

This newsletter provides promotion and marketing ideas, shines a light on people in our dance community, provides history and general information about our much loved activity, and highlights provincial and national events. If you wish to contribute an article, or see an event, topic, person, or club featured, contact the editor.



## FACEBOOK POSTS PAY OFF

- by Claudia Littlefair

**Recently I decided to take my own advice, and guess what? It paid off!** In 4 of the last 5 issues of the newsletter, I featured articles on using social media such as FaceBook to advertise.

The article that really inspired me to take action was from December’s issue #2021-6, “How We Attracted 16 New Dancers in the Middle of a Pandemic”, by Gary & Eileen Smith, Edmonton. One of their strategies was to post information about their start-up classes on several community FaceBook pages, at zero cost! I decided to put aside my reluctance to learn ‘new computer things’ and make an all out effort to utilize FaceBook.

INDEX	
Facebook Posts Pay Off .....	1
Building for Tomorrow .....	3
Hast Tag? What Is A Hash Tag? .....	4
Ideas for Group/Club Interactions .....	5
Success with SSD .....	7
When Younger Dancers Come ....	7
Lighter Side of Darkness .....	8
Kelly’s Korner: Come Together ...	9
AB Convention 2022: Warm Up to Convention .....	10

### Who Uses FaceBook?

“Users ages 25-34 years represent Facebook’s largest audience. Despite the platform’s reputation as a seemingly “older” network, 26.4% of the platform’s user base is made up of millennials. That said, over one-third (36%) of Facebook’s audience are 45 or older.” – <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

**Our club’s target market are people aged 40 to 60**, so to us, that means 36% (almost 40%!) of people in our target market can be reached through FaceBook. Not only that, but the highest group of users, 25 to 34 years, will also become aware that we exist. Awareness is the all-important first step in marketing. Simply put, regardless of age, people need to know our club exists if they are going to come to it.

### Searching for the Right Image

If people were going to read my post, I would need to use a captivating image or photo (a video would be even better, but I couldn’t find one I liked). I wanted my photos to be unusual and eye-catching for two reasons. **One, to catch the reader’s attention so my post would be read; and secondly, to conflict with the negative image most people have about our activity** (ie. seniors wearing puffy dresses, big belt buckles, dancing to fiddle music in a barn).

**I spent hours searching for photos** from the websites listed in issue #2021-3’s article, “25 Resources of Free Stock Photos”. The website I liked best was <https://unsplash.com/>. The description of the website reads, “Beautiful, free images and photos that you can download and use for any project. Better than any royalty free or stock photos.” I downloaded and filed away quite a few photos that looked promising.

### Searching for FaceBook Groups

**Next, I searched for FaceBook groups that I could ‘share’ my post to** (ie. post it first on our club’s FB page, then share it to other groups from there). I needed to become a member of these groups in order to post in them. We live in Strathmore, a town of over 13,000 plus a large surrounding area of people to draw from. I was surprised by the number of FaceBook groups in our small community. My list of groups included:

- Strathmore Active Living
- Strathmore Community Bulletin & Chat
- Strathmore Ask
- I Love Strathmore
- Strathmore Free Items
- Strathmore Events



At the same time, I looked for and found several free online community calendars, and posted our event in them, too.

### What to Say In My Post

Now it was time to write the post. My plan was to post a different image each week, for the three weeks leading up to our dance. First, I designed the mini-posters, ready to upload into my post, and then I worked on what to say. Wording varied slightly each week.

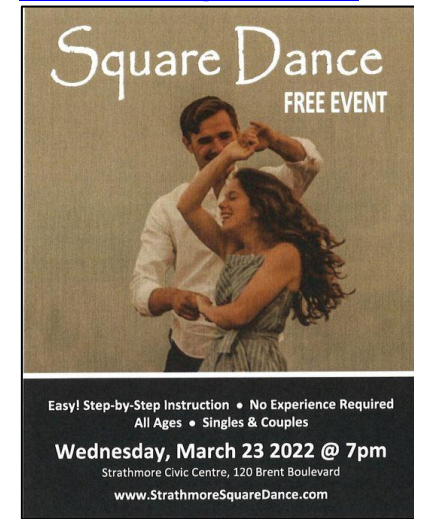
Discover why every square dance is a positive, energetic, fun-filled experience leaving you wanting more! It's easy (even for people with two left feet). Step-by-step instructions, no experience needed. Enjoy a variety of music - country, Latin, rock and more. For all ages, singles and couples. Dress is casual, wear comfortable shoes. Most often heard comment, "I had no idea square dancing could be this much fun!" [www.StrathmoreSquareDance.com](http://www.StrathmoreSquareDance.com)."



