

Entry Document
For
Dance Program

Part I. Identification Information

Submission Identifier Code: supplied in a response to your first email: 169

Entry Title: Dance Program

Entry Category: Non – FJMC Programs

Contact Person: Ron Lever

Email address: rlever@socal.rr.com

Club number & Club name: Valley Beth Shalom of Encino #1005

Number of club members: 300

Synagogue name, city and state: Valley Beth Shalom, Encino California

Club President name (at time of entry): Ron Lever

Club President name (at time of convention): Ron Lever

Person preparing entry: Ron Lever

Email address of person preparing entry: rlever@socal.rr.com

Date of entry submission: April 12, 2007

Part II Summary/Press Release

A. Summary

1. The Men's Club of Valley Beth Shalom in Encino promoted a successful Thanksgiving Dance on November 18th, 2007 in order to provide a social opportunity for singles to get together and for couples to have a night out.

2. The Jewish Singles commented that there was no other place for them to get together in a safe and non-threatening atmosphere. They requested that we promote a dance once a month, and form a singles club for them at our prestigious synagogue. They told us that VBS had a singles group many years ago and should have one again.

3. The success of the dance enhanced the prestige of the Men's Club which had not previously been taken seriously in synagogue affairs.

4. The history and process of the planning of dance is reviewed with the idea of suggesting that other Men's Clubs can successfully promote their own dances, in order to provide a venue for Jewish Singles to meet and also to enhance the prestige of their club.

5. This paper is presented for consideration for a Torch Award in the category of Non – FJMC Programming.

B. Press Release

Valley Beth Shalom Men's Club

Wins International Recognition

The Federation of Jewish Men's Clubs, at its International Meeting, held at the world famous Indian Lakes Resort in Chicago on June 5th to 9th, recognized the dynamic Men's Club of Valley Beth Shalom of Encino by awarding to it the prestigious and highly sought after Torch Award for excellence in Non-FJMC Programming. The award was given for their unique dance program, designed to give Jewish Singles a place to meet in a safe and non-threatening environment. Ron Lever, president of the VBS Men's Club, who made the presentation said, "We are grateful for the recognition given to us for this program. We didn't know what to expect when we promoted the dance and were dumbfounded when 400 people showed up. Many people approached us and thanked us for giving them a place where they could come and meet so many marriage eligible candidates. They insisted that we hold the dances on a regular basis. We found a need in the community and we intend to meet that need by promoting dances on a regular basis, in the future."

Richard Gray, head of the selection committee, said that he hopes that this original program will be adopted by all of the clubs attending the meeting.

1. Contact Person for the Press

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2. Contact Person for press release to Valley Beth Shalom of Encino

Daphne Subar, Editor of Koleinu
Valley Beth Shalom of Encino
15739 Ventura Blvd.
Encino, Ca. 91436

3 Contact Person submission of “Press Release” to Local Newspaper

Newspaper Editor
Daily News of Los Angeles
A MediaNews Group Newspaper
PO Box 4200, Woodland Hills, Ca. 91365

Part III. Self Assessment of Entry

1. Assess program procedural completeness and achievement of program goals.

a. Our goals were:

- 1) To promote a successful event
 - a) Enough people had to attend to be perceived as a success.
 - b) We were pleasantly surprised when 400 people showed up.
- 2) For those who attended to have a good time.
 - a) People were laughing and obviously having fun.
 - b) Many guests told us that it was a great dance.
 - c) People said that we had to make it a regular event.
- 3) To make a reasonable amount of money.
 - a) We could not afford to lose money.
 - b) We had to spend enough to provide the proper ingredients for a success.
 - c) We had to calculate the value of every item.
- 4) To enhance the reputation of the Men’s Club
 - a) It did more to bring us respect than any event we have ever promoted.
 - b) Every one now views us in a whole new light.
- 5) To provide a place where Jewish singles could meet in a safe atmosphere.
 - a) We also wanted couples to attend and have fun.
 - b) Many singles told us that there was nowhere else they could go to meet.
 - c) Everyone insisted that we have these dances on a regular basis.
 - d) We discovered a need to satisfy.

2. Explain presentation and completeness of the documentation.

- a. We have included enough information so that others can initiate a dance program.
- b. Further experience will give us more information which needs to be included

3. Achievements of program goals, publicity, marketing and advanced planning.

- a. We strongly advise the importance of advance planning of every detail.
 - 1) All possible pitfalls must be anticipated and planned for.
 - 2) Unanticipated problems will occur and need to be solved in the future.
- b. Publicity and Marketing are the two most important factors for success.
 - 1) Money has to be allocated for advertisement in newspapers.

