

May 2023



... for the latest news in the square and round dance community.

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New Insurance Information for 2023

The first issue is the **Insurance portal**. There is one time during the year when you can delete a facility and/or a name from the roster and that is the ONLY time that you can delete names and facilities. That time is when you are registering your club for the first time each year. After you have paid for your club, you cannot delete any names or facilities. That includes any members that passed during the year, left your club for another club or who just stopped dancing.

The next issue is **accidents**. In the past we have told the clubs that when a dancer arrives at the dance they are covered once they leave their car. But that has changed. According to the insurance company now, the dancer must be in the facility where the dance is occurring.

What do you do if you need a **replacement certificate or a certificate for a new facility**? If you need one for a new facility you should go into the portal and add the facility. Send an email to let me know that you need a copy of the new certificate. If you have lost your certificates, email me and I will send the certificates to you again. It's that simple.

Excerpt from USDA INSURANCE COORDINATORS NOTES USDA News - VOLUME XXXV ISSUE 2 APR-JUN

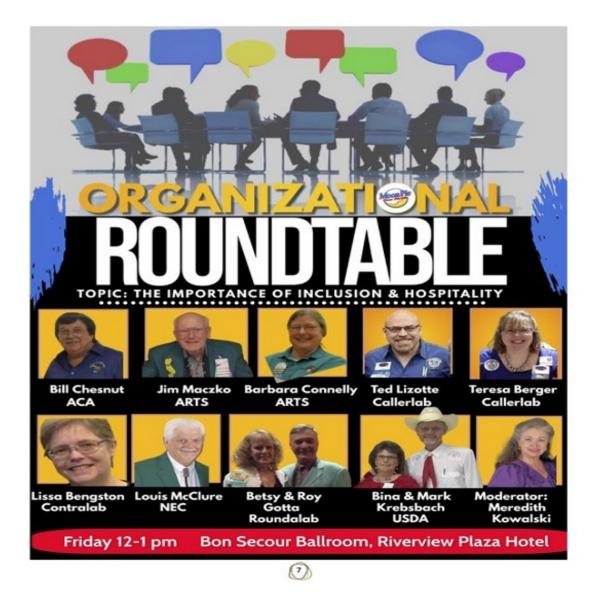
A Bit of Information!

Did you know that as of August 29, 1979, the West Coast Square & Round Dance Association had 1,246 members?

When it folded in 2023, there were less than 100 members.

Page **2** of **22**

72nd National Square Dance Convention





Welcome to Fashion From days gone by, To Look out World "Here we Come"

Hi, everyone. I am Joy LeCroy. My husband Jimmy and I, along with our Master of Ceremonies Rita Allen, are looking forward to putting on this year's Fashion Show. If you haven't heard about it, I am going to drop you a few hints so you will be sure to attend.

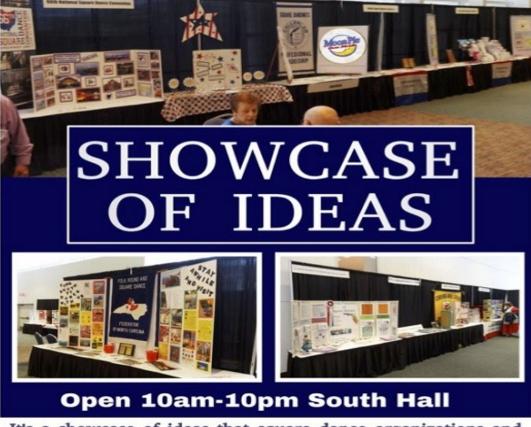
This year we are going to take some of you back to the "good old days", when life was uncomplicated. For others it will be a history lesson, as we follow through time from the late 1800's to the world of tomorrow. We will be presenting square dancing fashion and music from yesterday to tomorrow's world with our youth stepping into our shoes.

I am currently in the process of contacting all on my list who signed up to be models and finalizing which scene they will appear in. I will also be contacting all future and past committees, organizations, NEC Board Members, etc. This includes future State Convention personnel. If you have not heard from me by March 31, please contact me. I can be reached at joylecroy@gmail.com or 205-540-1473.

I hope you will tell your family and friends to attend. We hope to fill the hall. I promise we will have something for everyone to enjoy.

See you soon!

Joy



It's a showcase of ideas that square dance organizations and associations share with one another. All major dance organizations and associations are invited to participate in the showcase and exhibit materials that would be of value to other dance organizations and associations. The showcase consists of over 50 tables decorated and stocked with interesting square dance materials from each participant.



