



DANCERgram

Square and round dance news for the west coast of Florida

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www.squaredancefan.com

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This entire newsletter can also be found at
www.squaredancefan.com

INDEX	
2	<i>Bow & Swing Deadline</i>
2	From the Editor
3	Health & Sympathy Updates
4	How do I get in touch with....?
6	West Association Announces New Officers
6	West Coast Association Membership
7	2010 Florida State Convention – Grocery Coupons
8	Square Dance Insurance
9	Bill Boyd Editorial
9	Callerlab Viewpoints
12	Recruiting New Dancers
14	All Things Considered
16	You2CanDance.com
17	Quick! I Need an Allemande Left!
18	2010 Shamrock Swing
19	Dancer Highlight
20	Caller Highlight
21	Your Source for Ribbons

22	What's Happening This Week?
24	West Coast Classes and Workshops
26	Looking Ahead
27	Links

This newsletter is published weekly and distributed electronically as a free service to the dancers on the West Coast of Florida. If you would like your own personal copy emailed to you, please notify the Editor either by email or in person.

August 1, 2009 - Deadline for submissions to the September 2009 issue of the *Bow and Swing*. For info: rgboyd@earthlink.net.

From the Editor



We've been working on adding new items to my website this week, and have now added articles of interest (ones I have written and ones that I reprinted in the DANCERgram). When you have a few minutes, why not take a look at them.

A few weeks ago I was asked to write an article about Buttons & Bows of Lakeland for *Polk Voice* a small weekly newspaper printed by the Lakeland *Ledger*. It was to be no more than 500 words and they wanted a picture to go with it. Well the first draft was over 600 words, then it was down to 500+ and the final draft was 498. The article is about the history of Buttons & Bows and I was also able to work in the health benefits of dancing and contact information for questions about classes. I submitted the article and several pictures for them to select from; they decided to make a montage of the pictures and said the article was excellent. It will be printed this week on Wednesday, the 29th. There are numerous racks in Lakeland and Bartow where you can pick up a free copy of *Polk Voice*. Click on this link <http://webman.polkvoice.com/default.asp?item=167846> to find out where the racks are located. I have also found copies in some clinics and hospitals. I will reprint the article in next week's issue of the DANCERgram for those of you who don't live in Polk County. I'm not sure if the article will be on their website or not, but the link is www.polkvoice.com. I will also be receiving some copies and will have them with me if you aren't able to find one to read.

A few months ago I reported that Cadillac Squares had stop hearing from the PINK CADDIE and they were trying to track her down. Good news! She's been located! She was in Chicago Friday and was to be in northern Indiana over the weekend. Apparently she had gone to Knoxville, then to Lenoir, TN and then to the south side of Chicago. Where she went between Georgia and Knoxville, we may never know, but Caddie is almost home.

For those of you that don't know who the PINK CADDIE is, it's a small model of a pink cadillac that began a journey earlier in the year from the Cadillac Squares in Cadillac, MI, traveling from one club to another. Along the way, pictures were to be taken at each stop and journal entries were to be made on the website detailing where the Caddie was at. It was in our area in

January, made a few stops, and then was in Jekyll Island, GA, for the Fuzzy Navel. Someone took it from that dance and then no one knew where it was. Emailings were flying across the internet trying to determine where it was last seen; now all of a sudden it has shown up in Chicago!

September is Square Dance Month. Attached is a copy of the Proclamation signed by Governor Crist. Perhaps you can display this at your dances in September or use it for publicity during the month of September.

Health & Sympathy Updates

These postings, as well as any previous postings, and notices for dancers can be found at www.squaredancefan.com

Please be sure to also check the website for updates on dancers!

Don Slocum – West Coast Polk County Rep and past West Coast President (two or three times!) – has been diagnosed with aggressive prostate cancer; it is still contained in the prostate. He is scheduled for surgery at Lakeland Regional Medical Center on September 17th. If you would like to send cards, his address is 675 Bearcreek Drive, Bartow, FL 33830. His email address is anndonslocum@juno.com.

Lisa Ann Fuller-Hall of Pittsfield, MA passed away after a long illness on July 20, 2009. She was born on October 3, 1953, the daughter of **Patricia Ann Fuller-Gardner** of Strawberry Squares Mobile Home Park and Dance Center in Plant City, Florida.

How do I get in touch with?

This contact list can also be found at
www.squaredancefan.com

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<p>Round Dance Council of Florida Lisa Wall 904-241-0384 ljwall@comcast.net</p>
<p>West Coast Blood Bank Accounts Hillsborough: #03151 (Chmn: Flo Byington) Pinellas: #06547 (Chmn: Flo Byington) Polk: WCSR (Chmn: Ann Slocum)</p>
<p>Bow and Swing Editor: Randy or Bill Boyd 407-886-7151 407-886-8464 (fax) rgboyd@earthlink.net</p>

West Coast Association Announces New Officers

The annual election of officers was held at the last West Coast Folding/Business meeting on July 22nd, and the new officers for 2009/2010 are:

President:	Lance and Rita Baxter
Vice President:	Penny Green
Secretary:	Leon & Joanne Haar
Treasurer:	John & Lynn Scott

The Baxters and Haars are moving up this year; and of course, I am a past president of the association. John and Lynn are new to the board and John is a CPA. All of us are Polk County dancers.

This new board will be installed at the President's Ball at Strawberry Square Dance Center on Sunday, September 20th.

West Coast Association Membership

At the last West Coast Folding/Business Meeting, it was reported that we have 642 members in the West Coast Association. This was shocking to me when you consider that our association covers 16 counties and that there are approximately 65 – 70 dances listed in the *Dancer*. It would seem to me that we should have a lot more members than 642.

The main purpose of the Association is to provide a communication channel to all of the dancers on the west coast of Florida and to promote square dancing. This is accomplished through the publication of a bi-monthly newsletter - the West Coast *Dancer* - which is provided free to all dancers, hosting approximately eight free membership dances per year to promote dancing, reimbursing new beginner classes for expenses up to \$100 per class per year.