2) Flyers have to be mailed to the congregation.
3) Postcard sized flyers need to be left at local dances.

4. Does the program enhance the image of the FJMC, region and/or your club

- 1) Everyone thought that we would not be able to pull it off
 - a) You could tell by their tone of voice and body language

b) We were not taken seriously by the administration and Board of directors.
2) After it was successful our reputation grew by leaps and bounds

- a) It was the single most important event that brought us respect.
- b) Everyone looks at us through different eyes
- c) We are now taken seriously.

5. Did you include information so other clubs can use this program?

- 1) Any club can take the information provided and initiate a successful dance program
- 2) We are available to give the benefit of our experience to anyone who wants it.

6. What is its value to the club, the number of members, and percentage of club members.

It is too early to tell, but we know it will have a positive effect on all of these factors.

7. What is the effect on the club and grooming of officers for your club, shul or region?

Many people have asked to help with future dances. We hope that they will become active members and become active leaders. They are younger members, who we are trying to attract as future leaders of our club.

8. What is the program's source? Most programs were not invented, but have evolved.

A young member told us that he attended many dances and proposed that we sponsor a dance at VBS. We looked into it and thought that it would be a good idea. It was extremely successful and we recommend that other clubs follow our lead and start dance programs of their own. We will be happy to help and advise them.

9. Identification of this program as an adaptation of a previous Torch Award entry.

We are unaware of any previous Torch Award entry, but do not deny the possibility.

10. Identification of the part of the program which is part of a joint program.

We plan to ask the Sisterhood to join us in forming a singles group.

Part IV. Entry Documentation:

I. Income and Expenses, Thanksgiving Dance, November 18, 2006

An actual summary of our income and expenses is included here to give clubs, who wish to promote their own dance, a realistic idea of the financial obligations involved. The amounts will be adjusted according to the individual situations needs of the club.

A. Advertising

1. Newspapers	
a. Jewish Journal -----	575.00
1) VBS Ad -----	400.00
-----	175.00
-----	90.00
2) Separate Ad -----	
b. Acorn -----	
c. David Katz	
Newsletter -----	25.00
a. David Katz, 5964 St. Laurent Drive, Agoura Hills 91301	
b. Daily News-----	143.00
2. Flyers and Postage -----	200.00
3. Free Newsletters:	
a. Dance Buddies, Barbara Dunler	
7109 Farralone Ave #102, Canoga Park 91303	
b. Rookie Newsletter, Rookie Mac Pherson	
P.O. Box 17, Altadena 91003	
c. Marcia Newsletter – Maria Schectman	
818-225-9974	
d. Debbie Newsletter	
753-8898	
4. We need to develop our own mailing lists	
a. E-mail	
b. Snail mail	
Advertising Total -----	1033.00

B. Food

1. VBS Kitchen -----	700.00
a. Food	
1) Mixed nuts	
2) Dried fruits	

- 3) Assorted cut cheese with grapes
- 4) Cut pita bread
- 5) Humas
- 6) Babaganoosh

b. Beverages

- 1) Coffee
- 2) Tea
- 3) Punch
- 4) Ice water

- 2. Ron (Sangria Punch) ----- 95.00
- 3. Evy (Cakes, Cookies, Egg salad, Humas, Etc.) -----143.00

Food Total -----938.00

C. Entertainment

- 1. Band
 - JussTuss (Brad Parkinson) ----- 650.00
- 2. Dance Lesson
 - Natalie Lind ----- 75.00
- 3. Dance Demonstration
 - Mary Ann Nunez ----- 180.00

Entertainment Total ----- \$ 905.00

D. Security (2 guards @175 each) ----- \$ 350.00

Total Expenses-----\$ 3225.00

Income (Money Collected) ----- \$ 4200.00

Profit ----- \$ 975.00

E. Attendance:

- Total estimated ----- 400
- Tickets given out ----- 350

Paid tickets ----- 284

Free admissions ----- 66

Value of free admissions (66 x 15.00) = \$990.00

II. Dance Program for November 18, 2006

The actual Program for our dance is included here for information only. The individual program will need to be changed in order suit their own unique circumstances.

