

# Positive result of teaching at three JHs

**Plan to meet with Principals of the three JH schools shortly:**

To talk about an opportunity for the first SD gathering in the city.

**Expected attendees out of:**

**395** current JH students, 1<sup>st</sup> and 2<sup>nd</sup> graders,

**860** graduates, 50 % (?) out of those graduates have entered one of the 18 high schools in the range of 15 miles,

**Their families** (especially grandparents), and

**The general public** surrounding them.

**Some favorable facts:**

**The City Education Committee Chair** has already assured to support the move for this direction.

Members of “Tatebayashi SDC” knew their grandchildren have learned the SD at one of the three JHs.

**Gym Class at one of those High Schools starts in 2016.**

50% of the graduates enter one of the 17 High Schools within 10 miles radius from Tatebayashi.

⇒ See map in presentation.

Do you leave them without taking another step toward making a special area of SD here? "Hell No!"

### Conclusions:

- What will be the effect on the recognition of SD in the general public in this city?
- Will it affect the recruiting probability greatly?
- Can we see more areas like us in our country in near future?
  
- How will the "Tatebayashi City SD Jamboree" compare with the PA FARM SHOW in 20XX?

Our dreams go on and on-----.

Concluding my conclusions:

**We definitely would like to live three times!!**

-----to witness the SD world in 2040!!

The end.

# "YOU ONLY LIVE TWICE" "YOU ONLY LIVE TWICE"

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

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*This dream is for you, so pay the price...  
Make one dream come true,  
You Only Live Twice.*

*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!*

## *Ideas for Clubs/Dance Leaders/Dancers*

1. New dancers - Current dancers need to "talk it up" with friends, social media, meetup, church groups, demos, flash mobs, 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 - Club 50, multi-cycle, the "nest", embrace Mainstream, club caller, guest callers, etc. Plus clubs teaching Plus classes/workshops and letting the Club 50/ Mainstream clubs teach beginners.
5. Caller run programs if current clubs aren't ready to embrace change.
6. Social Glue - Club activities outside of class/dancing. Parties, dine-outs, bunco, shows, picnics, etc. Get creative.
7. 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.
8. New dress code - Modest, neat and clean.



# "YOU ONLY LIVE TWICE" "YOU ONLY LIVE TWICE"

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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.*

## *Ideas for Callers*

1. New music - Invest in your craft. Tap into the power of music.
2. New delivery - New music may require a change in delivery. A different cadence, less “chicken in a bread pan pickin’ out dough” phrases.
3. New music - Support the producers who are investing in our craft.
4. New skills - Always be a student, keep learning. Attend caller schools. Find a mentor who can and will give you constructive feedback.
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. Get ideas from your dancers. Listen to the music when you are out shopping/eating.
7. Social Media/Internet - Join Facebook groups for callers, dancers and clubs. Talk up your own business via Facebook, Twitter, Instagram, etc. Invest in a website.
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!





# Keeping it Fresh - Keep Them Coming

43rd CALLERLAB Convention, Norfolk, VA March 21, 2016

## (Corbin) **Cory Geis** (Geishauser)

Cory lives in Altoona, PA and has been calling since 1985. He and Jennifer were married in 2009.

He joined CALLERLAB in 1994 and is past Vice-Chairman of Callers in the Schools and the Education committee.

He has been recording for Silver Sounds Records with Jack O' Leary since 1996. He has also made appearances on Chicago Country, Desert Recordings, and Gold Rush Records.

Cory writes a column and illustrates the cartoons for the American Square Dance Magazine, Bow & Swing, Florida's Square Dance Magazine, and the Northeast Square Dancer.

He calls Basic thru A2 and instructs line dancing. His favorite square dance groups are his wheelchair square dancers and his handicapped Special Olympics club. He has been teaching in the parochial elementary schools in his area for many years. Cory shares two clubs with caller Tom Miller.....The Chimrock Squares and a DBD Workshop club.



# Keeping it Fresh - Keep Them Coming

43rd CALLERLAB Convention, Norfolk, VA March 21, 2016

## Jack Pladdys

Jack began calling in 1982 while serving as a member of the US Air Force. Jack & Sherry were married in 1995. Together they spend the week managing a very busy home program calling and teaching for two Plus clubs, an Advanced, and a C1 group. He is the Central US Leader for Grand Square International, Inc., an organization focusing on the promotion and preservation of Square Dancing through caller education. He runs the Midwest Caller College and is a staff coach of the GSI National Square Dance Convention caller schools.

Jack has recorded with Chicago Country Records, Desert Recordings, Gold Rush Records, and is going in the studio this May for Royal Records. He has been a member of CALLERLAB since 1988. He has presented on education panels at CALLERLAB, national and state conventions, and has conducted many leadership training seminars and clinics in his travels. He is on track to earn his CALLERLAB caller coach accreditation in 2016.

Jack is the Purchasing & Logistics Manager for Pioneer Automotive Technologies, Inc. of Springboro, Ohio. He and Sherry reside in Indian Springs, Ohio about 25 miles north of Cincinnati. Collectively, they have six children and twelve grandchildren.



# Keeping it Fresh - Keep Them Coming

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Being a club caller for the same club on a reoccurring basis can be challenging but very rewarding. Many obstacles can come your way as you try and develop solid programs. Not only do you have to work your program instilling the types of things Cory touched on to keep it fresh, you also need to consider the following:

Is the club caller or dancer run?

What is the dance frequency each month?

Are you teaching for the group?

What are the group skills?

If it's a dancer run club, does the club have a charter with guidelines for the caller?

Are you providing input for theme dances?

# Keeping it Fresh - Keep Them Coming

43rd CALLERLAB Convention, Norfolk, VA March 21, 2016

After being asked to moderate this panel, I sent the following to my club officers:

Dear Club Officers,

Please do me a favor. I've been tasked to moderate and make a couple presentations at the CALLERLAB Convention next month. One of the sessions' subject matter is basically what a caller can do to keep his (her) regular club dances interesting and fresh. I have been working on my presentation but was thinking that it would be nice to get some feedback from the dancers that dance to me on a regular basis. So if it wouldn't be too much trouble, please email the Venus & Mars and Frontier club members with the following survey. Ask them to respond in writing by March 1st if possible. They can respond directly to me, or you can consolidate the responses yourself and send them to me.

