



Mike Callahan



Florence Germeroth





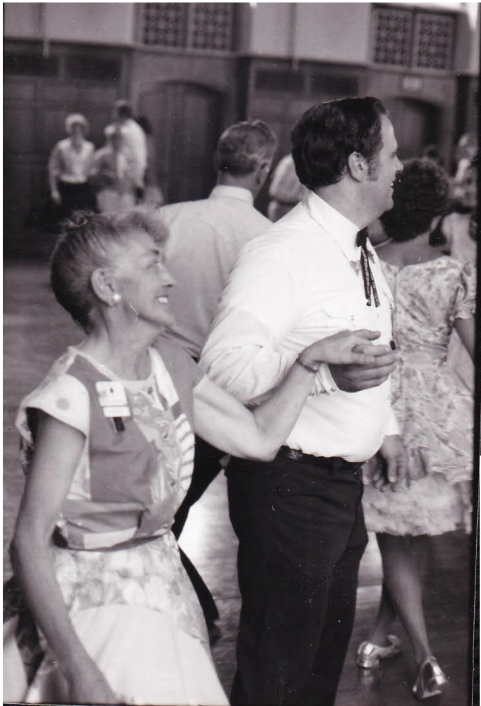








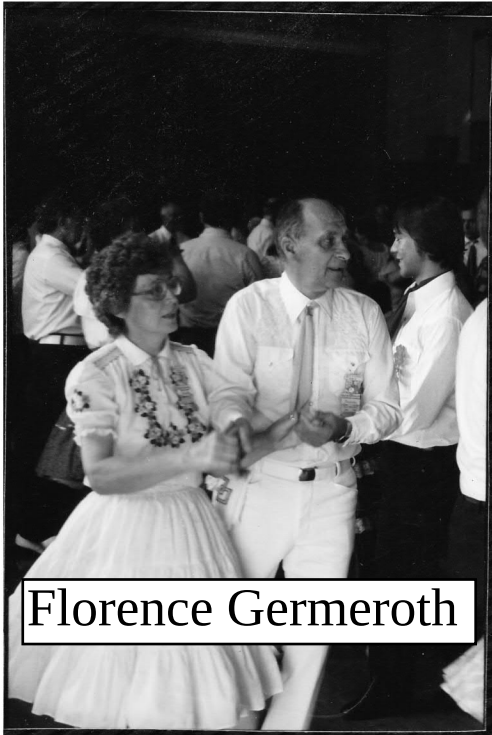










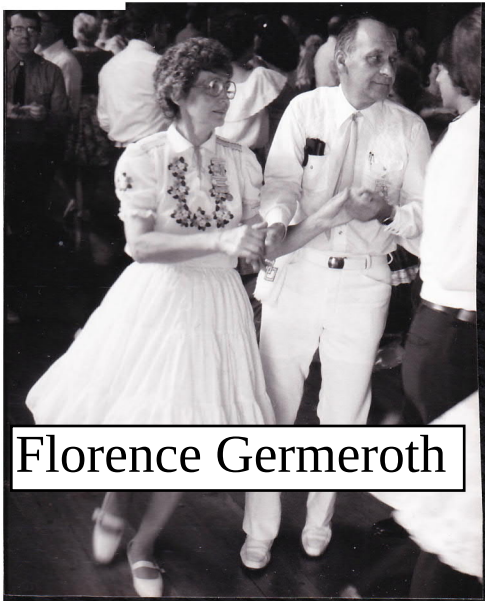


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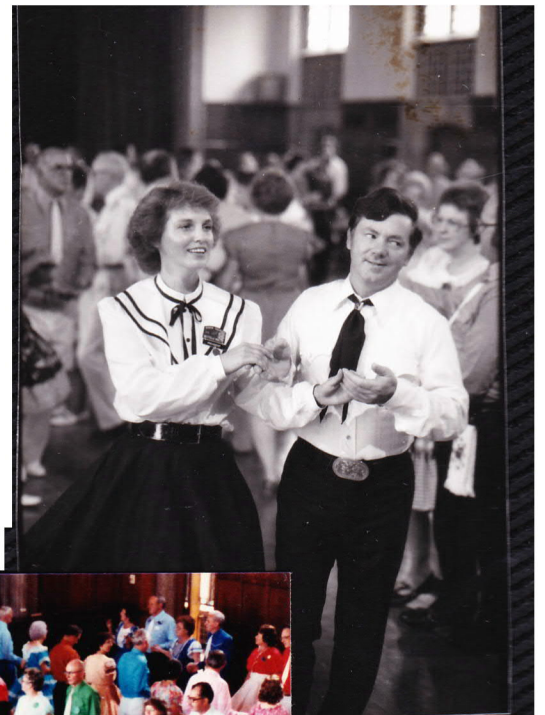