Smooth Dancing (Corrected Article)

By Buddy Weaver

This month we look at how to smoothly dance **RECYCLE**. A call that has quite a few moving parts to it and can be very smooth, if learned (taught) correctly.

Here is the CALLERLAB definition: from Ocean Waves only, Ends Cross Fold. Meanwhile each Center Folds behind the adjacent End and follow the End around, adjusting to finish side-by-side in Facing Couples.

Now let's translate that into terms that are easily understood. First off, let's make certain the Ends are comfortable with the call CROSS FOLD. Not sure of how Cross Fold should be done? STOP. Go back to June 2022 issue and look it up in the Smooth Dancing feature.

Since <u>almost everybody learns by rote</u>, we will have the Boys on the Ends of Ocean Waves doing Ends Cross Fold until comes easy (a couple of weeks) before introducing the call, Recycle.

From your Ocean Wave, Ends Cross Fold – now look at where you've ended – this is where you will <u>finish</u> on the call Recycle, so Boys "Un-Cross Fold". This time, as the Boys are doing their Cross Fold, the Girls will Fold behind them and start to follow them, giving them their "other hand" to <u>finish as a couple facing a couple</u>.

You will notice that everybody worked in sync; nobody pulled anyone nor did anyone grab a hand to yank anybody. In fat, <u>each dancer, as they are</u> <u>executing the call, should place their hands out to their side I anticipation of</u> <u>touching hands with their new partner.</u> This simple act encourages the teamwork aspect of square dancing and discourages pulling, yanking, or shoving that often replaces smoothness when calls are not correctly understood.

Smooth dancing is the foundation of sustainable square dancing. This feature is intended to put an end to rough dancing and is meant to be shared.

Here is an additional resource: CALLERLAB Teaching Resource https://teaching,callerlab.org/mainstream/recycle-definition/recycle-other/

Reprint from American Square Dance – April 2023

69th Florida State Square and Round Dance Convention

The 69th convention has to be moved because the third weekend in January is already booked at the Fairgrounds. Luckily, the Committee was able to find another location in the same vicinity in Deltona. Below are all the flyers.

There are several items to point out for this convention.

- 1. **Online registration and payment** is available for the first time. Just go to this link <u>https://form.jotform.com/230066767013048</u>.
- 2. There is also **online registration for the host hotel,** Courtyard Marriott! This is the same host hotel we had for the last convention, but we have a bigger block of rooms. Don't forget to ask for the Square Dance rate!
- 3. And...a **QR code** right on the one page flyer. Just scan the code and it will take you right to the above link.
- 4. In addition to **purchasing** your convention ribbons and making a reservation at the host hotel online, you can also purchase Dinner & Show tickets and merchandise.
- 5. **Campers**, instead of making your registrations directly with the campground, contact the Camping Chairman, Johnny Brown, at 321-444-5595 or <u>jbgrumpyJB@yahoo.com</u> and he will deal with the campground.
- 6. There are **raffle tickets** for sale for a \$500 pre-paid VISA card. The tickets are 1 ticket for \$1, 10 tickets for \$5, and 25 tickets for \$10.
- 7. Everything will still be at one location and we will free parking.
- 8. All **convention information** can be found at <u>http://www.dancergram.com/aa-FWS/convention/index.html</u>.

The second secon	January 19-20, 2024 The Center At Deltona 1640 Dr. Martin Luther King Deltona, FL 32725		Mainstream, Plus, Phases 2, 3, 4, & Plus more	
CAN ESSRDC	Thursday Night Trail End Dance The Center At Deltona	ALL AT ONE LOCATION FREE PARKING		
~*~* Dinner & Show *~*~ Keep an eye on the Convention website for more information. Friday, January 19, 2024, 4:15p-6:30p The Center At Deltona Dinner & Show price: \$40 per person Deadline to purchase: Friday, January 5, 2024		Camping: The Center At Deltona NO CAMPING REFUNDS after Dec 1, 2023 Make your reservation with Johnny Brown, Camping Chairman 321-444-5595 jbgrumpyJB@yahoo.com		
, Yellow Polo w/Blue log Yellow T-Shirt w/Blue Convention Button	Merchandise & o on the front \$25 logo on the front & back \$16 \$ 1	00 Raffle	e Tickets - \$500 prepaid V 1 ticket 10 tickets 25 tickets	isa Card \$ 1.00 \$ 5.00 \$ 10.00
	Registration: Check dances or the website f Make checks payable to: 69' Mail to: Linda Reid 1062 Old Millpond Rd Melbourne, FL 32940 Reid20@bellsouth.net	te for a form 69 th FSDC 20 Rd. 940 Courtyard by Marriott 308 N. Woodland Blvd. Deland, FL 32720 386-507-2930		rd.
Scan the QR code to pur	chase Convention ribbons, Dinner reservation at the ho		ckets, Merchandise, and to	make a

Convention Benefit Dance

There will be a benefit dance on **Saturday, May 20th**, at the Strawberry Square Dance Center in Plant City.