Calling for a regular club can be one of the most difficult, yet most rewarding, experiences for a Caller. I call and teach regularly for four groups in the Southern Ohio area. Those four groups represent nearly 250 dancers of which 50% dance in two or more of the groups. It takes a lot of work and research to continually provide quality entertainment on a regular basis that is not repetitive or boring after awhile. Please help me create a presentation for the CALLERLAB convention in March by providing feedback on the following four items. The name of the panel I am presenting for is "Keeping It Fresh . . . Keeping Them Coming" Its' focus is to discuss strategies for keeping a regular club night fresh and interesting.

# Keeping it Fresh - Keep Them Coming

43rd CALLERLAB Convention, Norfolk, VA March 21, 2016

1. What, in your opinion, are some qualities or traits that stand out in my calling ability leading to your enjoyment on a regular basis?

- ❖ Good clear voice that is understandable
- ❖ Wonderful singing voice
- ❖ Excellent timing makes dancing very smooth
- ❖ Great music that is upbeat and peppy. Also a wide variety of music genres.
- ❖ Good speaker system allows me to hear well from wherever I am in the dance hall.

2. Do you find yourself anticipating my commands on a regular basis?

- ❖ Uses creative choreography to not allow us to fall into that trap
- ❖ Sometimes ... but we have been dancing with you a long time
- ❖ Sometimes but find nothing wrong with anticipating as long as we don't execute before the call.

3. Does my stage presence and personality lend to or distract from your dance experience?

- ❖ I don't pay too much attention to what is going on the stage during the calls
- ❖ When the dancing is stopped you provide enough conversation to keep folks interested without taking away too much dance time.
- ❖ Your outgoing nature and wit are most welcome.
- ❖ No display of "arrogance" or disdain for dancer's abilities.
- ❖ Comes off as loving the activity, the folks and "into" the music
- ❖ Even if the crowd is small, you appear upbeat and still try to put on a great show

# Keeping it Fresh - Keep Them Coming

43rd CALLERLAB Convention, Norfolk, VA March 21, 2016

4. List some of the things I employ from the stage that you really like or feel makes me stand out.
  - ❖ Calling to the floor in order to keep everyone dancing. While I like / prefer high energy plus dances - sometimes the dance crowd just "isn't there" and you recognize that by providing us some sort of new call or creative choreography to keep everyone interested.
  - ❖ I like the way you mix up squares on occasion so we dance with others on the floor.
  - ❖ I like hearing your description of the artist of the song, how your background plays into the song, and how you choose songs.
  - ❖ You bring us new music constantly.
  - ❖ It is obvious that you love the activity and that you love music.
  
5. List some improvement areas in me or activities you would like to see that would lend to "Keeping it Fresh". Remember to consider the goals of the group.
  - ❖ Continuing to keep it fresh with upbeat music is certainly a plus.
  - ❖ Do more Country, Gospel, and light rock. I am not so fond of modern rock.
  - ❖ Having an "angel tip" at class on occasion helps me to stay alert when repetition of the beginning calls gets a little "ho-hum".
  - ❖ After being a regular Angel, I like to dance at the higher end plus dances. It refreshes me and challenges me.
  - ❖ In the "old" days, you would personally go around and say "hello" to everyone (make them feel welcome and important). Now that we all pretty much know one another it is not so necessary ... but still not a bad thing ... especially for guests and newbie's.

# Keeping it Fresh - Keep Them Coming

43rd CALLERLAB Convention, Norfolk, VA March 21, 2016



## QUESTIONS

## ANSWERS

## SHARING



CALLERLAB Convention  
Norfolk, VA  
March, 2016

## Marketing Committee Agenda

Committee Brief Review

Committee Member Responsibilities

Review, discussion, and approval/disapproval of current and future planned projects.

Communication Procedures

Beginner Night Video Initiative

Dick Henschel Memorial Fund

New business from the floor

Adjourn

CALLERLAB Convention  
Norfolk, VA  
March, 2016

#### Current and Future Projects:

My goals are to provide education on marketing fundamentals and tactics, provide collateral material in support of those tactics, and to provide on-going training programs to assist local groups with their marketing efforts.

The first step is the creation of a new and more comprehensive marketing plan document. The document is designed to provide:

1. Education about marketing fundamentals, which will provide a review of the many things you need to consider about our activity when you begin marketing square dancing.
2. Accurate research about the state of our current activity and an understanding of the general public's image and awareness of our activity.
3. A self-analysis exercise designed to help determine your individual group's needs.
4. Defined marketing strategy elements including target demographics, benefits sought by each target demographic, an analysis of our product versus products we compete with, a list of our marketing challenges, and a position statement.
5. Brand management tactics
6. A large list of marketing tactics with "How To" instructions for each
7. Recommendations
8. Case studies to demonstrate successes that are repeatable
9. Fundraising ideas

The second step is for the committee to go through the marketing strategy elements to determine target demographics, and benefits sought by those target demographics in order to create marketing material.

Step three is to create actual marketing material to support the tactics in the marketing plan document and determine methodology for distribution of the material. The material will be created to be appealing to the demographic target determined in step two.

Step four is to create a system that will provide face to face training for dancers and organizations to assist them in their marketing efforts.



# Square Dance Marketing Plan

Version 1: Published \_\_\_\_\_, 2016

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# Section 1: Goals and Objectives

This square dance marketing plan has been developed by CALLERLAB members in support of our mission: To foster the art of square dance calling, and improve caller skills. Just like the square dancer population, the number of square dance callers today is dramatically smaller than thirty years ago. In order for CALLERLAB to increase the population of callers, we must start by growing the population of square dancers, thereby providing more opportunities for callers to call, and developing a population base from which new callers will be recruited.

It is CALLERLAB's goal to provide square dance callers, square dancers and square dance organizations the tools they need to recruit new dancers in their local markets. This includes:

1. Education about marketing fundamentals, which will provide a review of the many things you need to consider about our activity when you begin marketing square dancing.
2. Accurate research about the state of our current activity and an understanding of the general public's image and awareness of our activity.
3. A self-analysis exercise designed to help determine your individual group's needs.
4. Defined marketing strategy elements including target demographics, benefits sought by each target demographic, an analysis of our product versus products we compete with, a list of our marketing challenges, and a position statement.
5. Brand management tactics
6. A large list of marketing tactics with "How To" instructions for each
7. Collateral marketing material to support specific tactics
8. Recommendations
9. Case studies to demonstrate successes that are repeatable
10. Fundraising ideas
11. Face to face training programs to assist local dance groups in their marketing efforts

# Section 2: Marketing Fundamentals

## **The Marketing Bridge**

The Marketing Bridge is a study conducted by the Harvard University College of Business. It describes the five critical elements required for a business model to be successful. They are: Your Business, Price/Value, Advertising, Merchandising, and Personal Selling.

