



# Re-Boot



*How to revitalize a club, a caller, dance leaders, and dancers.*

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*Revitalize (verb) - To give new life to; To give new vitality or vigor to.*

*A verb is an **action** word. It requires us to **do** something.*

*No easy “one size fits all” quick fix!*

*If something doesn't work...try something else!*

## Club/Dance Leaders/Dancers

1. New dancers - Current dancers need to “talk it up” with friends, social media, meetup, church groups, etc.
2. New leaders - Encourage the old regime to embrace new ideas and allow others to lead.
3. New caller - A new caller (fresh face/ideas) can breathe life into a club.
4. New format - Multi-cycle, the “nest”, embrace Mainstream, club caller, guest callers, etc. A format that works great at Mainstream may not fly at Challenge. Cater the program/format according to what works for your group.
5. Social Glue - Club activities outside of class/dancing. Parties, dine-outs, bunco, shows, picnics, etc. Get creative.
6. Social Media - Facebook groups, Instagram, Twitter, etc. A place to advertise your events, share pictures of people having fun, create a history for your club.
7. New dress code - Modest, neat and clean.

## Callers

1. New music - Invest in your craft.
2. New delivery - New music may require a change in delivery. A different cadence, less “root-hog, or die” phrases.
3. New music - Support the producers who are investing in our craft.
4. New skills - Always be a student, keep learning.
5. Network - Attend Callerlab. Get out and dance. Visit local dances, go to weekend festivals, even if you can only be there for a few hours.
6. New music - Search Amazon and iTunes for fresh patten music. Listen to the radio.
7. Social Media - Join Facebook groups for callers, dancers and clubs. Talk up your own business via Facebook, Twitter, Instagram, etc.
8. New music - Join the social media groups to discuss music. “Like” the pages for the music producers so you stay up on current releases and special deals.
9. Local caller organizations - Join your local caller organizations. Attend meetings and share information.
10. Caller training - Support the new callers. Share your knowledge. Offer assistance.
11. Music - In my opinion, there is nothing more powerful than music to affect the way we feel. New or old...use your music wisely. It is your most powerful tool!