

Creative Thinking Starting a New Square Dance Club

By

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The American Callers' Association in its attempt to be of service to all callers, dancers, and associations provided current, timely, and effective information on new dancer recruitment, winning ways to retain club dancers, and pitfalls to drive square dancers away from 2001 to the present. ACA really appreciates the positive comments, encouragement to continue, and contributions from callers and dancers all over the country and from abroad to continue these initiatives. ACA will continue to provide information that will help the square dance community recruit, retain and retrieve square dancers as well as encourage the dancers to speak out on the cumbersome dance programs.

This month's ACA Viewpoint presents a creative narrative of flowing against the current loss of clubs but to creating new clubs. The magic answer lies in recruiting new dancers coupled with successful square dance classes. New clubs **can** be formed in many locations with a few people who wish to work to get it started. Remember: square dance clubs provide fun and healthy activities for its members.

The question is: where can new dancers come from? The answers are as follow:

Such as: senior member organizations can help by providing new dancers. Churches also can help provide new members.

In the reality of the situation it takes lots of planning and visiting with people to get a club started. Callers can hold fun days for the senior organizations, home school organizations and churches organizations.

The initial people in the core founding and follow up groups by hosting two or three open houses. Often the people at the open houses have a great time which leads to forming a square dance club. Suggest that a new group follow the ACA program and graduate the new dancers in 12 or so weeks. Later on the new club can hold a second set of new dancers. This will allow for two sets of square dance lessons in a year. Clubs may wish to dance twice a month with weekly lessons or dance once a week with lessons on the same night.

In addition one may ask: How can this happen? The answer is "Synergy." The caller and club members can make a strong commitment and work hard to find prospective new dancers. The key is that all the dancers must be committed to the club and to recruit new dancers.

Creative thinking ideas such as these demonstrate that despite the declining numbers of dancers that new square dance clubs can be started and /or existing clubs can recruit new dancers if they are committed to building new classes.

With proper planning, creative thinking and strong commitments, square dancing does not have to decline but can grow if we all are willing to work for it.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject or communicate its success stories in recruiting is encouraged to contact The American Callers' Association at Loulet@aol.com or Dr. Patrick Demerath at pdemerath17@gmail.com. ACA will print your success stories and credit you with the success.

Please visit our website and newsletters @American Callers.com/news.

Until next time, Happy Dancing and Happy Thanksgiving.