... thanks Mom!". BAM! YES! Then, she spent our car ride home telling me about all the things she learned from YOU. (Forget the fact that she's heard it from her parents 100 times!!). She also talked about how kind & pretty you are. So, you made quite the impression, Mrs. Thompson! Tonight she asked when the next class would be... because she doesn't want to be late! :-) Thank you for having the courage to start this program in Bay County. Best Wishes for great success!! "

- A Cotillion Parent



Fall/Winter Timeline Schedule

September

(5-CLASS SCHEDULE)

- * Send Royalty Report & Student Registration Lists to Corporate Office postmarked by the 10th
- * Send September Press Release to the local papers.
- * Pay quarterly taxes.
- * Start classes.
- * Buy favors and prizes for first class.
- * Write down names of parents for potential board members.
- * Book sports figure to speak at Spring Ball.
- * Mail Chaperone reminder cards.

November

(5-CLASS SCHEDULE)

- * Send November press release to local papers.
- * Mail chaperone instructions for Holly/Winter Ball.
- * Buy favors and prizes for third classes.
- * Collect student lists of the Ten Best Mannered People and send to Corporate Office.
- * Send Director's list of Ten Best Mannered People and send to Corporate Office.
- * Send Royalty Report and Student Registration Lists to Corporate Office.
- * Line up Holly/Winter Ball florist.
- * Buy Holly/Winter Ball prizes for contest winner(s).
- * Mail Chaperone and assistant reminder cards.

October

(5-CLASS SCHEDULE)

- * Send October press release to local papers.
- * Buy favors and prizes for second class.
- * Give students Ten Best Mannered People List. (to be turned in at next class)
- * Send Royalty Report and Student Registration lists to Corporate Office postmarked by the 10th.
- * Order Holly/Winter Ball reminder cards to distribute at November class.
- * Order favors and prizes for Holly/Winter Ball—allow 3 weeks.
- * Holly/Winter Ball Dance Cards (color and tie)—allow 2 weeks.
- * Mail chaperone and assistant reminder cards.
- * Book facility for a board Tea in January.

December

(5-CLASS SCHEDULE)

- 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.

