

# EFFECTIVE RECRUITING & GROWTH SEMINAR

with

**Jim and Marcia Langdon**

**MARCH 4, 2012, 2:00 pm - SWINGTIME CENTER**



In conjunction with NORTEX, the newly formed GRAM (Growth, Retention & Motivation) Committee is proud to present a no-cost seminar by the presidents of the Timberline Toppers' of Frisco, Colorado, on how they took their club in 2005 from 13 members to over 200 members by 2010. This seminar will be held prior to the Teen Scholarship Dance on Sunday, March 4 at Swingtime Center.

Conducted by Jim & Marcia Langdon, Presidents and/or Plan Coordinators during the phenomenal growth period between 2005 and 2010, this seminar is a must for all NORTEX club presidents and other club members interested in preserving our favorite pastime. This is not a "hocus pocus" wayout strategy seminar but a well thought out plan with documented results for recruiting new dancers; it will discuss not only how the Timberline Toppers were able to pull off the plan, attracting new dancers, but also how they retain them for the long term.

This is truly a phenomenal success story; it will be worth your time and effort to attend this seminar.

## **Timberline Toppers Successes**

- **2005** They struggled to get more than one square on the floor.
- **2006** Faced with a choice of grow or die, they hoped to get one square for lessons. They had a class of **43 (38 joined)**, tripling the size of the club.
- **2007** Was this first time luck? Challenged to prove they could do it again, they had a class of **61 (58 joined)**, doubling the size of the club. They also had a second smaller class of **16 (16 joined)**.
- **2008** They consolidated their gains with workshops and refreshers to retain their new members.
- **2009** Armed with a detailed plan, they stopped recruiting six weeks before the start of class because they had too many prospects. Their class size was **42 (35 joined)**.
- **2010** Using their same plan, they again stopped recruiting four weeks before the start of class. They had a class of **45 (42 joined)**.

Come hear proven strategies from the square dance couple who have been through this success story and know, firsthand, not only that it is effective but also that the results have been manageable and consistent.

**Any club officer or member interested in GROWTH will not want to miss this NORTEX sponsored seminar!**