



Ribbons & Souls

Reporter



Editor: Diane Isaacs

President: Ruth Fisher

October 2019

VOL. 1 No. 10

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2 SQUARE DANCE CLASS: 7:00-8:30 MAINSTREAM 8:45-9:45 PLUS	3	4	5 PUMPKINS AND GHOSTS VISITATION HONEYCOMBERS WITCHES GHOSTS OH MY! DARREN GALLINA <small>The Learning Station</small>
6	7 7:00-9:00 ADVANCED CLASS A1 OR A2	8	9 SQUARE DANCE CLASS: 7:00-8:30 MAINSTREAM 8:45-9:45 PLUS	10	11 VISITATION WESTERN WEAVERS 38TH ANNIVERSARY MIKE HOGAN JOE SCARLATTELLA	12 RIBBONS & SOULS OCTOBERFEST Oktoberfest MICHAEL KELLOGG MEL BRANHAM
13	14 7:00-9:00 ADVANCED CLASS A1 OR A2	15 7:30 BOARD MEETING FELICIA MAHOOD COMMUNITY RM	16 SQUARE DANCE CLASS: 7:00-8:30 MAINSTREAM 8:45-9:45 PLUS	17	18	19
20 1:30PM ASQD 71ST ANNIVERSARY DANCE PAT CARNATHAN MIKE SEASTROM BEV OREN	21 7:00-9:00 ADVANCED CLASS A1 OR A2	22	23 SQUARE DANCE CLASS 7:00-8:30 MAINSTREAM 8:45-9:45 PLUS	24	25	26 RIBBONS & SOULS HALLOWEEN (MAINSTREAM) JIM SMITH JUDY KELLER-SMITH
27 12:00-5:00 CELEBRATION OF LIFE FOR EVELYN MAGGIORE	28 7:00-9:00 ADVANCED CLASS A1 OR A2	29	30 SQUARE DANCE CLASS: 7:00-8:30 MAINSTREAM 8:45-9:45 PLUS	31 Happy Halloween		

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“We came, we saw, we kicked its ass.”

”

– Dr. Peter Venkman, Ghostbusters (1984)

President's Corner



Ruth Fisher

By this age, we all have different styles of dress for dances and for that matter, everything else in our lives. We are no longer young and impressionable, which is why the current discussion about dressing for square dances is so emotional for

many people. As you know, if you have been reading my articles, at the National Square Dance Convention I attended multiple talks over a few days' time. The talks were primarily aimed at changing our brand identification. The unfortunate reality is if we do not change it effectively, convincingly and quickly, square dancing will soon disappear. We are witnessing more and more consolidation of clubs who can no longer exist on their own, as well as clubs that no longer exist, which is an ominous sign of eventual extinction of all of square dancing. We must change our image if we are going to at least maintain our numbers. If we are successful, we may possibly be able to once again build our membership and not dwindle into oblivion. My son Drew's career and passion is marketing, social media and community building, so "brand development" is a frequent conversation between us. As I was telling him about this article, Drew exclaimed, "Branding is Everything!" There are many aspects to marketing square dancing which were discussed at National. In this article, I am going to limit myself to one of the most controversial, and I believe one of the most crucial.

According to the Callerlab Square Dance Marketing Manual published March 6, 2018 "the only official research on public image of square dancing was conducted by STARworks in 2000." They chose 3 focus groups, 35-55 years of age in 3 areas of the country the South, Middle America and the West Coast (Portland, Oregon). The result of the research was summarized on page 13 as follows:

"Square dancing has an image problem in the general public, particularly among those in the targeted empty nester baby boomer age group. This target population sees square dancing as an out of date, country oriented, for hicks and hillbillies, using old-fashioned music and patronized by senior citizens in fluffy dresses with big hair, big belts and RVs. Most people say they are familiar with square dancing, but their familiarity is with traditional square dancing, not with modern western square dancing. As a result, their image of square dancing is strongly influenced by the traditional square dancing and does not reflect the realities of modern western dance."