The benefits of joining the Association are many;

1. FREE bi-monthly newsletter; if you are a snowbird; arrangements can be made to have your copy mailed to you while you are gone.
2. Approximately eight FREE membership dances per year in different locations throughout our area so that everyone has an opportunity to attend. If you attend one dance, you will recoup your money.
3. Access to the West Coast blood bank.

4. Square Dance Insurance; must be 100% club participation.

All of this for \$12 per person for a new membership or \$6 per person to renew. The \$12 fee includes the cost of your engraved badge. Each year when you renew, you are given a year bar to hang on your badge.

Membership is open to any square and/or round dancer and callers and cuers. Callers and cuers pay the new membership fee and renewals are complimentary.

At the President's Ball in September, the 2010 bars will be available; you will be able to start renewing your memberships at that time or you can join. If you are unable to make it to that dance, each of the county reps and I will have a supply of the bars and applications or you can mail your check to the treasurer.

WHY WOULDN'T YOU JOIN? If nothing else, consider it a donation to the worthy cause of keeping square dancing alive.

2010 Florida State Convention – Grocery Coupons

TO ALL WHO BOUGHT THE GROCERY COUPONS

We are finding that we need the numbers of your coupons. If you look at the top of the coupons on the right side, you will see a number from 1-100. Or if you cannot find that you will need to tell us the whole number, so it makes it easier for us to find. Please contact Dave & Shirley Nihart at 904-641-5218 or dsnihart@comcast.net to pass along this requested information.

One other thing, if you purchased your coupon from Randy Poole, you will have to contact him for your options on your coupons. Thank you for your patience and understanding.

See you in a Square,

Bud & Anita Taylor
General Chairman, 2010

Square Dance Insurance

We have read in the DANCERgram of the many activities for Square Dancing Clubs in the West Coast Area. This is great news as it shows that dancers continue to support this very wonderful activity. As Insurance Chairmen, however, we cannot help but wonder why we have only 10 Clubs enrolled in the USDA Insurance Program and thinking of possible reasons, decided that some Clubs might not be aware of this opportunity.

Recently, Penny Green, editor of the DANCERgram, included several articles in the June 29th issue beginning on page 13. Clubs were encouraged to enroll their students who will be covered at no charge until they finish Mainstream and become members of the Club. What a deal! Additionally, the Club receives a \$1,000,000.00 liability policy which will protect officers and members if an accident should happen, even if the Club is dancing at a different location than it normally might. Coverage will also extend to demos, participation in community activities and travel to a dance activity, as long as the proper forms have been submitted in advance. Medical expenses are also covered; after the dancer's primary insurance company has paid its share of the costs. All this can be had for a mere \$4.25 per dancer per year. That's right, only \$4.25 will help protect both the dancers and the Club. Why aren't more Clubs lining up to take advantage of this wonderful plan arranged through the USDA? Your Club is too small? No problem as there is coverage available for a minimum payment of \$45.00 per year.

We encourage all to consider participating even if you dance in a hall sponsored by your community. Sometimes their insurance coverage does not extend to others using the facilities. Most Callers and Cuers also carry insurance but it may not provide coverage for the dancers.

We urge you to access the USDA Web Site at USDA.org and click on Dancer Insurance Program for more information or call us at 863-699-9959 and we will try to answer your questions. Email us at 1reason@htn.net if you would like us to email you information and enrollment forms.

Hoping to have lots more enrollments in the Fall, we are Don and Marianne Reason, West Coast Assn Ins Chairmen.

Bill Boyd Editorial

From Bill Boyd

Swine flu scare, outrageously high priced hotels, limited camping and pricy parking, all during a bad economy and still nearly 5,000 people showed up for the National Square Dance Convention in Long Beach, California. There were dances at Knots Berry Farm, on the Theater Patio, Trail end dances, regular dancing from 10:00am to 10:00pm, after party dances from 10:00pm to 11:30pm every night. There were vendors galore, educational programs, tours, cruises and more. Even without high numbers, all who attended had a great time. My family and I already have our ribbons for Louisville and are looking forward to a great time. There will be dancing, vendors, tours, educational seminars; so much to do you will have to make decisions as to what you enjoy the most. How about a suggestion? Set a goal for at least one square from each club to attend next years National Convention. If not a square, how about just one or two couples. Maybe the clubs could even help with the ribbon cost, by raffle, additional dues, 50/50 prizes, or any other imaginative way to send couples to Louisville. Don't forget, at Louisville – as a trail in dance for the 59th National Square Dance Convention – there will be a reunion dance of the Mid-America Square Dance Jamboree. This was always a great event and we are looking forward to attending. During the next several months, this magazine and other magazines throughout the world will be discussing the 59th National Square Dance Convention. If you have never attended a convention, come and have a great time. If you have been to a convention you know the fun you can have. Let us together make Louisville a truly memorable convention.

Reprint from *National Square Dance Magazine* – August 2009

CALLERLAB VIEWPOINTS

By Mike Seastrom

It's Time to Bring out "The List"

This is the time of year when you bring out that list you've been keeping and really make it count. You've been working on it all year and you've been keeping it updated for many years now. Since many clubs will be starting a new dancer class sometime soon, and it just so

happens that your club is too, that list will come in very handy. That list will be one of the best resources for having a successful class. What list you say? Well let's sit down and talk!

In this day and age when most clubs can use any marketing idea they can get their hands on, this is one that can really work for you. It's called the "Friends of Any Club List" and if your club doesn't already have one start it now.

It can be assigned to any person or couple, but it probably already fits under an existing club office. I'd say maybe, "Membership". Some clubs will call the office, "Sunshine", but whatever works for your group is just fine. Make a point to have a report given on "The List" at each Board meeting. By reporting on its content and status each month or so, you'll find that more people will be able to provide input about these "friends" of your club as well as to add names to it. It absolutely needs to be assigned to a specific person or couple, because if no one is responsible for it, it won't get done.

