



This newsletter provides promotion and marketing ideas, shines a light on people in our dance community, provides history and general information about our much loved activity, and highlights provincial and national events. If you wish to contribute an article, or see an event, topic, person, or club featured, contact the editor.



AN UPDATED LOOK - by Claudia Littlefair, Editor

We recently attended the “Fun-stitute” dance weekend in Cypress Hills, Saskatchewan. A group of dancers from two clubs in Regina wore matching outfits at the Saturday night dance. Except they weren’t all perfectly matched - and it looked good! Some ladies wore maxi skirts, some midi, some regular length, and their blouses/tops were different styles but the



same color (except for one person who didn’t get the memo). The outfits were personalized

to suit the one who was wearing it. The skirts were bought at a small dress shop in a local mall for \$35 each (the owner was happy to order more in). Each skirt, made of light weight polyester material, has eight 5” layers. It was easy to remove the layers to the desired length. The excess material was used to trim

blouses, make scarves for the ladies or ties for the guys, and there was even enough to make another skirt. Some opted to keep the length and simply pin up the layers if they want a shorter skirt. The men dressed in black pants and black shirts with ties being optional. These outfits gave their group a contemporary look.

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GOOD THINGS ABOUT SQUARE DANCING

How Can We Encourage New Dancers To Join?

- by Caller/Instructor Betsy Gotta, presented at Northern New Jersey Square Dance Association (NNJSDA) Convention, April 2018

We are involved in a great activity – Square Dancing! We must be involved, or you would not be here listening to this speech and I would not be making the speech. **Our question is how can we involve others?**

Each of us needs to be an ambassador for our activity. Now some of you are becoming uncomfortable, thinking, “I am not good at talking to strangers,” or “I am not good at selling things or convincing people to try things.” I am not talking about knocking on doors like a religious group, I am talking about just being aware of opportunities to talk about our activities. We all have square dance tee or polo shirts, but where do we wear them? Do we wear our square dance tee shirts to a dance event or do we wear them to a baseball game? If we wear our square dance tee shirt to a ball game or a movie, we are publicizing our activity, just by having a visible mention of square dancing. It also can help members of the public to understand that people who square dance are “regular” people, not a category.

One of the barriers to convincing people to try square dancing is their preconceptions about the activity. They know that we always dance to country music, we have to wear those funny outfits, and we are all from rural areas in the West or Midwest. You and I know that square dancers are regular people who have held a variety of jobs, have different levels of education and enjoy other “normal” pastimes in addition to square dancing. Recently, clubs have relaxed the dress codes and different callers use a variety of music. The public has not yet modified their preconceptions. For example, a few years ago, I was hired to call a beginner square dance party for a group of college students from overseas. Since I was working with younger people, I picked a variety of music, using some rock, some modern pop, some country, etc. At the

end of the dance, the group leader told me that for future bookings, I needed to use more country music to give the students a “real” square dance experience. He disregarded my explanations that real squares dancers dance to a variety of music.

Some years ago, a member of an NNJSDA club wrote a human interest story about square dancing. **He quoted square dancers about how they much they enjoyed square dancing. Each quote included the dancers name, age and occupation.** There was a good cross-section of dancers quoted. That fall several clubs in the Northern NJ area had more people come to classes to try the square dancing activity then in past years. I believe that the article changed the perceptions of square dancers from a bunch of like-minded blue collar people pretending to be hillbillies to a varied group of individuals enjoying a stimulating hobby. These new dancers found someone that seemed like them who square danced, so they felt that they might enjoy square dancing.

We may not be able to change the public’s perceptions about square dancing immediately, but we can try. **When we talk about our activity we can emphasize how well square dancing meets many human needs.**

The other night on the news there was a story about how many people today feel lonely and isolated even though they stay connected on Social Networks. **Square dancing fills the need for face to face social connection.** We need to meet together to enjoy the dancing.

This news story prompted me to check online for what people needed to have good health. One website listed the following basic human needs:

- Need to give and receive attention;
- Need to heed the mind/body connection;
- Need for purpose and goals;
- Need for community and making a contribution;
- Need for challenge and creativity;
- Need for a sense of intimacy;
- Need for a sense of control;
- Need for status.