### **Your Business:**

What is your business? Does your business provide a service or product the public wants? What is the quality of the product or service you provide? What do your potential customers think of the product?

### **Price/Value:**

Is your price in line with the value you deliver? Is your price competitive with products or services offered by your competition? Can you make a profit at your current price?

### **Advertising:**

How do you advertise? Do you use the proper medium? Is your advertising consistent and timely? Are you doing enough advertising? Do you have a plan you follow? Has your advertising generated results?

### **Merchandising:**

This element is primarily geared towards retailers, however it can relate to square dancing. Are your customers attracted by your dance location? Is your dance location clean and well lit? Does your dance location look like a fun place to be?

### **Personal Selling:**

Do your associates have good product knowledge? Are they helpful? Are they cheerful and sincere? Can your associates explain the benefits your product offers? Do your associates ask for the sale?

Ask yourself these questions as you consider how to market square dancing in your community. Many of these questions are addressed throughout this marketing plan document. Be sure to read the research section of this document, it specifically addresses the image and awareness non dancers have of our activity. You may discover that there are many changes needed to make our product marketable.

# Section 2: Marketing Fundamentals

## **The 4P's and the D**

Most marketing models are built on the 4P's and the D. These are topics that go far beyond typical advertising elements designed to accomplish customer acquisition. Give some thought to our business of square dancing and how our business operates as you read through these.

**Planning:** Planning is simply that, what is our plan to run our business? What will we sell? How will we sell it? Who will buy it? Why will they buy it? When will they buy it? How will they know who we are and what we sell? How will we beat out the competition? The most important of these questions are: what will we sell, who will buy it, and why will they buy it. Our business plan hasn't changed years. We can't get enough people together to take a class. We can't get enough dancers at our dance to pay our bills. Here are two cliché's for you to consider: "the definition of insanity is doing the same thing over and over again and expecting different results", and "we don't plan to fail, we fail to plan."

The "Who" in who will buy it is our potential customer, our target prospect, and we have two very different definitions of our potential customer. The first is you the active square dancer. We need to get you to come to our dance, our festival, our weekend, our convention. If we can get enough of you to do that, we'll be fine. Problem; there aren't enough of you. The second and I believe more important potential customer is the non dancer. We have to be successful at recruiting non dancers to become new dancers in order for us to survive.

**Product:** We don't usually think about the product as being anything more than square dancing, but it's actually a lot more than that. When business owners develop their products they consider things like the features and benefits of the product, competition and most importantly how will the target prospect think and feel about the product. Square dance product lines include dances, weekends, and festivals, in the form of Mainstream, Plus, Advanced and Challenge formats. It can also include Round Dancing in the format of Phase II, III, IV, V and VI. It can include contra dancing or line dancing. Some features that we don't usually think of include things like club memberships, dress code, music, dance location, dance night, talent and so on. These are all features of our product; square dancing.

What are the benefits and how do we stack up against the competition when it comes to delivering those benefits? Some of the benefits are: Fun, social interaction, physical and mental exercise, stress relief, music selection, entertainment, travel experiences and lifelong friendships. These are many of the benefits we offer. But does our potential customer know about these benefits?

Square dance lessons are also a product. We offer them as an education product with the purpose of teaching non dancers how to dance in order to make them our first customer – you. We offer this product now and then if we can get enough people to buy it. The product looks something like this: thirty, two-hour classes on consecutive Thursday nights from 7:30 pm until 9:30 pm beginning in September and ending in February with the weeks of Thanksgiving, Christmas and New Year's off for a

fee of \$120 per person in advance, and not until the completion of the course will the new dancer be capable of dancing with the general square dance population. Is that a tough product to sell?

Products are always changing, improving, evolving with the changing of time and technology. We've gone through almost two complete generations since 1976 when I began calling and dancing. Our product has not changed much since the 1970's, but society has. I'll use as the example, my Dad, myself and my son, three very different generations. We are trying to sell the identical product that our parents bought to our generation and our children's. Is that a tough product to sell?

**Price:** We have to cover our costs in order to stay in business, so as our current customer base decreases, we have to look for any hall we can find that is cheap. Callers and Cuers have to cover costs including travel, lodging, equipment, insurance, music, performance license, and so on. Most clubs charge guests \$5 to \$7 per person and a smaller fee, often dues for their members. If your home club charges members \$100 per year per couple for a minimum of 15 dances; that's an average cost per dance of \$3.33 per person per dance. By comparison, to go to the movies today you'll pay \$10 per person. Add popcorn and a soda and you'll be looking a \$17. So should we charge \$17 per person for a dance? If we did, our current customer, you, might not pay the price. Price is ultimately determined by the value your prospect places on the product. By comparison, ballroom dance lessons cost as much as \$50 per couple per hour. At \$300 for a couple to take thirty; two-hour square dance classes we're charging the equivalent of \$10 per hour per couple, compared to \$50 for ballroom. So how much should we charge?

**Distribution:** Distribution is the method in which the product or service is provided to the prospect. We have a system to let our current dancers know when and where they can go to dance. For our new dancer prospect there are several things to consider. Convenience is important to them. They can't go to a retail store and buy it. They can't buy the product on line. Do they want to try the product before they buy? Here is how the auto manufacturers handle distribution. They build the product in a major city like Detroit; they put it on a train and bring it to a large city like Denver, and then a truck hauls the product from the train to the dealers lot. The dealer then must get you to come to his lot in order to buy the product. I'll bet you know where the closest Ford dealership is to your home. If you want to take tap, jazz or ballet lessons, I bet you know a dance studio somewhere near you. If you want to learn how to square dance, do you know of a square dance studio somewhere near you?

**Promotion:** Promotion includes many elements like brand building, brand management, image, public relations, and advertising, marketing strategy, internet strategy, personal selling, direct marketing, sales force, sales promotions, purchase incentives, budget allocation, partnerships, contests, and product sampling. Promotion is the delivery of messages that inform, educate and persuade consumers to purchase the product, and the methods used to communicate those messages.