The research shows clearly that we have a brand issue and that if we want to reverse the decline, we in our club, district, association, state and nation need to re-image ourselves. Suffice it to say, our brand as square dancers is important to all of us even if we don't usually think about it. If the number of dancers dwindles then the number of venues where we can dance decreases, which leads to fewer callers, which in turn leads to fewer dances, which leads to a further decline in membership, etc.

Do you know that it took one of the H&S past members 2 years before I finally relented to going to my first class? The person who kept urging me to try it was someone I respected and liked at the time. I had tried other things that she suggested, however the picture in my head of the dress was so powerful that it prevented me from even going once, for a very long time. Finally, I did agree to go to one class; thinking to myself, if I don't like it and I probably won't, that will be it. Obviously, I stayed. I was beyond the baby boomer age at the time that I was first introduced to square dancing, however the people in the focus groups did reflect my personal feelings. I knew that nothing was going to get me into short skirts, especially with petticoats. However, as I said earlier, we all have our own personal styles of dress and I am sure that some of you would not want under any circumstance to dress as I do. I am only speaking to the effect that the research showed our traditional clothes have on most non-square dancers or, as I like to think of them, potential new square dancers. When I came to my first class, I was amazed that the people that square danced were far from hicks and were thoughtful, fun loving, well educated people who enjoyed many of the things that I did. I was hooked almost immediately by the fun of dancing to the calls and learning new steps. In retrospect, I think now what a shame it would have been had that square dancer not been so persistent. A lesson to us all.

Since our August board meeting, I have been asked repeatedly what it means if we as a club agree to the Associated Square Dancers ("ASqD") portion of the resolution that states that we are discouraging traditional dress. In the August meeting with one exception, everyone was supportive of this change. We will be addressing all the issues in our October board meeting and in our November General meeting. Fredi as Vice President of ASqD will be leading these discussions. My understanding from our board meeting is that traditional square dance clothing will be permitted, however it will be

(SEE President on page 3)



(PRESIDENT *Continued from page 2)*

strongly discouraged. In line with this we will not have experienced square dance clothing sales (or giveaways) at our hall. To do so, would be to implicitly say we would like you to wear the traditional outfit and thus to continue the image out in the community. Hopefully, for those of you who do like wearing traditional clothes you will give the image issue special thought. If you are not willing to give up wearing the clothes because it gives you too much pleasure, think about wearing them less often and then only at Plus, not Mainstream, dances. I will confess the latter is my own thinking, and not necessarily anyone else's. At the Mainstream dances we hopefully will have more newcomers dancing, so at least we are promoting the image less. I want to remind people that watching and enjoying performers in costume is very different from wanting to be in that costume yourself, which is what potential students are looking at. I encourage people that feel strongly in either direction to come to the board meeting on Tuesday, October 15th and particularly the General Meeting on November 19th and we will get into a lively discussion. It is important that we all have an opportunity to voice our feelings and thoughts, as well as listening to those of others.

In our last board meeting, we were talking about how important it is that we support the other clubs in our district by going to their dances as much as possible. We had seven squares for our last dance in August with Jon Jones, due to a large turnout of members of other clubs especially the 12 Honeycombers and Boots & Bows. This was in large contrast to our first dance in September with Darren Gallina, also a very good caller, where we had only three squares and two after the break with only three dancers from other clubs. (At most of our dances we go down by one or two squares after the break). I want to encourage dancers, unless for health reasons you can't stay, to please remain for the additional 45

minutes after the break especially when the dance is poorly attended. The callers do not make enough money to call for the pecuniary compensation. Most of them call for the joy of calling and for the exchange of energy they receive and generate. Let's help them to enjoy calling for R&S by also ending their evening with a full crowd of dancers. To me it is like being at a live theater production. If I leave at the intermission, I am aware that I have figuratively told them they are not worth my time; and if I stay and have enthusiasm until the end, I have rewarded them. That said, thank you to each of you who do faithfully support our dances and thus our club!

