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# DANCERgram



Square and round dance news for the west coast of Florida

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[www.dancergram.com](http://www.dancergram.com)

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**This entire newsletter can also be found at**  
**[www.dancergram.com](http://www.dancergram.com)**

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**June 5, 2010 - Deadline for submissions to the July 2010 issue of the *Bow and Swing*.** For info: [rgboyd@earthlink.net](mailto:rgboyd@earthlink.net)



## From the Editor

Another Florida State Convention is now history and now we are focusing on the next convention – May 27 – 29, 2011 – “Yo Ho Ho & A Weekend of Fun”.

We started the convention off with a Trail Inn Dance at Strawberry Square on Thursday night; dancing to some really terrific callers – Charlie Pergrossi, Jack Lewis and Bobby Keefe – and cuers Lisa Wall and Pat Hagen.



Charlie Pergrossi (caller), Bobby Keefe (caller), Jack Lewis (caller), Charlie & Val Newsome (Federation VPs), Lisa Wall (cuer), Pat Hagen (cuer)



Callers: Sarah and Charlie Pergrossi, Ilene and Jack Lewis, June and Bobby Keefe

Photos courtesy of John Occhipinti and Yolanda Trainor



On Saturday night we had a photographer from the Lakeland *Ledger* at the Lakeland Center who took pictures of the Polk County dancers. The pictures will be in the August issue of *Inside Polk*.



Back to Front: Lance and Rita Baxter, Betsy Curts/Carl Rod; Don and Ann Slocum, Camille Harris, Pop Holbrook.





On Sunday night, we had the kick off for the 2011 State Convention; several of our West Coast dancers participated



Jenny Green



Jenny Green and Elyse Mermelstein



The ship has arrived!



Ailene Picheco and Terri Little, 2011 Convention Co-chairman. Two solos!

Some highlights from the Federation meeting on Sunday morning:

- ✓ **There are 10 West Coast clubs participating in the Square Dance Insurance Program; 391 West Coast dancers are insured.** Considering that we have 568 members (includes 108 complimentary and four lifetime) in the West Coast Association, this isn't a very good participation rate! What can we do to increase the number of participants in the Square Dance Insurance Program? It was reported that there was good attendance at the Insurance Seminar on Saturday and the Federation Insurance Chairman would like to do it again next year. So if you missed this one make plans to attend next year.

- ✓ As of Sunday morning, **there were close to 800 people registered at the convention.** We will have the final numbers in a few weeks.
- ✓ The Federation voted to **submit Tom and Miriam James' names for election to the position of USDA Central Director** (which believe it or not includes Florida)
- ✓ The 2012 Convention Committee still needs a Ways & Means Chairman and an After Party Chairman. If anyone is interested, please contact Carole McKenzie at [carolemc@embarqmail.com](mailto:carolemc@embarqmail.com).
- ✓ The **2013 Convention** only has one committee filled (Registration). If anyone is interested in working on this convention committee, please contact the chairmen, Paul and Cheryl Miller at [pe.miller@mchsi.com](mailto:pe.miller@mchsi.com).
- ✓ **Sam Dunn is the caller chairman** for the 2013 Convention
- ✓ There were **13 squares for the competition** on Saturday afternoon.
- ✓ **Volunteers are needed to sit at the Florida Showcase of Ideas at the National Convention in Louisville.** All you have to do is be at the table for a period of time to talk to visitors as they come by telling them about square dancing in Florida. There will be brochures and buttons to also hand out. If you will be in Louisville and can help out, please contact Paul and Cheryl Miller at [pe.miller@mchsi.com](mailto:pe.miller@mchsi.com).
- ✓ **The Governor's Office has declined to sign the proclamation declaring September 2010 as National Square Dance Month.** A letter campaign is being planned to protest this action. A letter to the Governor's office is being drafted and it will be put on the Federation website for all of the Florida dancers to download, sign and mail to Tallahassee. I hope we can count on your support. For at least 20 years, the governor of Florida has signed this proclamation and last year Governor Crist signed it. Square dancing is the national folk dance; we can't let this happen!

We had a West Coast Folding/Business meeting last Wednesday; some highlights:

- ✓ **Spinning Wheels has a new location and schedule for their summer dances.** The information is below in the "What's Happening This Week" section.
- ✓ **Bartow High School will be forming a square dance club** next school year and they are planning to attend the State Fair with us in February.
- ✓ We now have a **new West Coast Insurance Chairman.** Their information is on the contact list contained in the DANCERgram.
- ✓ Since there are so few clubs dancing through the summer, it was decided earlier this year to **not publish the July/August West Coast Dancer.** The next issue will be September/October. (NOTE: The DANCERgram will continue to be distributed every week.)

## Health & Sympathy Updates

*Please be sure to also check the website for updates on dancers!*

**Ernie Rollen**, caller in the Jacksonville area, wasn't at the convention this past weekend as he has recently had a pacemaker put in and he hasn't been released to travel. If you would like to send him cards, his address is 5390 Muscovy Road, Middleburg, FL 32068-3531.

**Bob Bourassa**, caller in Brooksville. His wife, Sharon, emailed that he will definitely be going home on the 31<sup>st</sup> but they still have to see what will happen when he is taken off the antibiotics. He will not be calling until early Fall; there's too much uncertainty right now. When the exact start-up dates for his clubs are decided on, they will be published in the DANCERgram.

**Zurhn Walker**, past West Coast president. Don Slocum visited Zurhn at the Bartow Rehab Center on Monday, May 24<sup>th</sup> and he was dressed and sitting in a chair where he had had his lunch. Don said he looked better than he had looked all week.

UPDATE: It was reported at the Federation meeting Sunday that some people visited Zurhn on Saturday afternoon. He's not walking yet and is still in rehab.

**Shirley Knapp**, of Central Association and along with husband George – past presidents of Florida Federation of Dancers, had major surgery late last week. She underwent reconstructive bowel surgery at Florida Hospital Orlando. She came through the surgery well, but remains weak and in pain. George didn't know exactly when she would be discharged. We will wish miss this dynamic couple from the State Convention this weekend. Cards of comfort and encouragement can be mailed to Shirley at 2519 Ardon Ave, Orlando, FL 32833. (Reprint from Northeast Association's Joys & Concerns 5/25/10)

Gerry & Herb Jesk, had appointments in Gainesville today and while in town made it a point to stop by and visit with **Maggie Tripp** (former cuer of the Northeast). Here is Gerry's recounting of their visit.

"... we stopped by to see Maggie. Today, Tuesday, May 25, 2010, was her 82<sup>nd</sup> or 83<sup>rd</sup> birthday. They [the nursing home staff] had tied balloons on her wheel chair and we found her alone in her room balloons and all. I went up to her and said Happy Birthday and she said "Oh, it's my birthday". It was 2 years ago we had that party and demo dance for her.

She seemed to know me but did not call me or Herb by name even with prompting. Some sentences while clearly stated didn't have much meaning. If you talk long enough and reminisce some things come to her. All of a sudden she said, "well living in Chiefland" and whatever else that followed I don't remember but no one even mentioned Chiefland. So she connected us to Chiefland. We talked about birds, and she got all interested and with dancing no so much. She mentioned Tom a time or two but didn't ask about him just stated that he has his problems. In the dining room they asked her what she wanted to

drink for her supper and she said "Bourbon" and everyone around burst out laughing. While wheeling her into dining room, the aid asked if I was her daughter and she said "no my daughter is Candice and I sure would like to see her". I said to the aide, she has a girl Candice and boy Bruce and Maggie smiled at me and said "Yes!"

