



Dancers celebrate 7th anniversary

Northeast Missouri Country Dance Club hosts anniversary dance

BY JUSTIN GUNTERMAN
Staff Reporter

Seven years ago, Vickie Brumbaugh began teaching her first dance lessons for the Northeast Missouri Country Dance Club. Today, Brumbaugh is preparing for a dance dedicated to this anniversary of the organization.

Today, classes run for three and a half hours every Sunday at the Mary Immaculate Catholic Church throughout fall, winter and spring.

Brumbaugh, former president of the Northeast Missouri Country Dance Club, said she is hoping to inspire others to share her passion for dance.

"I've been dancing since I can walk," Brumbaugh said. "I've learned all sorts of different styles in my life — from swing to waltz."

Her love for dance led her to a dance club in Columbia, Mo. After spending time with the Columbia Dance Club members, she became inspired and decided she needed to start a club in Kirksville. With the help of her

co-founder, Columbia resident Paul Ferguson, the Northeast Missouri Country Dance Club became a reality.

Brumbaugh said with no money to spend for advertisements to promote the club, a healthy turnout seemed out of reach. Thanks to close friends in the Columbia area and positive word-of-mouth, she said she was surprised to see 32 people during the first day of lessons.

The first session of dance lessons was dedicated to partner dances. People learned how to waltz, swing dance, two-step and triple-step. There were seven sessions scheduled, with the last dedicated to the graduation of new members from the class.

Brumbaugh said she has kept the same formula since the beginning. The only additions were more types of classes, such as line dancing and more advanced lessons. Brumbaugh said the Moose Lodge allowed them to host lessons free of charge when the club was beginning, which made a positive impact because she didn't have money to spend. Brumbaugh said the Moose Lodge still supports them today, since they have hosted many of the club's dances.

Carol Harden, a recent

member of the club, said he found the lessons rewarding. He started with the six-week beginner session and said he learned a lot.

"I came in knowing nothing about dance, and I came out knowing how to waltz, two-step and triple-step," Harden said.

He said he could see himself remaining to take more lessons.

The anniversary dance will take place to celebrate the progress they've made since the beginning, Brumbaugh said.

Mary Craig, the current president of the Northeast Missouri Country Dance Club, said she is thankful for the help Kirksville has provided by bringing the club from a smaller establishment to something everyone can enjoy.

According to nemocountrydance.com, this is not the first anniversary celebration. The club has been celebrating its anniversary every year. They originally were intended for the members of the club, but the sixth and seventh anniversary dances were open to the public.

For those interested in attending the anniversary dance, Craig said the dance will be hosted at 8 p.m., Sept. 14 at the Moose Lodge. There will be a



Submitted photos
Top, the Dance Club promotes themselves. This year, they celebrate 7 years of dancing.

Above, members of the Northeast Country Dance Club kick up their heels. The club was started by Vickie Brumbaugh as a way to share her passion for dance.

\$5 fee at the door, which will be donated to the Moose Lodge.

Brumbaugh said the people who have participated in the lessons are welcome to come to the anniversary dance, along with those who show interest in participating in future dance

lessons. She said the dance is open to anyone who's interested, including people who never have participated in lessons before. All ages are welcome. Craig said she loves to see all different types of people enjoy themselves at these events.

Committee plans Kirksville Cash Mob

Local businesses might benefit from a Cash Mob event proposed locally

BY BETHANY BOYLE
Staff Reporter

During the age of mass production and mega-marts, it can be hard for small businesses to remain financially stable, but thanks to the "Cash Mob," a rising trend and distant cousin of the, "flash mob," an impromptu public dance party, Kirksville residents might soon have an opportunity to rally in support of local small business.

A Cash Mob is an event where a group

of people visit a particular vendor during a preselected time and date to aid that business with a morale-raising turnout, said Keith Jackson, chair of the Merchant\$ Committee. He said groups often aim for each participant to spend a target amount, which would vary by venue, so the business will see a marked sales increase during the actual "mob" event.

The Merchant\$ Committee, which devises plans to support small local businesses, convened earlier this summer to discuss the possibility of organizing similar events for the Kirksville area. Jackson said the committee has yet to set a date for the initial Cash Mob project, but will continue developing the proposal at their

next meeting during mid-September.

Sandra Williams, committee member and executive director of the Kirksville Area Chamber of Commerce, said the Cash Mob initiative would aid independently-owned stores, such as shops and venues on The Square, such as Sweet Espressions and Blink of an Eye.

Jackson said the planning and eventual undertaking of the event likely will involve extensive use of social media. He said many of the groups that have initiated these events in other cities created Facebook pages or websites to attract and organize participants. Jackson said the business to be "mobbed" could be chosen at random or selected ahead of

time for a specific date.

The committee members discussed both possibilities and reached the consensus that business owners should have advance notice before becoming a Cash Mob target. Williams said a shop not expecting extra customers could have an unpleasant experience during a Cash Mob if the venue and staff were not adequately prepared to handle it.

Jackson said the Merchant\$ Committee is not ready to implement the idea yet, as they currently are preparing for the New Student Welcome event Sept. 5 and members have concentrated all efforts and resources on this upcoming project. He said they will keep the Cash Mob in the works for the near future.

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