

News From The  
**BELLES & BEAUS**  
Pomeroy, OH  
(July 6, 2003)

The Belles and Beaus of Pomeroy, Ohio had a new dancer group of 7 couples and 3 singles in 2002. Their success in recruiting was attributed to two activities. Several weeks prior to the start of their new dancer session a written invitation was sent to former dancers inviting them to a "Come Back to Square Dancing Party". They obtained the membership lists from three area clubs that had folded plus past membership lists of their own. They also placed ads in 3 local newspapers. The papers listed their club activities and new dancer group in their social calendar. The papers also carried a news story a couple of weeks prior to the start of their new dancer session.

The club destination program is the CALLERLAB Plus program with the new dancers starting in September. The sessions last for 1 ½ hours with a 1 hour club workshop following the class session. The club has a good turnout of members to serve as angels who then stay for the workshop. Member spouses dance with the singles and they also have a single lady who can dance the lead part when needed.

New dancers dance the first three weeks free and they pay \$3.00 per person each week thereafter. The club feels they are friendly toward the new dancers and mix with and greet them each week which is a big factor in the regular attendance. They feel this will aid in their retention after graduation.

Information supplied by Betty Knight, club president couple.