

American Callers' Association Viewpoints

By

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Let's Look Ahead

It is with the greatest of enthusiasm and optimism on behalf of the Executive Board of the American Callers Association that we would like to wish all square dancers and callers a very happy and prosperous 2019.

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 for most of the years 2000 – 2018.

The American Callers Association appreciates the positive comments, encouragement to continue, and contributions from callers all over the country and from abroad to continue these initiatives. The American Callers Association 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.

The American Callers' Association would like to thank many callers, square dance leaders and dancers for their initiatives to reform square dancing and support the American Callers' Association Viewpoints. In the past several years creative programs were promulgated in efforts to attract new dancers. Unfortunately, new dancer Recruitment appears to be at an all time low as square dance clubs are having difficulty recruiting new students and at the same time, square dancers are leaving square dancing for a variety of reasons, Square dancing appears to be losing 10% of its dancers per year as membership declines. Perhaps we can get the word out more effectively.

Square dancing has been on the decline for at least 30 years. There is no magic cure or silver bullet that can turn the decline in the number of dancers around until we all start **looking Ahead**. It has been the goal of American Callers Association for the past 23 years to **Look Ahead**, which is searching for new ways to reduce the time and effort needed to bring new dancers into the activity by changing the activity to better fit the life style changes of the Generation X, and Generation Y and Millennials .

Let us **Look Ahead** by communicating with Callers, Dancers and Organizations, to gather and share ideas and methods that have worked for them and publishing them in our American Callers' Association Newsletters and in American Square Dance magazine under the American Callers' Viewpoints. By doing this we hope to help reverse the downward slide and bring square dancing back to being the great activity it should be like we once had.

Unity of goals and applications requires sharing information and encouragement .This is something that cannot be accomplished by any one organization. All dancers and callers work together in this effort in order for it to work. The American Callers' Association is receiving suggestions and anecdotal success stories of square dance recruiting success from the square dance world. I would like to thank the many people who provide us with the "good recruiting" news and encourage any dancer, club, association, or caller to contact us and we will publish it. Our goal is to get the "success" accomplishments and ideas to you who are the life blood of square dancing.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject or communicate their success story in recruiting is encouraged to contact the American Callers' Association at Loulet@aol.com or Dr. Patrick Demerath at pdemerath17@gmail.com.

A happy and prosperous 2019 to all callers, dancers and friends.