She was so happy we came to see her, even though when we walked away we knew she didn't remember but we do!

Maggie would love to hear from any of her square dance friends. She is at the Gainesville Health Care Nursing Home, 1311 SW 16th St., Gainesville, FL 32608 second floor, 352 376 8821.

**How do I get in touch with ....?**

Revised May 31, 2009

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# 2010 National Square Dance Convention

*Louisville*  
POSSIBILITY CITY



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**Bourbon Country**

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**Helpful Information**



[Click here for conference website.](#)



**June 23-26**

**Kentucky Expo Center**

**Louisville, Kentucky**

*Welcome to Possibility City*

It is not too late to make plans to attend the World's Greatest Square Dance Event of 2010, the 59th National Square Dance Convention® June 23-26 in Louisville KY. It most certainly will be the place to be if you square, round, contra, Country western line dance or clog.

A very special treat in store for square dancers attending the convention will be dancing to a live band, The Ghost Riders Square Dance Band From CA. will be in the Mainstream Hall on Thursday, Friday and Saturday night. The Ghost Riders Band has performed to overflow crowds at the last several national conventions. For more information on the band including a few short samples visit [www.ghostridersband.com](http://www.ghostridersband.com) and click on go to CD store. You can see some pictures of the band at a national convention at [www.flickr.com/photos/ghostridersband](http://www.flickr.com/photos/ghostridersband). Below are links to two of are many videos on YouTube of the Ghost Riders Band performing at last year's convention:

<http://www.youtube.com/watch?v=l80LGIJjs4>

<http://www.youtube.com/watch?v=jG4eFrW13Os&feature=related>

ONLINE VISITORS GUIDE



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### **GHOST RIDERS SQUARE DANCE BAND**

The 59th National Square Dance Convention® will feature 14 Dance Halls with:

5 Clogging leaders

10 Exhibition Groups

14 Contra Callers

20 Country Western Line Dance Leaders

109 Round Dance Cuers/Leaders

243 Square Dance Callers

Thousands of Dancers

Over 100 vendor booth spaces – so you can shop till you drop for everything Western

Over 6000 dancers coming from all 50 states and foreign countries including; Canada, England, Denmark, Germany, Japan, Spain, Sweden

The convention will have unique Educational opportunities from

Stop by the **Visitors Information Center** located downtown adjacent to the Kentucky International Convention Center and the Hyatt Regency at the Corner of 4th and Jefferson Streets, Louisville Kentucky 40202.

Hours:  
Monday-Saturday, 10 a.m. to 6 p.m. Sunday, 12:00 p.m. to 5:00 p.m.  
Phone: (502) 379-6109

learning new dances/dance steps to learning about club leadership and how square dancing keeps the body and heart safe.

The Showcase of Ideas area, with 100 displays tables where clubs, organizations etc display what and how things are being done in their area is a great place to spend a few hours seeing and learning what other dancers are doing.

There will be many clinics, panel discussions, and seminars on a wide variety of subject of interest to all dancers along with introductions to all levels and types of dance will be available Thursday through Saturday Don't forget the Sew and Save.

The Sew and Save with all its Seminars on sewing, the Make and Take sessions and of course the big tracing area with large selection of pattern to trace and lots and lots of door prizes including a new sewing machine.

In an article in May, Yahoo Travel listed Louisville as one of America's top 10 underrated cities. What are you waiting for go to [www.59thnsdc.com](http://www.59thnsdc.com) and register today

*The question isn't what to do...it's what to do first.*

Louisville is a city full of endless possibilities. It's a city located somewhere between "way out there" and "feels like home". A place known as both the "southern most northern city" and "the northern most southern city". A place so unique, that you can pronounce our name 5 different ways – Looavul, Luhvul, Loueville, Looaville, Looeyville. It's a place just for you, no matter how you wanna say it.

Walk the streets of downtown, along [Museum Row](#) and you'll find more galleries and museums than you can shake a stick at. And speaking of sticks, you sports lovers can see the world's biggest bat on display at the [Louisville Slugger Museum & Factory](#). In all, Museum Row on Main houses nine original attractions all within a six-block radius, now that's what I call convenience! Since you are already downtown, you may as well stroll along the [Urban Bourbon Trail](#) or just hang out at [Fourth Street Live](#), the city's premier dining and entertainment district.

Live through the fastest two minutes in sports by visiting [Churchill Downs](#) and the [Kentucky Derby Museum](#). Experience original one-

of-a-kind cuisine by dining at one of our award-winning restaurants spread throughout four dining districts. Relax as you cruise the Ohio River aboard the [Belle of Louisville](#), a National Historic Landmark.

Be sure to stop by our [Visitors Center](#) located downtown at the corner of 4th and Jefferson Streets, where you can pick-up literature, buy souvenirs, grab your Urban Bourbon Trail Passport, purchase discounted attraction tickets, get directions and make restaurant reservations, all with the help of friendly travel counselors.

Whether you're visiting Louisville for a convention, a family vacation or soaking in the city's bourbon culture, we hope you enjoy all the charm and possibilities Louisville has to offer. After all - It's Possible Here.

This email was sent by: **Louisville Convention & Visitors Bureau**  
401 W. Main Street, Suite 2300; Louisville, KY 40202

## American Callers' Association Viewpoints

By Patrick Demerath

In marketing (as a discipline and art) a concept called the Product Life Cycle exists and attempts to provide a way for a company to trace the stages of a product or service acceptance from its introduction (birth) to its decline (death). A product or service passes through four major stages: introduction, growth, maturity and decline. The time a product or service spends in any one stage of the life cycle may vary dramatically. The most successful products (services) normally proceed through the introduction and growth stages and stay in the maturity stage for decades. The positioning of a product in the life cycle can help leaders/managers forecast the future and create appropriate strategies to either keep it in the mature stage or return the product to the mature stage.

If we look at Modern Square Dancing, one might argue that its Introduction Stage was in the barn dances. Everyone learned a few movements and spent the evening dancing and had great times.

It can be further argued that the Growth Stage of Modern Square Dancing began in the 1950s with the Basic 50 movement and the Extended 75 Basic movements. During this time new clubs were formed throughout the nation extending well up into the early 1970s. Around the same time Modern Square Dancing was introduced in many foreign countries like Australia, New Zealand, Germany, Spain, Great Britain, Italy, Japan, Korea, Okinawa, and Taiwan.

The Mature Stage appears to extend from the middle 1970s to the middle 1980s. During this period clubs flourished, the extended basic 75 movements were declared to be Mainstream Dancing. Additional Levels of Plus, Advance, and Challenge Dancing added a great expansion to the dance programs. At the same time it required student dancers to take the beginners lessons for approximately eight months before being accepted as a mainstream dancer. At the same time square dancers were asked to dance for an additional year before taking the plus level lessons. Somewhere during this period the Plus Level evolved into the true "Mainstream Level." Square Dance clubs were then separated by levels and placed in competitive positions for dancers. Many mainstream level clubs lost large portions of their members to the plus level clubs while the new member recruiting rate declined.

