



## CHATTER FROM THE CHIEF - Claudia Littlefair

Imagine a New Dancer program that:

- Allows people to join any week they want.
- Allows dancers to bring their friends any week they want.
- Allows people to return and pick up where they left off after being away on vacation or because of illness.
- Is tailored to an individual's learning pace, without holding others back, or having to wait for others to catch up.
- Provides on-the-spot, one-on-one instruction, without disrupting the whole floor.

**This may sound like a pipe dream - but it's real, and it works!**

The program is called **THE NEST**, and this is the 3<sup>rd</sup> year that we've used it in the Calgary club where we teach New Dancers. This program was designed by an American square dancer, Dale Bennett, in 2012. It is run with a Caller and several Narrators. The Mainstream Program is broken down into one-couple, two-couple and four-couple calls. The Narrators, who are trained square angels, teach the one and two-couple calls at stations, using a script of patter. They read the script and stop when they reach a new call. The Narrator teaches the call, and then the script is read again until the next new call. After several new calls, the same script can be re-read with patter music, to reinforce the calls that were taught. On completion of the one and two-couple calls, which make up 70% of the Mainstream program, the New Dancer is ready to move to the last station - the Four-Couple calls, which is taught by the Caller in the main hall.

### INDEX

Chatter from the Chief – THE  
 NEST New Dancer Program .... 1  
 New CALLERLAB Resources .... 2  
 A Glimpse Of The Past ..... 3  
 The Lighter Side of Darkness .... 4  
 Wandering Squares Celebrates 5  
 Caller Neil McKnight ..... 5  
 No 'One-Shot Wonders' In  
 Advertising ..... 6  
 Alberta Jamboree 2017 ..... 7  
 Alberta Convention 2017 ..... 8  
 National Convention 2018 ..... 8



This year we had quite a few new dancers join during January to March. Some of them made it thru to Mainstream, and some completed about half of the program. We also had some dancers that started in the fall, but due to absences, did not complete the Mainstream program. This group is our Basic Dancers, and it means that in the fall when we start up again, we have a possibility of nine dancers returning before we've even advertised!

**Because this is our third year, we have built up our base.** We used to dance one to two squares an evening, we now dance three to four squares, and occasionally five. The mix has changed from mostly experienced dancers (square angels), to a 50/50 split, and sometimes even more new dancers (1<sup>st</sup> & 2<sup>nd</sup> year) than experienced. The average age has also been lowered with most of the dancers in their 40's – 60's. Our lessons feel more like a party night because of the enthusiasm and energy that the new dancers provide!

**If you think your club might benefit from THE NEST program, or if you want to find out more about it, please email me for the material and more information. [claudia.littlefair@gmail.com](mailto:claudia.littlefair@gmail.com).**

## AMAZING RESOURCES CREATED BY CALLERLAB

CALLERLAB has created, and continue to create, a variety of resources available through the internet. If you haven't researched online for new ideas, information or material - now is a good time to start! Hundreds upon hundreds of hours, by a few dedicated volunteers, have produced these valuable resource tools for callers and dancers.

### TEACHING RESOURCE [www.teaching.callerlab.org](http://www.teaching.callerlab.org)

This resource contains information to assist a caller who is teaching new calls to dancers, or teaching new applications of a call to dancers. The HOME page links to Basic Part 1, Basic Part 2, and Mainstream. Each call is linked to seven pages of information:

1. **Define** links to the definition of the call with command examples, timing, styling and comments. Also some background information and a link to the Terminations website (calls demonstrated by animation).
2. **Standard** links to descriptions of the formation and arrangements considered to be Standard Applications of the call.
3. **Analyze** links to Call Analysis comments about hand usage, body flow, good preceding and following calls, and ending formations for standard applications and a few extended.
4. **Module** links to Equivalentents, Zeros, Get-Ins, and Get-Outs that use the call.
5. **Teach** links to Teaching Tips, more teaching suggestions and quick quotes (can be chanted to assist dancers through the call) and sample choreography for patten and singing calls.
6. **Other** links to Traditional Squares, Mixers, Sicilian Circles or Contra dances that use the call.
7. **Extend** links to choreography for workshops on Extended Applications.