Let’s consider how square dancing meets many of those needs.

Since dancers function in groups of 8, people can give and receive attention and feel like they have a sense of community. Since many clubs often donate to charity, the need to make a contribution is satisfied. Learning the calls involved in the programs can satisfy the need for purpose and goals. Unfortunately, many dancers have attached status to what Program/Level they have achieved instead of how well they execute the calls.

Square dancing also provides mild aerobic exercise – music plays at 124 to 126 beats per minute which means the dancers who walk with the beats can be walking 2.5 miles per hour. Have you checked your Fitbit before and after a dance? Those of us who dance on a regular basis are fitter than when we started due to the regular walking. New class members are often tired before the angels, because the new class members are not yet used to all of the walking that takes place during a dance.

Square dancing, and the learning of calls provides mental stimulation and uses the puzzle solving functions of the brain. One of the things that people find when they are square dancing is that they must concentrate and focus on the caller’s commands. This means that for the length of the tip, the dancers can forget the other problems and concerns that are in their life. I do not mean to say that all tension is relieved, because many new dancers can stress about remembering the calls and how to do them. However, the regular tensions of their lives are forgotten for a while.

If you post on social media, do you mention how much fun you had at the square dance you attended last night? If you have non-square dancing Facebook friends, they will hear about your activity. Mention that the caller used music by Bruno Mars (if you know about such music) or the pirate –themed decorations and/or clothing worn by the dancers. Such a post

may help change the stereotypic expectations of non- square dancing friends. At the very least, you are communicating to others about how you love this activity (and you didn't have to knock on a strangers' door).

Now, if you talk about all the information about square dancing that I have mentioned in this speech, you will either bore potential dancers to death or make them run screaming from the conversation. The strategy is that if you happen to mention that you square dance and a person responds with mild interest, make one point about how square dancing fills a need in your life. **My point is that we need to let the general public know what square dancing is today and how much we enjoy the people and the activity.** If nobody talks about square dancing, nobody will change their minds about trying square dancing.

CREATE INTEREST WITH NEWS ARTICLES

- by Claudia Littlefair, Editor



Writing human interest articles for newspapers and on-line media sources are a great way to create interest in our activity. And it's free! Articles submitted with a catchy headline together with a photo of happy people will capture a reader's interest, and if the article is succinct and easy to read, a person will spend the time to read it.

"Success Story #3" in CALLERLAB's Square Dance Marketing Manual, <https://www.callerlab.org/download/marketing-manual/> explains **how a club went from near folding to 88 current members!** One of their tactics was to submit monthly articles that were emailed out to three radio stations, four small town newspapers, one city online source and the local Chamber of Commerce. That's a lot of work! But it paid off.

Not every club has a writer in their midst BUT there are lots of articles out there that can be edited to suit your group. Re-using parts of well-written articles benefits our activity as a whole.

Articles presenting information using a numerical or bulleted structure are called "listicles". Wikipedia defines the word as, *"In journalism and blogging, a listicle is a short-form of writing that uses a list as its thematic structure, but is fleshed out with sufficient copy to be published as an article."* For more information on listicles, refer to the article in this newsletter titled "[Nine Reasons Why Listicles Work](#)".

Below is a well-written, easy to read blog article using the listicle structure. It would be easy to incorporate the same seven reasons into a human interest article for any local club. The easiest way would just be to replace Glenview's club information with your own club's.

SEVEN REASONS TO TRY SQUARE DANCING IN 2019

- by Janice Cha, President of Glenview Square Dance Club,

In a time when people find connecting with others a challenge, square dance could be the answer. It has made a comeback in a more vital format than ever.

Here's seven reasons why learning to square dance might be the unexpected path to new friends and adventures.

1. **Brings people together:** Square dance (SD) is social networking IRL (in real life). Beginning SD lessons -- given on Tuesday evenings -- offer the time to get to know fellow dancers and become friends.
2. **Brain-building:** Teamwork with other dancers in your square will keep your mind sharp, focused and challenged -- no matter your age.
3. **Like a game:** SD is Simon Says for adults. It's Sudoku for your feet. It's puzzle-solving on the fly with a team of people working together.
4. **Good for step-counters:** In one evening of square dancing, you might walk three to five miles. Moderate, low-impact heart-healthy movement.



