

# **AMERICAN CALLERS' VIEWPOINTS**

**By**

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## **Let's Attract Teen and Millennial Dancers**

The American Callers' Association in its attempt to be of service to all callers, dancers, and associations has provided current, timely, and effective information on new dancer recruitment, winning ways to retain club dancers, and pitfalls that drive square dancers away for most of 2000 - 2018. ACA really appreciates the positive comments, encouragement to continue, and the 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.

ACA advocates that square dancing has the potential to be of interest to all ethnic, demographic age groups including people who are in their teens and are in their twenties and thirties but most of the music relates to the Senior and Older Baby Boomer demographic age groups. ACA maintains that this makes it difficult to relate to and attract dancers from teen and millennial age groups because the current music, both Patter and Singing Calls, are not using music which relates to these groups.

Several years ago ACA was notified and published an ACA Viewpoints that Sharpshooter Music with its three great labels of Fine Tune, Gold Wing, and Sharp Shooter music moved "outside the box" and prepared square dance music, which relates

to teen and millennial dancers. Sharp Shooter Recording Company offers their music in CD and Mp3 and has some vinyl record formats. Most of their music comes in music format, vocal format, and has Que Sheet Lyrics.

If you are interested or just curious log into [www.sharpshooterrecords.com](http://www.sharpshooterrecords.com) or [finetunegoldwingmusic.com](http://finetunegoldwingmusic.com) to view and listen to the music.

The music was produced in full studio quality instrumentation music, which is designed and researched to appeal to the dancers to teen and millennial dancers Sharp Shooter music invites callers and dancers to visit their website at

<http://www.sharpshooterrecords.com> for more information and email Rick Hampton at [rickcaller@yahoo.com](mailto:rickcaller@yahoo.com) with your opinions and suggestions, and to let them know if you as callers and square dance leaders believe this would contribute to building square dancing

The American Caller's Association is very grateful to Sharp Shooter music for its initiatives in creating music that will relate to younger dancers. The American Callers' Association is supports Sharp Shooter music or Fine Tune Records and encourages all of the square dance music recording companies to search and consider producing music for the younger generations.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject is encouraged to contact the American Callers' Association at [Loulet@aol.com](mailto:Loulet@aol.com) or Dr. Patrick Demerath at [pdemerath@gmail.com](mailto:pdemerath@gmail.com). Please visit our website and newsletters @American Callers.com/news. If you will contact the American Callers' Association, and we will publish your ideas.

Until next time, happy dancing.