Somewhere in the 1980s Modern Square Dancing moved into the tragic Decline Stage in the Square Dancing Life Cycle. Many mainstream clubs were reduced in members and others closed down. Many square dancers left the square dance activity, and effervescence and energy level of clubs to recruit new dancers dissipated. This appears to be where Modern Square Dancing is today. In our area, mainstream clubs are now attempting to stay alive by offering plus level dancing every third tip. This may or may not work, as the Mainstream Dancers will be pressured to learn the plus or sit out a large portion of each dance. It might also be argued that if we do not keep the square dancers time occupied, they will feel left out and become bored and disenfranchised and vote with their feet by leaving the activity. This may be the case today as is evidenced by a general decline in the square dance lessons recruiting numbers as well as the high dancer departure rate from Modern Square Dancing.

The implications of the Product Life Cycle might encourage square dance leaders to recognize that there are several marketing strategies the leadership can and might do to return modern square dancing to the Maturity Stage and sustain it or even expand the activity back into the Growth Stage.

In the 1970s Modern Square Dancing was expanding by leaps and bounds, and new dance levels were added to challenge the ever-increasing number of student and recently graduated dancers. Perhaps not enough attention was paid to the expanding drop out rate both in the clubs and in the extended one year mainstream lessons. In the 1960s club visitations from one club to a neighboring club were very popular. These visitations decreased significantly during the Decline Stage. Clubs went from equal friendships to separated and polarized competitors. On some occasions mainstream clubs were not only robbed of their dancers by the plus clubs but were considered less than equal to the plus clubs. A fun set of mainstream lessons went from four to six months up to two years of lessons and dancing before a dancer felt he or she

had “made it.” Many argue that there were many “casualty” dancers left along the way leading to the current Decline Stage. Others argue that the decline in dancers is from external sources such as Cable Televisions and Computer Entertainment, which is valid but not the true culprit.

If we look at the situation from a marketing perspective, there are two possible categories for the decline in the aging and decline in Modern Square Dancing. External: Too many competitive activities for people’s leisure time; and Internal: the addition of the ingredients in the life of a modern square dancer have become stressful and separatist and too much work for the remaining dancers.

It should also be pointed out that some of the many countries that have adopted Modern Square Dancing are not in the Decline Stage, but are in fact, in the Growth or Mature Stage. The concept of the International Product Life Cycle states that one product may be in Decline Stage in one country and in an explosive Growth Stage in another. The one reality that marketers recognize is that sooner or later the countries with Modern Square Dancing in the Growth Stage will progress through the Mature Stage into the Decline Stage if the problems and systems which caused the first country to slip into the Decline Stage are present in the other countries with Modern Square Dancing in the Growth or Mature Stage.

There are several possible solutions to analyze to attempt to move Modern Square Dancing to the Growth or Mature Stages:

1. Intensive Promotion and Advertising to attempt to reach and recruit new people.
2. Finding new categories of people to participate in Modern Square Dancing.
3. Lower the price/cost of Club Membership and lessons where Modern Square Dancing’s prices are below the competition’s prices for leisure activities.
4. Add new ingredients/activities or eliminating old ingredients from the dancing that cause problems of the decline in Modern Square Dancing.

Today in the new millennium we may be facing a similar situation in Modern Square Dancing that the US Automobile Industry faced during the 1970s. Sales were down as people were buying German and Japanese automobiles. The first reaction of the automobile makers was to increase advertising and sales promotion. It worked for a short time. The second item was to blame the Japanese for exporting too many cars to the US market. That did not work either, as the Japanese cars were better than American cars. The third item was to analyze and look for the problems. In this case the quality of American automobiles were below that of the Japanese and the Germans. It was at this point where the American Automobile Industry improved the quality of the automobiles and sales expanded and continue to expand today.

In Modern Square Dancing it is possible to pour large amounts of money into advertising and promotion. It can be argued that this will be cost prohibitive and will only have a short life span before the newly recruited dancers drop out of the activity. Advertising and Marketing both maintain that no amount of advertising/promotion will make a product/service with a problem successful beyond a very short term. Marketing will not fix a deficient problem or service.

The second approach of identifying new sources of dancers will have a similar result to the first approach. New groups/Churches, Schools, Fraternal Organizations may be good sources but the newly recruited dancers will experience the same problem as the first and drop out.

The third approach of lowering the price of square dancing might be a productive approach if Square Dancing was not the least expensive activity in town. To lower the price will reduce the amount of funds that clubs have to operate with and might decrease the number of clubs and cause an exit of callers. This might compound an already troublesome situation.

The fourth approach of eliminating some of the ingredients of the problems in the product or service appears to have the best and most long reaching benefits. This might move Modern Square Dancing from the Decline to the Growth and/or Mature Stage with a new vibrancy in the activity. It appears that a portion of the decline is caused by the "separate but unequal" status of the clubs due to the dance levels. Another reason for the decline may be that new students come to open houses full of energy and enthusiasm and soon learn that they can't dance with many of their friends for a year or more. Square Dance clubs are forced to run lessons continuously on a non-stop basis causing club membership burnout and all but eliminating club visitations. This has a tendency to tire the members, reduce the fun, provide a good reason for members' lack of energy in recruiting and increase the withdrawal rate from Square Dancing.

Modern Square Dancing is a wonderful activity, but it has a virus or two that is hurting it badly.

Until the viruses are diagnosed and eliminated, no amount of marketing/advertising/promotion will solve the problem. The dancers who have dropped out and the small size of our mainstream class recruitment have given us a message. We either can ignore it and it will consume us, or we can take action to listen to it and prosper once again. Things must be simplified for the dancers and callers as well. Classes should be reduced in length. Callers could then call more fun dances, and increase club to club visitations. It might be interesting to note that the dancing requirements to become a graduate Plus Level dancer are about the same as the requirements for a Masters Degree in Business Administration. The levels that separate the dancers should be considered divisive and appropriate action should be taken to eliminate these divisive and cumbersome ingredients by culling both the mainstream and plus and combine the residual movements.

Moral of the story: If we keep this outdated and arduous dance program and frigid dress codes, new dancers will not come. If we bond with new dancers with a logical and easily learned dance program and up to date dress code, they will come and bring friends, and they will feel wanted and welcome, and stay a lifetime. Let's hope we learn and fix the dance program.

Reprint from *American Square Dance* June 2010



## All Things Considered

By Ed Foote

### Why Callerlab Is Important

Most dancers think of CALLERLAB as developing lists of calls, and they have no idea of the magnitude of behind the scenes work which is done by this organization.

CALLERLAB has standardized square dancing throughout the world. For over 35 years it has worked to provide communication between callers and has provided training materials for both new and experienced callers. CALLERLAB has established a standardized curriculum for use in callers schools to insure that students receive instruction in all the important areas of calling. It also created in its early years a Code of Conduct to which all members agree.

CALLERLAB has over 20 standing committees covering all aspects of square dancing, including programs and definitions, Handicapable dancing, women in calling, youth activities including calling in schools, and researching ideas that clubs have found successful. In addition, the CALLERLAB Foundation raises money to promote square dancing.

When BMI and ASCAP forced the issue of music performance licensing and wanted every square dance club to purchase a license, CALLERLAB took the lead in negotiating with both organizations. The result is that callers purchase the license, thereby saving heavy expense and paperwork for all clubs in the U.S.

Is there any other origination that comes even close to what CALLERLAB has accomplished and is doing today? No. Yet many callers simply choose to buy a license and never consider membership in CALLERLAB. Former CALLERLAB Board Chairman Jim Mayo says it would be hoped that “all callers would accept participation in CALLERLAB as a fundamental obligation” to give back to the activity that has meant so much to their lives.