This person or couple should be fairly well known in your club and should hopefully know everyone in the club by name, by face or at least in some way. It's great if this is the same club office that is responsible for collecting your club dues, (if your club has yearly or monthly dues), or it can be the club persons or couple that sends out "get well", "happy birthday", or "sympathy" cards to your members when appropriate. If your club doesn't already have someone that "sends out the sunshine", get that system working for you too. There is nothing more important in retaining existing club members than having the care and support from their dance club in times of celebration or need.

Anyway, let's get back to the "Friends of Any Club List". It's the list of couples or people that have or have had any connection to your club. This list is made up of names that come from many sources, so let's name just a few. Anytime your club has an activity where non-members are invited, participate at any level, or in some way are connected to your club, their name(s) is put on "The List". Even if they just stick their head in to watch at one of your dances or events, get their contact information so they can be invited to your next open event.

Let's elaborate on this a little. If your club doesn't have events where friends, co-workers, family members, neighbors, fellow church members, bowling, women's club members, or service club people are invited to attend as guests of your club, start now and plan these events at least three or four times a year. When your club has a charity fund raising event, holiday party, New Year's gathering, club campout, car rally, picnic, theater night, pool party, pot luck dinner, or new dancer fun night, invite all the people or acquaintances from the sources listed in this paragraph, or any others you can think of. Ask your entire club to invite people they come in contact with to attend. The invitees aren't being asked to attend a new dancer's class, they are being invited to attend a single event and have fun with your club. Club members may even want to pick their invitees up and bring them as their guests.

The way you invite them can be a method in itself. Some clubs print tickets to pass out as invitations. They'll even print a value on them with, "Complimentary" stamped on the ticket somewhere, because it gives it value. If it's the kind of event that calls for purchasing a theater ticket or raising funds for a community or national charity that your club is supporting, that's fine too. What a great way to raise additional donations and also get acquainted in a social atmosphere with members of your club.

If your club can reach out to others for a single fun event that gives them the opportunity to get to know your members, get to know one another, and enjoy gathering with your club on a social level first, it makes it so much easier to successfully invite them to join your club's new dancer program. They will already know members of your club and how friendly they are. In addition, they know that they'll be accepted and taken care of while they step outside their comfort zone and learn to dance.

For many years now, a very successful way of bringing more people into your new dancer program is for your club to have a new dancer fun night along with food or even while your club is supporting a charity event of some sort. Successful clubs will hold these events several times throughout the year.

Your club members should not dress in square dance attire at these events because it will separate your members from your guests. You'll have a more difficult time getting your guests to dance, because they'll think that you are all "professional dancers" and they will be more self-conscious about not being "good enough" to dance with you. If everyone is dressed in like attire, it removes a barrier and keeps everyone together for that event. The same is true for having successful demonstrations and keeping your new dancers coming back to your class. Let them begin to wear dance attire naturally as they learn to dance.

It's amazing to me as I travel and call that there are clubs that are really doing well and some that are struggling. Successful clubs have, at the very least, one or more leaders that are passionate about the social fun and joy of our dance. They're drive to do the extra things it takes to create even more fun, while making everyone attending an event feel welcome and special. They work at opening the doors to more people joining the club and attending club events. This can work for your club too!

Start your "Friends of Any Club List" today and help your club open its doors to more people joining your group. It's so much fun to spread the joy of our dance and share this great pastime with others. Do as many of these "little things" as you can and they'll add up to be big things for your club down the road.

Reprint from *American Square Dance Magazine* – August 2009

Recruiting New Dancers

This information was developed by the Education Committee of the United Square Dancers of America, Inc. and will provide a brief summary of just a few of the topics concerning the recruiting of new dancers. These same recruiting techniques apply to square, round, contra, clogging, and other folk dance clubs. Leadership Education material can also be printed directly from the USDA website at www.usda.org.

INTRODUCTION

Recruiting new dancers is a never-ending task within the square dance movement. Square dancing is a great form of entertainment, therapy and exercise. It is also a great equalizer, as there are no income, education or culture barriers. PhD's dance along side of clerks, mechanics, engineers, sanitation workers, small town folk, city dwellers, politicians, world travelers, dentists, ministers – all looking for the same thing – fun, fellowship, entertainment and relaxation in a friendly, family atmosphere. No one is too old or too young to join in for an evening of square dance fun and fellowship.

How do we find new prospective dancers? How do we approach them? How do we persuade them that square dancing is the hobby for them? WE RECRUIT, RECRUIT, RECRUIT!

RECRUITING PLANS

To conduct a successful and prosperous recruiting program, a club must design and develop their recruiting plans and guidelines well in advance. Their plans should consider class dates and schedules, length of class sessions, class size, class fees, class facilities, caller, angels or club helpers, attire, training materials, handouts, literature, interaction and interface with the club members and the club activities, class publicity and promotion, and club member support and involvement with the class. Educate the club members (recruiters) by developing an information sheet that provides answers to questions that will most likely be asked by the new prospects. These information sheets should include data about the club as well as the total square dance activity.

RECRUITING METHODS

Personal Contact: The most successful method of recruiting new dancers. Solicit your friends, family members, acquaintances, business associates, etc. Encourage these potentials to bring their friends. Transport your prospects to the early lessons until they establish a rapport with other students.

Exhibitions/Demonstrations: Perform square dance exhibitions or demonstrations at shopping centers, malls, fairs, community events, church events, etc. Be sure to present a colorful, fun and friendship atmosphere to the spectators. Wear proper square dance attire. Involve the spectators if possible to demonstrate how easy it is and how much fun can be experienced in just a short time. Pass out flyers regarding your club and its class information.

Party/Benefit Dance: Offer to sponsor a West Square Dance Party for a church group, civic organization or business group. Sponsor a Benefit Dance for a charitable cause that is open to the public. Demonstrate the club dancing and then involve the spectators, to let them taste the fun and fellowship that goes with square dancing. This recruiting method offers the potential for signing up a complete group of prospects at one time for the lessons.