Enjoy music, but can't dance? Two left feet? Try square dancing! No fancy footwork, no lead/follow partner and the caller (dance instructor) tells you what to do every step of the way. Variety of music, too, from country to Latin to rock. If you can walk, you can square dance. Join the fun, March 23rd, 7pm. [www.strathmoresquaredance.com](http://www.strathmoresquaredance.com).



JOIN US Wednesday, March 23rd, 7pm, Strathmore Civic Centre. Two left feet? This is the easiest way to get comfortable on the dance floor. No fancy footwork, no lead/follow partner, and the Caller (dance instructor) tells you what to do every step of the way. Variety of music from country to Latin, rock to pop. Most often heard comment, "I had no idea square dancing is this much fun!" So meet new people, laugh, move, learn. Best. FUN! Ever. [www.StrathmoreSquareDance.com](http://www.StrathmoreSquareDance.com)



WEEK ONE: People Reached - 600+

WEEK 2: People Reached – 2,400+

WEEK 3: People Reached – 1,800+

### The Results

On Facebook, the “people reached” figure tells you how many users saw a particular post. In other words, this is how many people saw my post in their newsfeed. **Even if nobody came, it was rewarding to know that my posts created significant awareness that our club exists.**

The night of our intro dance arrived. We really had no idea whether anyone would come or not, but we were set up and ready to dance for 7pm. At 6:45 people started arriving. As one lady came through the door, she told me that my FaceBook posts worked because she came. **Turned out, we had 30 new people, doubling the night’s numbers.** Most were in the 40 to 60 age range, together with several older teens and two couples in their 20’s. People left with big smiles on their faces, and even though we knew not everyone would return, we felt that the evening was a huge success.

**So, consider taking my advice and explore advertising on FaceBook. It just might pay-off!**

Two women met for the first time since graduating from high school. Asked the first one, "Have you managed to live a well-planned life?" "Oh, yes," said her friend. "First I married a millionaire, then an actor. My third marriage was to a preacher and now I'm married to an undertaker."  
"What do all those marriages have to do with a well-planned life?" Her friend replied, "One for the money, two for the show, three to get ready, and four to go."

## **BUILDING FOR TOMORROW**

- Excerpt from Handout by Caller Justin Russell, CALLERLAB Convention 2017

I graduated from the University of Memphis with a BA in Political Science and a minor in Sociology. I **vaguely remember but often tell a story of an experiment done with monkeys**. The short version goes like this... A group of scientists placed five monkeys into a room with a rope in the very center with fresh, beautiful bananas at the top of the rope. Every time a monkey tried to climb the rope the scientists would use a fire hose on the monkeys and blast them down until eventually all five monkeys just quit trying to climb the rope.

Then, the scientists started removing one monkey at a time and replacing him with a new one. Immediately the new monkey would see the bananas and try to climb the rope but the other monkeys would quickly pull him down. The scientists continued switching new monkeys with the old ones until the very end when all new monkeys are in the room. Without ever having water sprayed on them, they learned to never even try. If it was possible to ask the monkeys why they constantly pulled each other down, their most likely answer would be **"I don't know. It's just how things are done around here."**



Full disclosure – when I tried to look up this experiment recently, I found out it never happened. It was inspired in part by the experiments of G.R. Stephenson as well as certain experiments with chimpanzees conducted by Wolfgang Kohler in the 1920s. But the meaning is still relevant. **Too many times, especially in this activity, one enthusiastic volunteer will make a suggestion only to be told "that's not the way we do it"**. As we discuss different options, let's try to do it with an open mind.

**Over the past two decades, with the decline in square dancers, leaders around the country have created programs to try and revive the activity.** CALLERLAB created Target 2000 in the late 90s, the American Caller's Association (ACA) had a One Floor Dance. Nasser Shukayr, Jerry Story and the Rio Grande Valley Caller's Association created Square Dance ABC. You may have also heard about The Nest, the Multi-Cycle Program, and the Blast Class.