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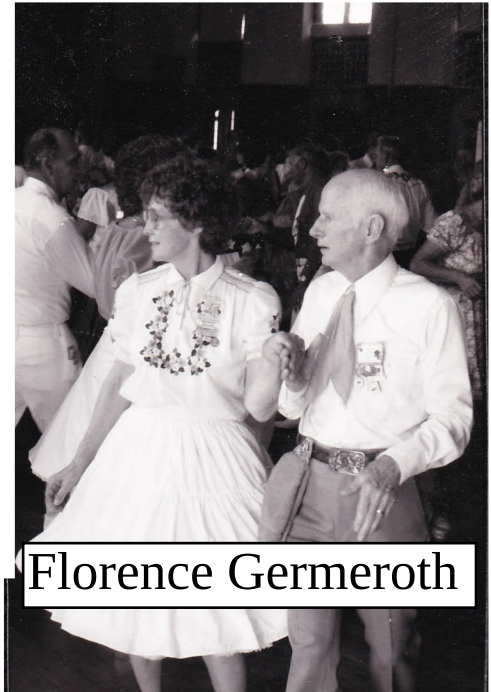












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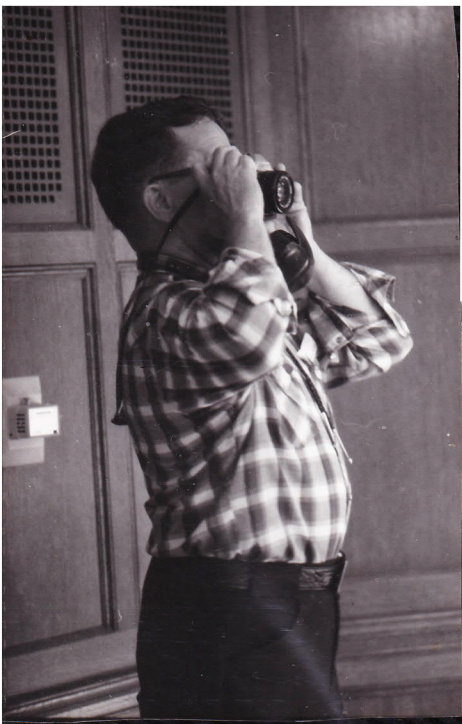






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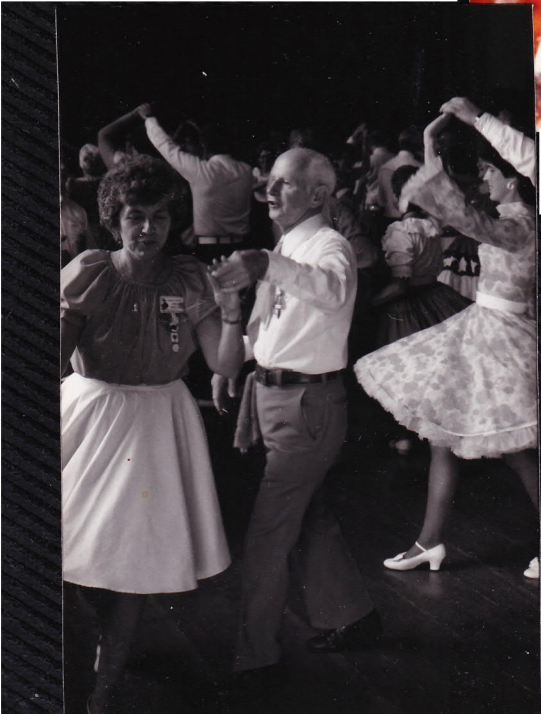