Another fund raiser at this dance will be a silent auction of themed baskets donated by individual dancers, clubs, and associations.

All proceeds will benefit the 69th Florida State Square and Round Dance Convention. Below is the flyer with all the details.

Gift Baskets **Needed** for Silent Auction



You can donate a basket as an association, club, or individual.

Please bring your baskets to Strawberry Square Saturday, May 20, 2023, by 7:30 P.M. For the 69th Florida State Convention Benefit Dance

Please include a list of the items that are in the basket.

~~ Must be new, unopened items ~~ Can be any theme ~~

All proceeds benefit the 69th Florida State Convention

Questions or would like to donate Email Jenny Green at jagreen535@gmail.com



Days of Yore in 2024 69th FLORIDA STATE SQUARE & ROUND DANCE CONVENTION BENEFIT DANCE

SATURDAY, MAY 20, 2023

Squares: Rod Barngrover, Caller Chairman Rounds: Sandy Sturgis, Asst Cuer Chairman

Strawberry Square 4401 Promenade Blvd Plant City, FL 33563

ADMISSION: DONATION AT THE DOOR

Early Rounds 7:00 p.m. – 7:30 p.m. Mainstream & Plus with Rounds 7:30 p.m. – 9:30 p.m.

Ribbons and Merchandise will be available to purchase

A Silent Auction will also be held for gift baskets donated by fellow dancers.

Questions? Jenny Green | 863-287-5724 | jgreen102286@gmail.com Sponsored by the Florida Federation of Square Dancers



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Why do people say and write Phase 3 – 5, when they are talking about three different levels?

It should be Phases.

Mike Hogan on Marketing

Changing Your Brand/Image

Last month I shared some research on our brand and image among emptynester baby boomers and our need to change our image among these folks and more. Business logos and slogans are only a small part of a business's brand, but very relevant.

Logo:





While most dancing groups use the image of a square dance couple I their promotional materials, that logo is associated in the mind of the consumer with the old brand they have established in their minds, and so every time a non-dancer sees the old logo it reinforces their old image of square dancing. **PLEASE, stop using this logo!**

A new logo was established by the Alliance of Rounds, traditional and Squares (ARTS) Board. The logo was designed by Zackery Turner, an artist in Medford, Oklahoma. The British Columbia Square and Round Dance Federation commissioned the logo, so that its members would have something a bit more modern to use on promotion posters. The ARTS Board voted on and accepted the logo to be used as the start of their new "Re-Imaging Square Dance" project I late 204. The purpose of this design is mainly to have a new "brand" to use in marketing to the non-dancer.

To establish the new logo as the recognized logo of our activity, it needs to be used extensively by any caller, dancer or dance organization in their external marketing, it should be used anytime there is a marketing message delivered in a viewable format flyers; posters; banners; magazines' Facebook posts; website graphics: T-shirts; polo shirts; hats; YouTube video; television/cable ads; etc. Only by this logo being seen across multimedia platforms will it replace the old logo and its associated misperceptions.

Slogan:

"Live Lively, Square Dance"

I personally created the new slogan above that was adopted by the "ARTS" Board. This slogan was chosen after reviewing multiple phrases used by various clubs around the nation. It was also voted on to be used I future marketing material. The overall goal of a slogan is to speak specifically to the features and benefits that a product delivers. There were many slogans being used such as "Square Dance – For the Health of It". While this is a positive message, it only speaks to the health benefits square dancing provides. Therefore, if your promotion is about the social benefits of square dancing, there would be a disconnect between what the slogan says and what your campaign is focused on, causing confusion to the target consumer.