If you are an officer in a square dance club, consider proposing that your club give your caller a gift membership in CALLERLAB for a year. You will be helping not just your caller, but also the entire square dance activity.

Reprint from *American Square Dance* – June 2010

## Recruiting New Dancers

## ***INTRODUCTION***

Recruiting new dancers is a never-ending task within the square dance movement. Square dancing is a great form of entertainment, therapy and exercise. It is also a great equalizer, as there are no income, education or culture barriers. PhD's dance along side of clerks, mechanics, engineers, sanitation workers, small town folk, city dwellers, politicians, world travelers, dentists, ministers all looking for the same thing fun, fellowship, entertainment and relaxation in a friendly, family atmosphere. No one is too old or too young to join in for an evening of square dance fun and fellowship.

How do we find new prospective dancers? How do we approach them? How do we persuade them that square dancing is the hobby for them? **WE RECRUIT, RECRUIT, RECRUIT!**

## ***RECRUITING PLANS***

To conduct a successful and prosperous recruiting program, a club must design and develop their recruiting plans and guidelines well in advance. Their plans should consider class dates and schedules, length of class sessions, class size, class fees, class facilities, caller, angels or club helpers, attire, training materials, handouts, literature, interaction and interface with the club members and the club activities, class publicity and promotion, and club member support and involvement with the class. Educate the club members (recruiters) by developing an information sheet that provides answers to questions that will most likely be asked by the new prospects. These information sheets should include data about the club as well as the total square dance activity.

## ***RECRUITING METHODS***

**Personal Contact:** The most successful method of recruiting new dancers. Solicit your friends, family members, acquaintances, business associates, etc. Encourage these potentials to bring their friends. Transport your prospects to the early lessons until they establish a rapport with other students.

**Exhibitions/Demonstrations:** Perform square dance exhibitions or demonstrations at shopping centers, malls, fairs, community events, etc. Be sure to present a colorful, fun and friendship atmosphere to the spectators. Wear proper square dance attire. Involve the spectators if possible to demonstrate how easy it is and how much fun can be experienced in just a short time. Pass out flyers regarding your club and its class information.

**Party/Benefit Dance:** Offer to sponsor a West Square Dance Party for a church group, civic organization or business group. Sponsor a Benefit Dance for the charitable cause that is open to the public. Demonstrate the club dancing and then involve the spectators, to let them taste the fun and fellowship that goes with square dancing. This recruiting method offers the potential of signing up a complete group of prospects at one time for the lessons.

**Advertise:** Design, develop and distribute posters and flyers advertising your class plans. Place flyers in malls, stores, community bulletin boards, Chamber of Commerce, Welcome Centers, Welcome Wagons, Community Service Centers, waiting rooms, business offices, etc. Advertise via electronic billboards and the community service features of local radio and TV stations. Advertise and publicize by writing club, class, square dance articles for local newspapers and local square dance publications. Build a dynamic, live dancing club square dance float for use in various community parades and pass out flyers along the route.

**Recruiting Tools:** Flyers depicting all the pertinent information can be passed out at exhibitions, malls, dances, placed in publications or news media, placed on bulletin boards or stacked in convenient places for people to pick up. Homemade or special made posters may be placed in high visibility areas in malls, centers, stores, bulletin boards, etc. Handouts may be made and distributed person to person, which will also spark conversation and an opportunity to meet potential dancers one on one. Invitations may be developed and sent to prospects or to previous dancers that have dropped out of the dance activity.

### ***RECRUITING PROCESS***

**Preparation:** Preparation is essential for a successful recruiting program. Recruiters should be a near expert about the club, class plans, square dance movement on a local and national scale, and should be knowledgeable regarding costs, methods of payment, schedule, location and other class details. Recruiters should have flyers, posters, handouts and other attractive material available for distribution.

**Personal Contact:** Promote the square dance activity as a wonderful source of wholesome entertainment, exercise and an opportunity of great fun and fellowship. Sell the “club” concept, its members and its activities to the prospects. Promote the class lessons as an inexpensive evening out on the town, with the finest people, learning something new while exercising.

**Follow Through:** Offer to pick up your prospects and take them to the first few lessons. Meet with your prospects for a light snack before or after class. Call prospects immediately if they are absent from class. Keep your “recruits” under your surveillance until they mingle with their classmates and have become a solid member of the class. Keep fanning the spark until it glows and bursts into a full flame!

For additional information about USDA or any of its programs, please visit our website [www.usda.org](http://www.usda.org) or email the Education/Publications Committee at

[usda.education.publication@usda.org](mailto:usda.education.publication@usda.org). See website [www.usda.org/officers](http://www.usda.org/officers) for Current Officers and Committee Chairs mailing address and phone.

Reprint from *American Square Dance* June 2010

## From Nasser Shukayr

The most fun I ever had while square dancing was in a restaurant in Orlando. The 1997 National Convention had just ended. A group of friends and I were sad because we would not see each other until next year's National. Someone came up with a bright idea: "Let's find a random caller and just MAKE him call one last dance for us". The caller we randomly found was a really good sport about the whole thing. He called a fantastic square dance tip for us, at two in the morning in that all-night restaurant.

A few years later at the National in Indianapolis, the same group of friends decided to earn a lot of "Fun Badges" all at once. For example, there's a Fun Badge for dancing in the dark, and another for dancing on a bed. If you dance on a bed in the dark, you would earn two Fun Badges at the same time. There's a Fun Badge for dancing in an elevator, and another for sucking on a lemon while dancing. If you drag a mattress into an elevator, get some lemons, remove the elevator's light bulb...that's four badges.

And so forth. We devised a plan to earn TEN Fun Badges at the same time. Then someone remembered that there's a Fun Badge for waking up a caller in the middle of the night and making him call for you. We could earn an unprecedented ELEVEN Fun Badges, all at the same time. The only problem is: where do you find a caller at two in the morning? Well...DUH...we were staying in the Caller hotel at a National Square Dance Convention. We could just knock on random doors until we found a caller.

We were lucky. We found a willing caller on the very first knock. It never dawned on us that, instead of a caller, we might have randomly aroused someone on vacation from their Anger Management class. Anyway, our carefully (okay..randomly) chosen caller graciously agreed to call for us. We earned our eleven Fun Badges.

Several years have now elapsed. Just last week, for the very first time ever, I realized an amazing fact. The caller in the middle of the night in the Indiana hotel, and the caller in the middle of the night in the Florida restaurant...several years apart, were both the same exact person. What a coincidence! I don't know why it took several years for this realization to surface.

If you ever run across **the famous caller John Saunders from Florida**, ask him to call for you in the middle of the night. He's had lots of experience!

Reprint from *American Square Dance* June 2010

## How To Thank Your Caller

By Jerry Carmen

The dance at your club is scheduled to start at 8:00pm and end at 10:30pm. Some people arrive by 8:00pm, but the majority are not there until the second tip. By 10:00pm they are streaming out the door and there's barely a square left. You are one of the early leavers and you walk up to the caller and say what a great time you had. The caller smiles and says thank you and you go on your way.

Now picture yourself as the caller. You spend much more than 2-1/2 hours the dance lasts, preparing material, learning singing calls, getting familiar with new choreography to make the dance interesting and fun. If you are a new caller with 5 years or less experience, you probably have spent 10 hours for every hour you call preparing a program. You attempt to give the evening variety and you have programmed everything from the first to the last tip. Now this person walks up to you that has arrived late and doesn't appear to care about what you have planned for the remainder of the evening and dares to tell you what a good job you're doing. You think, "If you're having such a good time and I'm doing such a great job, why are you leaving early? You paid for the dance. Isn't what I have to offer worth staying for the full program? How sincere can this be?"