I am so pleased and grateful to announce that Amelia Kacena and Julie DaVanzo have agreed to be our new Dance Refreshment chairs. Please contact them to volunteer for November 23 & December 28th. If you would like to help at the desk, please sign the sheet at the desk.

- 10/1 Ben Stegall
- 10/4 Babs Schwartz
Mike Koh
- 10/19 Jan Bartholomew
- 10/24 Michaelyn Duboff
- 10/26 Amelia Kacena
- 10/27 Claire Tucker



10/27 Happy Anniversary to Dana Patchick

Anniversary Dance Theme

*Madeline Sprints,
Decorations Chair Anniversary Dance*

Hello everyone,

We have a Theme: "New Beginnings" submitted by Nancy Howell.

I want to thank everyone who submitted their suggestions for the anniversary dance themes, and to express how excited we are looking forward to our first anniversary dance as Ribbons & Souls.

See you in a square!

Class

Shan Cretin

Rick Marken



Our Fall Basic/Mainstream and Plus classes are now well underway. Bill Gipson is moving right along, as this session will only be 15 weeks due to Christmas and New Year's both falling on a Wednesday. The Basic/Mainstream class has covered 26 calls while the Plus class has had 9 calls—pretty amazing given that we have only had three

classes.

We have 14 to 18 students in the Basic/Mainstream class. The class includes quite a few who are repeat students. Even so, with this many students we need lots of Angels to fill out five or even six squares. The Plus class seems to be settling in with four students so we really need at least a dozen Angels to stay on after the break. Quite a few of our faithful Angels have been out of town so if you are

able to join us on Wednesday evenings, please do! The students really appreciate the support, Bill makes sure that everyone has fun, and (thanks to Larry's daughter Cathy and several of our multi-talented Angels and students) there are always delicious home-baked treats at the break.

Hope to see you on Wednesday!

On the Road Again... Visitations

Linda Harris



WHERE WE'VE BEEN

Ten of us went to the Sierra Hillbillies' anniversary dance. Attending were Pam Bailis, Desiree Elliott, Ruth Fisher, Linda Harris, Diane Isaacs, Fredi Levitt & Alan Lubberts, Jerry & Nancy Lippey, and Lee Wilson.

WHERE WE'RE GOING

We have two visitations in October:

The first is to the **Honeycombers** on Saturday October 5 with Darren Gallina calling.

The second is to the **Western Weavers** for their 38th anniversary dance on Friday October 11. The caller is Mike Hogan and the cuer is Joe Scarlatella. Pre rounds are at 7:30 and squares begin at 8:00 and end at 10:30. They dance at Joslyn Adult Center at 1301 W. Olive Ave in Burbank. For \$10 you get a light buffet, Raffle Gifts — and a great dance!

ASD ASSOCIATED SQUARE DANCERS



Jan Bartholemew,
A Square D Delegate



The publication of the Associated Square Dancers is the Grapevine. There is a new Grapevine out which covers September, October and November. Be sure to pick up one at a dance on the table with the fliers. The Grapevine starts with the President's Message, and ends with a list of officers. Many of the member clubs publish articles there on what their club has been doing, which can be very interesting. The schedules of all the dances for each of the 29 A Square D clubs, plus the venues, are given in one section. Also, there is a section listing all the dances with themes. The Grapevine can be good reading and a useful reference.

The next A Square D dance is the 71st A Square D Anniversary Dance. I am selling ribbons for admission, which cost \$10 pre-sale or \$12 at the door. Club presidents get in free. Here is a review of the details: The 71st Anniversary Dance will be held on Sunday, October 20. Pre-rounds start at 1:30pm and squares with rounds will be at 2pm – 4:30pm. The level of dancing is Plus, with one A1 tip. The callers will be Pat Carnathan and Mike Seastrom and the cuer will be Bev Oren. The venue is the Hawthorne Memorial Center at 3901 W. El Segundo Blvd., in Hawthorne. Enter the hall via the back parking lot off of Prairie Avenue.