5. **Fine for “two left feet” folks:** It’s walking in time to music. As long as you know your right from your left, you don’t need to be a fancy stepper to win at square dance.
6. **All kinds of music:** You will dance to just about any song with a good beat and brisk pace, including tunes by the Beatles, Adele, Garth Brooks, Lady Gaga, Pink, Pit Bull, and more.
7. **Inclusive:** No need for a partner in today’s square dance. You’ll find plenty of experienced dancers ready to dance with you.

As mentioned, [Glenview Squares](#) is offering Beginning SD lessons on Tuesday evenings. There is still time to join in, but hurry! Come Tuesday, Sept 10, at 7 pm, on the second floor of the [Glenview Park Center, 2400 Chestnut, Glenview](#). Look for the Square Dance check-in table at the top of the stairs. Questions? Contact Janice, janice@glenviewsquares.org.

NINE REASONS WHY LISTICLES WORK - And Why You Should Write Them!

- Excerpt from Blog Author Mason Sabre, *The Partnered Pen*, June 18, 2021

I’ve been an online content creator for a decade now. I’ve written everything from articles on here, on my blog, to novels and more. I’ve learnt a lot in that time, though I by no means claim to be an expert. However, I do claim to have experience. **It is all a learning curve, and one of those things I’ve seen online is listicles.**

Listicles are popular. We like to read them, and I have 9 reasons why that is and why you should create them if you’re an online creator.

1. **They’re quick to read.** Did you know that 43% of people skim read the articles they open? A listicle is much easier to read and more than likely to be read more because you’re not facing your reader with huge chunks of text.
2. **They pique our interest.** They catch our interest. Most listicles appeal to something we need. They hold the promise of solving problems easily, and the ones that get the most action, are those who appear to solve the most common problems.
3. **Our brains like lists.** Lists make things feel organised. It’s why we like to-do lists so much and why we have the rise in the bullet journal world. If we have a list of things, we can see an end. Our brains like that.
4. **They’re easy to read and digest.** Lists make information easier to digest. We can run them off, check them, and understand them. The way they’re organised just makes sense to us.
5. **They’re easy to come back to.** It is a lot to do with that block mentioned above of text versus a list of points. If you lose your way in a clunky block of text, it’s going to be far more difficult to get back on track than if you’re just picking back up at point 3.
6. **They stand out.** There is something with numbers in titles that make articles stand out to us. It has a lot to do with the preciseness of an article title. With a listicle title, the reader knows what they’re about to invest in. They know there will be X number of points to read. So the upfront reading investment is already known.
7. **Minimal effort.** Listicles become popular because they don’t require a lot of effort to read. Lists are short and sweet.
8. **They help us remember.** In 1956, psychologist, Miller, hypothesised that we remember around 7 items, plus or minus two. This makes it easy for us to remember lists and why they are so appealing.
9. **They’re easy to write.** Depending on how you write and how you structure your work, lists are easy to write. To write them, you, or at least I, sit and write out a list of all the points I can think of. Then, I delete the ones I don’t like and expand on those that make sense. This is because it’s such an easy structure to follow.



A little fun fact for you, did you know that odd-numbered listicles perform better than even-numbered? They perform up to 20% better than those articles with an even count. Numerologists suggest it could be that people often have a favourite number, and more often than not, that number is odd. As well as that, the number seven is cited as being the most common number that comes to mind when someone is asked to pick a number between one and ten.

Conversely, others argue odd-numbered lists are easier to remember because of their nature. They're odd, so they stand out. Even numbers are nice, rounded and this makes them dull. To honour that, this article has 9 points instead of a nice even 10.

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. See issue #2015-6 for her complete story under "Chatter Close-up".