There is a difference between promotion and recruitment. When we make an effort to get a class started, we recruit for square dancing but don't usually promote square dancing. We recruit new dancers when we put an ad in the newspaper, or when we hang a flyer at the grocery store or on the bulletin board at work offering lessons. We recruit new dancers when we e-mail an invitation to lessons

to a friend. We promote square dancing when we dance at the mall, or dance on a float in the parade. We promote square dancing when positive articles are published about the activity, and when we tell our friends about the fun we have, or when we hold a party dance. Promotions tell folks **why** they should square dance. Recruitment often only invites people to participate without telling them why they should. Purchases are made for only two reasons; because consumers need the product, or because they want the product. We have a problem: non dancers don't see a need for, or have a desire for our product. We have to figure out how to create a desire for the product, or we have to convince folks that they need our product.

Here is a short list of questions to ask yourself, stated so they relate to the four p's and the d:

- Does our product fit the lifestyle of our potential customers?
- Do our potential customers have a clear understanding of our activity?
- Are our potential customers aware of the benefits our activity offers?
- Do our potential customers know that our activity exists in their community?
- Do our potential customers know where or how to find us if they wanted to participate?
- Do our potential customers have a desire for our product?
- Are there opportunities for our potential customers to sample our product?
- Are there multiple opportunities for our potential customers to purchase our product?
- Does our sales force made up of volunteers have a passive interest in the success of our activity?
- Does our sales force have training and guidance?
- Is our sales force motivated?
- Do we have the ability to fund a plan if we had one?

# Section 2: Marketing Fundamentals

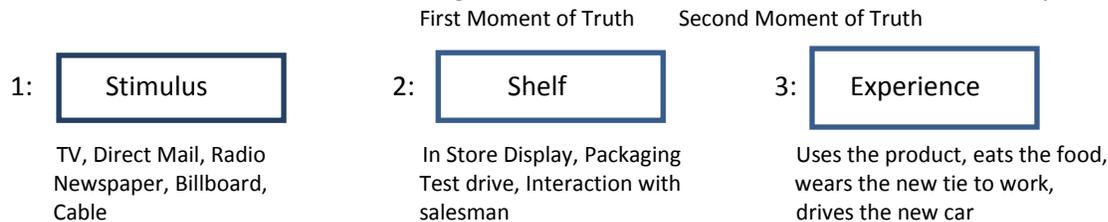
## The Zero Moment of Truth

The Zero Moment of Truth is a study conducted by Google that describes the impact the internet has had on consumer behavior. It is presented here to help educate dancers and callers about the importance of including the internet and the many marketing tools available through the internet in their marketing efforts.

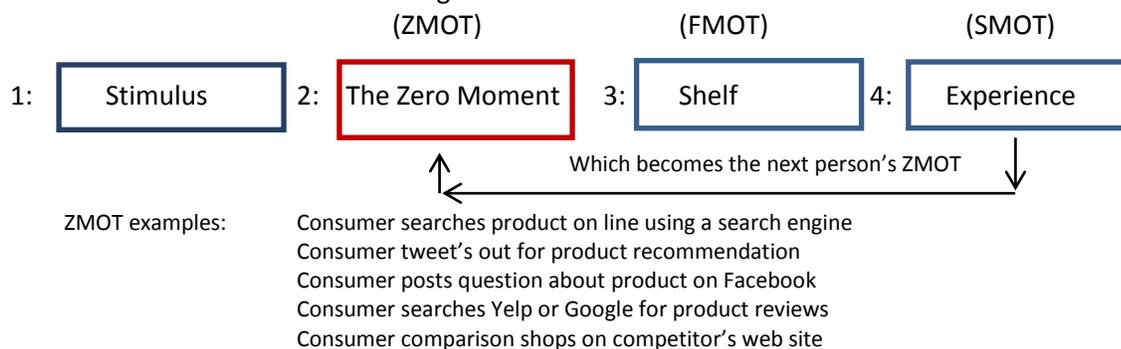
“Shoppers today want to explore and think about how products can improve their lives. They do reconnaissance to gain the insights they need. They find incredible detail online, from every possible source. They browse, dig, explore, dream and master, and then they’re ready to buy with confidence. And what they learn, they share with others” – Dina Howell, CEO Saatchi & Saatchi X

70% of Americans now say they look at product reviews before making a purchase! 79% of consumers now say they use a smart phone to help with shopping! 83% of moms say they do online research after seeing TV commercials for products that interest them!

The classic mental model of marketing involved three elements: Stimulus, Shelf, and Experience



The New Mental Model of Marketing:



5003 consumers were asked “when you were considering purchasing a product what sources of information did you seek out to help with your decision? Answer: 76% said stimulus, 77% said FMOT and 84% said ZMOT.

### Influence ZMOT has on purchasing decision:

Category Purchased	# of sources used	% of shoppers influenced at ZMOT
Automotive	18.2	97%
Consumer Electronics	14.8	92%
Travel	10.2	99%
Grocery	7.3	61%
Insurance	11.7	94%

Source: Google/Shopper Sciences, Zero Moment of Truth Industry Studies, U.S., April 2011