Ruth Michaelson recently shared that she had been in hospital and rehab since August 26. She had a couple of sepsis attacks and was concerned her future is a big ?. We were happy to get a note to let us know that Ruth got home Thursday, September 26! Says Ruth: "UGH! My dancing days are over, but I did teach the electric slide to some of the physical therapy instructors. Thank you all for the cards, emails, and good wishes during that time."



Jerry Neubauer advises that **Suzanne** is home recuperating from a double whammy: long recovery from root canal surgery and a cracked kneecap from a fall on an uneven sidewalk! We sent Jerry home with lots of good wishes for Suzanne's speedy and full recovery.

Kitchen Witch*Amelia Kacena
Julie DaVanzo*

We have two new kitchen witches: Amelia Kacena and Julie DaVanzo. Look for their column in future issues of the Reporter.

We know that Shan Cretin and Emmett Keeler sponsored the dance on Saturday, September 28 — and hosted lovely and delicious refreshments — in honor of their 43rd anniversary and to celebrate Emmett's birthday.



Kitchen and Desk Duty 2019

Date	Desk	Kitchen	Kitchen	Caller	Cuer	Theme
Jan 26★	Judy Fisher	Amelia Kacena	Michaelyn Duboff	Dale Hoppers	Joe Scarlatella	Our Debut Dance
Feb 9	Judy Fisher	Madeline Sprints	Martin Sprints	Mike Sikorsky	Joe Scarlatella	Valentine's Day
Feb 23★	Judy Fisher	Diane Isaacs	Phyllis Bass	Vic Kaaria	Shauna Kaaria	Sing-Along
Mar 9	Judy Fisher	Jan Bartholomew	Jane Gold	Dan Preedy	Linda Ashby	St. Pat's Day
Mar 23★	Judy Fisher	Linda Harris	Jim Gilbreth	Scot Byars	Erin Byars	Crazy Hat
Mar 30	Judy Fisher	Kinuyo Levin, Richard Wu	Norma Spieker	Andy Allemao	Joe Scarlatella	Denim & Diamonds
Apr 13	Phyllis Bass	Michaelyn Duboff	Pat Neal	Rod Shuping	Joe Scarlatella	Red/Black (Taxes)
Apr 27★	Jerry Neubauer	Julie DaVanzo	Frank DaVanzo	Jim Smith	Judy Keller	Spring Fling
May 11	Diane Isaacs	Pam Bailis	Brian Scanlon	Romney Tannehill	Joe Scarlatella	Mom's Day
May 25★	Linda Harris	Amelia Kacena	Diane Isaacs	James Thompson	David Moorhouse	Sports Night
Jun 8	Suzanne Neubauer	Norma Spieker	Phyllis Bass	Dick Hodnefield	Joe Scarlatella	Dad's Day
Jun 22★	Shan Cretin	Suzanne Neubauer	Jerry Neubauer	Steve Woodard	David Moorehouse	Grads Day
Jun 29	Desiree Elliott	Nancy Howell	Glen Howell	Paul Waters	Jim Spence	Red, White & Blue
Jul 13	Judy Fisher	Barb Schwartz	Ben Stegall	Pat Carnathan	David Moorhouse	Mickey Mouse
Jul 27★	Judy Fisher	Linda Harris	Kathy Lovelace	David Mee	Dawn Mee	Beach Bash
Aug 10	Diane Isaacs	Pam Szabo	Claire Tucker	Ken Bower	Joe Scarlatella	Travel "T"
Aug 24★	Norma Spieker	Desiree Elliott	Judy Fisher	Darrell Newell	Carolyn Cook	Aloha Hawaii
Aug 31	Judy Fisher	Madeline Sprints	Martin Sprints	Jon Jones	David Moorhouse	Circus Time
Sep 14	Amelia Kacena	Pam Szabo	Claire Tucker	Darren Gallina	Jim Spence	Back to School
Sep 28★	Diane Isaacs	Shan Cretin	Emmett Keeler	Lawrence Johnstone	Joe Scarlatella	Big Bands
Oct 12	Diane Isaacs	Desiree Elliott	Lee Stillman	Michael Kellogg	Mel Branham	Octoberfest
Oct 26★		Marion Scholtz	Ken Scholtz	Jim Smith	Judy Keller	Halloween
Nov 9		Richard Wu	Kinuyo Levin	Arlen Miller	David Moorhouse	Veteran's Day
Nov 23★		Nancy Tu	Jan Bartholomew	Shauna Kaaria	David Moorhouse	Thanksgiving
Nov 30		Kat' Ferson	Harvey Kamens	Mike Haworth	Judy Keller	Fabulous 50's
Dec 14		Lauren Friedman	Diane Isaacs	Steve Moore	Joe Scarlatella	Happy Holidays
Dec 28★		Kat' Ferson		Jay Henderson	Judy Keller	New Years

