

News From The
AKRON AREA SQUARE
and
ROUND DANCE FEDERATION
Akron, Ohio
(June 8, 2003)

In March 2003 the Akron Area Square and Round Dance Federation sponsored a Saturday afternoon Leadership Seminar for all member clubs and clubs from the neighboring Federations. All area callers and cuers were extended an invitation. There were 96 in attendance.

Larry Cole, Vice Chairman of CALLERLAB, was the keynote speaker. In his talk Larry challenged everyone to have a dream for our clubs and ourselves and develop ideas to fulfill those dreams. He stressed we must have positive attitudes and search for ways to help our clubs grow. We must look to the future and make the necessary changes. Dance fees, caller/cuer fees, dress code, and program content is a few of the things he suggested need to be revised. Everyone needs to look at the big picture, think out side the box, and then take the necessary steps to make things better. Quoting Winston Churchill he said we must never give up.

Following his talk the group was divided into small discussion groups. Each group was given the same two questions; 1) What can we do more of, better or different to recruit new dancers and 2) What can we do more of, better or different to retain our new and current dancers.

A summary of answers from question one is: Advertise: laundromats, shopping center windows, church bulletins, Y's, car windows, beauty shops, libraries, cash register tapes; Put flyers in grocery bags, Websites; Newspapers, Community Service Announcements on radio and cable TV; Fairs, School class reunions; Demos at fairs, church picnics, service clubs, family reunions, and PTA's; Other: Parades; Adult Education Classes; Offer Free Baby sitting; Use business cards; Community Fair Booths.

Summary from question 2: Contact past members; send reminder notes of upcoming events; Newsletter; Take new dancers to dances; Non dance social events; Greeters before and after dances; Introduce new dancers to all members; Theme dances; avoid cliques.

Other comments were: Use the multi-cycle program; be flexible on raids and retrievals as to number required; Give out more than one banner to raiders; Recruit "empty nesters" and newly weds; hold 50/50 near the end of the dance; Be sure flyers have a location address and phone contact.

The Fred Cornell's, the Gene Henderson's and the Tom Rudebock's were the coordinating committee. Judy LeGlise is the Federation president.