

**News from  
The 49'ers Square Dance club  
South Milwaukee, WI  
(January 1, 2003)**

Hard work and perseverance has paid off for the 49'ers Square Dance Club of South Milwaukee, Wisconsin. There are 24 new dancers in their 2002-03 class. Their promotional efforts started in 1999 after not having any new dancers in 1997 or 1998.

Their promotional efforts are as follows:

- 1) Events calendar of the Milwaukee Journal Sentinel (Circulation 250,000+). The information was submitted every week so it would run for 5 weeks.
- 2) Events calendar in 23 local newspapers owned by the Journal Sentinel. The calendar covers the seven southern suburbs of Milwaukee. This was submitted every week so it would run for 5 weeks.
- 3) On line Calendars: OnMilwaukee.com and OnWisconsin.com for 5 weeks.
- 4) The information submitted was: Beginner Square Dance Lessons; 7 – 9 PM every Thursday starting September 12; Grobschmidt Center, 2424 15<sup>th</sup> Ave., South Milwaukee; couples and singles of all ages welcome; \$3.00; first lesson free; sponsored by the 49'ers Square Dance Club; for information call (414) xxx-xxxx or (414) xxx-xxxx.
- 5) Flyers, with an envelope of free passes, were posted in all the city halls and public libraries of surrounding communities and several Senior Centers and community Centers. Flyers were also posted in businesses with public bulletin boards.
- 6) Demonstration at the Racine County Fair. Flyers were passed out.
- 7) McDonalds Place Mats; There are 9 McDonalds Restaurants in the area that are locally owned. They have a free service listing local activities. Information was listed on the August and September place mats. Information had to be submitted at least 6 weeks in advance.
- 8) Flyers were distributed door to door on 2 streets.
- 9) New graduates and current members were encouraged to invite friends and co-workers. Approximately 175 flyers and 200 free passes were distributed.

The 49'ers Square Dance Club starts their new dancer program the second week of September and runs through early April, with time off during holidays. Mainstream in the destination program. The club has 85 members.

In January 2003 the club had not surveyed the new dancers to learn where they found out about their new dancer session. In previous years no one activity was prominent.

Congratulations to Rick & Cheryl Wilke, club presidents and Janet Halfmann & Bernie VanDusen, new dancer class co-chairs, for their efforts.

(Thanks to Bernie Coulthurst, editor of the Club Leadership Journal, for the initial contact for this Winning Ways Success Story.)