**The reasons for all of these programs is to recruit more dancers in the activity through a different system than the 30 year old "September classes" that lasts a year and takes people thru Plus.** In the late 90s, CALLERLAB spent over \$150,000 on market research. (These reports are available at <http://www.arts-dance.com>) The market research points to two key factors:

1. People do not like committing to yearlong classes and they do not want costumes. (That is what Top Spinners is trying to address.)
2. No one is really running towards Modern Western Square Dancing, but for the people who try it – they generally give positive feedback.

What if we could develop a program that met people's need of *Entertainment, Socializing, Exercise, Learning Something, Getting out of the House*? At Top Spinners, our #1 goal is to get people dancing! We are less focused on a class graduation, finishing the Plus List, or recruiting new officers.

**Beginner Series: Twice a year – September and February we start a 15 week beginner series.** My goal is 50 "Core" calls that you would see at most mainstream dancers. We leave out Thars, Spin Chain Thru, etc. The class dances from 7:00-8:00. For our first tip at 8:00, we dance at whatever level the beginners are at. As we go further into the 15 weeks, we ask them to stay longer with the club. Once the 15 weeks are over we tell them to dance every tip with the club. My job then is to slowly integrate the remaining calls into their vocabulary. This does present obstacles with out of town callers coming thru and State Festivals; however, I believe this is a better product for new dancers.



**About the Author** Justin Russell has been in the square dance activity since 2000, and in 2003 he attended his first Caller School in Tyler, Texas. Justin is an active participant in National Square Dance Conventions and CALLERLAB Conventions. His travels have also allowed him to call in over twenty states. Justin currently calls for Top Spinners in Eads, Pistols & Petticoats in Bartlett, and Cotton Pickin' Squares in Memphis. He travels when possible calling both Modern Square Dances as well as Beginner (Party Night) Dances. Justin is passionate about teaching new dancers about the activity.

## HASH TAG? WHAT IS A HASH TAG?

- Excerpt from “Facebook Primer” by Caller Scot Byars

Editor’s Note: To read all of the article, go to BC’s Region 5 website: <https://r5ccda.squaredance.bc.ca/Miscellaneous/facebookprimer.pdf>

Hash tags are free, and they make it easy for those who are searching for specific information to find that information. Erin just recently prepared lunch for us using mangoes and a special remolded sauce. In her post she placed two hash tags (#mango and #remolded). When you place them in the text of your message it works like a hyperlink on a webpage – that is, anyone who sees the hash tag and clicks on it will immediately receive any and all messages on Facebook with that particular hash tag.

Below is her post complete with hash tags:

“Prepared chicken tacos for lunch, with fresh mango, homemade guacamole, and homemade remolded sauce... wonderful! #mango #remolded”

All you have to do is click on either hash tag and every post and attached communication line that contains that particular hash tag will appear in order of placement. Another way to search for specific Hash tags is to place them in the search field at the top of the page and look for the dropdown selection that contains the Hash tag and again all will appear. Pretty cool!

To place a hash tag in your post, you have to use a pound sign (#) followed immediately by the search words that users may want to find. No spaces or any other symbols should appear. I will show several examples below:

DO’S

- #doghouse
- #funtimes
- #squaredance
- #myfriend
- #friedgreentomatoes

DON’TS

- #dog house
- #fun times
- #square dance
- #my friend
- #fried green tomatoes



The next step is to come up with the right hash tag that will draw the most potential new square dancers. You can use ‘#squaredance’ or ‘#newsquaredanceclass’, however, most people who are looking for what we have to offer have no idea that what they are looking for is Square Dancing! Again, they want all the benefits of square dancing, but have no idea where to find it. Here are some suggestions:

- |                |                    |                   |                 |
|----------------|--------------------|-------------------|-----------------|
| #newdanceclass | #music             | #teamsport        | #socialexercise |
| #danceclass    | #friendliness      | #danceteam        | #travel         |
| #health        | #fellowship        | #physicalexercise | #dancetravel    |
| #healthy       | #danceexercise     | #newfriends       | #dancefestival  |
| #exercise      | #memoryimprovement | #social           | #couples        |
| #friendship    | #improvement       | #socialize        | #singles        |
| #friend        | #brainworkout      | #meetnewfriends   | #families       |
| #fun           | #mentalexercise    | #meetfriends      | #familyoriented |

Here are some rules of thumb when working with hash tags/posts:

- Place no more than three hash tags in each post.
- Use responsive questions within each post to insure a response.
- Don’t repeat posts – find a different subject.
- Use humor to get a response.
- Attach pictures or videos to get prospective dancers’ attention.