Here are the reasons why 'Live Lively, Square Dance" was chosen. "Live" means to continue to have life, or remain alive, to support one's self; subsist. That word directly relates to the health benefits; physical exercise, mental exercise, stress relief, flexibility, and long-term benefits resulting in a longer life. "Lively" is an adjective that means full of life and energy, active and outgoing, energetic, animated, spirited, vivacious, enthusiastic, vibrant, exuberant, cheerful, zestful, and exciting. That word speaks to the other benefits: friendship, fun, motion, etc. Square Dance of course, is the name of the activity we are promoting, however when used in the phrase "Live Lively, Square Dance" it takes on a new meaning. The consumer reads or hears the tag line in a few ways. First, some consumers will think "How can I live lively?" and get the answer "Square Dance". Some consumers will see it as a statement; to live lively you should square dance. It is also a call to action that says, "Go Square Dancing!"

To establish the new slogan as the recognized slogan of our activity, it needs to be used extensively by any caller, dancer, or dance organization in their external marketing. It should be used anytime there is a marketing message delivered in a viewable or audible format, posters, banners, magazines, Facebook posts, website graphics, T-shirts, hats, website videos, YouTube video, television/cable ads, radio ads, on-hold messages, speeches, et. Only by this slogan being seen and heard across multimedia platforms will it resonate with the consumer and represent the benefits our activity provides.

Next month, more on the fourth "P", promotion!

Reprint from American Square Dance – April 2023

Social Square Dance by Barry Johnson

Last month, we talked about the ways that a club benefits from committing to using the SSD program when compared to a using the SSD program when compared to a typical once-per-year, 6-20 week lesson cycle. The shorter, simpler lessons result in improvements in recruiting new dancers, graduation percentages, and retention as active club members. It's not instantaneous, but after a few lesson cycles the improvement begin to add up.

So why isn't everyone using this program? There are several very common objections, and they usually boil down to two root causes: misinformation and (bluntly) selfishness.

When most dancers hear a proposal to start using fewer calls at their dances, their immediate reaction is usually negative: "I was able to learn this – why can't everyone?" "We've been doing it this way for 40 years!" "The dances will be boring!" "None of the other clubs would come to our dances!"

Honestly, I've never had anyone come up to tell me they really enjoyed that "Spin the Top" call that we used. When I call SSD-level dances at a typical Mainstream club, the comments are much more likely to be "That was really

fun! You sure kept us moving tonight!" The emphasis on smooth, flowing dancing provides a complexly different dance experience than many Mainstream dances. Most dancers are surprised to realize that they didn't dance a Cloverleaf, Allemande Thar or Walk and Dodge all evening, but still had a good time,

When dancers experience a good SSD dance, they're often quite surprised that they enjoyed it as much as they did – much more than they would have expected.

More on this topic next month!

Reprint from American Square Dance – April 2023

The Big Picture by Buddy Weaver

The buddyweavermusic podcast (in partnership with the American Square Dance publication) recently featured a recording of Chris Vear. An outstanding caller who got his dancing and calling start in 1959. From his home in the United Kingdom, he moved to Germany in 1966 where he took up the reins of leadership within the European square dance community. **Chris Vear** moved to the United States in 1976, first to Teas and later to California. Quickly, he was one of the most sought after callers in the states.

In 1978, he wrote an article entitled "The Real Reasons". So much of what he shared found a receptive audience at the time and resonates today, so it is now "bumped" to the top. Here is his edited article.

After a year of traveling through and calling n thirty-five of your United States, I'm left with some observations and some questions as to the true nature of our activity and the direction the activity seems to be taking. Before making everyone hostile, I'd like to point out that I am not *anti*-anything, that there's nothing wrong with something new, and that the activity must not be allowed to stagnate.

What was once an activity that relied almost totally on the pleasure the participants derived from their own company and a mutual pleasure in moving together with the music has now evolved into a very complex entertainment industry. Where we used to be able to advertise square dancing as a fun and easy to learn we now only advertise it as fun because it has become far from easy to learn. Unfortunately for many dancers, old and new alike, the emphasis has been shifted from the fun and fellowship that should be an inherent part of the activity to desire for technical accomplishment. It is becoming more imperative that we cram basic movements into the dancer rather than try to teach them to be good club members. A fact we have not heard anyone point out, obvious though it may be, is that the more we add to the list, the more people we eliminate from participation.

Advantageous as the (higher level) movement may be for perpetuating those that are not part of the (entry level) program, let us not be persuaded that (higher level) dancing should be the ultimate goal of every caller and every dancer. It is true that there are some dancers who will enjoy themselves at any level and some callers who can call at any level but, more and more, it is very obvious that (higher level) square dancing is *not* what most people start square dancing to achieve. We persuade people to square dance because it is FUN; why then do we proceed, as soon as they graduate, to make it hard work for them?