**Everyone needs to sign up for two to three Refreshment assignments for the year
Signing up for Desk does not replace doing the refreshment**



Octoberfest

MICHAEL KELLOGG Mel Branham

Saturday October 12

Plus Dance
Squares: 7:30-10:00
Rounds: 7-7:30 and between Tips
Donation: \$8.00

Felicia Mahood Hall
11338 Santa Monica Blvd
Los Angeles 90025
3 Blks West of 405 Frwy
Free Parking after 4:00 pm
NW corner Corinth & Iowa

RIBBONS & SOULS
RUTH FISHER, PRESIDENT
310-470-1090
WWW.MEETUP.COM/SQUARE-DANCE-IN-WEST-LA




71ST ANNIVERSARY

Come dance with us!



Pat Carnathan Bev Oren Mike Seastrom

SUNDAY, OCTOBER 20, 2019
HAWTHORNE MEMORIAL CENTER
3901 W. EL SEGUNDO BLVD. ★ HAWTHORNE, CA

★ 1:30 PRE-ROUNDS ★ 2:00 - 4:30 SQUARES & ROUNDS
A-1 TIP
\$10 PRE-SALE ★ \$12 AT THE DOOR

SPECIAL RIBBONS FOR CLUB PRESIDENTS ★ THEY DANCE FOR FREE!

Information: Diane Isaacs 323-939-1478 or Fredi Levitt 310-287-1434




Ribbons & Souls Halloween Mainstream Dance

Squares: 7:30-10:00
Rounds: 7-7:30 and between Tips

JIM SMITH JUDY KELLER

October 26, 2019

Felicia Mahood Hall
11338 Santa Monica Blvd
Los Angeles 90025
3 Blks West of 405 Frwy
Free Parking after 4:00 pm
NW corner Corinth & Iowa

Donation \$8.00

RUTH FISHER, PRESIDENT
310-470-1090
WWW.MEETUP.COM/SQUARE-DANCE-IN-WEST-LA

Ribbons & Souls



Veterans Day

PLUS DANCE
Squares: 7:30-10:00 pm
Rounds: 7-7:30 and between Tips
Donation: \$8.00

November 9 2019

ARLEN MILLER David Moorhouse

Felicia Mahood Hall
11338 Santa Monica Blvd Los Angeles 90025
3 blocks West of 405 Freeway
Free Parking after 5:00 pm NW corner Corinth & Iowa

WWW.MEETUP.COM/SQUARE-DANCE-IN-WEST-LA
RUTH FISHER PRESIDENT
310-470-1090





The family of Evelyn Maggiore invites you to

A Celebration of Life

Bring your love and memories of our
Darling Evelyn

Sunday, Oct 27th | 12 - 5 PM
Free Parking
Food and refreshments will be served

The Annenberg Beach House
415 Pacific Coast Hwy. Santa Monica
90402

Evelyn Maggiore

An incredible woman, mother, grandmother, and friend.
until we meet again...