### KNOWLEDGE BASE RESOURCE [www.knowledge.callerlab.org](http://www.knowledge.callerlab.org)

This resource is for Modern Western Square Dance leaders, dancers and callers. The knowledgebase is divided into six categories:

1. **Promoting Square Dancing** - contains articles pertaining to the promotion of the square dance activity in general, as opposed to promotion of a specific event or club.
2. **Developing Dancers** - contains articles pertaining to the recruiting, training, and retention of dancers. This includes information such as how to start and operate clubs, how to hold specific square dance events, lesson plans, teaching methods, social activities, etc.
3. **Developing Callers** - contains articles pertaining to the education and professional development of callers.
4. **CALLERLAB Conventions** - contains articles with information drawn from CALLERLAB conventions. Each convention presents 40 or more hours of education, much of which has been recorded and/or has handout documents associated with it. Since there are now hundreds of session recordings available, index articles have been placed in this category to make specific material easier to find.
5. **Winning Ways Stories** - collects stories shared by callers and dancers who have tried something out and are willing to share their experience for the benefit of others. When a story contains an especially outstanding idea, we highlight it separately as an "idea" article, but reading the complete story gives you the context in which the idea was tried.
6. **Articles By Type.**

### DANCE RESOURCE [www.dances.callerlab.org](http://www.dances.callerlab.org)

This resource contains dances for use at Beginner Party Dances and Community Dances.

#### DANCE TYPES

- **Circle Dances:** all begin in one large circle. They include No Partner Dances, Sitting Dances, Couple Dances, and Mixers.
- **Contras** generally begin in two long facing lines with partner pairs arranged in various ways. This collection includes Proper Lines, Proper Duple Lines, Improper Duple Lines, Triples, Triplets, and Becket Lines. There are also contras that begin in other formations such as the Sicilian Circle and Mescolanza formations.
- **Lines, Trios and Groups** includes dances that begin in loose lines of solo dancers and dances that begin with groups of 3 or more dancers arranged in various ways.

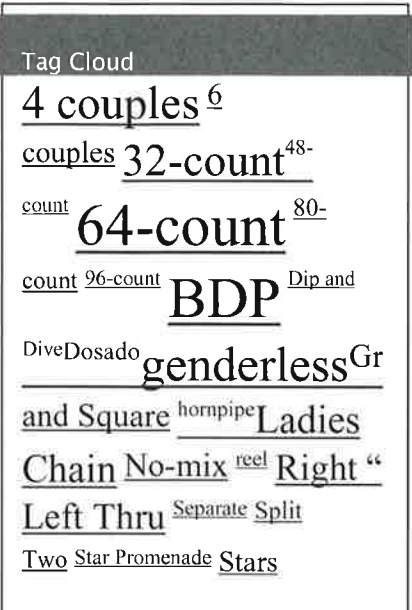
- **Square Dances** all begin in groups of eight dancers arranged in a square. This collection includes Traditional Square Dance figures of various types, Quadrilles, Singing Call figures, and Miscellaneous Ideas related to Square Dancing.

#### SEARCHING FOR A DANCE:

1. **Dance Categories** sort the dances by type, such as Solo dances or all Sicilian Circle Contras. Clicking on an option will result in a list of dances including a brief description. Clicking on the dance name will take you to the full dance description, and many include an option to download a cue sheet, or copy and paste.
2. **Tag Cloud** sorts the dances by their tags. Note the word size indicates the number of dances –the bigger the type, the more dances in that category.
3. **Dance Resource Table of Contents** is a “sortable” table of the dances with columns for Dance Name, Choreographer, Dance Type, and Difficulty.