As a caller, I wonder sometimes why some people square dance. Is it for the exercise? If this is true, I find it incredible when some sit out the second tip and cut the evening short. Is it for socializing...then why arrive late and leave early, shortening any time there is to talk to acquaintances? Is it for the dancing...then why sit out so many tips and deprive yourself the practice in executing calls and exploring different dance patterns? Is it for "cardiovascular" exercise...then why sit out any tips? Of course we recognize extenuating circumstances such as physical limitations and emergencies.

The point is, not staying for the whole dance, is not a compliment to the caller. Watching the floor disappear causes the caller to wonder what he is not doing to retain the dancers so there is a decent representation for the last tip. If you truly like your caller and want to compliment him (or her), the best way you can do this is to stay for the last tip – even if you're sitting. Anything else rings insincere.

Reprint from *American Square Dance* June 2010

## A Cute Story

In the middle of the lessons, our 8 year old little girl dancer (her 13 year old brother and her parents were there, too) came running over to me to whisper a secret. I said, "Zoe! I'm busy calling. Aren't you in a square?"

She said, "Yes...over there (pointing to the square at the back of the room.), But, I have to tell you...there are 40 dancers on the floor. I know. I counted."

I thought to myself, "Sure you counted...all 40..one at a time...when you should have been paying attention to the calls. No wonder you make mistakes dancing." But I said to Zoe, "Oh...good...thanks for telling me."

I looked up and saw everyone staring and wanting to know what was going on. I said to everyone..."Zoe wanted me to know we had 40 dancers on the floor. She counted...OHHHHHH! ZOE! You didn't count each dancer, did you? You MULTIPLIED!!! Did you do 5 X 8?"

She beamed!!! She'd learned to multiply, and it worked in real life! What a moment! We all cheered for your accomplishment.

**Jill Gunzel**

Reprint from *American Square Dance* June 2010

## Patron of the Foundation

This award was established by the CALLERLAB Foundation to recognize individuals and organizations which have demonstrated outstanding or contributing support to the Foundation or square dancing. It is presented to individuals or organizations who have met the following criteria: 1) Outstanding support to the Foundation or square dancing on a short term project; 2) Continuing to support the Foundation or square dancing on a long term basis; or 3) A substantial donation to the Foundation of \$1,000 to \$4,999 in a calendar year.

The Dixie Squares of Daytona Beach were presented the Patron of the Foundation Award for their contribution of more than \$1,700 in 2009 and \$1,055 in 2010 for the Paul Place Scholarship in 2010 in Niagara Falls, New York. John and Gail Swindle, caller for the Dixie

Squares accepted the 2009 award on behalf of Dixie Squares. Jim and Lili-Ann Gallagher, members of Dixie Squares accepted the 2010 award on behalf of Dixie Squares.

On April 8 at the Dixie Squares John presented the 2009 Patron of the Foundation award to Paul and Joy Barnes, Past President of Dixie Squares and Mary Lynn Hastings, current Present of the Dixie Squares. This award represents the work and honors the club for their efforts and support in promoting the Paul Place Memorial Dance, which in turn funds the Paul Place Scholarship which was established by CALLERLAB and the Foundation.

The Dixie Squares are making plans to again host the Paul Place Memorial Dance April 2, 2011. Please make plans to join John Swindle (host caller) and Irene Knapp-Smith (host cuer, and support this dance. The dance again will be programmed with callers and cuers attending the dance.

Reprint from *Bow & Swing* June 2010 Volume 52 Number 6

## **Your Source for Ribbons**

**I carry ribbons and flyers for the following dances:**

October 8 - 9, 2010 - **Flamingo Frolics** - Sebring, FL


November 12 - 13 - **West Coast Association Fall Fun Fest** - Bartow, FL

January 20 - 22, 2010 - **Florida Winter Festival** - Lakeland, FL


## What's Happening This Week?


Week of May 31, 2010

NOTE: Yellow highlighting is a change from last week's issue.

**Monday** –  **Kings Point Swingers A-2 Dance** – Kings Point Studio, Sun City, Florida – Early Rounds 7:00 – 7:30 p.m. – Squares/Rounds 7:30 – 9:30

p.m. – Caller/Cuer: Mike Cox. If you have danced this level before, you can come at 6:00 p.m. for a rusty hinge workshop. Visitors to Kings Point should tell the gate you are attending a Kings Point Swingers event at the Clubhouse Studio. For info: Sonny 813-634-8212 or George 813-642-0900.


 **Temple Twirlers** – **NO DANCE** For info: [wlfloyd@aol.com](mailto:wlfloyd@aol.com) or [gaylepullara@aol.com](mailto:gaylepullara@aol.com) or [flobyington@yahoo.com](mailto:flobyington@yahoo.com).



*Save your loose coins and bring them to any dance designated as a collection point with the **P for I** logo!*

**Tuesday** – **Suncoast Squares** - King of Peace MCC Church, 3150 – 5th Avenue North, St., Petersburg (parking lot at the rear of the building and enter through the rear door; the church is across the parking lot from the Metro Center) - Mainstream 7:30 – 9:00 p.m. – Plus 9:00 – 10:00 p.m. - Caller: Mike Cox. For info: [suncoastsquares@yahoo.com](mailto:suncoastsquares@yahoo.com).

**J and C Spin-a-Rounds** – Pinellas Park Auditorium, 7690 – 59<sup>th</sup> St. N., Pinellas Park – Phase IV – V 6:30 – 8:15 p.m., Advance – Beginners Mixed Rhythms 8:30 – 10:00 p.m. For info: [spinards@tampabay.rr.com](mailto:spinards@tampabay.rr.com) or 727-525-7809.

**Wednesday** –  **Kings Point Swingers Round Dance** – Kings Point Clubhouse Studio Room, 1902 Clubhouse Road, Sun City Center – A1/A2 workshop 6:00 – 7:30 p.m. – Advanced Rounds 5:00 – 7:00 p.m. – Cuer: Mike Cox. Visitors please wear your square dance badge and tell the guard at the entrance gate that you are attending the dance at the Clubhouse Studio. For info: 813-634-8212 or 642-0900 or [mc8152@verizon.net](mailto:mc8152@verizon.net) or 813-649-0754.



**Cultural Center Squares Summer Dance** – Centennial Hall, 2280 Aaron Street, Pt. Charlotte - 7:00 - 9:00 p.m. Mainstream/Plus/Rounds - Caller: Robert Arias; Cuers: Jennie Martin and Russ Collier. For info: 941-380-5336, [mdow@embarqmail.com](mailto:mdow@embarqmail.com), or 863-494-2749.

**Thursday – Shufflin' Squares** – Lake Ashton Clubhouse, Thompson Nursery Road (across from the entrance to Eagle Ridge Mall), Lake Wales – Early Rounds 7:00 – 7:30 p.m. - Mainstream/Plus/Rounds 7:30 – 9:30 p.m. – Caller: Sam Dunn, Cuer: Carl Rod – casual attire. For info: [eschwartz23@tampabay.rr.com](mailto:eschwartz23@tampabay.rr.com).