Over the past years there have been special events that enhanced our favorite activity. **One of the most unique requests came from the Alberta Ballet Dancers Association to perform a square dance at their presentation of a tribute to the music of Gordon Lightfoot.** There were five squares of dancers swinging to *'The Auctioneer'* on stage at the Calgary Jubilee Auditorium. It certainly was interesting to watch how these productions are presented, the organizing and timing is amazing. What a wonderful experience to be part of such a marvelous program. Totally Awesome and I'd do it again without hesitation



Stampede week brings about many special events where businesses are seeking groups to participate in entertaining the crowds. Pancake Breakfasts are going on all over the city every day where dancers are taking part. After a good cup of coffee and a bite to eat, the square dance demos take place and before long the unsuspecting spectators are joining in the fun. On the opening day many dancers gather in the downtown area early in the morning to dance at all intersections along the parade route. A great start for a good day.

The Olympic Plaza usually has a variety of music, singers and dancers throughout the summer months to entertain the downtown crowds and visitors to our city. This gives the dancers a chance to do more demos. These are only a few of the events and now that it seems to be getting back to normal, maybe more opportunities will arise. **Hope to 'see' you across the square.**

Excerpt from "A Complete Practical Guide to the Art of Dancing", by Thomas Hillgrove, 1864

- It is improper for two gentlemen to dance together when ladies are present.
- If you cannot waltz gracefully, do not attempt to waltz at all.
- In waltzing, a gentleman should exercise the *utmost delicacy* in touching the waist of his partner.
- When a young lady declines dancing with a gentleman, it is her duty to give him a reason no matter how frivolous the excuse may be.
- If a lady refuses to dance with you, *bear the refusal with grace*; and if you perceive her afterwards dancing with another, *seem not to notice it*.
- Loud conversation, profanity, stamping the feet, writing on the wall, smoking tobacco, spitting or throwing anything on the floor, are *strictly forbidden*.
- The practice of chewing tobacco and spitting on the floor, is not only *nauseous* to ladies, but is *injurious* to their dresses.

SQUARE DANCING 1970

- by Caller/Instructor Darryl Clendenin, SSD FaceBook Group, May, 2022

Granted, there is no way to turn back the hands of time. BUT if it were possible, would you want to remake the activity to what it was in 1970? I'm sure that many of the responders weren't dancing in 1970. If they were, they would have been very young adults or children of various ages. That was over a half century ago.

From someone who was a very young caller in 1970 (29 years), here is what I remember.

- **It was a lot simpler.** All but a very few callers read cue cards for everything they called. The most challenging things they called were probably "Pickle Up a Doodle" or "Running Bear." Both were singing calls that were sung exactly the same way every time.
- **The closest thing we had to levels of dance was "Square Dancing"** which pretty much followed the Sets In Order 50 Basics with selections from the Sets In Order Extended 25. There was no Plus level. Advanced and Challenge existed but were generally danced in someone's home or garage to tapes. The feeling by most dancers was that they were too serious, and you had to be good enough to qualify.
- **It generally took 10-15 weeks to get through New Dancer lessons.** Partly because everyone was anxious to get the new people into the club and partly because they were paying caller and rent from the little bit that was charged for participation. The clubs typically slowed the dancing down a bit, and dropped the expectations of the material called, to fit what the new dancers were capable of doing. There was usually just one class a year, and when it was time to start a new class, the new members from the previous class had time to get very comfortable dancing what was called.
- **Attrition was not a new thing.** The same complaints about retaining dancers existed back then and I'd guess proportionally, about the same. I recall it being said back then, *"The average life (referring to how long someone danced) of a square dancer, was three to four years."* Naturally there were those that are still dancing today. They are very few in numbers. Back then, those that stuck around longer were involved in more than just the dance. Club or area politics, becoming callers, or reasons other than just the dance kept some in the activity longer.
- **Yes. It was much more "Social" back then.** It was pretty much expected that there would be a real "potluck" dinner during the evening. Not just finger-food. A real sit-down, visit across the table, hot food, Potluck. No one really needed another meal, but it was always there. It was part of the evening's program, and everyone was involved in the program of the club.
- **In the area in which I grew up, we didn't have Cuers.** They came along later. We did Round Dance though. A part of the callers' job was to teach the "Round of the Month". There were no phases. They were all "Square Dance Rounds." They were mostly Two-Steps and Waltzes. with the occasional Cha-Cha worked in, eg. Folsom Prison Blues. The rounds were quite easy and written to fit the particular piece of music rather than seeing how many moves could be crowded in. "Rangers Waltz", "Hot Lips" and "Desert Blues" were typical to what we danced. I still haven't seen a round dance that would fill a floor as fast as "Miss Frenchy Brown." No cues! The dance was taught, the caller told them how it would start, put the needle down and let them dance to the music. The music cued the dancers so there was no problem for the dancers that weren't round dancing to carry on a conversation. It was part of their socializing time.
- **At that time, we had the occasional Traveling Caller come through the area and stop to call a dance.** They always had a new movement to share with everyone. They were never too challenging, and we were allowed to forget it when the dance was over.



