

News From The
LARKSPUR TAM
Larkspur, CA
(July 19, 2003)

The Larkspur Tam Twirlers, which dances during the week, periodically sponsors a Saturday night special when other clubs, are invited. These dances are typically plus level. Occasionally, the dance may be a red light/green light dance where half the tips are new dancer level.

Realizing a marketing opportunity in having the non-dancing public see a large Saturday dance, the club recently advertised their dance to the general public. Non-dancers were invited to attend *at no charge*. A special introductory session was held 30 minutes prior to the dance, during which the caller taught some basics with the club dancers filling the floor. After the half-hour was completed the public was invited to stay and watch the square dancing. Between tips, mixers and easy lines were played with everyone invited to join in. Twenty non-dancers attended and thoroughly enjoyed themselves with several joining a new dancer session that started 3 weeks later.

The Lakespur Tam Twirlers use a multi-cycle new dancer format. The destination level is Plus.

Information furnished by Eric Henerlau.