**CD (Community Dance) JOURNAL LINKS.** There is a link to a “sortable” table, which lists all the dances by dance type as well as the major articles in all issues of the *CD Journal* (or previously *CDP Journal*). Clicking on the issue date will link to a .pdf download from the CALLERLAB website.

**SUPPORTING DOCUMENTS.** Work is underway on a collection of supporting documents designed to help a caller learn how to present these dances, and how to present Beginner Dance Parties and Community Dances.



## A GLIMPSE OF THE PAST

*This column features excerpts from the book “As I See Saw It –Bob Osgood”, compiled and edited by Paul Moore, reprinted by permission.. Bob was a square dancer, caller, and publisher of the most widely read magazine on square dancing, Sets in Order, which changed it’s name to Square Dancing in 1969. He was the president of Sets In Order/American Square Dance Society which provided funding and leadership for many square projects. He established the Silver Spur award which was given to people who made outstanding contributions to the square dance activity and he founded the Caller’s Hall of Fame. He was a charismatic leader who attracted the finest in square dancing to his causes. It was largely because of his leadership that CALLERLAB and LEGACY were formed.*

### Calling in the Early 1900’s

Jimmy (Clossin) was already an established caller when Lloyd Shaw started his research for *Cowboy Dances*. In 1920 he taught square dancing at Texas Technical Institute and in 1937 did a series of classes to train school teachers in San Pedro, California. He published *West Texas Square Dances* in 1938, which was revised and republished in 1940 as *Honor Your Partner*. He was one of the earliest callers to see the benefit of teaching basics, or the square dance steps instead of teaching the whole routines. Probably the main principle that Jimmy followed was to keep it simple, that way square dancing was available to everyone. Jimmy finally retired from calling in 1962, but on the way he influenced hundreds of callers and taught thousands of school children the joy of square dancing.

There is a story about Jimmy that is worth telling. He was known in the early 1900s for his calling experiences when he was a Texas Ranger, patrolling the border between Mexico and the U.S. at a time when the horse played the role later taken over by the jeep and later by helicopter. Now Jimmy was considered one of the best in those days and if anyone was going to throw a hoedown or a barn dance you could bet that Jimmy would be invited. Today, of course we don’t think a great deal about driving 15 or 20 miles for an evening of dancing. However, back in the range days that Clossin remembers, the working folks would stay hard at it until the sun went down and the chores were done.



And that's the way it was with Jimmy. After work he'd attach his celluloid collar, tie, and best coat, in a neat package to the pommel of the saddle and take off for the ranch some dozen miles away. He might pull up about 9:00, change into his respectable clothes and start calling. This would go on till maybe midnight when dinner would be served, then there was more dancing until about 3:00 or 4:00 a.m. When the dance was over, Jimmy would change back into his work clothes, tie his bundle on the saddle and mount up. Jimmy said he'd just let the reins go, and give his horse her head. Sometime later Jimmy would wake up in his own corral. Such was the life of a West Texas caller.



### THE LIGHTER SIDE OF DARKNESS - by Dee Jackins

*Dee is an avid square and round dancer, and enjoys writing. She shares the lighter side of some of her experiences, challenges and near disasters as a sight impaired person.*

Back when I was still driving and working, I realized that my vision was slowly deteriorating so I always took extra time to double check oncoming traffic from both sides before pulling out on to the road. One time when my Mom and Dad came to visit, we had to go somewhere and I thought my Dad would be driving. No, he didn't volunteer, he detests being behind the wheel in a big city. That was no problem for me so I just carried on like normal. I was trying to turn on to a busy street when my Dad asked me, "Why are you looking to the left and right so often?" "Well Dad, I'm making sure there are no cars coming, I could easily miss a vehicle in my blind spots. He looked a bit concerned but didn't say too much else. There's no way he wanted to take over. By the way, I still had a driver's license at that time.