- **Callers' Note Services.** Lord! There was a bunch of them. You could subscribe to one and usually have your choice of several or more newer moves to spring on your dancers. The workshop material and singing call figures were all there to help you use the material. Bill Peters, Bill Davis, Les Gotcher, Jay, King, Jack Lasry I can't remember them all, but it seemed everyone was publishing a note service. That's how Burtlesons' SD Encyclopedia became so large.
- **Callers' Schools? Not so many and certainly not as complex as they have become.** The callers' school that I attended taught us to write the figures down on 3X5 index cards and read them with music as a background. It must have been enough at the time because I was calling and teaching for three clubs within my first two years. I really knew nothing.
- **At that time, we had 48 Square Dance Clubs and 48 Square Dance Callers in the area.** There were a few clubs that had two callers and a few callers that didn't have a club. It all worked out. Today in our area we have 18 clubs and 10 callers. There were a few more clubs before the Pandemic.

Could we go back to what it was back then? Probably not. At least not with the programs being what, and as they are. The current dancers are the ones that have adjusted to the type of dancing we do these days. The type of current callers that we have are the ones that love it the way it is. Change might be inevitable but it ain't easy.

I would say, from my opinion, **the SSD program (Social Square Dance program) is the best chance we have at this point, to create an activity that would be similar to what we had in 1970.** Today our program is too often a tip of Mainstream square dance, and two round dances phases anywhere from 2 -6. In some areas, every third tip of Plus Square Dancing, two round dances, a tip of Mainstream, Two Rounds, A tip of Plus and so it goes.

These days, if one doesn't go for the dance, one doesn't go. There really isn't much else there.

About the Author - from Daryl Clendenin's website: *"Been calling and teaching since 1969. Traveled internationally as a full time professional till 2003 when I semi-retired to my home in Oregon. There I call regularly for The Hoedowners of Aloha, Oregon. I teach on-going callers schools locally and conduct an annual callers college each July at Circle 8 Ranch in Cle Elum, Washington. I have conducted seminars and clinics in and out of the United States. I was the owner/producer of Chinook and Hoedowner Records and recorded on both. I have also been featured on Global and Greenwood records. Still calling, teaching and enjoying the life of a caller."*



With a young child on the stand, the district attorney knew he needed to start with some simple questions. "If I were to tell you that this pen was red, would that be the truth or a lie?" he asked.
"The truth," said the child. "Very good!" said the D.A. "And if I were to say that dogs could talk, would that be the truth or a lie?" "The truth," said the child again. "Really?" asked the D.A. "Dogs can talk? What do they say?"
"I don't know," the child answered. "I don't talk dog." - Los Angeles County Superior Court Commissioner Michael A. Cowell

TIPS ON MARKETING TO AGE GROUPS

- by Caller/Instructor Mike Hogan, 2014



Editor's Note: At the 2014 CALLERLAB Convention Mike Hogan presented a marketing session called "Generational Marketing". Mike is from Omaha, Nebraska and started calling at the age of 13 – 46 years ago. He works full time as General Manager of Rutledge Integrated Marketing, a full service marketing, advertising and public relations agency. Mike was instrumental in putting together the Square Dance Marketing Manual. Below are excerpts from his handout on marketing as it applies to square dancing.