**Kings Point Swingers** – Kings Point Main Clubhouse Studio Room, 1902 Clubhouse Road, Sun City Center – ER 7:00 – 7:30 p.m., Plus w/Rounds 7:30 – 9:30 p.m. – Caller/Cuer: Mike Cox. Visitors please wear your square dance badge and tell the guard at the entrance gate that you are attending the dance at the Clubhouse Studio. For info: 813-634-8212 or 642-0900 or [mc8152@verizon.net](mailto:mc8152@verizon.net) or 813-649-0754.

P for I

**Promenade Squares** – **NO DANCE** For info: [icecce@tampabay.rr.com](mailto:icecce@tampabay.rr.com) or 727-799-3068.

**Dunedin** – Dr. William E. Hale Senior Activity Center, 330 Douglas Avenue, Dunedin – Beginners 6:30 – 7:30 – Squares (all sets) 7:30 – 9:30 p.m. - \$5 per person – Caller: Allen Snell. For info: [settarose1@verizon.net](mailto:settarose1@verizon.net) or 727-809-3429 or 727-862-4842 or 727-809-3429 or [mcox47@mail.emsvillage.net](mailto:mcox47@mail.emsvillage.net).

**Citrus Squares** – First United Methodist Church, 21501 W. Highway 40, Dunnellon - 7:00 - 9:00 p.m. - Caller: Ellis Lindsey. For info: [lalecl@aol.com](mailto:lalecl@aol.com).

**Friday**

P for I

Harney

– **Spinning Wheels** – **NEW LOCATION AND TIME FOR SUMMER DANCING** Hillsborough United Methodist Church, 9008 Road, Tampa – ER 7:00 – 7:30 p.m., Mainstream/Plus/Rounds 7:30 – 9:30 p.m. – Caller: Art Springer, Cuer: Charlie Lovelace. For info: [helenm720@aol.com](mailto:helenm720@aol.com) or [jbarnes73@tampabay.rr.com](mailto:jbarnes73@tampabay.rr.com).

**Snell's Bo's & Bell's** – Largo Community Center, 65 – 4th Street NW, Largo – 7:30 – 9:45 p.m. – Caller: Allen Snell, Cuer: Pat Fiyalko. For info: [settarose1@verizon.net](mailto:settarose1@verizon.net) or 727-862-4842 or 727-809-3429 or [mcox47@mail.emsvillage.net](mailto:mcox47@mail.emsvillage.net).

P for I

**Sun City Swingers** – Sun City Center Community Hall, 1910 S. Pebble Beach Blvd., Sun City – Early Rounds 7:00 – 7:30 p.m., Plus/Rounds 7:30 – 9:30 p.m. – Caller: Van Coble, cuer: Pat Hagen – square dance attire preferred – finger foods. For info: [gail3357@gmail.com](mailto:gail3357@gmail.com) or 813-633-1297 (Gail) or 813-633-8780 (Sue).

**Saturday - Strawberry Square Summer Dance** – Strawberry Square Dance Center, 4401 Promenade Boulevard, Plant City, FL – ER 7:00 p.m., Plus/Rounds 7:30 – 9:30 p.m. – Caller: Art Springer, Cuer: Jimmy and/or Carol Griffin – root beer floats. For info: [www.floridadanceweb.com/strawberry](http://www.floridadanceweb.com/strawberry). Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Don and Barbara Huff

813-752-2278, Linda Lynn 813-659-9040, Mary Lee Van Valkenburg 813-707-1702, Nicki Horne 813-707-8905 or 813-727-6210.

**Palace Promenaders Summer Dance** – Palace Square Dance Hall, 1647 NE Floridian Street, Arcadia – Mainstream/Plus/Rounds – 7:00 – 9:00 p.m. – Caller: Sam Dunn, Cuer: Jennie Martin – casual – park in back of the building - \$8 per couple. For info: Jennie Martin – 863-494-2749; Mary Dow – 863-494-6062/ [mdow@embarqmail.com](mailto:mdow@embarqmail.com).

**Sunday – Huggables** - King of Kings Church, 10337 U.S. 19 (between SR 52 and Ranch Road), Port Richey - casual dress – Mainstream/Plus 2:30 – 4:30 p.m. - Caller/Cuer: Allen Snell. For info: 727-809-3429 or 727-809-0323 or [settarose1@verizon.net](mailto:settarose1@verizon.net) or [mcox47@mail.emsvillage.net](mailto:mcox47@mail.emsvillage.net).

**Orange Blossom Squares** – La Hacienda Center, The Villages 352-259-6040 – Plus/Rounds 7:00 – 9:30 p.m. – Callers: Whit Brown, Cuer: Joanne Helton. For info: [willowhouse@msn.com](mailto:willowhouse@msn.com) or 352-753-2325.

## West Coast Classes and Workshops and National Caller Colleges

Please provide start date, start and ending time, level (beginner, Mainstream, Plus, etc.) exact address (with city) where class and/or workshop will be held, instructor's name, contact name, email address and phone number.

**PLEASE KEEP IN MIND THAT THIS INFORMATION NEEDS TO BE COMMUNICATED OUT TO NEW DANCERS! IT'S NOT A SECRET!**

Updated May 24, 2010

June 10, 2010 – **Promenade Squares DBD Workshop** - Senior Center, 7625 - 59th St. N., Pinellas Park – 2<sup>nd</sup> & 4<sup>th</sup> Thursdays of the month at 6:00 p.m. (prior to the regularly scheduled dance). Caller/Instructor: Dick Demerit. For info: [icecce@tampabay.rr.com](mailto:icecce@tampabay.rr.com) or 727-799-3068.

August 19-23, 2010 - **Norcal School** - A Sunnyvale Presbyterian Church. 728 Fremont Ave., Sunnyvale, California – Instructors: *Ken Ritucci* (lab Accredited coach), Scott Byars, and Vic Ceder. Plenty of Microphone Time - Professional Assessment of your skills - Understand what it takes to be a Leader - Full lab Curriculum - Develop A Calling Career that is best for you - \$325.00/Student. For an application and more info, contact Ken Ritucci at 413-734-0591 or [kenritucci@aol.com](mailto:kenritucci@aol.com). *SPACE LIMITED REGISTER TODAY!!*

September 16, 2010 - **Promenade Squares Beginners Class** – Senior Center, 7625 - 59th St. N., Pinellas Park – 7:15 p.m., 6:00 p.m. - Caller: Dick Demerit. For info: [lcecce@tampabay.rr.com](mailto:lcecce@tampabay.rr.com) or 727-799-3068.

October 7 - 11, 2010 - **Northeast Callers School** - Mill-A-Round Dance Center. Manchester, New Hampshire – Callers: Ken Ritucci (lab Accredited coach) and Norm Poisson. Special Guest Instructors Tim Marriner, Berry Clasper, Bill Harrison, and Anne Uebelacker. Plenty of Microphone Time - Professional Assessment of your skills - Understand what it takes to be a Leader - Full lab Curriculum - Develop A Calling Career that is best for you - \$325.00/Student. For an application and more Info, contact Ken Ritucci at 413-734-0591 or [kenritucci@aol.com](mailto:kenritucci@aol.com) or [www.northeastsschool.com](http://www.northeastsschool.com). *SPACE LIMITED REGISTER TODAY!!*

October 24 – 28, 2010 – **Pride Caller’s College** – Pride Resort, I-40, Exit 20, Maggie Valley, NC – Caller Coaches: Jon Jones, Deborah Carroll-Jones, Tony Oxendine and Jerry Story. Main Hall: New Callers – 0 – 5 years experience; 2<sup>nd</sup> Hall: Experienced Callers. Tuition: \$375 per student – 2 separate classrooms. Discounted cabins, park models and RV space available - full meal service available reservations: 1-800-926-8191. The school offers the complete CALLERLAB curriculum and provides in-depth emphasis in the areas of Choreographic Mechanics, Methods of Choreographic Control (CRaMS), Use of Music, Timing, Presentation Techniques, Smooth Dancing, and Sight and Modular Calling. Special emphasis will be placed on effective teaching and programming skills. For info: 800-926-8191 or [www.pridervresort.com](http://www.pridervresort.com).

