

## MID-WINTER 2018 ROUND TABLE

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2018 Midwinter Educational Seminar, "Looking For Fun In All The Right Places"

- 1) Square Dancing/Round Dancing/Clogging are "Social" Activities. We really need to put that aspect back into our Organizations. If we can once again install that aspect of this activity, I believe we could be on the road to recovery.
- 2) How do we advertise our Lessons? What words do we utilize? The use of words such as "Free" or "Cheap" indicates to the prospective student that there really is no value attached to our activity. That is certainly not the image that we want to portray.
- 3) Are you an "Owner" or "Renter" of this activity? "Renters" give less back to the activity and expect the activity to provide more for them. "Owners" accept responsibility for the condition of their Club and step up and fill the necessary Board positions of the Club.
- 4) Having a "Lean" Board is an effective tool. Have only as many Board members as are needed to conduct the Club business.
- 5) Work with the Club Caller to insure that the Caller utilizes music that is readily identifiable by spectators to your activity. It helps if it is music that they are able to identify from hearing it on the radio.
- 6) Work with the Club Caller on producing interesting choreography. A skilled Caller can create an interesting and challenging dance while using a minimum number of calls just by utilizing interesting choreography.
- 7) Be a leader in changing the discussion of dancers from the topic of "What is wrong with Square dancing" to "What is right with Square Dancing." People like to hear what's good and what is right. It lifts their spirits and renews their energy level. I once had a Boss who frequently told us, "If you think positive, I cannot guarantee that you will get positive results, but I can guarantee you 100% that if you think negative, you will get negative results." I have found that to be very true in many aspects of my life.
- 8) Always look ahead to the future rather than dwelling on the past. Sometimes you have to accept the "New Norm." As an example, when Oregon hosted the National Square Dance Convention in Portland, OR in 1994, there were 21,700 attendees. Just 11 years later when Oregon hosted the next National Square Dance Convention in Portland, OR the attendance was 8,100. Today the Conventions are drawing between 4,000 and 6,000 dancers. So, as much as I hate to admit the fact, that is the "New Norm."
- 9) The most important aspect to success is attitude – KEEP THE POSITIVE ATTITUDE. It will pay dividends as we proceed.
- 10) Institute different types of things for your dances. Put in some challenges like "Last Square Standing" type of competition. However, do not do these types of challenges every dance. Limit them to certain dances and advertise them as so. You may be surprised as to what that does for encouraging visitors.

11) I know we are here today because of our love for this activity and the desire to see it succeed. Let's all leave here today, put on a smile and exhibit a POSITIVE attitude and continue to sell this product that is still a "well kept" secret. In the Military it is a proven fact that you have to try and recruit 10 people to get one. Don't give up. Let's just go out there with renewed enthusiasm and get people involved and having the fun and comradery of our activity.

12) Leave no stone unturned. There are no "stupid" ideas about recruiting except for the ones suggested that no one else wants to try. Be positive in your presentation of ideas and you may find others joining and seeing what direction this takes the Club.

13) Above all – have fun in this great activity and others will see what fun it can be and just maybe they will be interested in trying this activity. Once lessons start, make each lesson a dance. The Caller can do that with the moves taught the first night and adding to it each week.

14) It is our time to WIN. Let's seize this opportunity to show the world what Square Dancing is and bring in some new dancers.