

CALLERLAB

Presentation

State of Square Dancing

(Rev A – Draft 7 – December 21, 2012)



CALLERLAB

- ✓ 1970, Sets in Order Hall Of Famers, Lee Helsel, Arnie Kronenberger, Bob Osgood & Bob VanAntwerp, met in what would be the initial states of CALLERLAB, agreeing that Square Dancing needed some standards, both professionally, and functionally



CALLERLAB

- ✓ 1971 Eleven more hall of famers met
- ✓ Marshall Flippo, Ed Gilmore, Lee Helsel, Bruce Johnson, Arnie Kronenberger, Frank Lane, Joe Lewis, Bob Osgood, Bob Page, Dave Taylor, Bob VanAntwerp
- ✓ Unanimously signed an 8 point charter of organization and standardization
- ✓ And so, CALLERLAB was born



CALLERLAB Today

2012

- ✓ Elmer Sheffield, Jr., Chairman
- ✓ Larry Cole, Vice Chairman
- ✓ Executive members...
 - ✓ Barry Clasper
 - ✓ Eric Henerlau
 - ✓ Tom Rudebock



CALLERLAB Board

- ✓ Clark Baker
- ✓ Bill Boyd
- ✓ Skip Brown
- ✓ Calvin Campbell
- ✓ Deborah Carroll-Jones
- ✓ Barry Clasper
- ✓ Larry Cole
- ✓ Wade Driver
- ✓ Betsy Gotta
- ✓ Patty Greene
- ✓ Bill Harrison
- ✓ Eric Henerlau
- ✓ Jerry Jestin
- Vernon Jones
- Tim Marriner
- John Marshall
- Jim Mayo
- Bear Miller
- Tom Miller
- Bob Poyner
- Jerry Reed
- Ken Ritucci
- Tom Rudebock
- Elmer Sheffield, Jr.
- John Swindle



CALLERLAB

Our Work!

- ✔ Universal Dance Programs
- ✔ More than 25 Years ago, CALLERLAB members developed programs which have been accepted world-wide! Members continue to utilize and maintain those programs through the vital work of our many committee's.



CALLERLAB

Our Work!

- ✔ Universal Call Definitions
- ✔ CALLERLAB members documented, and negotiated international agreements on the definition of all the calls we use. Calls are taught the same way in Texas as they are in Canada or the Far East or Europe. Our Committees continue to maintain the definitions and produce documents for both the caller's and dancer's benefit.



CALLERLAB

Our Work!

- ✔ Caller Training Materials
- ✔ CALLERLAB Members have produced countless pages of manuals, and instructional releases for both experienced and new callers, and continues to be “the” source for callers seeking training materials



CALLERLAB

Our Work!

- ✔ Publications
- ✔ CALLERLAB members have developed thousands of pages of documents aimed at callers, dancers, non dancers and organizations
- ✔ Everything from quarterly newsletters, definitions, manuals, press releases, databases, code of ethics, sample contracts, marketing manuals, video tapes, web pages, audio in various media, DVD's....



CALLERLAB

Our Work!

- ✔ On going initiatives..
- ✔ Marketing Program/ Phoenix Plan
- ✔ Certified Square Dance Teachers (CSDT)
- ✔ Accredited Caller-Coach (ACC)
- ✔ Program Policy Statement
- ✔ Overseas advisory initiatives
- ✔ Scholarships
- ✔ Education Grants



Goals & Objectives

- ✔ Develop Marketing & Retention work
- ✔ Repopulate square dancing & associated dance forms
- ✔ Continue the work to attract, educate, and inform new and practicing callers



Marketing Plan Overview

- ✔ A Plan to Market Square Dancing
- ✔ Based on Market Studies
- ✔ Competition for Leisure & Recreation Time
- ✔ Identify problem areas
- ✔ Offer solutions
- ✔ Present Square Dancing as an attractive product
- ✔ Multi Phase Presentation



Our Strengths

- ✔ Widespread agreement- things are desperate
- ✔ Funds of over \$100,000 have been raised
- ✔ Professional help has been contacted
- ✔ Support continues to grow
- ✔ Plan has been devised
- ✔ Helped organize a joint effort among major dance groups - Alliance for Round, Traditional, and Square- Dance (ARTS)



Key Benefits

- ✔ Properly presented product will attract new Dancers
- ✔ New Dancers attract new Callers/ Leaders
- ✔ New Callers attract new Dancers
- ✔ Renewed enthusiasm
- ✔ New cycle started



What's been done?

