

Retention Attention
2011 CALLERLAB Convention
Las Vegas, NV
April 18 – 20, 2011

New Dancer Sessions:

- a) Greet the new dancers coming in and as they leave.
- b) Give them a small remembrance, business card, candy as they leave.
- c) Have refreshments/snacks/coffee during breaks to promote a social time.
- d) Make it seem like a dance
- e) Keep the evening light. We all have enough stress during the day.
- f) Develop mentorships. Adopt a couple.
- g) Sociability. Mix, mingle, include them in any after dance activities.
- h) Ask them to help “occasionally” with the coffee and refreshments.
- i) Gather info on the new dancers: Employment, hobbies, family Information, birthdays, anniversaries, etc. Share at appropriate times.
- j) Recognize the new dancers on any outside achievements/awards.
- k) Theme nights – music/refreshments
- l) Occasional party night
- m) Slow / struggling dancers: Split the couple, but only with their permission.
- n) “Early bird” sessions for slow / struggling / any new dancers.
- o) Do not let squares become overloaded with new dancers.
- p) Avoid all angel squares.
- q) Watch for shy dancers. Draw them in. Make them feel a part of the group.
- r) Contact / follow up with the new dancers if they miss a week.
- s) Club members should attend as much as possible, especially officers
- t) If I was a new dancer is this the type of environment that would draw me back.
- u) Square dancing is not for everyone
- v) Thank the angels for their support of the new dancers.

Transition: Class to Club Environment

- a) Welcoming persons / committee.
- b) Thank You persons / committee.
- c) Experienced dancers NEED to be accepting.
- d) Sociability. Mix, mingle, include them in any after dance activities.
- e) Ask them to help “occasionally” with the coffee and refreshments.
- f) Share / recognize information on birthdays, anniversaries, etc.
- g) Recognize all dancers on any outside achievements/awards.
- h) Include the new dancers in ALL club activities.
- i) Contact them if they are absent. Let them know they were missed.
- j) Call to the floor, not down to them. They are still testing their wings.
- k) Let the dancers succeed, but don’t “dumb” down the choreography.
- l) Mentorship

- m) Do not let squares become overloaded with new dancers.
- n) Watch for shy dancers. Draw them in. Make them feel a part of the group.
- o) If I was a new dancer is this the type of environment that would draw me back.
- p) Allow for social time / refreshments. Dancing is only a part of the night out.

Club Environment:

- a) Non dance activities; theater nights, ball games, picnics, community Service activities, "Time out".
- b) Include everyone in ALL club activities.
- c) Theme nights.
- d) Personally ask dancers to help, but not for every dance. Many hands make light work.
- e) Share / recognize information on birthdays, anniversaries, etc.
- f) Recognize all dancers on any outside achievements/awards.
- g) Contact them if they are absent. Let them know they were missed.
- h) Sociability. Mix, mingle
- i) Recognize guests – dance with them
- j) Dance with the callers / cuers partner
- k) Travel nights / visitation
- l) After parties: skits, stunts, humor
- m) Afterglow: pizza, coffee, etc
- n) Allow for social time / refreshments. Dancing is only a part of the night out.
- o) If I was a guest / member is this the type of environment that would draw me back.

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