6:30 - Doors open

- Registration Begins

7:00 - Open Dancing

7:30 - Welcome by Ron

Invitation to join the Men's Club

Introduce Evy who cooked food

Introduce Dennis who organized dance

Introduce and tell about band - JussTuss

Introduce and talk about dance teacher - Natalia Lind

Dance Lesson - by Natalia Lind

8:15 - Ron to introduce singles mixer

Ron to introduce Saydie Hawkins Day Dance

Ladies ask men to dance.

Ladies dance together

Groups dance together

Open dancing

9:00 - Ballroom dance demonstration

Dennis to introduce and talk about Mary Ann Nunez

Dance demonstration by Mary Ann Nunez

9:15 - Dennis or Phil Baron to introduce Saydie Hawkins Day Dance

Ladies ask men to dance

Ladies dance together

Groups dance together

Open dancing

10:30 - Door prizes by Evy

10:45 - Evy to introduce Saydie Hawkins Day Dance

Ladies ask men to dance

**Ladies dance together
Groups dance together
Open dancing**

11:55 - Good Night Sweetheart Dance

12:00 - Dance Closes

Part V. Entry

In June, 2006, a younger member of the Men's Club, Dennis Gorman, asked me if we would consider promoting a dance. He was an avid dancer and thought it would be a good way for us to earn much needed money for the club. At first I dismissed the idea as being too far out, but started to think about it. Even though I am 76, my wife and I like to dance to the big band tunes. We went to a few dances on the dance circuit and decided that it was feasible for us to promote one.

The first hurdle was to get it on the synagogue schedule. Dennis and I went to the dubious schedule director, Elana Zimmerman, who tried not to look incredulous, and said that we could use the social hall on Saturday, Nov. 18th, if the Caterer did not preempt it for a last minute wedding or Bar Mitzvah.

Dennis looked at the dance floor and said that it was too small. Dancers need a lot of room. We went to the custodian, who told us that the dance floor came in modules and that it could be expanded to 36 square feet. I didn't know if we could attract that many dancers.

He said that a band was better than a disc jockey and that they usually cost about \$1000, but he thought that he could get a good one for \$650. He did so as I flinched at the thought of spending so much money.

We had to provide food and beverages. Dennis said that dancers don't expect much. All they needed was a bowl of mixed nuts and a pitcher of water on each table.

A dancing friend of mine, agreed to take on the catering assignment. She scoffed at the nuts and water idea and correctly stated that "Jews like to eat". She said that we also needed a snack table with Humas, Babaganoosh, Greek and Israeli Salad, Egg Salad, Tuna Salad, Fruits, Cakes and Cookies. For beverages we needed coffee, tea and punch. She could keep the costs down to \$500 By getting donations from the local markets and doing the baking herself I don't know if they saw me turn pale.

Dennis said that a good dance needed a dance teacher for a lesson at the beginning of the dance for \$75 and a dance demonstration at the mid point for \$175. I agreed because I wanted a good dance to give Jewish singles a good place to meet and provide a good night out for couples of all ages.

Dennis said that the key to good attendance was advertising. We took out ads in the Jewish Journal, local newspaper, and dance newsletters. Advertising turned out to be our biggest expense at \$1000.

The synagogue made us hire 2 guards for \$ 175 each. The total expenses were \$3225. By now I was reconciled to losing money.

Getting volunteers was no problem. There were a lot of people who liked to dance. We needed money collectors, ushers, food preparers, food handlers, hosts and hostesses.

Things went right and things went wrong on the day of the dance. We learned a lot of lessons. Dancers thronged in. We had a bottle neck collecting money and getting registration information for future dances.

We would need more people and better organization at the entry position in the future. We had tables and chairs around the dance floor for dancers to rest and socialize. We needed to set up additional tables in the hall to accommodate the crowd. The tables had to be cleared and water pitchers and nut bowls refilled by the hosts and hostesses during the evening. Their jobs also called for them to cheer up the guests. The food handlers had to keep the food tables neat and stocked.

The dance floor was jumping all evening. The guests kept coming up to us, saying that it was the best dance they had been to and that it was a great place for Jewish singles to meet. There were no other affairs like it in the San Fernando Valley and that we should have dances like this every month. There was no doubt that we would needed to promote more dances in the future.

We made \$1000. The most important fact was that we pulled off something that no one thought we could do. We gained a tremendous amount of respect and suddenly became major players in synagogue affairs. We strongly urge other clubs to duplicate our success. We will be here to back you up.