

American Callers Association Viewpoints

By Patrick Demerath

Square Dance Clubs: The Life Blood of Square Dancing

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. Americana 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 and stressful dance programs.

Effective square dancing membership campaigns depend on the club members and club callers to proactively get out the word.

Square dancing is long and full of good people having fun. The roots of square dancing lie in folk dances from many other countries. Despite the fun and friendship, many square dancers, callers and clubs do not communicate the fun of square dancing. If we do not tell of the benefits of square dancing, many good people will not be attracted to join square dancing.

Square dancing can only grow when we as square dancers and square dance callers tell our non-dancing friends, acquaintances, strangers about the benefits and fun of square dancing. Advertising can only supplement the energy of local square dancers, club callers and clubs' personal efforts. For square dancing to survive and grow, it is up to each one of us to inform non-dancers about the fun of square dancing and invite them to visit a dance or an open house. Square dancers have much in which to take pride. How many other social organizations have been providing the fun, friendship, and exercise for the past 70 years? Other social organization may or may not dedicate its efforts to such a global combination of fun, friendship, and health.