Advertise: Design, develop and distribute posters and flyers advertising your class plans. Place flyers in malls, stores, community bulletin boards, Chamber of Commerce Welcome Centers, Welcome Wagons, Community Service Centers, waiting rooms, business offices, etc. Advertise via electronic billboards and the community service features of local radio and TV stations. Advertise and publicize by writing club, class, square dance articles for local newspapers and local square dance publications. Build a dynamic, live dancing club square dance float for use in various community parades and pass out flyers along the roué.

Recruiting Tools: Flyers depicting all the pertinent information can be passed out at exhibitions, malls, dances, placed in publications or news media, placed on bulletin boards or stacked in convenient places for people to pick up. Homemade or special made posters may be placed in high visibility areas in malls, centers, stores, bulletin boards, etc. Handouts may be made and distributed person to person, which will also spark conversation and an opportunity to meet potential dancers one on one. Invitations may be developed and sent to prospects or to previous dancers that have dropped out of the dance activity.

RECRUITING PROCESS

Preparation: Preparation is essential for a successful recruiting program. Recruiters should be a near expert about the club, class plans, square dance movement on a local and national scale, and should be knowledgeable regarding costs, methods of payment, schedule, location and other class details. Recruiters should have flyers, posters, handouts and other attractive material available for distribution.

Personal Contact: Promote the square dance activity as a wonderful source of wholesome entertainment, exercise and an opportunity of great fun and fellowship. Sell the “club” concept, its members and its activities to the prospects. Promote the class lessons as an inexpensive night out on the town, with the finest people, learning something new while exercising.

Follow Through: Offer to pick up your prospects and take them to the first few lessons. Meet with your prospects for a light snack before or after class. Call prospects immediately if they are absent from class. Keep your “recruits” under your surveillance until they mingle with their classmates and have become a solid member of the class. Keep fanning the spark until it glows and bursts into a full flame!

For additional information about USDA or any of its programs, please visit our website www.usda.org or email the Education/Publications Committee at usda.education.publications@usda.org. See website www.usda.org Officers & Committees for Current Officers and Committee Chairs mailing address and phone.

Reprint from *American Square Dance Magazine* – August 2009

All Things Considered

By Ed Foote

How to Get Names of Potential Dancers

If your club does demos for the public during the year, such as at malls, shopping centers or fairs, you have a ready source of potential new dancers. Unfortunately, most clubs do not take advantage of this situation. They may hand out a flyer announcing the date of the beginners’ class, and that is usually all that is done.

Simply handing out a flyer puts the burden on the recipient to remember when the class will occur and to be enthusiastic about attending. Surveys have shown that this does not work, that people need to be personally invited to the class and often taken there. Even the word “class” scares some people away. Despite the publicity of the findings of these surveys over the years, clubs routinely ignore these findings and continue to advertise a class by handing out flyers or putting an ad in the paper. Then they wonder why they have a few or no people for their class.

SOLUTION: At a demo where potential class members are in attendance (usually any place except nursing homes or retirement homes), do the following:

1. Announce at the demo that everyone watching will receive an invitation to a free dance in the future. This should hold them for a few minutes.
2. Be sure to invite people in the audience to participate in the demo, and have club members actually go into the crowd and lead people to the floor. People will be much more likely to give their name if they have participated or seen others participate.
3. After one brief demo, announce again about the free dance. Say that in order to receive this free invitation, you will need peoples’ name, address and phone number.

4. Immediately have another demo with people from the audience. Have club members circulate through the audience collecting this information. Each club member should have some note cards and a pen. Do NOT merely pass around a sheet of paper – people are much more likely to give this information if they can talk one-on-one with a dancer.
5. Tell all club members ahead of time NOT to say this is for a beginners' class or lessons. This will make people feel they are committing to something, and they will be reluctant to give their name. The key phrase is: “This is for a free dance.”
6. Be sure to start collecting the names BEFORE all the audience participation is over. If you wait until the end, the crowd will scatter before you can get to most people. Ideally, have at least 3 audience participation sessions of 5 minutes or less. If you have enough time, you can alternate back and forth with a club demo of no more than 5 minutes, followed by an audience participation demo.
7. Tell club dancers who are dancing with audience members to get the names of these people before they leave the floor.

AFTER THE DEMO, THEN WHAT?

1. Make a list of all the names, addresses and phone numbers. One month before the start of your class, send everyone on the list an invitation for a free dance. Do NOT say it is for a class – that could scare people away. Be sure to include an RSVP person to contact.
2. Two weeks before the dance, phone all those from whom you have not received an RSVP. This will likely be most of the people.
3. For those who are undecided, phone again 5 days prior to the dance. Offer to have someone bring them to the dance. But if someone gives an outright “no”, do not phone again. You don't want people to feel pressured.
4. Keep the names of any who do not attend the dance and contact them the next year. And the next. And the next.

If you follow all these steps and do 3 or 4 demos a year, this should give you a ready supply of contacts and hopefully a reasonable beginners' class.

Reprint from *American Square Dance Magazine* – August 2009

You2candance.com

New Dance Web Site from the ARTS
You 2 Can Dance .com
July 18, 2009

The Alliance Of Round, Traditional, and Square-Dance (ARTS-Dance) has undertaken the task of creating a web site dedicated to the promotion of square dancing, round dancing, and contra dancing. Each of these forms of dance includes a leader who directs the dancers. Unlike most of the dance web sites in existence, the site will be designed for those who are not already actively engaged in these forms of dance. The idea is to provide a short video of each activity, presenting positive images and dispelling some of the old stereotypes. There will be descriptions of each activity and positive photographs. The site will extol the health and social benefits of dancing in general and each of the dance forms individually. If there is interest by the visitor to the site, there will be menus to direct them to contacts in their area.

The name of the web site will be "you2candance.com". Our current production plan calls for the site to be up and running by mid-fall 2009. When the site goes "live" we need to get the word out, with major promotion and publicity. This is where the dance community comes in. Imagine if all the dance leaders and dancers had a "you2candance.com" sign in their car window. Imagine business cards with nothing on them except "you2candance.com" being left in doctor and dentist waiting rooms and stuck on supermarket bulletin boards. Imagine banners hanging outside dance halls (whether owned or rented) with just "you2candance.com". How about free bookmarks for your library or second hand book store. Eventually people will click on the web site just to see what is. With any luck, some of them will be interested and access the contact information on the site.