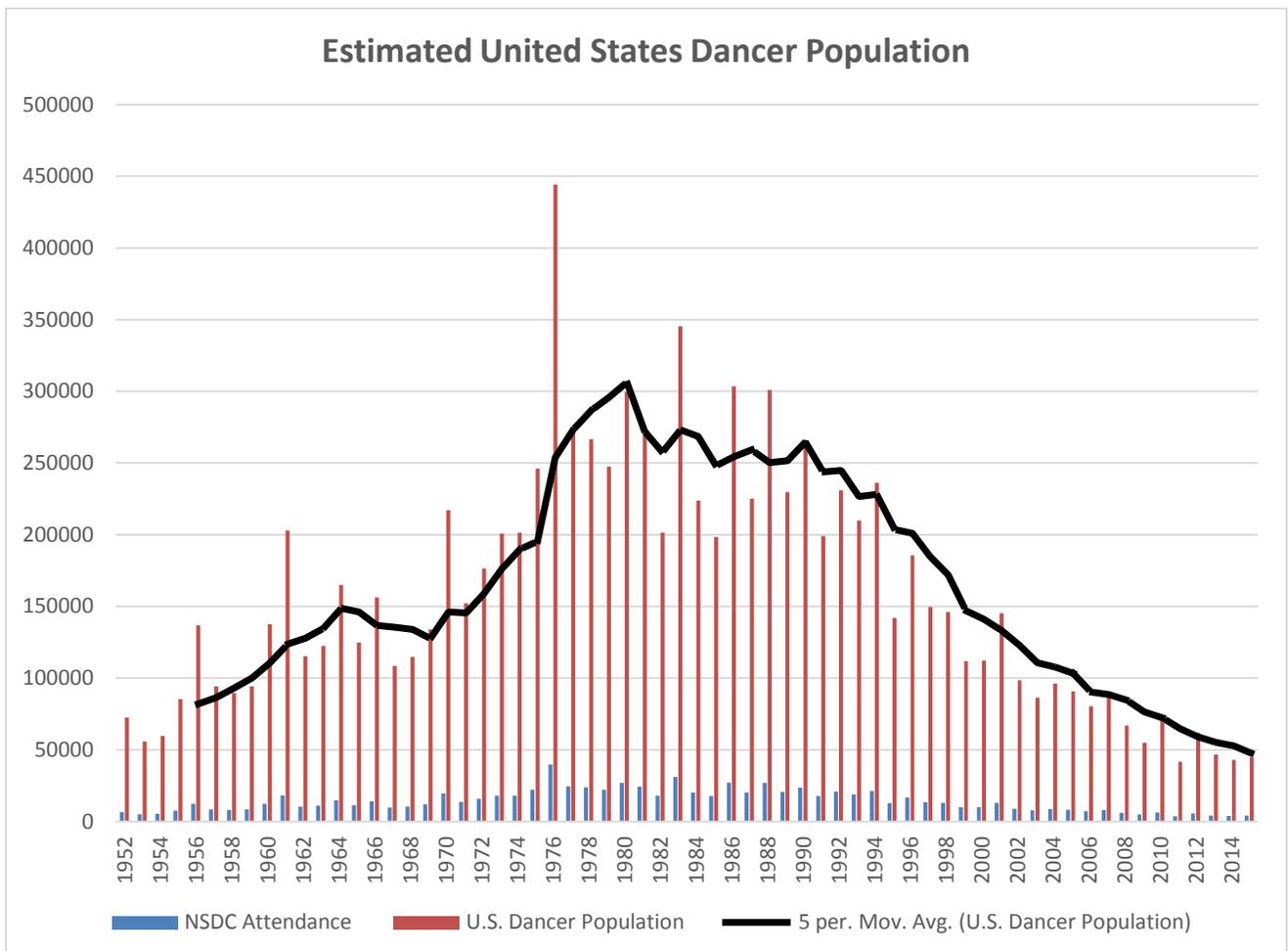
# Section 3: Research

## Census and Trends of Dancer Population

The United Square Dancers of America organization (USDA) estimates the total number of active square dancers in the United States in 2015 to be **44,700**. This number was determined based on actual population submitted through USDA affiliated clubs for insurance purposes, and the organizations estimate of active dancers who do not subscribe to their insurance program.

No actual research has been conducted to determine dancer population in the United States or any other country. Should census information become available, it will be added to this section.

To illustrate the decline in dancer population with no actual census data is difficult at best. Using the current estimated US population and the attendance at the National Square Dance Convention in Springfield, MA we can determine the percent of active dancers that attend the convention: 8.96%. Assuming that percentage to be consistent over time, we can use the NSDC attendance records to determine the approximate US dancer population over time. Below is a chart showing those numbers:



# Section 3: Research

## Demographics of Dancer Population

The most recent demographic surveys we found were taken in 2004 and 2005 at the National Square Dance Conventions and through an on line survey during that same period. While the data is ten years old, it is the most recent data we have. Below is a chart presenting the demographic composition at that time:

<b>Age:</b>	<b>Respondents:</b>	<b>% Composition</b>
0-18	69	1.95%
19-29	23	0.65%
30-39	48	1.36%
40-49	260	7.34%
50-59	912	25.75%
60-69	1550	43.76%
70+	680	19.19%
<b>Average Age:</b>	<b>61</b>	

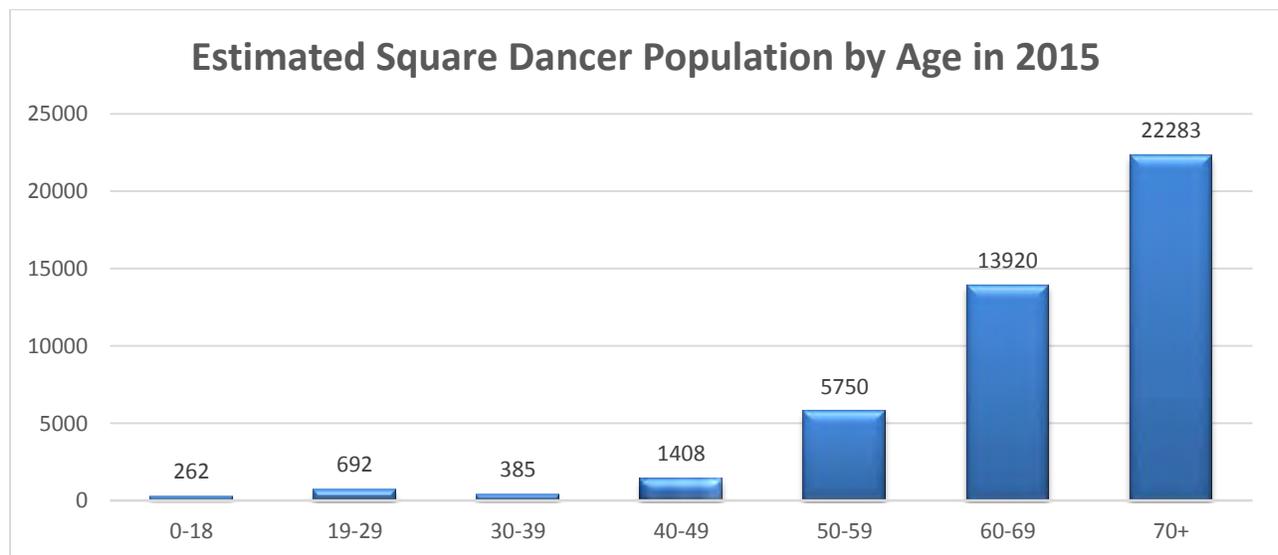
<b>Gender:</b>	<b>Respondents:</b>	<b>% Composition</b>
Male	1578	46.82%
Female	1792	53.18%
No Response	236	

<b>Marital Status:</b>	<b>Respondents:</b>	<b>% Composition</b>
Single/Divorced/Widow	811	22.82%
Married/Permanent Partner	2743	77.18%
No Response	53	

<b>Annual Income:</b>	<b>Respondents:</b>	<b>% Composition</b>
\$0 - \$20,000	184	6.15%
\$20,000 - \$40,000	693	23.18%
\$40,000 - \$60,000	853	28.53%
\$60,000 - \$80,000	575	19.23%
\$80,000+	685	22.91%
No Response	675	

<b>Education:</b>	<b>Respondents:</b>	<b>% Composition</b>
Grade School	53	1.50%
High School	728	20.64%
Some College	1096	31.07%
College Degree	973	27.59%
Advanced Degree	677	19.19%
No Response	80	

As of the writing of this document in early 2016, the data above is eleven to twelve years old. With no current census available we can only guess at the current demographic composition of square dancers in the United States today. With relatively little success in recruiting new and especially younger dancers over the past ten years, the average age is likely somewhere between five and ten years older. By adding seven years to the average age and using the USDA's estimated dancer population in the United States, today's estimated dancer composition and population would look approximately as shown in the graph below\*:



\*Calculated by multiplying the % composition in 2004/2005 of each age group times the average estimated number of dancers in 2004/2005, then reduced by the percent decrease in dancers from then until 2015's population from the USDA, with 70% of that number of dancers moved up to the next ten-year age cell.