In my travels around the country, in many cases as an observer a well as a participant, I see more and more emphasis on WHAT WAS PERFORMED as opposed to HOW MUCH ENJOYMENT was had, as if apologies had to be made if the group was having too much fun!

Everybody is Pressured

Callers talk more and more of "technique", "choreography", "terminology", etc. and appear to be embarrassed to admit that they have any actual feelings for the activity of the people in it. They are becoming pressure, more and more, into believing that they have to prove to the dancers that they know something the dancers don't. The dancers are being pressure to keep up with it all, despite fantastic attempts of CALLERLAB to standardize and label each level. Merely using the word "level" ("program") puts pressure on the dancer to "achieve" when emphasis should be on the word "enjoy".

I've been square dancing twenty-five years, and as a caller, a square dancer, and a round dancer. I love every minute of it. I don't anticipate in any (higher level) dancing and I will not let anyone convince me that I am missing something. I do not deny the right of the (higher level) dancers or the advanced round dancers to enjoy their portions of the activity but, however hard they try, they cannot convince me that the appeal of the activity is the same for them as it is for me and the rest of the mostly silent majority of dancers and callers.

The remark that most sticks in my mind from my travels was made by caller who devotes most of his time to Advanced and Challenge dancing and was to the effect that Challenge I the Major League of the activity, thereby classing everyone else as being in the Minor Leagues. Well, even as a foreigner who was taught to regard baseball as a game called "Rounders" that was only played by girls, it appears to me that the Major Leagues are the ones that draw the largest crowds and those callers who draw the largest crowds, consistently pleasing them, are the real Major Leaguers, while those who draw a few aficionado, and still manage to leave some of them standing around are missing the boat somewhere.

It is natural for all of us, at whatever "level", to want our particular segment of the activity to grow. What we MUST realize is that we also have the RESPONSIBILITY to perpetuate the activity, to let is grow naturally and to let the dancers choose, without pressure, the segment or segments that they can enjoy to the utmost.

At whatever "level" ("program") we choose to participate, let us strive to emphasize that the actual participation is just as important as the performance and there really isn't anything to be ashamed of in having a heck of a good time. If a caller or dancer wants to be able to do it all and has the tie devote to it, that's fine. But we are making a grave mistake when we start *expecting* the majority to follow suit and put pressure on them to do so. That is when they start to drop out and, believe me, they are dropping out. We can keep people in the activity if we, the callers, would just be more aware of the reasons people really participate, we would all be surprised at how easy it is.

Though not calling regularly for any one club at the moment, I have, before moving to the U.S., called for and kept two clubs going for over ten years. The secret to doing it was to give the people a release from the pressures of their everyday lives. When they begin to find the same pressures in square dancing, the release valve is gone and, when it has, the activity loses part of its unique appeal and starts losing its participants. My dancers were proud of the fact that they had a heck of a good time. I'm proud of the fact that I enjoy the heck out of and love every minute that I participate in the activity, and if the good Lord gives me twenty-five years more to participate, I'll take the with humble gratitude. Let's teach our dancers to LOVE the activity; they don't have to prove how good they are. Let's have them prove how NICE they can be – you'd be surprised at the sense of well-being you will all be left with.

As our activity becomes more and more complex, as it must the philosophies of the (square dance founding fathers) are going to become more and more obscure unless we take the time to remind ourselves of our beginnings in the activity and our motivations now. And we, with all the time we must devote to new calls, new music, advances in technology, lesson plans, travel arrangements, workshops, festivals, et al, keep reminding ourselves of the real reasons people square dance? For all our sakes, I hope so.

As a caller with many years behind the microphone, a club caller for no less than two clubs every year, I find much to agree we in this article. The brand new dancer walking in the door for their first night of beginners does not know about nor care about Mainstream or Plus or even SSD. They are looking for an escape from the stress of work or parenting or care-giving. What they find is a social interaction that they didn't know they were missing and now can't get enough of. The folks who move up the escalator of programs – Mainstream to Plus to Advanced to Challenge – have found their passion with that progression, but they represent a smaller share of the overall dancer population. It is my belief that the brand new dancers and most veteran dancers want the same thing – the happy escape from daily stresses, the warmth of friends, the sense of pride that they look good in their appearance and dancing.