The site is being designed by custom Video Productions of Red Bank, NJ (www.cvpnj.com). The project coordinator is Roy Gotta (roygotta@optonline.net). Suggestion, pictures, volunteers to be state, city or local contacts, or anything you think might be of value to the project should be sent to Roy at the above email address.

Since ARTS-Dance is a 501 (c) (3) corporation, tax-deductible contributions to the project are welcome. Please send donation to: ARTS Treasurer, 1316 Middlebrook Drive, Liberty, MO 64068-1941. For additional information, please Email Jerry Reed, ARTS Executive Director at ExecutiveDirector@arts-dance.org.

Please pass this information on to the dancers in your area.

Jerry Reed
ARTS Executive Director
Email - DirectorARTS@aol.com
Phone - (321) 794-9645

Quick! I Need an Allemande Left!

By Donna Cox, Executive Assistant, Bank of America, Charlotte, North Carolina

While packing a few personal items inadvertently left behind by my boss (and dear friend) who was a recent victim of the lay-offs spurred by our economic times, strangely my thoughts turned to the healing power of square dancing.

I stood in that now-empty office and fought back tears of sadness for several dear coworkers with whom I would probably lose contact. I thought of so many other companies in so many other states also making “tough decisions” affecting hundreds of thousands of people across our nation, all of whom need Yellow Rocks, for sure.

Everyone needs a Yellow Rock on occasion. Although I love Yellow Rocks, what I needed at that moment was an Allemande Left (or two or three!) in the worst way. I needed to whoop and holler and just let-er-rip with a really big Allemande Left, knowing that the security of home was a short promenade away.

I love the crescendo to Allemande Left in a good patter call. You can feel the excitement in the buildup, just teasing you over and over until. BAM! There it is, ALLEMANDE LEFT! Allemande Left means you’re going home. Home position is where everything is proper and fitting, where there are no friends departing in tears, no family members suffering with illness, no bills to pay. Home, in your square, with friends, is where everything is just right.

I wish I could keep little instant, add-water-and stir Allemande Lefts in my pocket to use whenever I have the need. A recent TV commercial depicted a lady buying laughs, contented sighs, and such, in the form of little tokens from a store. I don’t even remember the product they were trying to advertise. In my opinion those laughs and contented sighs pale in comparison to Yellow Rocks and Allemande Lefts. Just think about a TV commercial where

someone is buying Do Sa Dos, Yellow Rocks, and Allemande Lefts. Unquestionably, the viewer would know the product is square dancing with its magic power of love.

Square dancing is more than an extracurricular activity for me, it is my release. Second only to prayer, it is my chance to shake out all the bad emotions and fill up on loving friendship that can sustain you through life's problems.

So, when you need a "pick me up that won't let you down", remember the magic of Allemande Lefts and be the first to square up.

Reprint from the American Square Dance Magazine – March 2009

Reprint from DANCERgram – February 23, 2009

2010 Shamrock Swing

Central Florida Square & Round Dance Association Presents Their

10th ANNUAL SHAMROCK SWING

In The Villages on March 19 & 20, 2010

Location: La Hacienda Recreation Center, 1200 Avenida Central

Callers will be: Tim Marriner and Bob Stern

Round Dance Cuers will be: Jimmy and Carol Griffin

This month we want to mainly bring you the information on the motels that are available since now is the time to call and book your room. You have a choice of two, each being \$80 + tax for a Standard Room; BOTH HOTELS are ACROSS from LA HACIENDA DANCE HALL. **Comfort Suites** has two queen beds or a king with a refrigerator and microwave. **Holiday Express** offers two queen or king size bed. A Suite will be \$99 + tax. Both hotels have a free Deluxe Continental Breakfast.

Please call them direct and identify yourself as a square dancer attending the Central Florida Square & Round Dance Shamrock Swing in 2010.

Comfort Suites number is: 352-259-6578 and Holiday Express is 352-750-3888

Next month we will highlight the details about the dance levels available during the Shamrock Swing and the fee for the whole weekend or each day's fee. You can help support the Shamrock Swing also by being a Booster. You donate \$1 and your name will be entered in the Program Booklet as a supporter of the Shamrock Swing.

All Area Reps of CFSRDA clubs have information. You may contact them for further information and flyers or contact: Bob and Jennie Courter, Chairmen at 352-751-1009 or email courj4720@thevillages.net.

Bob & Liz Wilson, Media

DANCER HIGHLIGHT



Mary Dow was born and raised in Perry County, Indiana. She and her two brothers and one sister were raised by their grandparents. They moved to New Albany, Indiana, when Mary was 12. She graduated from New Albany Senior High School and moved to Pompano Beach, FL the following year. She was married to Russell Dow in July 1957. They moved to Arcadia, FL in 1973 and she became a widow in August 1982. She has two daughters, two grandsons and two great-granddaughters. Mary has been a real estate broker in Arcadia since 1973 and is the owner of Dow Realty, Inc. She lives on a mini-ranch and has a few cows.

Mary started square dancing in 1984 (as a solo) and has been a very active dancer ever since.

- Member - Arcadia Palace Promenaders for 24 years
- Member - Charlotte Promenaders for approximately 18 years
- Member - Cultural Center Square Dance Club in Charlotte (since its inception)

She's also active at the West Coast Association level;

- DeSoto, Charlotte and Hardee County Rep for many years
- Secretary Fall Fun Fest for two years; top booster ad salesman for four years
- Attends just about every West Coast Folding/Business Meeting

She's also a member of the Florida Association of Single Square & Round Dancers (FASSRD);

- Historian for four years.