ADULTS 60 to 70

Profile: This age group is semi retired, does light physical activity, and are willing to join a group and make longer commitments. They are slower learners. They want exercise that helps them stay healthy. They will dance in churches. They are okay with, but not excited about, dancing in senior centers. They are very family and church oriented.

Music Preferences: Classic hits (70's-90's), modern country, classic country, and classic rock.

Recommendations:

- Very few changes needed.
- We use their favorite music.
- They will join a club and make a longer term commitment and will dance in the halls we use.
- They will dance with our current generation of dancers.
- Emphasize our health benefits.
- Involve travel opportunities if possible.
- Shorten your class time and possibly add a second night each week to increase retention.
- Don't set a required finish date for your beginner classes.
- Market to them through word of mouth, church bulletins and cause marketing events.

**ADULTS 50 to 60**

Profile: This age group is full time employed and they are beginning empty nesters. They want exercise to stay young. They are new grandparents. They are easily bored and impatient. They want to feel young. They will dance in a church. They don't mind senior citizen discounts, but don't want to be "old". They might dance in a senior citizen centre, but don't want to. They are embracing technology. They have laptops and are on Facebook.

Music Preferences: Classic hits (70's-90's), modern country, classic rock, and rock.

Recommendations:

- Minor changes needed.
- Use more modern country and classic rock music.
- Move your dance out of the senior center if possible.
- Emphasize the ability to re-connect with their life partner.
- Once a week classes work fine.
- Emphasize square dancing as a way to stay young and healthy.
- Mix in travel opportunities, dinners, additional social activities beyond just square dancing.
- Change things up to keep their interest.
- Use club websites and club Facebook pages, as well as email to stay connected with them.

**ADULTS 40 to 50**

Profile: This age group works full time and has middle school and high school aged children at home. They are very active and very busy. They are socially connected. They don't like long term commitments and are not joiners. They take care of children and parents. They belong to a gym. They like trends but don't have to be trendy. They embrace technology. They have laptops, smart phones, iPads, are on Facebook and text message friends and family.

Music Preference: Modern country, classic hits (70's-90's), and rock/adult contemporary.

Recommendations:

- Moderate changes needed.
- Use more modern country and adult contemporary music.
- Keep using the classic hits music but cut back on classic country and adult standards.
- You'll need to offer multiple times for dancing as you'll be competing with high school sports for their time.
- Get out of the senior centre.
- De-emphasize dress code.
- When marketing to them, try **not** to use pictures, videos or live performances with dancers over the age of 55.
- Communicate with them through email, club websites and Facebook pages.
- Start capitalizing on social media.



A GREAT ACTIVITIES PROGRAM WITH SO MANY ASPECTS (YOU MIGHT NOT KNOW ABOUT)

- by Caller/Instructor Corben Geis

One of the most successful programs I have ever been a part of has been the wheelchair square dances at the retirement villages, nursing centers, assisted living communities and personal care homes. PLEASE KEEP READING!

I get so much out of this program, but the residents who live there REALLY get a lot out of square dancing. The one thing that you have to do as a caller or a dancer is to put yourself in the shoes of the residents at these facilities and maybe even the staff and helpers.

Over the years I have collected a lot of data and feedback from these senior citizens, the staff, and families. The one remark that is constant is, *"I never knew square dancing was this much fun"*. If it wasn't for wheelchair square dancing, I probably would never have gotten into the therapeutic recreational activities field myself.

As an activities coordinator, I can tell you that the wheelchair square dancing event is the BEST intergenerational program at many centers and communities. The one student said it best, and I had her write this down, because it was too good not to share. She wrote, *"I love visiting my Grandma, but I can't stand Bingo, Pokeno, and Skipbo. They are always doing one or the other. But I have a blast spinning and twirling her all around the floor when we square dance, and Gram really really loves it. I got a bunch of my friends to help volunteer here as well. We had 10 sign up for square dancing and only 2 for Bingo. That should tell you something about your dancing program."*



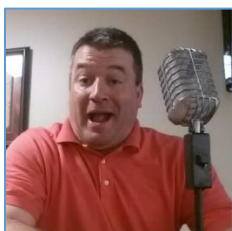
Some dance leaders may not choose to call for the folks in the wheelchairs, and that's okay.

