

American Callers' Association Viewpoints

By

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President

Sharing the Good News

Dear Friends in Square Dancing: It is with the greatest of enthusiasm and optimism on behalf of the Board of Directors, Callers, and Friends of the American Callers Association that we would like to wish all square dancers and callers a very happy and prosperous 2017.

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 square dancing for the past 25 years. Today the American Callers' Association continues to work for a healthy

recovery for our dance activity by providing effective information relevant to all callers, dancers, and club leadership. ACA's principal interest lies in dance program planning that can contribute to a refreshing recruiting marketing program to attract new dancers and ACA is now and always has been committed to help improve ways square dance clubs attract, teach and hold the interest of new dancers.

Sometimes today do we hear someone say: "We remember when we used to have countless squares every at every dance." We remember when we would not think of starting a class unless there were at least 5 or more squares of new members.

Everyone would like to see square dancing regenerate to what it was 25 or 35 years ago. Square dancing has been on the decline for at least 35 years. There is no magic cure or silver bullet that can reverse the decline in the number of dancers.

To quote the two political parties in the recent Presidential election: "Make America Great Again" or "Make America Whole Again" we can use initiatives to: "Make Square Dancing Great. Whole and United Again" and start growing. In order for this to start to

happen, we all must start working to work together and look ahead, or the decline will continue.

It has been the goal of American Callers Association for the past 25 years to look ahead and search 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 lifestyle changes of the Millennials, Baby Boomers, Generation X and Generation Y Dancers.

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We at American Callers Association are always looking ahead by communicating with Callers, Dancers and Organizations, to communicate 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 reverse the downward slide and bring square dancing back to being the great activity it should be.

This is something that cannot be accomplished by any one organization. We must all, Dancers and Callers work together in this effort in order for it to work. The American Callers' Association receives suggestions and anecdotal success stories of square dance recruiting success from all over the square dance world, which we publish to share with you. 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 with successful recruiting ideas, 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. If we can look ahead, share success stories, and work to unite those we can create a new reality in square dancing

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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 mac@americancallers.com or Dr. Patrick Demerath at pdemerath@hotmail.com. Please visit our website and newsletters at [American Callers.com/news](http://AmericanCallers.com/news). You are always Welcome.

A happy and prosperous 2017 to all.

Tom