

New Initiatives Panel Session
CALLERLAB Convention
Springfield, MO April 2015

Moderator: Mike Olivieri

Panelists: Justin Russell; Bear Miller

Description of Session: Presentations of some selected New Initiative projects.

New Initiatives is tasked with collecting and documenting stories from the Square Dance world that have resulted in:

Larger Mainstream classes

Larger Dance attendance

Ideas that have promoted square dance in the area

New Dancer retention

Square Dancing “outside the box” (i.e. Flash Mobs, dancing in unique locations, unusual fun themes)

A different way of teaching new dancers that has a proven track record

These ideas are collected by the CALLERLAB home office, reviewed by the New Initiatives chairman and put into the Winning Ways book on the CALLERLAB website for anyone to review and study.

There are a lot of GREAT success stories in our activity that no one ever hears about. Social media has helped to get the word out, but having a main focal point in CALLERLAB is a good way to get all those great ideas and stories into one place making it easier for others to try your winning idea.

This session will share some of those ideas with you, and in turn, collect some of your ideas to be added to the Winning Ways book. After all, if we don't “Talk it up #squaredancing,” how will anyone know?

Success stories can and should be submitted to CALLERLAB home office:

CALLERLAB@aol.com and/or to the chairman of the New Initiatives committee, Mike Olivieri sdcallerco@earthlink.net.