- ✓ Widespread agreement- things are desperate
- ✓ Funds of over \$100,000 have been raised
- ✓ Professional help has been contacted
- ✓ Support continues to grow
- ✓ Plan has been devised
- ✓ Helped organize a joint effort among major dance groups - Alliance for Round, Traditional, and Square- Dance (ARTS)



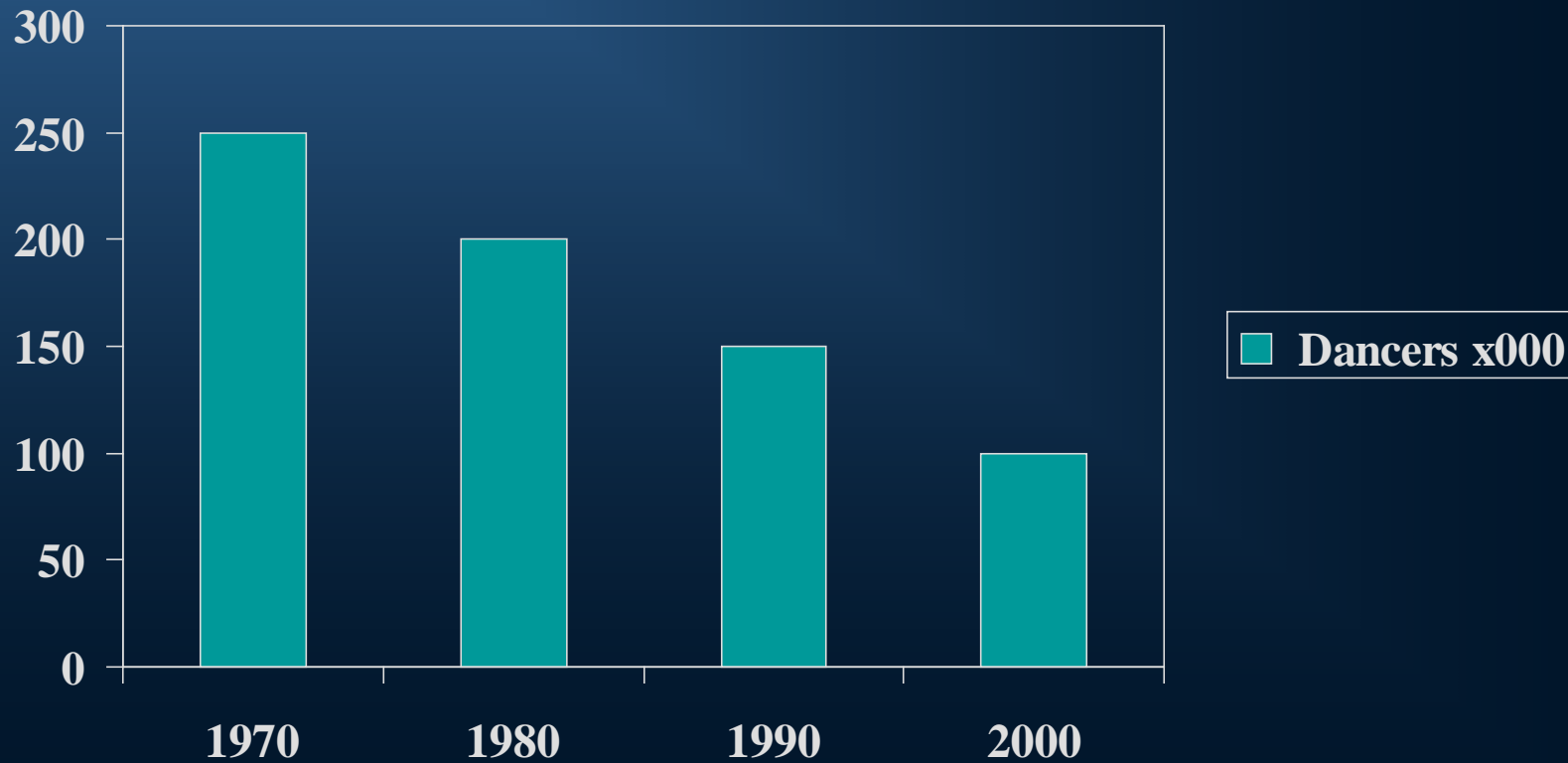
Research-What did we find?