## **IDEAS FOR GROUP/CLUB INTERACTIONS AND CLUB ACTIVITIES**

### **- Excerpts from Articles by CALLERLAB Social Connections Committee**

*Editor's Note: For more articles, ideas and examples of building social connections within a club, go to CALLERLAB's Knowledgebase website, and click the heading "Social Connections". <https://knowledge.callerlab.org/>*

In late 2021 the Social Connections Committee ran a contest to solicit ideas to promote social connections and bonding in the square dance activity. The responses often included many valuable thoughts and ideas covering a range of topics. The ideas have been grouped into the following subject areas: New Dancer Sessions, Social Media, Group/Club Interactions, Dances, Club Activities, and National Outreach. All the ideas are presented in an omnibus document which you can view at <https://knowledge.callerlab.org/ideas-fromsocial-connections-contest-1/>.

- 1. Square Dancers are the bricks of a square dance group. Social aspects are the mortar that hold everything together.** One of the more important things is when dancers become good friends with at least one other dancer or couple in the group, and if possible, friendships with several couples. **Dancers will come to dance with their friends irrespective of their enjoyment of square dancing.**



**The team aspect of dancing together as a team makes friends.** New dancers friendships are usually based on common interests. The dancers should be encouraged to talk about their interests outside of square dancing. An easy way to start a conversation is to have **everyone come to a dance in the costume of their favorite recreation other than square dancing.**

- 2. In classes, work on the team aspects of square dancing.** This will mean using correct timing in the delivery of the calls. Tell the dancers the correct number of steps each "basic" takes. You will see many of them counting their steps.

**Emphasize team success.** The ability for all the square to finish the dance routine together. Cheer for your team (square) when you succeed. Square Dancers want to look good when they dance. Teach them how. If you are an experienced dancer, teach other dancers what is good styling. Good styling goes hand in hand with good timing. Have a continuing education attitude. Workshops may work well. Dancers want to do the dance routines right. Don't hesitate to walk through dance routines that may cause difficulties.

- 3. Start every dance with something special. End every dance with something special.** It can be a special dance. It can be shaking everyone's hands. It can be anything. Something like Scatter Promenade for the last dance works well. If you can, provide an area where people can be comfortable when they take a break from dancing. This should be an area where they can talk without interrupting the dancing. If necessary, have them exit the hall where the dancing is taking place. Find ways to mix people.

- 4. Mixers are good because almost everyone can do them.** Anything danced in a big circle also works. Consider doing some simple line dances during breaks. There will be several subgroups that will form in any square dance group. Some dancers will move around several of these subsets. Don't worry about this. As long as they are mixing sets they are being part of the whole group.

- 5. Club members should be encouraged to participate in activities outside of the square dance.** Potluck suppers can be scheduled or going out to dinner before the dance. Dancers sometimes need to be encouraged to go out for snacks or even drinks after the dance. Afterparties in a club member's home or even the dance hall can be scheduled occasionally.



**Utilize some of the other talents in the group.** Play some games that can involve everyone. Be careful when you do. Don't do anything that will cause someone to become embarrassed. Attending sport events as a group or going to a theater production work well. Some groups may like to camp out. Put on a club picnic or a progressive dinner. Pick an activity and encourage members to attend.

**6. Care about those who may become ill or have other reasons for missing a few dances.** Keep them in contact with the group. Tell them what is happening. Tell them you miss them. Encourage them to come to the dance and just visit until they dance once again. If you can find someone who is willing, put out a monthly or quarterly newsletter. It doesn't have to be fancy, just informative and include as many club member's names in each newsletter as possible. Send get well cards if needed. Call your square dance friends and go out for coffee at times other than dance night. In this age of cell-phones, text them and tell them they are missed. Snap a picture of who was there and send it to them.