Hold on to what is good, even if it is a handful of dirt.

Hold on to what you believe, only if it is a tree that stands by itself.

Hold on to what you must do, even if it is a long way from here.

Hold on to your life, even if it is easier to let go.

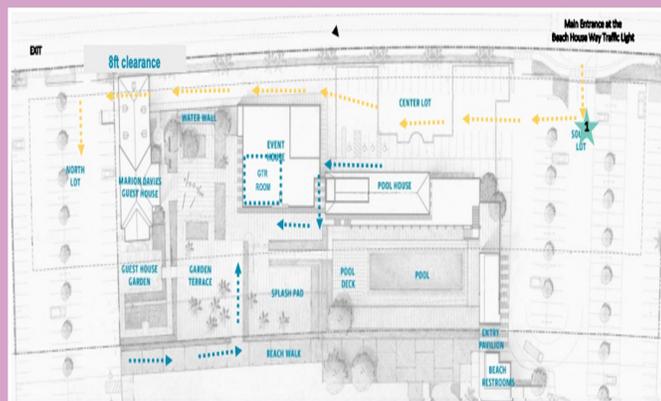
Hold on to my hand, even if someday, I will be gone far from you.



Please RSVP to Majorcelebrationoflife@gmail.com | (310) 392 - 3288

Beach House Site Directions

1. Stop at the Parking Attendant to pick up permit.
2. Follow the Yellow arrows upon entering the site and Park in the Center Lot or the North Lot.
3. Please display the parking permit in your vehicle per the directions on the permit top avoid ticketing.
4. Enter the Property via the Center Entrance or the Beach Walk Entrance and follow the Blue arrows to the Garden Terrace Room.



Driving Directions to the Beach House

North of the Santa Monica Pier and South of Will Rogers State Beach left at Beach House Way

From the North:

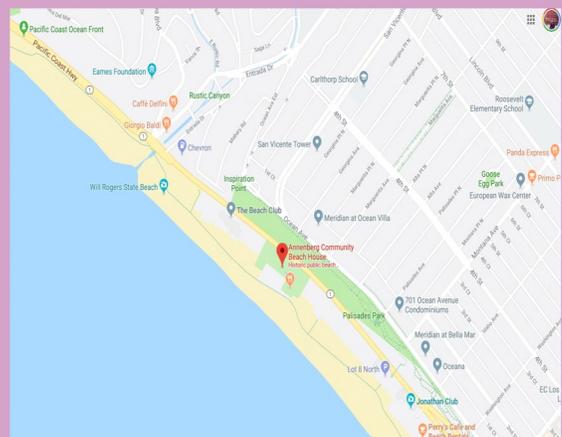
From Sunset Blvd: West of Chautauqua Blvd, merge onto the PHC from Malibu, South on the PCH, right on Beach House Way

From San Vicente: Right at 7th, continue to Entrada, slight right at W Channel Rd, left at Mesa Rd, immediate right onto Entrada DR, left at the light onto the PCH then right on Beach House Way

From the South:

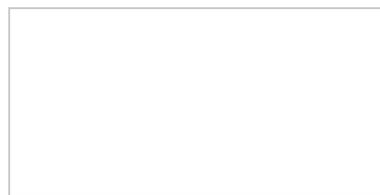
From Downtown Santa Monica: West at Moomat Ahiko Way, merge onto the PHC, then left at Beach House Way

From LA: 10W to PCH then left at Beach House Way





www.RibbonsandSouls.org



Inside This Issue:



President’s Corner	2
Anniversary Dance Theme!	3
Birthdays & Anniversaries	3
Class Clips	4
A Square D Report	4
“On the Road Again” Visitations	4
WHO misses you? We do!	4
Kitchen Witches Needs Help	5
Flyers	6
Celebration of Life for Evelyn Maggiore.....	7