A few years later my husband and I were driving the motorhome down on Hwy. # 1, heading towards Saskatchewan. He got tired and asked if I would like to drive for a while so he could relax. Everything was going just super when he questioned me on the car ahead. "Can you see that car up there?" My response of course was "Yes, why?" He realized that my blind spots were getting larger all the time and maybe he was a bit nervous. Suddenly out of nowhere as far as I was concerned, I passed the vehicle parked on the side of the road by only a couple of inches. I was looking at the car straight ahead not the one parked on the side of the road. I don't think he was relaxing at all, if his hair didn't go totally white at that time, it should have. Needless to say, he took over. That frightening experience convinced me to hang up the keys. "That's it, no more driving for me!" It was difficult at first but one does adjust.

I can be a menace just sitting in the passenger side of a vehicle. One time we were driving down the Deerfoot and I commented that the music playing on the radio was not very good by any means. This was a rental unit so he wasn't sure where all the buttons were. He put my hand on the area to find a different station. I was pushing these buttons from one end to the other but no success was achieved so I wandered a little further. Suddenly he asked "What did you hit??" The dashboard had lit up with blinking lights and it sounded like all the bells and whistles were set off, even the hazard lights were on. "Oh my, what have I done? Can you pull over to the side and find the proper buttons?" He informed me we were in the center lane and the traffic was pretty heavy. It took a while but he finally got to a turn-off and started to figure out the mess I had created. My response to any suggestions of finding some radio stations or anything else for that matter is, "I don't do buttons!" My "Don't do..." list is getting longer all the time.



If you are in Paris and wondering whether you might be able to square dance, wonder no more!

This club has been in existence since 2006.

<http://opswingers.square-dance.fr/>.





## OUR ONE & ONLY PROVINCIAL CAMPOUT CLUB CELEBRATES!

This is an open invitation to all square dancers – Active or Retired. On the May long weekend, the Wandering Squares will be celebrating their 60th Anniversary! It was at Alberta Beach in 1958 that eight square dancers decided that there was only one thing better than square dancing and that was camping out and square dancing together. The Wandering Squares, being province wide, were pleased to be the vehicle through which the Alberta Square & Round Dance Federation was organized and from that came the idea of the Canadian Society. Today's Provincial Conventions and The Canadian National Festivals have their roots in the Wandering Squares. The Wandering Squares is an organization committed to providing a weekend campout for dancers, be they singles or couples or families. No membership is needed to attend a dance.

**Come join us.** This special celebration is being held in the Aberdeen Hall which is just east of Innisfail at NW corner S.R. # 590 & S.R. # 791. You can't beat the price! Two prices - \$25.00/person whole weekend or \$7.50 dance/person (\$7.50 for the Saturday supper & dance!). Wandering Squares Club is providing the main course, guests bring a potluck salad or dessert.

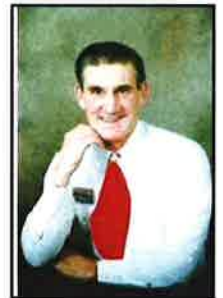
**Saturday Afternoon is Social Time – Everyone Welcome – No Charge.** This time period is designed for those who are no longer dancing and would like to share their memories of the past 60 years. If you know of someone who has danced with us even once, please invite or bring them with you. There's free on-site dry RV camping available and other accommodations available within a short drive in Innisfail. We look forward to seeing you and all your friends at this special Anniversary. Questions - give us a call: Terry & Joan Boyd - 780-679-0152; Al & Carol Moody 403-256-8738.

## IN LOVING MEMORY OF RED DEER CALLER NEIL MCKNIGHT

October 5, 1930 - April 30, 2017

We lost a piece of our hearts when Neil passed away at the age of 86 years. Neil left this world in the early morning hours of April 30, 2017, with May, his loving wife of 62 years by his side.

Born in Calgary General Hospital on October 5, 1930, to Jim and Kate McKnight, Neil was raised on his parent's dairy farm in Springbank. Neil continued to farm for the rest of his life. Meeting his wife, May, at Pennelly's Dance Hall in March 1954, they were married August 7, 1954. Neil and May started farming at his parents' farm until April 1, 1959 when they moved to their current farm near Spruce View, Alberta.