# Section 3: Research

## **Public Image of Square Dancing**

The only official research on the public image of square dancing was conducted by Starworks research in 2007. Starworks conducted three focus group surveys, one each in ???, ??? and ???. The participants in the focus group sessions were baby boomers, primarily in their forties and fifties. The results of the research was summarized by Starworks in the follow statement:

"Square dancing has an image problem in the general public, particularly among those in the targeted empty nester Baby Boomer age group. This target population sees square dancing as out of date, country oriented, for hicks and hillbillies, using old-fashioned music and patronized by senior citizens in fluffy dresses with big hair, big belts and RV's. Most people say they are familiar with square dancing, but their familiarity is with traditional square dancing, not with modern western square dancing. As a result, their image of square dancing is strongly influenced by the traditional square dancing and does not reflect the realities of modern western dance."

\*Starworks

# Section 3: Research

## **Public Awareness of Square Dancing**

The only official research on the public awareness of square dancing was conducted by Starworks research in 2007. Starworks conducted three focus group surveys, one each in ???, ??? and ???. The participants in the focus group sessions were baby boomers, primarily in their forties and fifties. The results of the research was summarized by Starworks in the follow statement:

"Modern western square dancing does not have a high profile, even in cities where there is an active dance community. Non-dancers in these cities do not know about the dance activity in their city, nor would they know how to get in touch with a program if they wanted to. Few had seen any notices about dance classes, or knew where it was done. Several claimed that square dancing was a rural activity – not done in an urban environment where people have many alternatives for entertainment. As a result, people who might be enticed into square dancing have no idea how to get involved."

\* Starworks

## Section 4: Current Status Statement

# Section 5: Marketing Strategy Elements

## **Target Description**

You need to have a well-defined target consumer in mind when building a marketing plan. When square dancers are asked who they should try to recruit into square dancing, the answer is usually “everyone can square dance” or “it’s a family activity”, or “anyone”. While we may be willing to accept anyone who wants to participate, the reality is that we do not have the resources or products available to market our activity to everyone with success. When you select a specific target, it does not mean you are excluding everyone else. It simply means that you’ve determined a select group that you have a higher chance of success with, and anyone else is welcome to join in as well. The better defined, the more focused your efforts and resources can be, generating better results. So how do you define your target consumer?

Start by taking a look at the group you are recruiting for. You should analyze who your current customers are. Remember that your new customers will be participating in the activity with your current customers. So who are they? Here’s an easy fill in the blank Q & A?

Age? \_\_\_\_\_

Gender? \_\_\_\_\_

Income? \_\_\_\_\_

Education? \_\_\_\_\_

Marital status? \_\_\_\_\_

Occupation? \_\_\_\_\_

You should also consider psychographic or characteristics of your dancers:

Lifestyle? \_\_\_\_\_

Values? \_\_\_\_\_

Interest/Hobbies? \_\_\_\_\_

With these answers in mind, you'll be able to determine a narrow target of people who would likely enjoy the activity for the same reasons your current customers do, and will feel comfortable mixing with your current dancer groups. That should be your target description, unless you're trying to change the profile of your current dancers by recruiting new customers who do not fit the current profile.

If we make an assumption at this point that your goals are to recruit dancers who are younger than your current dance group, then what?

Individuals have a comfort zone in terms of people they will socialize with. Generally, most individuals are comfortable socializing with people in their peer groups. The zone is generally ten years either way of their current age. Lots of other factors figure in to this, like common occupations or hobbies, etc. For non-square dancers to feel comfortable they must, at first, be dancing with people in their zone!

This gives you two options:

1. If you are recruiting for your current dance group, and want to recruit younger dancers, set the age of your target consumer at ten years lower than the average age of your club members. Each time you successfully teach a new group and add them to your club, your club's average age will go down and you'll be able to decrease the target age. Over time, this will increase your club's size while reducing the average age.
2. Begin a new club. If you're club's average age is 70 and you recruit 40 year olds, they may attend your class, and a few of them may join your club, however many will not simply because they don't want to spend their social time with people their parents age. You would be more likely to retain them if they were joining a club, even if it's new, where the average age of the members was close to their own.

After reviewing and gaining input from any appropriate individuals, write a description of your target audience below. You may change this, or more clearly define it as you work forward through the Marketing Strategy Elements section.

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# Section 5: Marketing Strategy Elements

## **Benefit's Sought by your Target Consumer**

Consumers purchase a product or service for one of two reasons, or a combination of the two: To satisfy a want or a need. Often, businesses create new, or modify existing products so they better fit the needs or wants of their target consumer. In the case of Square Dancing, we have many features and benefits. Some may be deemed desired or needed, and some may be undesirable. Consumers always make their purchasing decisions based on the benefits the product offers. You'll need to determine what benefits our product offers that your target consumer wants or needs.

Start by making a list of all the possible features and benefits our activity offers.

Now, take the list and reduce it by putting similar benefits together. For example, if you list includes "Square Dance Cruises" and "Going to nationals", you can combine those into one category "Vacation Activity".

Now, logically determine which of the remaining features and benefits are desired by your target consumer. Cross out any that the consumer could care less about. Cross out, but make note of any that the consumer may see as a negative. You will need to get your list down to three to five items. If you are not personally in your target demographic, you'll need to review these with individuals who are.

Now you have a list of the benefits that you will feature in whatever marketing tactics you choose to utilize. You should not include features that the consumer is neutral about. That would be a waste of your resources. Kinda like trying to teach a pig to fly.