Shirley Shaw

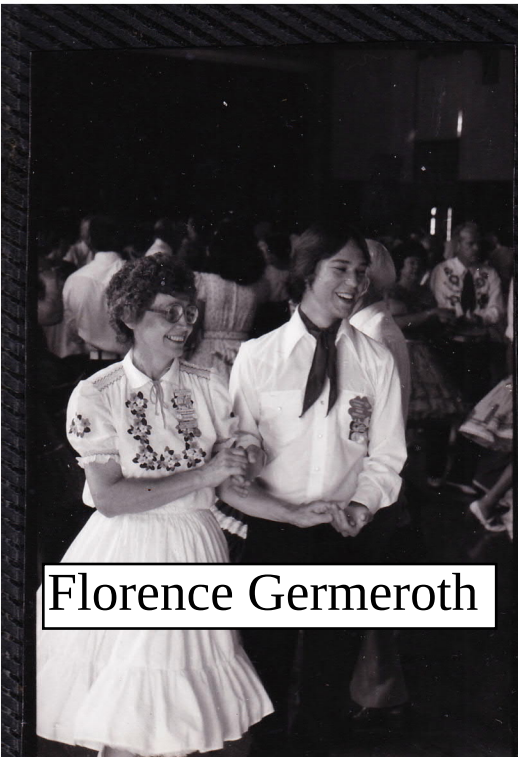




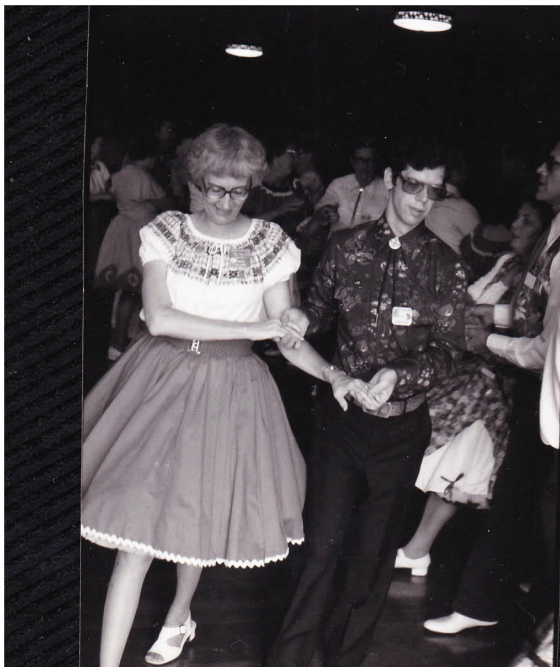


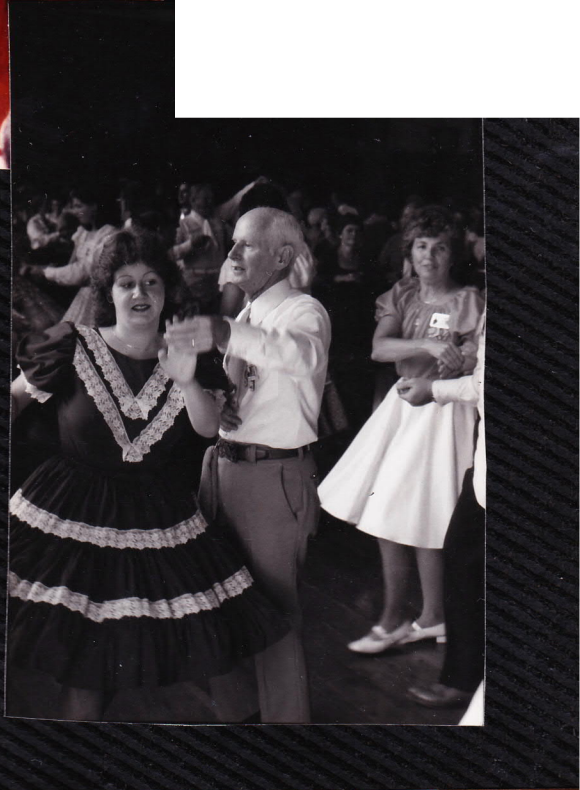






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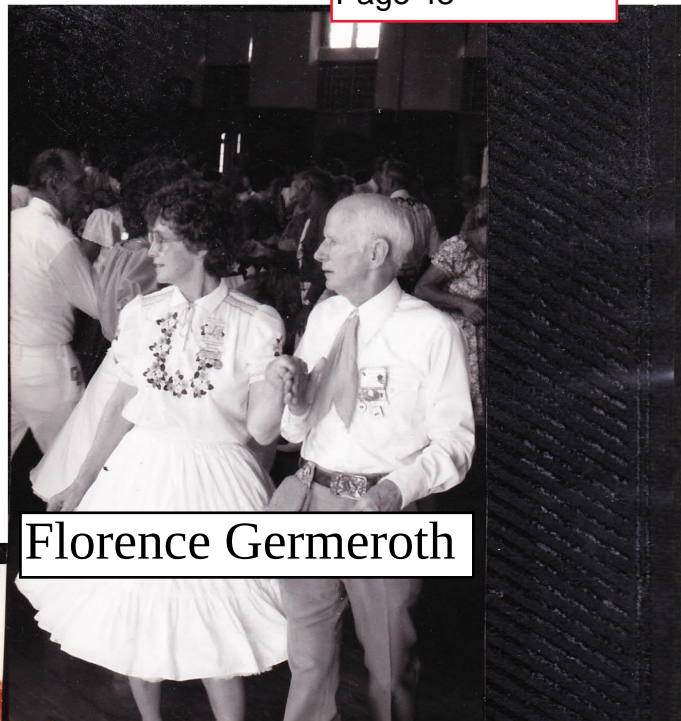








Mike Callahan



Florence Germeroth





Shirley Shaw

Mike Callahan













CARE AND FEEDING OF SPECIAL EVENTS CALENDAR
- by the Editors

1. Problem - Two large, yearly class - club dances scheduled on the same night.
Result - Neither dance is as successful as it should be and the class misses out on one of them. Hurt feelings.
2. Problem - National caller comes to town and three clubs hire him on successive nights.
Result - None do as well as they should have. Hurt feelings.
3. Problem - Cure dance is scheduled the same night as a club has a national caller featured.
Result - Neither dance is as successful as it should be. Hurt feelings.

SOLUTION: Special Events Calander, page 2 of each month's PROMENADER.

USE

1. Before scheduling any dance, even a regular club dance, check the Special Events Calander for conflicts on that date.
2. As soon as your Special Dance is scheduled, send it into the PROMENADER so it can be included in the next month's Special Events Calander. (Submit each dance on a separate 3X5 index card with "Special Events" written on it. Be sure to include all info.)
3. Submit these Special Dances as far in advance as possible. Let other clubs know of your Special Dance so they can make up their schedules. Submit your Special Dance a year or so before the dance.

ABUSE

1. Not listing a Special Dance. In order to have your Special Dance listed on the Special Events Calander, it must be submitted to the PROMENADER! (Preferably on a 3X5 index card with "Special Events" written on it.)
2. Not checking the Special Events Calander before scheduling a dance. How do you know that date isn't taken if you don't check?
3. Don't use the Special Events Calander for advertising. Truly, a club would not have more than three Special Dances a year! When lesser events are entered into the Special Events Calander the calander loses its effect. It becomes long, costly and meaningless.
4. A listing in the Special Events Calander does not guarantee you exclusive rights to that date. Another club is free to use that date, but that club knows it is competing with your Special Dance. (I find most clubs won't compete, but are glad to cooperate!)

 *Put On Your
Dancing Shoes*

FOR
DANCE-O-RAMA

By the time you read this update on Dance-O-Rama, you should already have bought your ticket. But if you haven't, you can still buy them at the door at Brockport.