November 1, 2010 – **Strawberry Square Beginner Square Dance Lessons** – Strawberry Square Dance Center, 4401 Promenade Boulevard, Plant City, FL – 6:30 – 8:30 p.m. - Caller/Instructor: Roland Blanchette. For info: [www.floridadanceweb.com/strawberry](http://www.floridadanceweb.com/strawberry). Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Don and Barbara Huff 813-752-2278, Linda Lynn 813-659-9040, Mary Lee Van Valkenburg 813-707-1702, Nicki Horne 813-707-8905 or 813-727-6210.

November 1, 2010 – **Strawberry Square Plus Workshop** - Strawberry Square Dance Center, 4401 Promenade Boulevard, Plant City, FL – 8:00 – 9:30 p.m. – Caller/Instructor: Roland Blanchette. For info: [www.floridadanceweb.com/strawberry](http://www.floridadanceweb.com/strawberry). Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Don and Barbara Huff 813-752-2278, Linda Lynn 813-659-9040, Mary Lee Van Valkenburg 813-707-1702, Nicki Horne 813-707-8905 or 813-727-6210.

November 7, 2010 – **Strawberry Square Beginner Round Dance Lessons** – Strawberry Square Dance Center, 4401 Promenade Boulevard, Plant City, FL – 6:30 – 8:30 p.m. - Cuer/Instructor: Charlie Lovelace. For info: [www.floridadanceweb.com/strawberry](http://www.floridadanceweb.com/strawberry). Dance Center: 813-752-0491. If you need further information and cannot reach the Dance Center office, you may contact: Nicki Horne 813-707-8905 or 813-727-6210.

## Looking Ahead

June 1, 2010 – **Pride RV Resort Season Opener** – Pride RV Resort, 4394 Jonathan Creek Road (Exit 20 off I-40), Waynesville, NC – Caller: Tony Oxendine – 7:30 p.m. - this is a public dance – smart casual attire - - air-conditioned hardwood floor ballroom. For info: 800-926-8191 or [www.pridervresort.com](http://www.pridervresort.com).

June 4 – 5, 2010 – **24<sup>th</sup> Annual Watermelon Festival** – Chiefland Middle/High School Cafeteria, Chiefland, FL – Callers: Bill Chesnut, Lon Ligon and Charlie Pergrossi – Cuer: Ralph Beekman; Lines: Harry Britten and Maxine Thomas. Friday: 7:00 – 7:45 p.m. – Early Rounds; 8:00 – 10:00 p.m. – Squares w/Rounds and Lines; Fun badge after party and seed splitting contest. Saturday: 9:00 a.m. – dancing at the depot; 1:30 – 2:30 p.m. square dance workshop; 2:30 – 3:30 p.m. line dance workshop; 3:30 – 4:30 p.m. – Round dance workshop; 6:30 – 7:00 p.m. – Rounds; 7:15 p.m. – Grand March; 7:30 – 10:00 p.m. – square dance; after party skits. \$12 per person in advance for the entire weekend; \$14 at the door. Friday or Saturday only: \$7 in advance or at the door. Motels: Holiday Inn (352-493-9400), Cadillac Motel (352-463-2188), Best Western (352-493-0663) (closest to the dance location). Camping: Chiefland RV Park (352-493-1491 or 493-1493), Suwannee River Hideaway (352-542-7800), Yellow Jacket RV Resort (352-542-8365). Proper square dance attire for evening dances, please. For info: 352-463-3829 or [sarah.pergrossi@yahoo.com](mailto:sarah.pergrossi@yahoo.com)

June 6 – 11, 2010 - **Pride RV Resort Plus Square Dance Week** – Pride RV Resort, 4394 Jonathan Creek Road (Exit 20 off I-40), Waynesville, NC – Callers: Jimmy Roberson, Jerry Story; Cuers: Jim and Priscilla Adcock. Enjoy mini golf, heated pool and hot tub, fishing, wireless internet, picnics along Jonathan Creek, horseshoes, hillbilly golf, holy board and much more - air-conditioned hardwood floor ballroom. Dance package includes lodging, breakfast and inner daily, after-party snacks and two daily dance sessions: 10:00 a.m. to 12:00 p.m. and 7:30 p.m. to 9:30 p.m. – casual dress is welcome. Tuesday nights are off for you to enjoy and explore the area, or you may attend the Open Mainstream Dance. Check in Sunday 2:00 p.m., check-out is Friday at 10:00 a.m. RV Package: \$520 + tax; Cabin Rental Package: \$730 + tax; Park Model Package: \$835 + tax. \$50 deposit for RV Packages - \$100 deposit for Cabin and Park Model Packages. For info: 800-926-8191 or [www.pridervresort.com](http://www.pridervresort.com).

September 16 – 18, 2010 – **GSSDA 39<sup>th</sup> Annual Convention “Let’s Dance Again in 2010”** – Macon Centreplex, 200 Coliseum Drive, Macon, GA – **Thursday:** Trail End Dance – 8:00 – 11:00 p.m. – casual attire (no shorts or tee tops) – GSSDA members free; \$5 non-members. **Friday:** 11:00 a.m. – 11:00 p.m.; **Saturday:** 11:00 a.m. – 5:00 p.m.; 7:00 – 11:00 p.m. – acceptable casual attire during the day; square dance attire in the evening. Advance ribbons: \$20 each. Mail check prior to September 1, 2010. For info: Nancy Feek, 111 Lake Street, Rockmart, GA 30153’ 770-684-6661 or [njfeek103@wmconnect.com](mailto:njfeek103@wmconnect.com).

September 30 – October 2, 2010 – **7<sup>th</sup> Annual “Thrill in the Ville”** – Saint John the Baptist Catholic Church, 2400 Mayport Road, Atlantic Beach (Jacksonville), FL – **Thursday:** Phase IV Clinic and Dance - 6:00 – 9:30 p.m.; Round Dance 7:30 – 10:00 p.m. **Saturday:** Phase 2/3 Workshop/Teach 10:00 – 11:30 a.m. Lunch will be provided by First Coast Rounds. Phase 2/3 Workshop/Teach 12:30 – 2:00 p.m.; Round Dance 7:30 – 10:00 p.m. \$75/couple for full weekend and \$50 couple for Friday and Saturday. For info: [ljwall@comcast.net](mailto:ljwall@comcast.net).

February 4 – 5, 2011 – **Cypress Gardens Ball** – Best Western Admirals Inn, Winter Haven, FL – Callers: Gary Brown, Sam Dunn and Keith Stevens – Rounds: Charlie Hearn. Squares, rounds, parties, fun and frivolity - two halls (A-2 and Plus) – reserve early to ensure your space. Hotel room reservations made via internet get best rate. Weekend package: \$70/couple. For info: Margot and Keith Stevens – [keithhuns@yahoo.com](mailto:keithhuns@yahoo.com) or 863-326-9774.