- ✓ 1887 respondents to Internet Panel
- ✓ 3 questions asked
- ✓ 21% have participated in MWSD
- ✓ 74% had either a Neutral or positive opinion of MWSD!!
- ✓ 56% said they would or “maybe” join!
- ✓ Extremely surprised - positive response



BACKGROUND

Numbers Are Declining





CALLERLAB

The Crystal Ball

- ✔ Future square dancing will not look like it is today
- ✔ Change is inevitable, or the end is certain
- ✔ Alliances will form to rebuild
- ✔ A new population of dancers, with new ideas will drive the activity
- ✔ Traditional methods of recruitment and teaching will be revamped



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The Crystal Ball

- ✔ Social pressures will force change
- ✔ Demographic subsets will be identified as target markets
- ✔ Target marketing will emerge
- ✔ Square dancing will enlist the help of the corporate world
- ✔ Resources will be under pressure



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The Crystal Ball

- ✔ Eventually effort pays dividend
- ✔ An upswing will start
- ✔ Change will be accepted
- ✔ Cycle starts again



CALLERLAB

- ▼ CALLERLAB is managing the present
- ▼ And planning for the future
- ▼ On behalf of the entire activity



CALLERLAB

✓ “THIS IS THE PAST THAT
SOMEONE IN THE FUTURE
WILL LONG TO GET BACK
TO”



CALLERLAB Foundation

- ✔ Established by CALLERLAB, as a way to safeguard the history and to promote the growth of square dancing.
- ✔ Mission - Preserve and promote square dancing through the preservation of the heritage of square dancing, the establishment and enhancement of a positive perception of square dancing, and education regarding the benefits of square dancing to the general public.
- ✔ Purpose - support the funding of projects which serve to accomplish the Mission of the Foundation.
- ✔ The Foundation operates through private contributions, public grants, and endowments..



CALLERLAB Foundation

- ✔ Goal - Develop and maintain a national advertising campaign to promote square dancing, develop and encourage educational programs directed toward the mission of the Foundation, and provide funding through grants and loans to support the mission of the Foundation.



CALLERLAB Foundation Accomplishments

- ✔ Funded Internet marketing surveys.
- ✔ Funded nine focus group surveys in three different cities as part of the Phoenix Plan
- ✔ Published and distributed nearly 1,000,000 brochures entitled “A New Song & Dance Routine” to promote square dance lessons.
- ✔ Produced and distributed over 4,000 promotional videotapes.



CALLERLAB Foundation Accomplishments

- ✔ Provided a grant to the New England Foundation for the preservation of square dancing.
- ✔ Provided square dancing educational materials to the Czech Republic.
- ✔ Continues to provide scholarship grants for caller education and financial support to dancer organization education efforts



CALLERLAB Foundation Accomplishments

- ✔ Funded an educational exchange between master dance instructors from the Peoples Republic of China and square dance leaders in the United States.
- ✔ Funded a demographic survey of square dancers, completed.
- ✔ Funded several surveys to collect information about the activity.



CALLERLAB Foundation Accomplishments

- ✔ Funded the purchase of DVD recording equipment for production of square dance related audio/video presentation.
- ✔ Provided financial support to a web based promotional effort by The ARTS.
- ✔ Currently funding a variety of projects all aimed at promoting square dancing.



CALLERLAB & The Foundation

Square Dancing's
Professional
Leadership Working
For The Future!