And a member of

- Singles Square Dancers USA®

Travel is another interest of Mary's; she's attended

- 5 National Square Dance Conventions
- National Singles Dance-A-Ramas since 1989 (about every other year)
- FASSRD Single-Ramas
- 20 Florida State Conventions

- West Coast Fall Fun Fest
- Knothead Conventions
- Sunshine Festivals
- Florida Winter Festivals
- Texas State Singles
- Georgia State Singles

Mary doesn't fly to these out of state events; she and Jennie Martin, a cuer from Arcadia, always drive and make stops along the way sightseeing and visiting friends and family.

Caller Highlight



Burl Lally was born in York, PA; joined the Air Force and was stationed in England, where he met his wife, Pam. They were married in 1957 in her hometown of S. Harrow, Middlesex, England. Their firstborn child was born in England; they came back to Pennsylvania in 1959 where they had three more children for a total of three daughters and a son. They in turn have produced six grandsons and five granddaughters and from them, so far, three great-grand-daughters (one set of twins).

Burl's career was in computers as a system programmer and manager. They started square dancing in 1975 after traveling in Colorado and seeing a demo while there. Burl got interested and talked Pam into taking lessons when they got back to Pennsylvania; he started calling in 1981. They were campers and have called and camped all over the U.S. and Canada. In 2008, they moved to FL, where Burl

continues to call.

When asked about writing square dances, Pam stated, "There is one in the big book of dance calls, Indian Style to an Ocean Wave, but everything else he calls he makes up – LOL, even changes the singers. "

Burl and Pam are members of the Suncoast Callers & Cuers Association and the West Coast Square and Round Dancers Association.

Source for Ribbons

This list can also be found at
www.squaredancefan.com

I carry ribbons and flyers for the following dances:

October 23 - 24, 2009 - **30th Annual Single-Rama** - Sebring, FL.

November 1, 2009 - **24th Annual MacDonald Dance** - Strawberry Square Dance Center, Plant City, FL

November 13 - 14, 2009 - **35th Annual West Coast Fall Fun Fest** - Bartow, FL

January 21 - 23, 2010 - **Florida Winter Festival** - Lakeland, FL

March 19 - 20, 2010 - **10th Annual Shamrock Swing** - The Villages, FL

What's Happening This Week?

This schedule can also be found at
www.squaredancefan.com

Week of July 27, 2009

NOTE: Yellow highlighting is a change from last week's issue.

Monday – **Bay Indies** – Indies Hall (first hall after entering park), 950 Ridgewood Ave. (off Venice Ave. E.), Venice – A2 10:00 a.m. – noon; Plus 1:00 – 3:00 p.m. – caller: Red Bates – casual attire. For info: 941-223-0987 or redbates@juno.com.

P FOR I

Temple Twirlers – 1807 N. Lincoln Ave., Tampa – ER 7:00 p.m. – Mainstream/Plus/Rounds 7:30 – 9:30 p.m. – caller: Gary Murphy, cuer: Charlie Lovelace – casual attire - finger food. For info: mlewis87@tampabay.rr.com or pwoodlief@tampabay.rr.com.

Kings Point Swingers – Kings Point Main Clubhouse Studio Room, 1902 Clubhouse Road, Sun City Center – A-2/Rounds 7:30 – 9:30 p.m. – caller/cuer: Mike Cox – casual attire. Visitors please wear your square dance badge and tell the guard at the entrance gate that you are attending the dance. For info: mc8152@verizon.net or 813-649-0754.

Tuesday – **J and C Spin-a-Rounds** – Pinellas Park Auditorium, 7690 – 59th St. N., Pinellas Park – Phase IV – V 6:30 – 8:15 p.m., Advance – Beginners Mixed Rhythms 8:30 – 10:00 p.m. For info: spinards@tampabay.rr.com or 727-525-7809.

P FOR I

Sun City Swingers – Sun City Center Community Hall, 1910 S. Pebble Beach Blvd., Room 3, Sun City – Mainstream 7:00 – 9:00 p.m. (caller will be “calling to the floor”) - caller: Van Coble – new dancers from any class are encouraged to visit and get some floor time over the summer months – casual attire. For info: gail3357@gmail.com or 813-633-1297 (Gail) or 813-633-8780 (Sue).

P FOR I

Suncoast Squares - Metro Center, 3170 3rd Ave. N., St. Pete, FL – potluck 6:45 p.m. - Mainstream and Plus workshop 7:30 - 10:00 p.m. - Caller: Mike Cox. For info: suncoastsquares@yahoo.com.



Are you saving your pennies (or coins) for Pennies for Independence? Don't forget to bring them to the Collection Points, which are indicated in the DANCERgram with the P for I logo!



Wednesday – **Cultural Center Squares** - Centennial Hall, 2280 Aaron Street, Pt. Charlotte - 7:00 - 9:00 p.m. Mainstream/Plus/Rounds - caller: Wes Morris; cuer: Jennie Martin and Russ Collier. For info: 941-380-5336, mdow@cyberstreet.com, or 863-494-2749.

Thursday –
Pinellas Park –
p.m. - caller:

P FOR I

Promenade Squares - Senior Center, 7625 - 59th St. N., ER 7:15 - 7:45 p.m. Mainstream/Plus/Rounds 7:45 - 9:45 Dick Demerit; cuers: Jimmy and/or Carol Griffin. For info: sgdancegranny@juno.com or 727-546-5966.

Strawberry Square Rounds – Strawberry Square Dance Center, 4401 Promenade Boulevard, Plant City – **Phase II Rounds w/Workshop**: 12:00 – 2:00 p.m.; **Phase III/Intro IV**: 2:30 – 4:30 p.m.; **Phase II/Intro III Class**: 7:00 – 9:00 p.m. – cuer: Charlie Lovelace. For info: lurvds@embarqmail.com or www.floridadanceweb.com/strawberry. Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Nicki Horne 813-707-8905 or 813-727-6210.

NEW CLUB – Dr. William E. Hale Senior Activity Center, 330 Douglas Avenue, Dunedin – Beginners 6:30 – 7:30 – Squares (all sets) 7:30 – 9:30 p.m. - \$5 per person – caller: Allen Snell. For info: settarose1@verizon.net or 727-809-3429 or 727-862-4842 or 727-809-3429.