Dance-O-Rama 1983 features Bruce Busch, Ron Libby, Gene Trimmer and our own local caller, Bob Ellis. Rounds are by Hap and A.J. Wolcott and there will be a clogging hall under the direction of Jack Simmonds. Also a "Smooth Dancing" demo by Gene Trimmer - a really worthwhile presentation for new and 'seasoned' dancers.

We hope to see many new graduates and look for the veteran dancers as will in Brockport on May 7th.

Jerry & Joan Sanford,
DOR Chairmen

PAID READER ADS

DRIED FLOWER and/or Driftwood Arrangements: your container or mine. Unusual perennials. Call 436-8684. Ask for Audrey.

JERRY'S GEMS - Challenging Plus Level Dancing. Jerry Carmen calling, Saturday 8 - 10:30 pm. May 14. South Presbyterian Church, Corner Rts 15 and 15A. 352-5564.

MELODY SQUARES dancing the plus program with Chip Ke Kellogg at the Zion Episcopal Church, 120 East Main Street (Rt. 31) Palmyra. Fridays, May 13th and 27th. at 8:00 pm. (315-986-2860)

SHAMROCK SQUARES A1 level plus Experimentals. Mondays, May 2, 9, 16, 23. NO DANCE May 30. Summerville Presbyterian Church, 4845 St. Paul Blvd. (Near Lakeshore Blvd.) 8:00 pm Advanced Dancers only. Mike Callahan 392-3807

SHAMROCK SQUARES A2 Level plus Experimentals. Tuesdays May 3, 10, 17, 24, 31. Covenant United Methodist Church, 1124 Culver Road, (Near Parsells Ave.) 8:00 pm. Advanced Dancers only. Mike Callahan 392-3807.

R. F. SQUARES - Dancing the second and fourth Tuesdays. May 10th and 24th. 7:30 - 10:00 pm. All plus program dancers welcome to join us for some fun. Ron Fotch calling. United Methodist Church, corner Westside Drive and Buffalo Road. North Chili. Phone 968-8982 for more directions, we'de like to dance with you.

RAF PUBLICITY COMMITTEE

As announced in last month's PROMENADER, the Federation established a Publicity Committee whose objective this year is to produce a TV commercial to help promote Square Dancing in the Greater Rochester Area. The commercial would run during August to supplement new dancer recruiting efforts.

The cost to produce a 30-second video tape commercial is approximately \$350. Air time must be purchased as well. Costs for air times vary depending on the time of day, programming, etc. Although air time is less expensive in August, we must purchase as many separate time slots as possible for maximum effectiveness.

We have been encouraged by the positive reaction this proposal has received from the Square Dance community. Dancers were first made aware of this goal at the March 13th PROMENADER Benefit Dance, and \$182 was donated that day. Since then, announcements have been made at some area clubs, and dancers have donated to support this proposal. To everyone who has contributed, THANK YOU. To those who have not yet done so, please consider the impact this project could have, and donate. We ask every club in the area to collect money at one of their dances during May if they have not already done so. If everyone donated one dollar, we could finance this project. This is a 'Dollar a dancer' effort. Donations may be sent to the RAF Publicity Committee, C/o The Shaws, 19 DaVinci Drive, Rochester, New York 14624.

In addition to producing and airing a TV commercial, the Publicity Committee will utilize as many forms of free advertising as possible. We plan to do whatever we can to promote the activity and make the public aware of it.

Please help. Many dance programs will be ending in a few weeks. If we are to help increase class sizes in September, we must have funds to act on this proposal.

Sincerely,
Shirley A. Shaw
Chairman of Rochester Area
Federation Publicity Comm.



CELEBRATE
NATIONAL SQUARE DANCE WEEK
SEPTEMBER 18-24th with a
NEW OUTFIT from

**THE CARRIAGE HOUSE
SQUARE DANCE FASHIONS**

STRAWBERRY SQUARE
MUTTON HILL RD.
AUBURN, N.Y. 13021

(315) 252-9486 OR 252-8410

HOURS THURS. & FRI. 6-9 PM.
SAT. 9AM.-2PM.