If you came up with a few items that might be viewed negatively, you should never include that information in your marketing, and you should consider making changes to your product to eliminate this negative. Here's an extreme example: "We require you to sign up the first night for a year's worth of lessons". It's unlikely that any club does that today, but if you do, the consumer will not do so.

Here is an example of the process, which was conducted during the writing of the original Marketing Plan presented to CALLERLAB in 2005:

**Benefits Sought by Target:** (Target was a 50 to 55 year old empty nester)

Seven committee members responded to specific questions about the benefits square dancing offers. Those benefits are:

- Leadership Opportunities
- Make new friends/Socialize/Fellowship/Find a Partner
- Travel Opportunities
- Affordable
- Camping Opportunities
- Have Fun/Laughter/Joy of Success
- Learn Something New/New Challenge
- Clean Environment
- Family Activity
- Physical Health Benefits
- Mental Health Benefits
- Music
- Ability to dance all over the world
- Easy to learn
- New Activity to do with partner

Eight committee members ranked the benefits listed in terms of the most important to the least important to the target. The top five benefits desired in order are:

1. Fun/Laughter/Joy of Success
2. Make new friends/Socialize/Fellowship/Find a partner
3. Physical health benefits
4. New activity to do with partner
5. Mental health benefits

# Section 5: Marketing Strategy Elements

## **Competitive Analysis**

Every product or service offered competes with other products or services that offer similar benefits. Marketers will often look for features and benefits that are SIGNIFICANT, UNIQUE, and CREDIBLE. You will need to compare square dancing as offered by your group against other products or activities that have offer similar benefits, or that the target consumer already participates in.

To do this, look at the short list of benefits you determined in the Benefits Sought exercise above. Make a list of the kinds of activities or products your target consumer group already purchases. Since our activity is a social activity, what other social activities do they participate in? If health is determined to be a benefit, what do they do now to maintain or improve their health? Is health improvement even a benefit your target consumer desires?

Once you've completed the exercise, you'll discover features of our activity that set us apart from our competition. These may be features you will want to include in your marketing messages, however you decide to deliver those messages (marketing tactics).

An example of this exercise is on the next page.

Here are the results of the competitive analysis exercise conducted by the CALLERLAB Ad-Hoc committee in 2005 when writing the original marketing plan:

### Competitive Analysis: 3-strong, 2-neutral, 1-weak

Activity	Fun	Social	Physical	Partner	Mental
Square Dancing	3	3	3	3	3
Movies/Theater	3	2	1	3	2
Cards/Games	3	3	1	3	3
Health Club	1	1	3	2	1
Television	2	1	1	1	2
Casino's	3	2	1	2	2
Bar/Night Club	3	3	1	3	1
Internet	3	1	1	1	3
Travel	3	2	1	3	1

**Conclusion:** Square dancing is the only entertainment options that offers all five benefits sought by the target customer!

# Overt Operations

2016 CALLERLAB Convention

Norfolk, VA

Presented by: Mike Hogan  
CALLERLAB Marketing Committee Chairman

Every now and then, if we're lucky, square dancers or callers get a request for an interview about our activity from someone in the media. When this happens, these articles can be a very effective tool to promote our activity, or they can put a negative light on square dancing. These opportunities can be very valuable if they are positive, and the publicity is free! So, how do you handle these situations and what should you say so the article is positive?

For all mass media reporters, the key for them is that the story will be of interest to their consumers; television has viewers, radio has listeners, newspaper, magazine and internet have readers.

CONGRATULATIONS! A reporter contacted you and has asked to come to your dance. Now what?

If they are coming to your dance, contact them and find out what they want. Do they want to just come to the dance? Are they going to write an article on the experience? If so, what information can you provide them with? What will the article be themed on? If it's health, be sure you have plenty of health facts to share with them. If it's about entertainment, ask if they want to meet with the caller before or after the dance and set that up. Great media relations people always ask what the report would like to discuss or cover before the interview.

CONGRATULATIONS! The producer has agreed to have you make an appearance on their midday news broadcast. Now what?

If this happens, you'll likely already know what the interview will be about. You should send a fact sheet to the producer with information that they may need and information that may be of interest to them, or more specifically to their audience.

For example, let's say the reporter is doing a cover story on the new Memorial Day Weekend hosted by the Omaha Area Square Dance Council. Here are the kind of facts I would share in advance:

Dates: May 28 and May 29, 2016

Times: Saturday: 10:00 AM – Noon, 1:00 PM – 4:00 PM, 7:30 PM – 10:00 PM

Sunday: 10:00 AM – Noon, 1:00 PM – 4:00 PM, 7:30 PM – 10:00 PM

\*The largest crowds will be at the evening dances – great photo opportunity

Callers: **Mike Seastrom** – California.

Mike Seastrom is recognized as one of the most talented callers in the world. He has called all over the United States, Canada, Europe and Japan. His choreographic presentation along with his outstanding singing make him a favorite worldwide. He is also an accomplished teacher, a

recording artist, caller coach and has received the prestigious Milestone award from CALLERLAB, the International Square Dance Caller Association.

**Mike Hogan** – Nebraska.

Mike Hogan is from La Vista, Nebraska. He has a full time job in the marketing industry and does most of his calling on weeknights and weekends. He calls all over the United States, is a recording artist, and a member of the CALLERLAB Board of Governors.

Expected Attendance: 250 dancers from seven states.

Square dance facts:

- Square dancing has modernized with new music and new dress codes
- Square dancing is a fun social activity with many added benefits
- Square dancing offers great low impact physical exercise. Dancer will walk 5,000 to 7,000 steps in a single evening of dance, burning over 300 calories, all of which is lost on them because they are having too much fun.
- Square dancing strengthens mental skills and reduces stress. Dancers have to listen and react to the commands given by the caller which keeps them focused and unable to worry about their daily lives. Again all of this is lost on the dancer because they are having too much fun.
- The Omaha Area Square Dance Council is made up of seven square dance clubs and two round dance clubs.

When you arrive for the interview, the on air personality or the producer usually has a predetermined list of questions they plan to ask you. They will go over these with you before your appearance. By providing the information above ahead of time you will have automatically steered their questions in a positive direction.

Be aware of how you or the interviewee looks for the interview. A picture is worth a thousand words. This is show business now. This is supposed to be a fun, healthy activity for folks of all ages. If you put a 78-year-old overweight frowning woman with white hair in a checkered square dance dress with full petticoat on screen, you'll never sell the idea that we've modernized, that this is fun, or that this is for folks of all ages.

