

AMERICAN CALLERS' ASSOCIATION VIEWPOINTS

By Patrick J. Demerath

Club Callers "You Are the Solution"

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, winning ways to retain club dancers, and pitfalls that drive square dancers away for most of 2001- 2019 ACA really appreciates the positive comments, encouragement to continue, and 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.

This month's ACA Viewpoint discusses the thoughts on the decline of square dancing due to the decreasing number of club callers teaching square dance lessons. This situation appears to be a contributing factor to the very few new dancers entering the square dance world. With almost 350 million people living in the country and perhaps 25,000 active square dancers the "numbers" provide evidence that the "new square dancers are out there." Perhaps, the awkward and bulky formal dance programs have caused potential dancers to leave square dancing when they learn how many weeks of square dance lessons are required to be square dancer.

Potential new dancers are out there. One of the reasons for the decline in the number of square dancers is that an increasing number of club callers do not want to teach lessons possibly, because there is little or no money or satisfaction in teaching square dance lessons. Club callers can earn more calling for clubs in their geographical regions and not bother with square dancer recruiting and lessons.

Club callers are responsible for any recruiting for lessons equally to the club members. Unless a club caller is willing to work hard recruiting for square dance lessons, the club itself may not energize itself to work for square dance lessons resulting in no new dancers. Passing out flyers throughout the year in parking lots and malls leads to successful recruiting new dancers.

The ACA International One-Floor program may help reverse the decline in the number of square dancers by uniting the vast majority dancers dancing together. . Logic dictates that a shorter program with a shorter the learning curve, brings new dancers into the clubs sooner and would be more enticing to potential new dancers. The more dancers, the larger the activity. Square dance lessons are unique. It requires about the same amount of time to learn to square dance as it does to earn a Masters of Business Administration at most colleges and universities. This is a ridiculous situation that square dancing has created for itself.

The American Callers' Association is currently working on reducing its program to allow for more dancers to successfully complete the lessons and stay in square dancing after graduation. The American Caller's Association is willing to work with all national, state and local callers associations to develop a simplified one-floor dance program.

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 or Dr. Patrick Demerath at pdemerath17@gmail.com

Please visit our website and newsletters @American Callers.com/news.

Until next time: Happy Dancing