While Neil enjoyed farming, his greatest passion was Square and Round Dancing. May convinced Neil to start taking lessons in 1967 and they continued to enjoy this activity until Neil had a stroke in March 2015. Neil started calling square and round dances in 1975. His love of this was evident in the Long Service Award he received in 2016.

Neil excelled at any, and all, of his pursuits: excellent hockey and baseball player; President of Olds College Students' Union 1949-1950; President of Spruce View Co-op 1960s; President of Central Alberta Callers Association.

Neil was predeceased by his parents, James McKnight (1976) and Catherine McKnight (1980); infant son Brett Cameron (1961); brothers Harold (Jean), Robert (Shirley), John (Marguerite) and sister June (Mel Pratt), sister-in-law Blanche, and son-in-law Einer Gustafson. Survived by his loving wife May, their children: Teri, Dan (Suzanne), Wanda (Paul Laurin), Jess (Rose), Janet, Brian (Lisa), 15 grandchildren, 8 great-grandchildren. Brothers Arnold (Jeanette) and Lawrence, and sister Barb (Bob Mick) and numerous nieces, nephews, and more friends than anyone can count!

**A Memorial Service will be held at the King of Kings Lutheran Church (Dickson location), on Tuesday, May 23, 2017 at 2:00 p.m. followed by fellowship and refreshments at the Spruce View Community Hall. There will be a section at the services set aside for square dancers who come wearing their square dance attire. If friends so desire memorial tributes may be made to Heart and Stroke Foundation in lieu of flowers. Heartland Funeral Services Ltd., Innisfail entrusted with arrangements. 403-227-0006. [www.heartlandfuneralservices.com](http://www.heartlandfuneralservices.com).**

**May's home address is: 3261, Hwy. 54, Red Deer County, AB, T4G 0L1.**

## NO 'ONE-SHOT-WONDERS' IN ADVERTISING

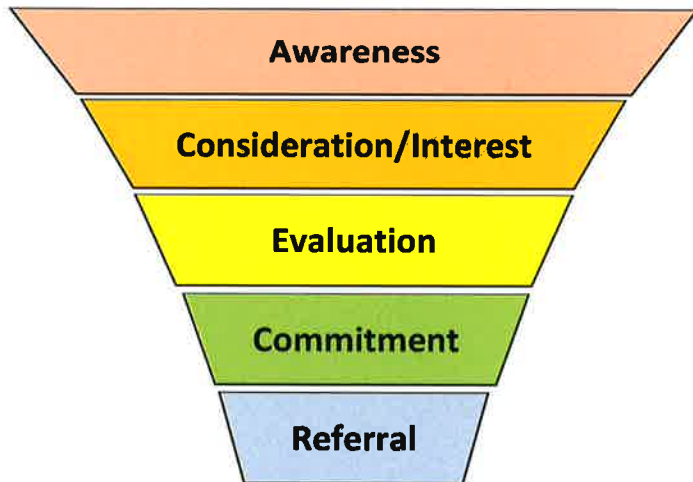
*Editor's Note: The following article is an excerpt from CALLERLAB's draft Square Dance Marketing Plan, put together by Mike Hogan. Mike lives in Omaha, Nebraska, and has been calling for over 40 years. He has a marketing background and happily shares his expertise to help build up our activity.*



The goal of a marketing campaign is frankly to sell something. For square dancing, our goal is to move individuals through the funnel until we receive the outcome of them joining our activity by learning to dance and then participating on a regular basis.

**Often, we attempt to recruit new dancers through various means and the result is disappointing.** A potential customer goes through several steps before purchasing a product as shown in the sales funnel below. A well thought out marketing plan should address all stages a customer goes through on their way to making a purchase.

**Dance groups sometimes execute a marketing tactic with high expectations and then give up when those expectations are not met.** For example, let's say your organization puts a float in the local Independence Day parade. You put a sign on the side of the float about square dance lessons beginning in two weeks. Your club member's expectations are that several people will show up to take lessons. When that doesn't happen, they determine that the parade was unsuccessful and should not be done in the future.



