

# **Thank You for Your Efforts Rick and Scott**

**By**

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The American Callers' Association in its attempt to be of service to all callers, dancers, and associations provided current, timely, and effective information on new dancer recruitment, winning ways to retain club dancers, and pitfalls to drive square dancers away for most 2001 to the present. The American Callers' Association continues to relish and appreciate the positive comments, encouragement to continue, and contributions from callers and dancers all over the country and from abroad to continue these initiatives. The American Callers' Association will continue to provide information that will help the square dance community recruit, retain and retrieve square dancers as well as encourage the dancers to speak out on the cumbersome dance programs.

This month's American Callers' Association Viewpoint offers thanks and appreciation as well as endorsements from the American Callers' Association for their insights, efforts, and accomplishments to expand the customer/dancer base of square dancing. These two individuals along with their friends prepared realistic music and dance timelines for youth square dancers.

How many times have we heard square dancers, callers and square dance leaders say "we need to attract younger, much younger dancers." Their comments normally fell on the rocks or under thorn bushes as the biblical story of the Parable of the Mustard Seed resulting in nothing being created to facilitate growth of the mustard seed or the recruiting of youth dancers into square dancing.

The first person I would like to spotlight and offer ACA thanks is to ACA caller Rick Hampton of Fine Tune and Gold Wing records. He and his friends under took the hard work and expense to develop and market music for the youth dancers. They created a CD and Mp3 format of 14 singing calls and 8 patter records of music designed and preferred by younger dancers. This was a gigantic undertaking from a lot of dedicated people. Please contact Rick Hampton at [rickcaller@yahoo.com](mailto:rickcaller@yahoo.com) for more information and to purchase his music for youth dancers.

The second person I would like to spotlight and offer ACA thanks is Caller lab caller Scot Byars. Scot and several of his friends developed a program called "Blast Class." Scot's idea was to recognize that the current majority of dances

are either seniors or senior baby boomers. They require a teaching method suited to their needs and abilities. Scot and his friends recognized that in order to attract and retain younger dancers a new time line had to be developed, published for younger dancers. Scot created a matrix of frequency of lessons per week, number of weeks of lessons, number of months of lessons and number of calls taught per week. He further broke down his segmentation by various age groups and applied it to the above criteria. The result is that a caller of younger dancers can follow Scot's matrix and develop his own timelines and frequency of lessons. ACA encourages you to contact Scot at [scot@4dance.net](mailto:scot@4dance.net) to learn more about his statistical program to personalize square dance lessons to the dancers ages and abilities.

As far as I can remember this is the first time that a caller program was developed to meet the dispersions of the market /dancers based upon demographic elements of age with corresponding abilities. Both Rick's music and Scot's Blast Concept would work very well with the ACA one-floor dance program which is shorter and less stressful than the other programs.

ACA would like to thank both Rick Hampton and friends and Scot Byars and his friends for the foresight, commitment, and hard work in developing music for younger dancers and a timeline matrix for teaching younger dancers.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject is encouraged to contact the American Callers' Association at [Loulet@aol.com](mailto:Loulet@aol.com) or Patrick Demerath at [pdemerath@uwa.edu](mailto:pdemerath@uwa.edu). Please visit the American Callers' Association Website and Newsletters at [American Callers.com](http://AmericanCallers.com). Read about the International One-Floor Program.

Until next time, Happy Dancing.