



USA Dance—Greater Milwaukee



Chapter 2030

Chapter Update

January 2014

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Every year I try to communicate with our members to keep them up to date on what is happening within our chapter. I am pleased to report that the chapter is healthy and doing well. The changes that we implemented almost 2 years ago have generally been positive. Initially we saw a drop in dance attendance but have gained most of that back in 2013. Our average attendance rose from 88 in 2012 to 96 in 2013 which is just about where we would like to be. We would like to see a few more people at our dances but we don't want to get too large because large dance venues are significantly more expensive.

I would also like to take this opportunity to thank you for your continued membership in USA dance. After we made our changes in early 2012 we saw a significant membership drop and we thank the members who have joined since and those who continue to

renew. Your membership dollars help provide us insurance, an automated registration system, a national support structure and give us non-profit charitable organization status. National membership also allows you to get discounts at other local chapter dances and supports many youth and competitive programs. We hope you continue to renew and support USA Dance. Lastly thank you to those that voted in the recent National Election. The election was hotly contested and saw a record number of votes. The slate of challenges defeated the incumbents so we have new National Leadership. This will be a challenging year but I look forward to positive things from the new administration.

I would again like to stress the importance of attracting new dancers. This problem seems to be common to the entire Milwaukee dance community. In addition to supporting our dances, one of the most im-

portant things you can do is encourage new dancers to regularly attend social dances. Many times newer dancers are reluctant to venture out or they show up and are intimidated. If everyone would mentor and encourage just one dancer every year we will have plenty of dancers to fill the floor. Finally, I would hope you encourage people to attend our dances but there are a lot of good options out there and I recognize that we may not be the best fit for everyone. Just getting people on the dance floor regularly is more important than where they are dancing.

Please feel free to contact me with any questions and we hope to see you on the dance floor.

Roger Clauer
President, USA Dance
Chapter 2030

Inclement Weather

What a horrid start to Winter 2013/2014. We again have had to cancel our December dance due to weather. Unfortunately 2 other dances also had to cancel in the last month. Everyone is concerned about the safety of the dancers and these have been difficult calls.

I just wanted to review, how we will handle severe weather situations. If it becomes necessary to cancel a dance, we will make a best effort to

notify people in the following ways:

- Email message to all people on our email list. Currently, in excess of 400 people. This our primary and most reliable method of contact
- We will post our cancellation on WTMJ's outage and cancellations line.
- We will update our website with current information.

This is probably a good point

to remind everyone to ***make sure we have a current email address.*** If you have changed providers or email, please let us know. We do not sell or rent our email list.

Unfortunately it is no longer practical for us to try and make phone calls. People aren't keeping their phone numbers up to date and about half of our attendees at dances are non members and we have no phone numbers for them.

**Make sure we
have a current
email address.**

**Email is the
quickest way to
notify you
Weather related
cancellations**

2014 Schedule Notes

Enclosed with this newsletter are two cards with our 2014 Dance Schedule. The first one is a small wallet sized card that you can carry with you. The second one is a larger (and easier on the eyes) rack card that you can put on your refrigerator. Additional cards will be available at our dances while supplies last.

You will notice a significant change in venue selection. In 2013 we

held one dance at the Knights of Columbus (now Wiseguys) on 103rd and Oklahoma. The response was so positive we decided to hold 4 dances at that location in 2014. The central location was viewed a significant advantage. The level of response will dictate how many dances we hold at this venue in 2015.

We continue to mix our DJs and are pleased that Jim Finn from USA Dance

Chicago will again be back in 2014.

Finally we are going to do an encore presentation of the our popular Music of your Life Dance. This was one of our more popular events and we had many requests to do it again. For those that did not attend, this dance had popular danceable music from each decade—50s, 60s, 70s and 80s and everyone had a great time. We hope to see you at many of our dances in 2014.

Board News



USA Dance local chapters elect their board of directors for 2 year

terms. Unlike some organizations, all board members are elected at the same time. This year we had three openings and we had 3 volunteers so we did not need to hold an official election. The new board members are Connie Christensen, Ruth Durkin and Al Schuh and we are very appreciative of their willingness to serve. Al is actually a returning board member and previously served as our Vice President. Al has also been responsible for developing and maintaining our website as well as for many of the great pictures which you see

on the web site.

We also would like to thank our departing board members. Ming Kao has been on the board for 2 years and in addition to providing DJ services to the chapter, he has also worked on our music program and helped with DJ selection. Doug Marsh has also been on the board for 2 years and was our Vice President. Doug was responsible for the Music of your Life Dance. Doug and his wife Lisa relocated to the state of Maine.

While we are sorry to see them go we appreciate their service and wish them well. We look forward to new ideas of the new members and while change is hard and means extra work it is also necessary to keep organizations moving forward and fresh.

In that light I would encourage anyone interested in taking a more active leadership role to start thinking about becoming more active in the USA Dance. Many of our current board members have been on the board for quite a while and as they “retire” we will need replacements to continue to present 12 dances per year.

One of the projects that we undertook this year was to explore the possibility of dance hosts at our dances. Many USA Dance Chapters do this and Geri Herreid decided to take this on as a project. We got a lot of good feedback from our dancers and Geri put a lot of work in to this but at the end it became clear that we could not come up with financially viable model with paid dance hosts so the idea was dropped.

January Dance—Food Drive and Raffle

Our January dance will be on January 19 at the Waukesha Elks. Dance will be from 5:00 p.m. 9:00 p.m. with music by Ron Kobiske. Ron will present a Foxtrot lesson from 4:00—5:00 which is complimentary with paid admission. Since our December

Dance was cancelled, ***we will move the Food Drive to this dance.*** For each non-perishable item you bring you will get one raffle ticket. Additional raffle tickets can be purchased for \$1.00. All food and money collected for raffle tickets will go to the Waukesha Food Pantry.

We will raffle off prizes and 2 free dance passes after the second mixer. The need for food is high this year so please help out by donating and enjoy an evening of dancing.

Dance: Jan 19

Waukesha Elks

5:00—9:00 p.m.

DJ: Ron Kobiske

Foxtrot Lesson: 4-5

\$10 Members

\$12 non-Members



Promoting the joy of Ballroom
Dance in Greater Milwaukee

Chapter 2030 Board

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Visit us on the web at <http://usadance2030.org>

2014 Schedule

Date	Venue	DJ
1/19/2014	Waukesha Elks Lodge	Ron Kobiske
2/16/2014	Knights of Columbus/Wiseguys	Tom Conway
3/16/2014	Sterling Chalet	The Sweeneys
4/13/2014	Knights of Columbus/Wiseguys	Ron Kobiske
5/18/2014	Wisconsin Club (Res Only)	The Sweeneys
6/15/2014	Waukesha Elks Lodge	Ron Kobiske
7/20/2014	Knights of Columbus/Wiseguys	The Sweeneys
8/17/2014	Sterling Chalet	Tom Conway
9/21/2014	Richfield Chalet	Ron Kobiske
10/19/2014	Waukesha Elks Lodge	Jim Finn
11/16/2014	Sterling Chalet (Music of Your Life)	The Sweeneys
12/14/2014	Knights of Columbus/Wiseguys	Tom Conway