**7. The following is an example of the social activities of one club:**

- Members are encouraged to sit by/with and interact with visitors and new dancers at our dances.
- Encourage Angel (experienced dancer) support at your new dancer program.
- Have a Mentor program, where club members (who volunteer to do so) basically adopt a new couple. The Mentors are responsible for attending all classes and dancing with their mentees. Call them once a week, bring them to any "outside of the dance" club activities, and if they miss a class, the Mentors get together with them to catch them up, etc.
- Have a "Dinner Night Out" once a month at different restaurants in town.
- If one of your members performs or participates in a community activity, encourage the club to attend as a group; then go out to dinner after.
- Have a theme for every dance and support the theme with dress and decorations.
- Have Club Picnics or Progressive Dinners once or more a year.
- When the home of a club member is available near an event, invite everyone to meet there for refreshments and fellowship before or afterwards.
- If your club is an active banner participant, encourage visitations to other clubs in the area.
- At the end of the dances, all members and visitors form a large circle, saying, "Thank You!"
- Zoom meetings can be held if a dance or event is canceled due to weather or other circumstances. Use the theme that had been chosen for that month's dance. Dress and share stories that have to do with that theme.



**8. Public pancake breakfasts.**

**9.** The two clubs I was instrumental in helping gain new members. One club was between two country towns, and they put on **Friday evening street dances**, alternating between the towns. Two to three hours dancing included getting interested viewers a chance to join in, learn a few basics and dance. **They also had floats in local parades.** The second club put on dances at the local VFW, and participated in the city festival with a float in the parade. These events put Square Dancing in front of hundreds of spectators, and resulted in building club membership.

**10. Club Activities (non-dances)**

- Camping
- Club garage sale.

**11. As always, the typical dancing in the swimming pool, in an elevator, at a restaurant, in the mall. Also, themes for dances** such as Halloween, Christmas, New Years, Elvis, 50/60's, Big Band, etc. Progressive dinners, potlucks before the dance, meeting at a restaurant before the dance. Nothing new actually.

"I want you to eat regularly for two days," the physician directed his overweight patient, "then skip a day, and repeat this procedure for two weeks. The next time I see you, you should have lost at least five pounds. When the man returned, he had lost 20 pounds. "You did this just by following my instructions?" the doctor asked. The patient nodded. "I'll tell you, though, I thought I was going to drop dead that third day." "From hunger?" "No," replied the patient, "From skipping."

## **SUCCESS WITH SSD (Social Square Dance Program)**

- Excerpt from Scott Brown's post, March 7, 2022, SSD Public FaceBook Page

<https://www.facebook.com/groups/319491818505954>

I realize that I haven't posted anything here in a while. **Since my last post in this group, we have been very busy here in Western Pennsylvania.** The SSD Community in our Tri - State corner continues to grow, with new dancers joining all the time. I wanted to take this time to provide a bit of an update from our community.

**The SSD Community in our region, now consists of around 14 squares of dancers across four clubs and we are currently in the process of opening a fifth group soon.**



Callers Scott Brown (in black) and Lisa Minton (black cowboy hat) are on the LHS.

**We have multiple dancers of all ages who are learning how to call.** In fact, this Saturday, we will be having a callers workshop with CALLERLAB Accredited Caller Coach: Ed Foote.

Also, while it is encouraging to see callers and dancers across the country using SSD to rebuild their own groups, **the need for training new callers is more important than ever.** As the activity grows, more callers will be needed to sustain that growth.

Attached to this post are some recent videos and photos of the Dip N' Dive Square Dance Group in Steubenville, Ohio. Some of the people in these videos are brand new, just in the last week.

## **WHEN YOUNGER DANCERS COME**

- Excerpt from Lisa Minton's Post, SSD Public Facebook Page

In response to the questions about how we get so many young people, I am posting the following ten guidelines that we follow regarding SSD. Remember, it's not about a list of calls.

1. Provide a safe and welcome environment for everyone and all ages.
2. Provide them with quality entertainment and dancing.
3. Get them dancing as soon as they walk in, encourage them to stay and dance the night, and return next week.
4. Encourage them to bring their friends, family, or anyone else they think might want to try it, anytime.