King's Point Swingers - Kings Point Health Room (main Clubhouse), CR. 674 (east of I-75), Sun City Center - ER 7:00 - 7:30 p.m., Plus/Rounds 7:30 - 9:30 p.m. - caller/cuer: Mike Cox. For info: 813-649-0754 or hlhtfh@yahoo.com.

Citrus Squares – First United Methodist Church, 21501 W. Highway 40, Dunnellon - 7:00 - 9:00 p.m. - caller: Ellis Lindsey. For info: lalecl@aol.com.

Friday -
7:00 p.m.,
attire

P FOR I

Spinning Wheels – 1807 N. Lincoln Avenue, Tampa, FL – ER Mainstream/Plus/Rounds 7:30 – 9:30 p.m. – square dance preferred – caller: **Art Springer**, cuer: Charlie Lovelace. For info: helenm720@aol.com or jbarnes73@tampabay.rr.com.

B & S Flutter Wheelers - Bayonet Point Enrichment Center, 12417 Clock Tower Parkway, Bayonet Point, Hudson - ER 6:30 p.m., Plus/Rounds 7:00 - 9:00 p.m. - AS tip at 9:00 - relaxed attire June to October - caller: Bob Bourassa, cuer: John Ayers. For info: Bob Bourassa 352-796-8254 or rbourassasr@tampabay.rr.com.

P FOR I

Snell's Bo's & Bell's – Largo Community Center, 65 – 4th Street NW, Largo – 7:30 – 9:45 p.m. – callers: Allen Snell, cuer: Pat Fiyalko - wear your brightest colors – please bring finger foods. For info: settarose1@verizon.net or 727-862-4842 or 727-809-3429.

P FOR I

Sun City Swingers – Sun City Center Community Hall, 1910 S. Pebble Beach Blvd., Sun City – Early Rounds 7:00 – 7:30 p.m., Plus/Rounds 7:30 – 9:30 p.m. – Caller: Van Coble, cuer: Pat Hagen. For info: gail3357@gmail.com or 813-633-1297 (Gail) or 813-633-8780 (Sue).

Saturday –

Sunday – *B & S Flutter Wheelers* - Bayonet Point Enrichment Center, 12417 Clock Tower Parkway, Bayonet Point, Hudson - A 2 workshop 5:30 - 6:00 p.m. - A 2 Dance - 6:00 - 8:00 p.m. - relaxed attire - caller: Bob Bourassa. For info: 352-796-8254 or rbourassasr@tampabay.rr.com.

Huggables - King of Kings Church, 10337 U.S. 19 (between SR 52 and Ranch Road), Port Richey - casual dress – lessons 1:00 - 2:30 p.m. – Mainstream/Plus 2:30 – 4:30 p.m. - caller/cuer: Allen Snell. For info: 727-809-3429 or 727-809-0323 or settarose1@verizon.net.

Orange Blossom Squares – **TEMPORARY LOCATION DUE TO RENOVATIONS AT LA HACIENDA CENTER: Colony Cottage Recreation Center, 510 Colony Boulevard (NE corner of 466A and Morse Boulevard – 352-750-1935)**, The Villages – Plus/Rounds 7:00 – 9:30 p.m. – caller: Don Hanhurst, cuer: Joanne Helton. For info: willowhouse@msn.com or 352-753-2325.

West Coast Classes and

These classes are also listed at
www.squaredancefan.com

Please provide start date, start and ending time, level (beginner, Mainstream, Plus, etc.) exact address (with city) where class and/or workshop will be held, instructor's name, contact name, email address and phone number.

**PLEASE KEEP IN MIND THAT THIS
INFORMATION NEEDS TO BE
COMMUNICATED OUT TO NEW DANCERS!
IT'S NOT A SECRET!**

July 9, 2009 – **Temple Twirlers Plus Class** – Forest Hills Park Community Center, 724 West 109th Avenue, Tampa – 7:30 – 9:30 p.m. - \$4 per person per session – for mainstream graduates and for plus dancers wanting to brush up on their dancing – caller/instructor: Roland Blanchette. Couples, singles and teenagers welcome. You

Did you know that any club in the West Coast Association area of Florida can be reimbursed up to \$100 per class for any advertising related expenses for new dancer classes? Just submit your receipts to the West Coast treasurer for reimbursement.

do not have to bring a partner. For info: Merle Lewis or Phyllis Woodlief at 813-962-1861 or 813-961-0732.

July 14, 2009 – **Suncoast Squares Beginner/Mainstream Square Dance Lessons** - Metro Center, 3170 Third Avenue, N., St. Petersburg. The first three classes are open for beginners. The cost is a requested donation of \$5 per class. The Mainstream class will meet from 7:30 – 9:00 p.m. Caller/instructor: Mike Cox. For info: www.suncoastsquares.com.

July 14, 2009 – **Suncoast Squares Plus Class** - Metro Center, 3170 Third Avenue, N., St. Petersburg. The cost is a requested donation of \$5 per class. The Plus class will be from 9:00 – 10:00 p.m. Caller/instructor: Mike Cox. For info: www.suncoastsquares.com.

September 10, 2009 – **BATS Beginners Class** - Brandon Community Center, 502 Sadie Street, Brandon – 7:00 p.m. – 8:30 p.m. – caller/instructor: Dan Wilkerson. For info: dr.danbob@yahoo.com, 813-571-7786 or Bob 813-689-5897.

October 13, 2009 – **Sun City Swingers Annual Open House for Beginners Class** – Sun City Center Community Hall, 1910 S. Pebble Beach Blvd., Room 3, Sun City – 7:00 – 9:00 p.m. **Beginner class will start October 20th**. Caller/instructor: Van Coble. For info: gail3357@gmail.com.

November 2, 2009 – **Strawberry Square Beginner Dance Class** – Strawberry Square Dance Center, 4401 Promenade Blvd., Plant City – 6:30 – 8:00 p.m. – caller/instructor: Roland Blanchette. For info: www.floridadanceweb.com/strawberry. Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Mary Lee Van Valkenburg 813-707-1702; Nicki Horne 813-707-8905 or 813-727-6210.