**The research from Starworks tells us that the community is unaware that the activity exists, is unaware of the benefits our activity offers, and has an outdated image of square dancing.** The float in the parade begins to address the AWARENESS phase of the buying cycle, but only that phase. It takes multiple impressions on the consumer before they move to the CONSIDERATION/INTEREST stage. **Growing the awareness and understanding of our activity should be the first step in your marketing plan. It's vitally important.**

The sign on the side of the float announcing where and when a beginner class is starting, is a call to action message. It is asking the consumer to make a commitment. It is possible that someone viewing the parade has enough knowledge about square dancing to react to the sign and show up for lessons, but that is extremely unlikely.

**Now let's take this same consumer, let's call her Jane, through the sales/marketing funnel by reaching her in many ways.** Imagine this: Jane has now seen your parade float four times. She also saw a square dance exhibition at the ballpark. Twice now, Jane was handed a flyer that talked about square dancing. In each case, there was a message about beginner classes and a website where she could learn more. She now knows the activity exists, has heard the music, and witnessed dancers having fun. She knows that there is a club near her that offers lessons, and she knows there is a website she can go to for information. But, she's not convinced. Her church scheduled a social event that included square dancing, and so she attended. AND, she had fun! She decided to go to the website but didn't recall the name. So, she googled "square dancing in Springfield" and found the site. Then while on Facebook, she saw a post about beginner lessons starting. She also got an invite through Nextdoor.com to go to a square dance party to kick off the local club's lessons. She attended and had fun. At that time, she was invited to learn the dance by participating in the club's beginner class and she said ???

In this example, Jane witnessed five exhibitions, received two flyers and participated in a beginner event before going to a website to learn more. Then a Facebook post and a Nextdoor.com invite got her to sample the product again. Now, came the close! Someone she had danced with asked her for the commitment to learn the dance. And she said YES!

**The point here is that there are NO one shot-wonders. Moving your prospect from completely unaware of your product to a purchase takes an ongoing marketing strategy designed to engage them at every step through the sales funnel.**



## JAMBOREE 2017 PROGRAM



Jerry Jestin  
Yuma, AZ



Barry Sjolin  
Penticton, BC



Gary Winter  
Sherwood Park, AB



Ron & Donna Baba  
Medicine Hat, AB

### Friday, AUGUST 25 Trail-In Dance

With All Jamboree Callers

7:00 pm to 8:00 pm Pre-rounds

8:00 pm to 10:00 pm Mainstream

Pay at the door: \$5 with Full Weekend or \$10 Trail-in Dance Only

### Saturday, AUGUST 26

10:00am to 12:00pm Mainstream, Plus & Round Workshops

1:30 pm to 4:30 pm Mainstream, Plus & Round Workshops

1:15 pm to 3:30 pm A1 and A2 Workshops

7:00 pm to 8:00 pm Pre-rounds

8:00 pm to 10:00 pm Mainstream, Plus & Round Dances

All Workshops and Dances are at the level of the hall

### Sunday AUGUST 27

10:00am to 12:00pm Caller & Cues Workshops

1:30 pm to 4:30 pm Mainstream, Plus & Round Workshops

1:15 pm to 3:30 pm A1 and A2 Workshops

7:00 pm to 7:45 pm Pre-rounds

7:45 pm to 9:15 pm Mainstream, Plus & Round Dances

9:15 pm to 10:15 pm All Caller Mainstream Dance

### Monday AUGUST 28

9:00 am to 11:00 am Mainstream Dance with all Jamboree Callers

### COST

\$50/person full weekend; \$60/person after June 30 or \$30/person/day; or \$15/person/session

**To Register for the ALBERTA JAMBOREE, August 25 to 28, 2017  
go to: [www.albertajamboree.com](http://www.albertajamboree.com).**

**Wednesday evening AUGUST 30** CDCDA hosted dance at West Edmonton Senior Centre featuring multiple dance forms, multiple cues, callers, and instructors, utilizing two dance rooms.