5. Stop calling them students, newbies, greenies, or any other isolating term and refer to them as dancers, or new dancers.
6. Let them form their own social structure, and dance with whoever they choose. Do not assign partners or squares, just encourage them to get up and dance when the music starts. Respect them individually and don't try to make them see things the way you do.
7. Stop asking them how old they are, telling them how cute they are, or saying how nice it is to see young people square dancing. They are not museum pieces or pets – they are people. Treat them like any dancer you meet, regardless of their age or size.
8. Get to know them as people, learn about their interests and hobbies so that you understand their social needs, and what they want from a social activity.
9. Let them dance. They are not there to bring refreshments, serve as officers, run the club, or pay dues. They are there to dance, enjoy themselves, make friends, meet a partner, get their exercise, and just pay their money and have fun.
10. Let them know they are more than just dancers, they are part of a movement to rebuild and preserve a part of the American cultural legacy for future generations. They are also part of a new and growing SD counterculture that is cool, strong, inclusive, modern and separate from the negative stereotypes sometimes associated with traditional square dancing.



### **THE LIGHTER SIDE OF DARKNESS - by Dee Jackins**



*Dee is an avid square and round dancer and enjoys writing. She shares the lighter side of some of her experiences, challenges and near disasters as a sight impaired person. See issue #2015-6 for her complete story under "Chatter Close-up".*

**Parasailing has always piqued my interest since our camping days back in the late 70's.** One year while visiting the Shuswap Lake area, the opportunity to take part in this exciting ride had finally arrived. My sight had already deteriorated but I was more than willing to take on this challenge. Instructions were given and two guides held the parachute until I was airborne. The main warning was to watch the coiled rope on the beach in front of me and when it began to unravel I had to immediately run towards the lake, otherwise I would be dragged on the beach into the water. It was so quick - three short steps and I was airborne! What a wonderful feeling and such a gorgeous view of the beautiful scenery, the sound of silence and the freedom of floating in mid air. In the middle of this fantastic trip, the motor boat would reduce his speed until your feet dipped in the water on its descent and then suddenly pour on the power which sent me soaring into a breath taking leap toward the sky. What a pleasant experience; sure glad I gave it a try.

**The Hot Air Balloon Ride took place after my vision was gone.** It was a cool summer morning; the skies were clear and no wind to speak of. We were given our safety instructions and we took off to tour the south end of Calgary. The guides did a wonderful job of describing our trip over the communities and many tourist sites. We were not assigned to any particular area on this air balloon but to be prepared to get good footing when warned of any turbulence. Another breathtaking scene, even though I couldn't view it, they described it in every detail. This Balloon Ride is so smooth, refreshing and the sound of silence is certainly golden. As we passed a group of tall fir trees, the guide took my hand and put it around the very top of the tree. "Hang on to this until it breaks off, it's the very tip of this 50 or 60 foot tree." It makes a nice souvenir and quite unique. When we glided down into a spacious park, they greeted us with a cool glass of bubbly champagne to celebrate our successful trip. It was a great way to start the day.

**Welcome to my World! The time had finally arrived to gather a group of good friends and reserve a table for dinner at the "Dark Table".** We didn't know what to expect so when we arrived at this restaurant in downtown Calgary, all seemed normal until we were invited to sit down at the bar in the lobby. The receptionist informed us we were to give her our order here as she handed us our menus, as there are no lights allowed in the dining area. Our coats, purses and especially i-Phones were to be locked up in the locker behind us. After completing our drink and dinner choices we were instructed by our blind waitress on the procedure to enter the dining area - left hand on the shoulder of the person ahead of you. One long line and do not wander to the sides. After feeling around for our chairs and were seated, the waitress brought



our drinks to the table and set them in front of everyone who replied "here" with no hesitation. The first remark heard after we settled down in the dining room was, "This is darker than dark!" My immediate response was, "Join my world!"

I extended my hands to feel around and found that there were no salt and pepper shakers, no extra frills of any kind, just heavy glasses of water and cutlery with a napkin. I have to admit I did find someone's glass of wine. I knew it wasn't mine so I warned her that it was in a bad spot - right in my line of fire to pick it up. Poof! Just like magic, it was gone. When dinner came, our waitress did a fantastic job, setting down these plates directly in front of each person with no guidance whatsoever. Here are some of the comments heard as we ate our dinner.

- "How do you find your food on the plate using the clock method?" (This one had to be defined, in most cases they are not facing the same direction as I am, so I always ask, "Your time or my time?")
- "My fork had no food on it for at least six times"
- "I'm closing my eyes, it's too straining to keep them open in this darkness and I must concentrate on the surprise salad and surprise dessert."
- "I don't know if I finished my salad. This fork is hard to maneuver and I can feel food dropping on my shirt or lap just about every other bite."
- "I call this 'Dee's Revenge' to bring us into her world of darkness for a short time."