Hoping they can at least take a square or two into these different facilities and perform a square and round dance demo. The residents love it. I've had activities directors tell me that when the lady residents at her nursing home read that SQUARE DANCING is on the activity calendar, some of them make a fuss to get 'all done up' for the dance. Colleagues from various centers tell me similar stories and say how they help their seniors get ready for the dance and the folks tell them stories about how they met their significant other at a square dance at the Grange Hall or at a Barn Dance when they were young. Square Dancing is really a part of some of these people's past and upbringing.

Activities Directors will agree that Square Dance programs are more than just entertainment for their seniors.

We activities directors will tell you that Square Dancing is also a fantastic music/dance therapy, a sing along, audience participation, exercise, reminiscing and social program too. When you have an activities program that can offer you all of that rolled up into one, you got yourself one heck of a great program.

The residents of these communities don't always have visitors or family, so when the square dancers come into perform, it's kind of like a family and friends' reunion. They love the western wear, the smiles and laughter and the really good variety of music. **If you can get into a healthcare facility in your area, please think about square dancing and wheelchair square dancing. Spread the fun and kindness. You'll love it...and so will everyone else!**



ABOUT THE AUTHOR: Cory has been calling since 1985 and has been a member of CALLERLAB since 1994. He is Vice-Chairman of Callers in the Schools committee. He has been recording for Silver Sounds Records with Jack O' Leary since 1996. Cory also illustrates the cartoons for THE AMERICAN SQUARE DANCE MAGAZINE. He calls Basic thru A2 and instructs line dancing. His favorite square dance groups are his wheelchair square dancers and his handicapable club called THE HAKUNA MATATAS. "These clubs are the best way to share your hobby or talent with someone less fortunate than ourselves. If you love square dancing, the handicapable clubs REALLY REALLY LOVE square dancing!!"

FIVE GREAT REASONS TO REGISTER TODAY!

1. The Convention Committee NEEDS to know you're coming!

I know it sounds selfish - you registering for the benefit of the Committee BUT really it's better for you, too! The weekend program, the hall space required, the amount of food ordered all depends on the number of people coming. Planning a convention is like planning a wedding – we need to know our numbers. For registration forms and information go to: www.squaredancecalgary.com.



2. Register before July 1st and you save \$10!

We know it's not a boatload of money, but why pay full price when you plan on coming anyways? Be proactive - don't let Covid's "doom and gloom" stop you from making plans!

3. The more registrations, the more FUN we can offer!

We've designed an exciting Program that's packed full of various dance programs, workshops, teaches, and intros! Plus a fancy "Conductor's Black & White Ball" on Saturday night and some unbelievable never-before-seen entertainment! We need you to help to fill the program slots.

4. We have a line-up of PRE-Convention activities!

- A Caller's Seminar, all day Thursday and half-day Friday led by long-time caller and instructor, Joe Uebelacker. No charge! Seminar costs covered by SRDIAA (Square & Round Dance Instructors of Alberta).
- FREE Mainstream Dance with Pre-Rounds on Thursday night in the round dance hall, Kozy Korner. Dance called by Caller Seminar participants. Cost covered by Convention host C&D (Calgary & District Square & Round Dancers Association).
- Trail-In Dance featuring one hour of pre-Rounds, followed by a Mainstream Dance with callers Steve Edlund, Surrey, BC and Tom Dakers, Calgary. Cost \$10.

5. It's time we got back on track!

Each and every person, each and every dance matters! The previous two conventions were cancelled due to the pandemic. Across the board, number of returning dancers have been reduced by 40% to 60%! We are working hard to make this Convention happen. To ensure our future, support our dance activities today.

53rd ALBERTA DANCE CONVENTION



Back on Track

September 3rd, 4th & 5th

Before JUNE 30: Adult \$65/Youth \$50

For Information & Registration:

www.SquareDanceCalgary.com

Get on Board

Ride the Rails



This Train's For You - Lacombe 2022!