



Seasonal Newsletter

To the Directors of the National League of Junior Cotillions^{LM}

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Dear Directors,

First, I would like to wish a "Happy New Year!" to each and every one of you and your families. We have had quite a busy season this year already! Please review the contents of this newsletter for important updates regarding your 2017-2018 season. We have lots of exciting news to share with you.

As always, we're so incredibly grateful for what you contribute to the NLJC family. We are so proud of our directors and programs nationwide and couldn't possibly succeed without your extraordinary commitment to the children and families of your communities. Thank you!

Sincerely,

Charles A. Winters, President, NLJC



A young student of West Prince William Cotillion enjoys his moment in the spotlight -

Photo Courtesy of Hannah Phillips

Contact The Corporate Office

The National League of Junior Cotillions

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Email : Cotillions@nljc.com

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Important Announcements

- The 2017 Ball theme is *"An Oriental Evening."*
- Please review the ball music on the following page.
- Don't forget to log in to the Cotillion Manager to prepare your website for the upcoming 2017-2018 registration and season.
- Please share photos, news stories, and positive parent feedback with us!

We love to hear how you're making a difference in your community.

Happy Birthday to You!



Lisa Misuraca (January 1st)

Lynn Dempsey (January 28th)

Cammi Owens (March 1st)

Diane Brooks (January 5th)

Beverly Gilbert (January 29th)

Stacey Smith (March 5th)

Uvette Champagne (January 6th)

Ann Achiu (January 30th)

Sara Takoury (March 8th)

Jessica Fisher (January 6th)

Jean Ann Mitchie (February 10th)

Joan Snodgrass (March 10th)

Monica Brademann (January 8th)

Kathleen Sternenberg (February 11th)

Molly Sooter (March 14th)

Alisha Turner Day (January 9th)

Linda Damron (February 22nd)

Pamela Garrett (March 19th)

Roma Graham (January 21st)

Kathy Wood (February 25th)

Robyn Schroth (March 23rd)

Joan Caughman (January 24th)

Melony Davis (February 27th)



Featured Ball Music

Foxtrot Box Step

- ◆ How Far I'll Go by Alessia Cara (Disney's Moana soundtrack)
- ◆ Star of the Show by Thomas Rhett
- ◆ 80's Mercedes by Maren Morris
- ◆ The Middle of Starting Over by Sabrina Carpenter
- ◆ Photograph by Ed Sheeran

Swing

- ◆ September by Justin Timberlake and Gwen Stefani (Trolls soundtrack)
- ◆ Celebration by Kool and the Gang
- ◆ Boogie Nights by Heat Wave
- ◆ Shake your Groove Thing by Peaches and Herb

Some Oldies But Goodies

- ◆ Little Red Book by The Drifters—Swing
- ◆ I Love Beach Music by The Embers—Swing
- ◆ Carolina Girl by General Johnson and the Chairman of the Board
- ◆ Build Me up Buttercup by The Foundations – Swing

Waltz

- ◆ Waltz #15 OP. 39 by Ballroom Dance Collection
- ◆ Romance a Chatillion by The Ultimate Ballroom Collection
- ◆ Nocturne in E Flat by the Ultimate Ballroom Collection
- ◆ Snow White Waltz by Gunter Norris Ballroom Dance Orchestra
- ◆ Under the Stars by Gunter Norris Ballroom Orchestra



Frisco and Plano Texas students pose after a fun and festive instruction dinner. *Photo Courtesy of the NLJC Frisco Plano Texas Facebook Page*



Best Mannered List—2016

Simone Biles - A gymnast serving as an excellent role model for today's youth.

Matt Damon - for being a perfect gentleman who treats everyone with respect, regardless of their fame or social standing, and shows kindness to all.

Rory McIlroy - for displaying exemplary sportsmanship, taking the time to engage with his fans, and treating his fellow golfers with nothing but dignity and kindness.

Missy Franklin - for her grace in the spotlight and accepting both victory and defeat with elegance and poise.

Chris Wallace - for his tact and diplomacy while reporting and mediating during the 2016 election season and throughout his years in journalism.

Ben Carson - for displaying his humility in success as both a pediatric neurosurgeon and political advocate and depicting himself as an upright and dignified individual to all.

Christine Caine - for passionately sharing her desire to help readers achieve a life of peace and happiness through faith.

Pat Head Summitt - for exemplifying all the traits of noble character that Junior Cotillion teaches throughout her career as the winningest coach in all of basketball history and for her dedication to building character in her players and teaching them grace, honor, and dignity.

Harrison Smith - for being known as the NFL's most anonymous star and an example of great sportsmanship. Smith is a former Junior Cotillion student in the Knoxville Chapter under the direction of Mindy Coulter.

Sasha and Malia Obama - for their consistent, well-mannered conduct in the public eye.





Cotillion Manager News

Thank you to everyone who has worked to updated their student database and registration system for the upcoming cotillion season already.

If you have not yet completed the necessary updates for the 2017-2018 season, please review the tutorial video found at www.vimeo.com/198366007. The password to access the video is **Manners**.

In this video, you will receive instructions for how to:

- Create classes in the 2017-2018 Season
- Open registration for 2017-2018 students
- Change Seasons in your Directory and Class tabs
- Update your website with 2017-2018 information

Please contact the corporate office at **Cotillions@nljc.com** with any questions you may have regarding preparing your website and cotillion manager database for the upcoming season. We are more than happy to help!



NLJC Emerald Coast Chapter students doing the Grand March at the 2016 Holly Ball.

Photo courtesy of the NLJC Emerald Coast Facebook Page



January Timeline

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.



February Timeline

February

(5-CLASS SCHEDULE)

- 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.



March Timeline

March

(5-CLASS SCHEDULE)

Prepare Ahead

- Build classes to capacity by phone-network
- Mail "Sorry We Missed You" letters if necessary

For Your Business...

- Send March Press Release to local papers
- Order certificates holders for BMT awards
- Letter to Board re: Parents' reception and confirm their attendance
- Get overhead projector for Spring Ball Dinner
- Review dinner packet and supply serves with instructions
- Print student Graduation Certificates
- Spring Ball
- Parent's Reception (just following the Ball).
- Present BMT awards at school assemblies and remind press.
- File taxes
- Send Thank you notes to outgoing Advisory Board

For NLJC Corporate

- Send royalty report and student registration lists to corporate office postmarked by the 10th of the month



2017-2018 Jump Start List

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 Heidi Latham 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 Glossy Brochure. Be sure to order the Glossy Brochure 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 - 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.