



# USA Dance—Greater Milwaukee



Chapter 2030

## Chapter Update

November 2012

### Inside this issue:

Inclement Weather	2
2012 Schedule Notes	2
Take Someone Dancing	3
2013 Schedule	4

About 9 months ago we published our first newsletter. In that newsletter we communicated a number of significant changes. Specifically we increased our member admission price by \$2 and we eliminated the physical postcard reminders. After 9 months I thought it appropriate that we review the impact of those changes. I am pleased to report that the changes had the desired result – they kept the chapter financially viable. Financially our dances are, for the most part breaking even. Our member/non-member attendance mix has changed and we expected that. Previously about 25% of the attendees were non-members. This year about 30% of the attendees are non-members. The good news, however, is that former members are attending our dances as non-members.

Overall the attendance is down slightly from previous years and this may in part be

due to the removal of the post cards. We know that not everyone has email but we also know that some of those who do not have email still regularly attend our dances. In an effort to help those who do not have email, this year we have printed a larger card with our 2013 schedule which people can use as a reminder. A copy is enclosed in this mailing and these will be available starting at our December Dance. We will also continue to put our dances in Dancer's Dateline as well as a variety of other newspapers to make sure everyone is aware of our events.

Our biggest current challenge is attracting new dancers. This problem seems to be common to the entire Milwaukee dance community. Basically the dance community is losing people faster than we are adding them. As I talk to more people I am struck by the fact that there is no single cause so there isn't one or two

things we can do to "fix" this problem. In the past year, 3 regular dancers have passed away, a few more have been injured or become ill, others have retired and split their time between Wisconsin and warmer climates, some have changing family priorities (grandchildren) and still others have aged to a point where they are limited in their ability to drive. The list is not exhaustive but you can see there are many reasons. Later in the newsletter I talk about some ways to remedy this problem.

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

It's getting to be that time of year where the weather can create very dangerous conditions. Unfortunately USA Dance has had more than it's share of cancellations. — 3 in the last few years. 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.
- We will post our cancellation on WTMJ's outage and cancellations line.
- We will update our website with current information
- We will attempt to place

phone calls to all members on our list. Note: will only do this for members and only if we have a valid phone number.

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 and we only format very selected notices.

---

**Make sure we  
have a current  
email address.  
Email is the  
quickest way to  
notify you  
Weather related  
cancellations**

---

## 2013 Schedule Notes

Enclosed with this newsletter is a card with our 2013 Dance Schedule. For the most part, there are no major changes. Venue selection is difficult because there are few quality venues. You will notice that we are no longer using the Chandelier Ballroom. The Chandelier is an outstanding venue and the people there are great to work with but it is a little too large and expensive for

our organization. In addition we did some analysis and found that the Chandelier was the most distant ballroom for our members. Only about 65% of our members are within a 45 minute drive to the Chandelier. This compares to about 85% of our members who are within a 45 minute drive to both the Elks and the Richfield Chalet. Reluctantly we decided to make a change and this year we

are going to try the Knights of Columbus on 103<sup>rd</sup> and Oklahoma in West Allis. This is a very nice venue with an excellent wood floor and the layout is similar to the Richfield Chalet. The location is very centrally located so we are interested in hearing your feedback after we hold a dance there. The facility has been used to host other ballroom dances and you may remember it from the T&T dances a few years ago.

## Be a Dance Recruiter



Previously, I mentioned that we were losing dancers faster than we

were adding them. One of the best ways of solving this problem is if everyone who is currently social dancing becomes a recruiter. No one person has to do a lot of recruiting, but if 100 people each get just 1 person per year to regularly social dance, the future of social dancing would be markedly improved.

First, when I say recruiting, I am not just talking about telling someone about a particular dance. Just getting someone to a dance is great but we want to keep them coming back and that requires a little more work. My friend Ron Kobiske perhaps recruits better than just about anyone. When he suggests someone attend a dance, he makes sure that the expectations are set properly. When he recruited us, his words were “If you come, don’t freak out”. He was basically making sure that we knew that

going from a sheltered lesson/studio environment to an open ballroom dance may not immediately be comfortable. Ron helped us understand that just like many new activities, it make take more than one try before you are having fun. And he was right. It took a few times before we began to truly enjoy ourselves. Finally Ron and Ann helped guide us through some of the proper “protocol” of social ballroom dancing. Getting a new person in the door is good but providing true mentoring keeps people coming back

Secondly, when I say recruit I am not just talking about getting people to a USA Dance. Obviously we would like our dances to be your dance of choice but if you have someone you think would like to start dancing socially and you have a venue/dance that you think would be a better fit for them, take them to that dance. One good example is the folks at State Line Dance in Twin Lakes. They identified that the geographical area was underserved and started a new ballroom dance. Now

dancers in that area have a convenient dance alternative and will be more likely to stay in the social dance community. If they continue to social dance then someday, they may give organizations like USA Dance, independent DJs, etc. a try. But if they drop out of dancing, then everyone loses those dancers forever.

I use State Line only as an example. Obviously we could like people to try USA Dance but there are many excellent DJs, live bands, small clubs etc. which may be appropriate for people who want to social dance. Find the opportunity where the new dancer is going to most comfortable and most likely to return. The objective is fairly simple — get more people hooked on social dancing.

The people who currently enjoy social ballroom dancing are the best ambassadors. If we can all get more people to regularly attend social dances, we can ensure that social dancing in South Eastern Wisconsin will have a bright future.

---

**The objective is fairly simple — get more people hooked on social dancing.**

---



Promoting the joy of Ballroom  
Dance in Greater Milwaukee

### Chapter 2030 Board

Roger Clauer	President	roger@clauerfamily.com	262-521-3073
Doug Marsh	Vice President	exbexeagle@gmail.com	262-377-6909
Eileen Clauer	Treasurer	efclauer@wi.rr.com	262-521-3073
Geri Herreid	Secretary	grherreid@wi.rr.com	262-594-3082
Lynda Blanchard			262-470-2549
Jim Barnes			262-389-4989
Ming Kao			262-389-4989
Laurie Wareham			262-408-1611
Thad Groszcyk			262-696-8007

Visit us on the web at <http://usadance-southernwi.zoomshare.com/>

### 2013 Schedule

Date	Venue	DJ
1/20/2013	Waukesha Elks Lodge	Ron Kobiske
2/17/2013	Knights of Columbus	Tom Conway
3/17/2013	Richfield Chalet	The Sweeneys
4/14/2013	Richfield Chalet	Ming Kao
5/19/2013	Wisconsin Club (Res Only)	The Sweeneys
6/16/2013	Waukesha Elks Lodge	Ron Kobiske
7/21/2013	Waukesha Elks Lodge	TBD
8/18/2013	Richfield Chalet	The Sweeneys
9/15/2013	Richfield Chalet	The Sweeneys
10/20/2013	Waukesha Elks Lodge	Ron Kobiske
11/17/2013	Richfield Chalet	Ming Kao
12/8/2013	Richfield Chalet	Ron Kobiske