In a post-pandemic square dance world, we have already witnessed some of our dance friends come back to square dancing but struggle to keep up with the "club level", The pandemic lock down was hard on everybody, in many cases <u>folks no longer have the physical capacity to dance as much or as long as they did before the lockdown.</u> Many folks, dancers and callers alike, are a little "foggy" on what they once were very comfortable with. From the caller's perspective I see dancers today who struggle with what once was a dancer's favorite call. In the context of what has been said by Chris Vear, aren't we making the mistake of placing performance ahead of participation? If the majority of Mainstream dancers can comfortably dance SSD with great

excitement why are they <u>pressured to dance the calls on "the rest of the list"</u> <u>that cause them to break down</u>?

All of us, dancers and callers, have a responsibility to perpetuate the square dance activity. As Chris Vear said, "if we would just be more aware of the reasons people really participate, we would all be surprised at how easy it is".

Reprint from American Square Dance – April 2023

Ponderings by Tony Oxendine

After last month's article, perhaps many of you are wondering if I think square dancing's death bell has rung. I realize that it probably sounded that way, but actually, I'm pessimistically optimistic about or future.

If I may, and if you continue to indulge me, I would like to use my next few articles to painting my picture of the activity that all of us so love. As a preamble to this article, I must tell you that al ideas, thoughts, ramblings, writing, or anything connected to my "Ponderings" are just that – Pondering. It's what I think, and it may not what you (or most anyone else) thinks.

Many have said (and I tend to go along with it) that people are reluctant to change. I think this has been particularly true with square dancers and callers (maybe ESPECIALLY callers). For many years we have been the epitome of Einstein's definition of insanity. We have been doing the same thing over and over and expecting a different result. It's the same old levels, the same old calls, the same old music, he same old outfits, sucks – the same old everything. We have just sat by and watched our numbers steadily decline.

Let's start with the "same old levels". For that, I have three words for you – Social Square Dancing. SSD is slowly, but surely making the impact that its designers had in mind when it was initially called sustainable Square Dancing. SSD clubs are popping up all over the US. The neatest thing about SSD is you no longer have to be in lessons (I really hate that word) or classes (I think I hate that one more) for 30-40 weeks to learn to square dance. Now you can be a dancer in as little as 10-12 weeks. This means that no longer do classes have to be held in September (and go through May). Clubs can have multiple sets lessons each year. Square dancers and callers nationwide are embracing this new entry level. Last year at the National Square Dance Convention in Evansville, dancers were able to enjoy SSD in the Live Band Hall for the entire weekend. Future conventions are noticing the influx of new dancers at this new level and are utilizing halls for SSD.

Is SSD the answer to square dancing decline? I don't know if it is "the" answer, but it is certainly "an" answer. I think that SSD is just one part of the puzzle – a puzzle that has multiple solutions. In future articles, I'm gonna talk about this puzzle. Hopefully, I'll give you something to think about in the interim, there is some good news,,,,,

We are finally doing a different thing and (with a little luck) and we are expecting a different result.

Until next time....

Reprint from American Square Dance – April 2023

Inspirational Quotes from Ed Foote

"Imagination is the true magic carpet." ... Norman Vincent Peale, minister and author

"When all else fails, take a nap." ...Winnie the Pooh, cartoon character

"Give what you have. To someone it may be better than you dare to thank. ...Henry Wadsworth Longfellow, poet & philosopher

"Kindness is living people more than they deserve." ...Joseph Joubert, French essayist

'Listen long enough and the person will generally come up with an adequate solution." ...Mary Kay Ash, American businesswoman

Reprint from American Square Dance – April 2023 Volume 79 Number 4

The DANCERgram magazines are written and published by a square and round dancer concerned about preserving our dance activity. The magazines include *Planner* (weekly), *This & That* (monthly), *Joys, Concerns, & Sympathies* (as needed), and *Directory* (as needed). All of the magazines are under the DANCERgram banner. In the event of new information between publication dates, notification is sent via the *Flash*. The Editor reserves the right to edit, condense, or rewrite any submission to the DANCERgram magazines. Opinions expressed in any DANCERgram magazine or on this website are not necessarily that of the Editor. All new information (since the previous issue) in these magazines is highlighted in yellow. Distribution of the DANCERgram magazines is encouraged via forwarding or hard copies. All of the Magazines, as well as additional content, can be found at <u>www.dancergram.com</u>. If you would like to receive the DANCERgram Magazines via email or you would like to submit information to any of the magazines, please contact the Editor at <u>sqdncfan@gmail.com</u> or 863-224-3393.

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