Whether the interview is live or for an article to be produced later, keep in mind that you do not have control over what is asked or what is written. Control what you can control! You can introduce the interviewer to dancers who are possibly younger, or have a great story like marrying someone they met at a square dance. You can provide photos to the interviewer ahead of time. Work ahead of time with the caller to be sure they are using a good mix of music at the event. If I knew I was going to be interviewed ahead of time, I would prepare my playlist for the dance and share that with the interviewer in advance.

**CONGRATULATIONS:** A local newspaper reporter just showed up at your dance unexpected. Now what?

Since you didn't have a chance to ask them ahead of time what they want to report on or to feed them information about the activity ahead of time, do it now! Position yourself as someone who can help them get the information they want to write about. Introduce them to the caller. Introduce them to a

club member who would be a good spokesperson for the club and the activity – in other words, someone who visually represents what we want to portray, and who knows the benefits of the activity that they could then provide to the interviewer, even if they don't ask.

Generally, here are some ideas about what to say:

- Always start and end with FUN. The single most desired benefit of square dancing is the fun and joy that dancers experience. Smile. Be enthusiastic. Reporters notice this.
- Share stories about the lifelong friendships you've developed, or share a story of dancers who married someone they met square dancing.
- Share stories about your travels and square dancing where you travel. Travel is fun. Square dancing is fun. A story that mixes both is a great story.
- Talk about the members in your club and what they do for a living if it's appropriate. If there is someone in your club who does something unique, like a military officer, or a doctor, or an engineer, these are professions that buck the image of dancers only being pig farmers. (Nothing wrong with pig farmers by the way)
- Talk about the modernization of square dancing, that music is now played from laptops and the music is from all genres of music. Give examples. Talk about the underlying health benefits of square dancing.
- If you're asked how long it takes to learn, here's a great answer I stole from Lanny Weakland: "Three lessons. After three lessons it's either not for you, or you'll love it so much I can't keep you away."
- Talk about the changing dress code. Tell them the traditional square dance dress is still the standard, but today many dancers come in jeans, and we welcome that.

Some reporters just have to have the dirt! If it bleeds it leads. So you'll get questions that are fishing for negative stories, like "Isn't square dancing a dying art?" or, "Why aren't there any young people at your dances?" Clearly these are tough questions to answer, and issues we are dealing with, so answer these type of questions truthfully then follow up with information on how we're improving on these issues.

Here are a few things not to say:

- Do not make reference to the declining population of square dancers.
- Do not make reference to the increasing average age of square dancers.
- Do not make reference to the health benefits helping seniors.
- Do not make any comments that infer that square dancing is for seniors.
- Do not mention alcohol.

Gaining media coverage of square dancing is a very valuable tool we can use to enhance the public's opinion of our activity. The more we can get this kind of positive exposure, the more open to the idea of participating the general public will be. That in turn will make recruiting efforts more effective. You should always be prepared to handle an interview if one happens. Better yet, why not proactively seek media coverage. I hope the ideas above will help you in that endeavor.

If I can be of help to you in your media relations or marketing efforts please contact me at any time.

Mike Hogan, Square Dance Caller  
CALLERLAB Marketing Committee Chairman  
CALLERLAB Board of Governors Member

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# Dixie Grand

Definition and Applications

Callerlab Convention 2016

Presented by Don Beck

## Callerlab Definition

DIXIE GRAND - Starting formation - Dixie Grand Circle, Double Pass Thru, Quarter Tag, or any formation where at least two dancers can start.

## From Double Pass Thru Formation

HEADS STAR THRU

ZOOM

DIXIE GRAND ..... ALLEMANDE LEFT

## From Double Pass Thru Formation

FOUR LADIES CHAIN

HEADS RIGHT AND LEFT THRU

STAR THRU

DIXIE GRAND ..... ALLEMANDE LEFT

## From Box (or Eight Chain Thru Formation)

ZERO LINE

STAR THRU

PASS THRU

TRADE BY

RIGHT AND LEFT THRU

DIXIE GRAND (or 8 CHAIN 3)..... ALLEMANDE LEFT

## From Zero Box

PASS THRU

DIXIE GRAND ..... ALLEMANDE LEFT

## From Corner Line (that is similar to Zero Box, but smoother)

Zero Box

SLIDE THRU (to a Corner Line)

SQUARE THRU  
DIXIE GRAND ..... ALLEMANDE LEFT

### **From Trade By Formation**

TRADE BY (to a Zero Box)  
PASS THRU  
DIXIE GRAND ..... ALLEMANDE LEFT

### **From Completed Double Pass Thru Formation**

HEADS RIGHT AND LEFT THRU  
STAR THRU (From here, could Pass Thru to a zero box)  
DOUBLE PASS THRU  
DIXIE GRAND

### **From Single File Promenade**

HEADS PASS THRU  
SEPARATE AROUND ONE TO A LINE  
CIRCLE LEFT  
REVERSE, GO SINGLE FILE  
MEN YOU TURN BACK  
DIXIE GRAND  
ALLEMANDE LEFT

### **From Thar**

ALLEMANDE LEFT FOR AN ALLEMAND THAR, GO  
FORWARD TWO AND FORM A STAR  
SHOOT THAT STAR FOR A BRAND NEW THAN, GO  
FORWARD TWO AND STAR AGAIN  
(Don't Shoot the Star to a Grand Right and Left)  
SHOOT THE STAR, BUT GO FULL AROUND TO THE CORNER  
DIXIE GRAND

### **Singing Calls**

#### **To Corner, and Swing in a singing call**

HEADS SQUARE THRU  
DOSADO  
SWING THRU

MEN RUN  
FERRIS WHEEL  
DOUBLE PASS THRU  
DIXIE GRAND  
SWING THE CORNER  
PROMENADE

**To new corner for an Allemande Left**

HEADS PROMENADE HALF  
SQUARE THRU  
RIGHT AND LEFT THRU  
DIXIE GRAND  
ALLEMANDE LEFT (New Corner)  
COME BACK AND SWING (Original Corner)  
PROMENADE

**Left DxG to Partner for a GRL**

HEADS STAR THRU  
BOX THE GNAT  
SQUARE THRU 3/4, while the  
SIDES HALF SASHAY  
LEFT DIXIE GRAND  
RIGHT AND LEFT GRAND

**Magic Column**

FOUR LADIES CHAIN  
HEADS PROMENADE HALF  
HEADS LEAD RIGHT  
VEER LEFT  
TAG THE LINE – IN  
SLIDE THRU  
DIXIE GRAND ..... ALLEMANDE LEFT