

## Success Story #1

# Happy Time Squares

Lawrence, Kansas

- Founded in September 2005
- First dance was January 14, 2006
- Dance One a month
- Dances begin at 7:30 pm with 30 minutes of Plus tips, followed at 8:00 pm with a Mainstream program, with one Line or Round dance between tips
- Emphasize fun and friendship
- Have a quality program of square, line and round dancing
- Decorate with various colorful themes
- Provide snacks
- Serve coffee and cold drinks

### What did they do:

- They actively pursued exhibitions and beginner events
- They regularly advertise in their market
- They have a relevant website with is constantly updated
- They have strong leadership

### Marketing Bridge:

Product:	Monthly square dance with quality caller/instructor
Price:	Unknown
Advertising:	Consistently advertise in their market
Merchandising:	Club Dress
	Decorate in colorful themes for every dance
Personal Selling:	Dancers are cheerful at exhibitions and know what to say to potential dancers



**Results: From Zero to 140 members in four years!**