**Thursday afternoon AUGUST 31 3:30 to 5:30** at West Edmonton Mall, free demo/dance (main level, below the Scotia movie theatre), providing fun to dancers, and encouraging general public to come to Convention.

**Thursday evening AUGUST 31** after the mall dancing, head across to Jubilations Dinner Theatre to see *Downton Abbey Road (the Beatles)*. The price includes a four course plated meal and a three act musical comedy. Doors open at 5:30, seating for dinner starts at 6:15. Call Jubilations at 1-877-214-2424 to reserve your tickets. Mention 'Convention 2017' to get a discount off the regular admission (works out to \$52.50 + GST) or if eligible, just ask for the seniors rate for 60+ (\$48.25 + GST).

### ALBERTA CONVENTION 2017 – WHAT’S THE LATEST NEWS?

Convention is getting closer, and we’re getting excited! We already have a great line-up of instructors/cuers/callers who have registered. And more are expected!!

**Murray Few, Wayne Russell, Lorne Smith, Bill DeGroot, Colin Aram, Dave and Claudia Littlefair, Bill Hilchie, Larry Jeske, Dave Symington, Glen and Audrey Eliasson, Norm Demeule, Ken Baudais, Gary Smith, Tracy VanDyk, Birgit Blizzard, Ida Murray, Mary and Bruce Nelson, Peter and Stella Tennant, Mary and Ron Milton, Joan Tharme and John Byers, Al and Peggy Deby**

**Heads up! The hotel has changed their name from ‘Ramada’ to the ‘Edmonton Inn & Conference Centre’!**

**ACCOMMODATION INFORMATION:** Same special rates, new contact information.

For **room reservations** direct line 1-780-454-5454, press ‘0’, use group code or ‘2017 Con’ or ‘8570317’. [‘CGARSD’ is no longer valid.]

For **RV parking reservations** in the rear parking lot of Ramada Inn; contact Jenny Wilkins at 1-780-453-7343 [new], or email [jenny\\_w@edmontoninn.ca](mailto:jenny_w@edmontoninn.ca) [new]. RV’s can stay in the rear parking lot until 3pm on day of departure.

- There is an in-house cafeteria at the Central Lions Centre/Convention site.
- Check the website for information about bridge events between the Jamboree in Ft. Saskatchewan, and the Alberta Convention 2017.
- Thursday night August 31<sup>st</sup> we will be going to Jubilations Dinner Theatre West Edmonton Mall to see the Beatles Abbey Road show. Book your tickets at the same time as your friends, in order to sit together.
- Some Lucky Dancers registered for the Alberta Convention 2017 will have the opportunity to dance at Fort Edmonton Park Sunday afternoon, for free.



### ‘EARLYBIRD’ PRICING EXPIRES JUNE 30, 2017-DON’T MISS IT!

#### DANCE EDMONTON 2017!

*Gary and Eileen Smith*, Chair Couple, Alberta Convention 2017, 780-778-3214

Check our website for details: [www.communitydance.org](http://www.communitydance.org)

To register for the ALBERTA CONVENTION, September 1 -4, 2017  
go to: [www.communitydance.org](http://www.communitydance.org).

## 20<sup>th</sup> CONVENTION 2018



20<sup>th</sup> Canadian National  
Square & Round Dance Convention  
London, ON Canada  
July 19, 20, 21, 2018

Also available – Round Dancing Phase II to VI,  
Contras, Lines, Seminars, and more.

#### Registration Information

Convention 2018  
c/o Lee Cox  
12 Anne Marie Cres.  
Kincardine, ON N2Z 2M9  
Phone – 519-396-7228

Email :  
[convention2018@squaredance.ca](mailto:convention2018@squaredance.ca)  
Website :  
[www.squaredance.ca/2018](http://www.squaredance.ca/2018)

**Make The Scene In 2018**