Did you know that the editors of the American Square Dance and Bow & Swing magazines will send complimentary copies of their magazines for your graduating class? Just let them know when you need them and how many!

November 2, 2009 – **Strawberry Square Plus Workshop** - Strawberry Square Dance Center, 4401 Promenade Blvd., Plant City – 8:00 – 9:30 p.m. – caller/instructor: Roland Blanchette. For info: www.floridadanceweb.com/strawberry. Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Mary Lee Van Valkenburg 813-707-1702; Nicki Horne 813-707-8905 or 813-727-6210.

December 6, 2009 – **Ft. Meade Squares Plus Workshop** – City Mobile Home Park, 1046 Second Street, Ft. Meade – 2:00 – 3:30 p.m. – caller: Russ Young – casual attire. For info: FMRLyoung@aol.com.

December 6, 2009 – **Ft. Meade Squares Beginner Lessons** – City Mobile Home Park, 1046 Second Street, Ft. Meade – 4:00 – 5:30 p.m. – caller/instructor: Russ Young – casual attire. For info: FMRLyoung@aol.com.

Looking Ahead

The events listed below are new this week. The entire list of future events can be found at www.squaredancefan.com

**SEPTEMBER is.....
Square Dance Month**

March 7, 2010 – **West Coast Membership Dance** – Sun-n-Fun Community Center, 3500 Edgewater Drive, Sebring, FL - ER 1:30 p.m. - Mainstream/Plus/Rounds 2:00 - 4:00 p.m. – Callers: Sam Dunn and area callers and cuers – West Coast Members FREE; guests \$5 per person – wear your West Coast outfits (the outfits from the 2008 Florida State Convention). For info: lanceandrita@yahoo.com.

April 23 – 24, 2010 – **58th North Dakota Square, Round and Clogging Convention** – Memorial Building & Armory, 417 – 5th Street, Devils Lake, North Dakota. For info: John and Linda Frelich 701-398-5162; jlfrelich@gondtc.com; Rex and Joyce Baker 701-662-6766; jcbakernd@hotmail.com.

June 11 – 13, 2010 – **55th Colorado State Square Dance Festival, Sundance Spin** - Rocky Mountain Resort, Keystone Resorts Conference Center, 633 Tennis Club Road, Keystone, CO. For info: www.sundancespin.com.

August 5 – 7, 2011 – **52nd Wisconsin Square & Round Dance Convention** – De Forest High School, De Forest, WI. For info: June Myklebust and Bob Dahnert, 7851 Wernick Rd., De Forest, WI; 608-846-9104; jmyklebust@centurytel.net; www.wisquaredanceconvention.org.

Links

**These links can also be found at
www.squaredancefan.com**

Associations/Organizations

<http://www.floridadanceweb.com/> (Florida Dance Web)

<http://floridasquaredance.com/> (Florida Federation)

<http://www.flcallersassoc.org/> (Florida Callers Association)

<http://www.usda.org/> (United Square Dancers of America)

www.iagsdc.org (International Assn. of Gay Square Dance Clubs)

www.floridadanceweb.com/fassrd (Florida Singles)

<http://www.callerlab.org> (CALLERLAB)

<http://www.americancallers.com> (American Callers Assn.)

<http://www.roundalab.org/> (ROUNDALAB)

http://floridadancing.com/html/west_coast_squares.html (West Coast Assn.)

<http://ssdusa.org> (Single Square Dancers USA[®])

<http://www.nsdca.org> (National Square Dance Campers)

<http://www.arts-dance.org> (Alliance of Round, Traditional and Square Dance [ARTS])

<http://www.58nsdc.com> 58th National Square Dance Convention - Long Beach, CA

<http://www.59thnsdc.com> 59th National Square Dance Convention - Louisville, KY

<http://www.60thnsdc.com> 60th National Square Dance Convention - Detroit, MI

<http://www.nsddirectory.com/> (National Square Dance Directory - information and contacts for clubs in the U.S., Canada and around the world)

Vendors

<http://usda.fundlinklic.com/> (online shopping mall)

www.suzieqcreations.com (Suzie Q Creations & SW Florida Location – Bob’s Engraving 239-354-2053; adamsBZ@msn.com)

<http://www.aronssquaredanceshopandpatterns.com/> (Aron’s Square Dance and Western Wear Shop)

<http://www.calyco.com/> (CaLyCo Crossing - a full line square dance shop)

<http://www.tictactoes.com/> (Tic Tac Toes - shoe vendor)

www.sheplers.com (Sheplers - the world’s largest western stores and catalog)

www.PerfectPetticoats.com (Perfect Petticoats)

<http://www.grandsquare07.com> (Grande Square.com – square dance clothes and accessories)

Square Dance Halls

www.floridadanceweb.com/strawberry (Strawberry Square)

Callers/Cuers

<http://www.samdunn.net/> (Sam Dunn)

<http://home.rr.com/jcspin> (Jimmy and Carol Griffin)

www.2fwd2.com (Lisa Wall)

www.keithstevens.com (Keith Stevens)

This E-Newsletter is published by a square and round dancer concerned about the preservation of our dance activity. This is not a publication of the West Coast Square and Round Dancers' Association, Inc. The target audience is the dancers in the West Coast area of the state of Florida and contains dance information for the upcoming week in this area as well as major dances around the state and nation, and any other information of interest to the dancers. It is published weekly with addendums as needed. New information each week is highlighted. Permission is given to forward this newsletter to your membership or others interested in receiving a copy or to provide printed copies to your members and visitors to your club. It is also available on the West Coast page of the Florida Dance Web at www.floridadanceweb.com. If you would like a copy emailed to you or would like your club information added, please contact the editor at sgdncfan@aol.com. Please continue to support the West Coast Dancer, a publication of the West Coast Square and Round Dancers' Association, which is published bimonthly and is provided free of charge for all dancers. For circulation, listings, club news, ads and articles, contact Ed Henning at 813-659-4787 or evhenning@peoplepc.com.