OR CALL FOR AN APPOINTMENT

"Your Complete Square Dance Shop"

PLAN NOW FOR YOUR FASHION SHOWS
&/or OUR TRAVELING SHOP
CALL FOR DATES AVAILABLE

CHECK OUR BULLETIN BOARD
FOR MONTHLY SPECIALS

VISIT US AT
GINGHAM SQUARES, WATKINS GLEN 9-17-83



Merry Mixers

After our long hot summer, welcome back to square dancing! With all the parties, picnics, demonstrations, and new summer class, the Merry Mixers have had a very "merry" and "mixing" summer.

Even though it was a long hot one, our class which started in June is really moving along with our Trail's End dinner dance at the Wishing Well where we all had a lovely evening of good dancing and delicious food. Yours truly was also surprised with a birthday cake presented by daughter, Julie, and son-in-law, Michael.

Next, was a backyard picnic hosted by outgoing presidents Nell and George Burandt. The food was delicious, the dancing fun and meeting productive. Thank you, Nell and George, for your interest and hours of dedication for our club. Best wishes as you travel through life.

July 4th, brought club and class to the home of Gert Hauck, our new president, for a pass a dish and pool party. A splashing good time was had by all!

A memory tip was called by Mike for two of our longtime members, Phyllis Isaac and John Fenton. We will truly miss them both.

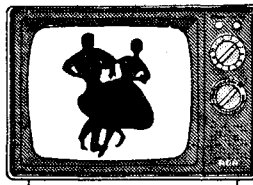
Ruth Vaisey vacationed in Europe and wore her teeny weeny bikini on the Riviera. Gordon King beat the heat by vacationing in Greenland.

We are looking forward to an exciting and fun filled dancing year at our new location on Tuesday Nights.

We would be very happy to have you all come and join us - single or not!

Information
248-8573

Reporter,
Virginia Marshall



**R A F
Publicity
Committee**

Dear Dancers,

July 29, 1983

This is a difficult letter to write since it is due to the PROMENADER on August 3rd, and by the time it appears in print, all will be history. Nevertheless, the Publicity Committee report follows:

Income from the following sources:

Individual Contributions	\$ 464.00
Club Donations	1117.00
Callers Co-op	200.00
Rochester Area Federation	1000.00
Interest Income	15.20

Total Funds Raised (7/30/83) \$2796.20

Expenses to date 7/30/83)

Check Charges	6.04
Balance on hand (7/30/83)	\$2790.16

Status of the TV Commercial is as follows:

FILMING: August 6, 1983, 10:00 am, Auditorium, Cutler Union Building

CALLER: Mike Callahan

PRODUCTION: Channel 13

PARTICIPANTS: Over 20 squares of dancers from the Great Greater Rochester Area.

EDITING: To be completed by mid-August, the Committee working in conjunction with Channel 13.

AIR-TIME: Variety of time slots on Channels 10 and 13, during the weeks of August 22, August 29, and September 3rd. (Hope you saw some of them!!)

RESULTS: To be reported in subsequent issues of PROMENADER.

OTHER: Square Dancers are scheduled to be on the "Noon at Ten Show" on August 18th, 12:15 pm., Channel 10. We are also to be on Morning Break, Channel 13, in August, but do not have a specific air time as of this writing.

The Publicity Committee has provided club officers and area callers with an information package on the promotion of square dancing. The package includes many Committee recommendations on new dancer recruitment and retention.

The Publicity Committee has also sought out opportunities to get information on our activity in print. Many of these efforts have been successful, and we hope you have seen some of this work.

Thank you to everyone who contributed in any way on this project. I sincerely appreciate your help and look forward to sharing with you the results of our efforts.

Shirley Shaw

Shirley Shaw
Chairman



Tecumseh Squares

Summer is over and the dance halls are full of old and new square dancers. We hope to see a lot more of the new dancers.

Don't miss Tecumseh Squares Open House, September 13, 1983, (see ad in this issue.) bring a couple who would be interested in learning how to square dance. Jack Sadwick will have the pleasure of teaching them how to square dance.

That's all for now. See you next month.
Information
482-5707

Reporters,
Al and Denise