February 18 – 19, 2011 – **32<sup>nd</sup> Annual Blue-Grey Weekend** – Lake City, FL – **Friday: Trails End Dance** – Teen Town Rec. Center, 533 NW Desoto Street – sponsored by the Square Wheels - Caller: Bill Chesnut – 8:00 – 10:00 p.m. **Saturday: Street Dance** (as part of festival entertainment, Downtown Olustee Park – Sponsored by the Dixie Dancers – approximately 2:00 p.m. – Caller: Bill Chesnut. **Blue-Grey Square Dance** – Rountree-Moore Toyota Indoor Showroom, 1232 West U.S. Highway 90, Lake City – Sponsored by the Dixie Dancers - Caller: Mac Letson – Cuers: Lisa Wall and Ralph Beekman – Early Rounds 7:00 – 7:30 p.m. - Grand March 7:45 p.m. – dancing until 10:30 p.m. – alternate Plus and Mainstream – Rounds between tips. Advance tickets - \$8; at the door - \$10. For info: [www.dixiedancers.net](http://www.dixiedancers.net).

February 26 – 27, 2011 – **Florida Federation Working Weekend** – Red Rose Inn & Suites, 2011 N. Wheeler Street (Exit 21 off I-4), Plant City, FL. For info: [newsome.charles@comcast.net](mailto:newsome.charles@comcast.net).

February 26, 2011 – **2012 Florida State Square and Round Dance Convention Benefit Dance**, Strawberry Square Dance Center, 4401 Promenade Blvd, Plant City. Dance to be held in conjunction with the Florida Federation of Square Dancers “Working Weekend” February 26 – 27, 2011. Callers: Charlie Pergrossi, Ted Kenney, Sam Dunn and Jack Lewis. Cuer: Lisa Wall. Early Rounds 7:30 – 8:00 p.m. Squares and Rounds: 8:00 – 10:00 p.m. Cost: \$5 at the door. Proceeds will benefit the 2012 FSSRDC. For info: 352-622-7678 or [carolemc@embargmail.com](mailto:carolemc@embargmail.com).

February 28, 2011 – **Polk Senior Games** – Lake Ashton Clubhouse, 4141 Ashton Club Drive (off Thompson Nursery Road), Lake Wales, FL – Games at 1:30 p.m. and free dance 2:00 – 4:30 p.m. Events for Mainstream, Plus and Advance. For info: Margot and Keith Stevens, 863-326-9774; [keithuns@yahoo.com](mailto:keithuns@yahoo.com); [www.polkseniorgames.org](http://www.polkseniorgames.org).

April 2, 2011 – **3<sup>rd</sup> Annual Paul Place Memorial Dance** – City Island Recreation Center (Home of Dixie Squares), 108 East Orange Avenue, Daytona Beach, FL 32114 – 7:00 – 10:00 p.m. Host Caller: John Swindle; Host Cues: TBA. All Callers and Cues welcome. All proceeds will go to the Paul Place Scholarship Fund which is administered by the CALLERLAB Foundation. Donations may be mailed to: Paul Place Scholarship Fund, w/o The CALLERLAB Foundation, 200 SW 30<sup>th</sup> Street, Site 104, Topeka, KS 66611. Please make checks payable to the CALLERLAB Foundation.

April 8 – 10, 2011 – **Annual Party Weekend** to benefit the 2012 Florida State Convention. For info: 386-734-5295.

May 27 – 29, 2011 – **57<sup>th</sup> Florida State Square and Round Dance Convention – “Yo Ho Ho and a Weekend of Fun”** – The Lakeland Center, 401 W. Lime Street, Lakeland, FL – Callers and Cues: members of the Florida Callers Association and/or the Round Dance Council of Florida. \$27 per person in advance; \$30 at the door. Daily ribbons available at the door. For registration info: [sarah.pergrossi@yahoo.com](mailto:sarah.pergrossi@yahoo.com) or 352-453-3829.

## Links

Updated May 24, 2010

Websites

<http://floridasquaredance.com/>

**For statewide dance information**

## Associations/Organizations

<http://www.flCallersassoc.org/> (Florida Callers Association)

<http://www.usda.org/> (United Square Dancers of America)

[www.iagsdc.org](http://www.iagsdc.org) (International Assn. of Gay Square Dance Clubs)

<http://www.floridasquaredance.com/fassrd/index/html> (Florida Singles)

<http://sccaf1.com/> (Suncoast Callers and Cuers Association)

<http://www.Callerlab.org> (CALLERLAB)

<http://www.americanCallers.com> (American Callers Assn.)

<http://www.roundalab.org/> (ROUNDALAB)

<http://ssdusa.org> (Single Square Dancers USA<sup>®</sup>)

<http://www.nsdca.org> (National Square Dance Campers)

<http://www.arts-dance.org> (Alliance of Round, Traditional and Square Dance [ARTS])

<http://www.59thnsdc.com> 59<sup>th</sup> National Square Dance Convention - Louisville, KY

<http://www.60thnsdc.com> 60<sup>th</sup> National Square Dance Convention - Detroit, MI

<http://www.nsddirectory.com/> (National Square Dance Directory - information and contacts for clubs in the U.S., Canada and around the world)

## Vendors

[www.suzieqcreations.com](http://www.suzieqcreations.com) (Suzie Q Creations)

[www.Bobsengraving.com](http://www.Bobsengraving.com) (division of Suzie Q Creations – covering southwest Florida)

<http://www.aronssquaredanceshopandpatterns.com/> (Aron's Square Dance and Western Wear Shop)

<http://www.calyco.com/> (CaLyCo Crossing - a full line square dance shop)

<http://www.tictactoes.com/> (Tic Tac Toes - shoe vendor)

[www.sheplers.com](http://www.sheplers.com) (Sheplers - the world's largest western stores and catalog)

[www.PerfectPetticoats.com](http://www.PerfectPetticoats.com) (Perfect Petticoats)

<http://www.grandsquare07.com> (Grande Square.com – square dance clothes and accessories)

## Square Dance Halls

Strawberrysquaredancing.com (Strawberry Square)

## Callers/Cuers

<http://www.samdunn.net/> (Sam Dunn)

<http://home.rr.com/jcspin> (Jimmy and Carol Griffin)

[www.2fwd2.com](http://www.2fwd2.com) (Lisa Wall)

[www.keithstevens.com](http://www.keithstevens.com) (Keith Stevens)

This E-Newsletter is published by a square and round dancer concerned about the preservation of our dance activity. This is not a publication of the West Coast Square and Round Dancers' Association, Inc. The target audience is the dancers in the West Coast area of the state of Florida and contains dance information for the upcoming week in this area as well as major dances around the state and nation, and any other information of interest to the dancers. It is published weekly with addendums as needed. New information each week is highlighted. Permission is given to forward this newsletter to your membership or others interested in receiving a copy or to provide printed copies to your members and visitors to your club. It is also available on the West Coast page of the Florida Dance Web at [www.floridadanceweb.com](http://www.floridadanceweb.com). If you would like a copy emailed to you or would like your club information added, please contact the editor at [sgdnfan@aol.com](mailto:sgdnfan@aol.com). Please continue to support the West Coast Dancer, a publication of the West Coast Square and Round Dancers' Association, which is published bimonthly and is provided free of charge for all dancers. For circulation, listings, club news, ads and articles, contact Ed Henning at 813-659-4787 or [evhenning@peoplepc.com](mailto:evhenning@peoplepc.com).