It was a most enjoyable evening, with lots of laughs as they experienced a little bit of my world. I was told that they appreciated my ability to face this every minute of every day in this world of darkness. What a night! It certainly made a wonderful evening. Give it a try sometime - it's a whole new experience.

### **KELLY'S KORNER - by Kelly Thompson**

*Kelly started square dancing in 2016 after being coerced by his sister. He admits that he would have never walked into the club on his own. He has since found a whole new way of looking at life, a community of new friends and personal confidence that didn't exist before.*

### **COME TOGETHER**

**As I was figuring what to write, the song "Come Together" by the Beatles came to my mind.** Written by John Lennon and released in 1969, the song seems to be about a trip on LSD, but Lennon was also outspoken against the war in Vietnam. I can't really make sense of the song although there are a few phrases used that might apply to us today.



**I think we all know the last couple of years have been a war against square dancing** and with current events, a genuine war has started to grab all of the headlines. Overall, the situation isn't much different than it was in 1969 when the Beatles released this song. The song states at one point "we got to be free". The restrictions over the last few years have definitely stepped on our toes of freedom. It is only now we are starting to be able to "Come Together" in the freedom we have enjoyed in the past.

**We had an open evening of dance with the same number of new people (30) as regular members.** , As I looked at the demographics of the people all having fun, it was quite a mix of people coming together. There were different cultures and especially different age groups represented. The all-inclusive fun-filled night is, I think, what John Lennon was talking about as much as anything. We need to be together, and it is by being together we remain free in the world we live in.



I don't think the square dance experience is quite the same as Lennon's trip on LSD but most definitely the evening ends with the participants on a high of some kind. It is well worth the effort to be a part of the program, but I think we have always known that. It might be simply my own opinion, but I think the words "Come Together" from the song which was number 1 on the charts, still fall short of more important words. Number One in my books are the words "Square Up".

**So, let's come together, so we can square up, and most importantly, have FUN!**



## WARM-UP TO THE 53<sup>rd</sup> ALBERTA DANCE CONVENTION!

### Calling All CALLERS!

The Square & Round Dance Instructors Association of Alberta (SRDIAA) is hosting a FREE two-day Callers Seminar prior to Convention, INCLUDING a FREE Mainstream Square DANCE called by the seminar participants.



**WHEN:** Thursday SEPTEMBER 1<sup>st</sup> TO Friday, SEPTEMBER 2<sup>nd</sup>, 2022 – 3 Sessions  

- Thursday - 10 am to Noon; 1:30 pm to 4:30 pm; Friday - 10 am to Noon
- FREE Dance:** Thursday – Pre-Rounds 7pm, Mainstream: 7:30 to 9:30pm. Callers attending the seminar will call the dance.

**WHERE:** LACOMBE – same place as Convention, in Round Dance Hall. Kozy Korner, 5024 – 53 Street.

**SIGN UP:** No Charge! Pre-register ASAP to Dave Littlefair, SRDIAA at [davidmlittlefair@gmail.com](mailto:davidmlittlefair@gmail.com) or call/text Dave at 403-620-5131.

**PRESENTER:** Joe Uebelacker has been calling for over 50 years, having called in every U.S. State except Alaska, seven Canadian provinces, overseas in Europe and the South Pacific. Calling and teaching Beginner Level through C3B, Joe has recorded for Grenn records and published caller’s notes, Joe has also conducted caller schools, led caller clinics, and mentored many callers around the world. Married to Gail, they now summer in Cochrane, Alberta calling on Zoom and winter in Long Key Florida, calling for Long Key Squares.



### Calling All DANCERS!

**REFRESH** your dancing skills, and help our Callers do the same!  
Attend the FREE DANCE on Thursday, September 1<sup>st</sup>  
Kozy Korner, 5024 – 53 Street, Lacombe.  
*Pre-rounds 7pm; Mainstream 7:30-9:30pm*



## 53<sup>rd</sup> ALBERTA DANCE CONVENTION



*Back on Track*

### September 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup>

Before JUNE 30: Adult \$65/Youth \$50

**For Information & Registration:**

[www.SquareDanceCalgary.com](http://www.SquareDanceCalgary.com)

*Get on Board*

*Ride the Rails*



## This Train’s For You – Lacombe 2022!