

# HAPPY ST. PATRICK'S DAY TO SQUARE DANCERS

By

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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 from 2000 to the Present. ACA really appreciates the positive comments, encouragement to continue, and contributions from callers and dancers all over North America and 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.

History alleges that St. Patrick lived in the 5th Century and was either from Scotland or England. He was kidnapped by pirates from Ireland where he was enslaved and grew up. Later he escaped and went home where he entered the seminary and was ordained priest. He returned to Ireland and ultimately converted the Irish people to Christianity. Historically, St. Patrick's Day was celebrated as a special religious holiday in Ireland. The current way that St. Patrick's Day is celebrated with all the green and parties was started in Boston, Massachusetts. What is admirable about St. Patrick? He feared for his life daily defined courage as acting in the face of danger.

What does this have to do with Square Dancing? Often square dancers are very hesitant to invite good people to square dancing for fear of being told no and personally feel of being rejected. One partial comforting solution to this is to bring up at club meetings that the person saying no is not saying rejecting the square dancer but is not interested in square dancing. Therefore: "The Do not Take it Personally" syndrome fits here. If we read professional SALES books or journals, the authors argue that 90% of sales come on the 5th request. The lessons of both are to act in the face of fear and rejection and ask people several times over periods of time to visit a square dance. When a person agrees, the communication of welcome must come from the dancers and the caller to the visitor. Make them feel that they are at St. Patrick's Day party regardless of the month. ACA advocates that square dancing has the potential to be of interest to all visitors and does not have to fail if we all focus on the visitors' needs and preferences.