

# LET'S SQUARE DANCE

December 2021 : Volume 68 : No 12

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## *EDITOR SAYS.....*

It's great to see a number of reports of Club activities again - the magazine looks a bit more like a Square dance publication again ! Please keep your articles coming in.

No Clubs sent in Christmas Greetings, so it's just up to me to wish all of you a Very Happy Christmas and a Dance-ful New Year



## **PRESIDENT'S MESSAGE**

Hello

It is very pleasing to hear of so many of you getting back to dancing. I am sure that many of you, like me, were a little apprehensive wondering about the extra precautions and whether you would remember the calls. I found that once I started I was quickly dancing, with only the occasional memory blank (nothing new there then!), and that as long as I remembered my cup and to use hand gel after each tip everything fell into place although now the colder weather is here I will have to wear an extra layer.

I would like to take the opportunity to thank the two BAASDC Service Personnel for their work over the last few months.

Peter Wright, the LSD Editor, has worked tirelessly throughout the pandemic to ensure that we had our monthly magazine, and over the last few months took on the extra responsibility of distributing it.

Malcolm Girdler, the Webmaster, only took on the role a few months ago, but judging by the comments I am receiving, you are appreciating his efforts in making the website more user friendly.

Thank you to you both.

At a recent Council meeting we decided to withdraw, with immediate effect, the advertising and graduation grants. Over the last two years BAASDC has paid the Club insurance premium and we felt that, at this time with rising hall costs and reduced numbers currently dancing, we should use our funds for the benefit of all clubs. Applications already received will be honoured.

At present two people have volunteered to sit on the working party to review the Constitution. Ideally I would like one or two more people. Please consider if this is a way you can help.

Finally I would like to thank all those dancers who have sent me their best wishes.

Season's Greetings on behalf of the BAASDC team.

Thank you

*David Eagland*



### **Amendments to Clubs' Directory.**

The following amendments to the Directory have been notified.

Page 4. **Gloucestershire.** Delete Wednesday P (Cheltenham Swinging Squares)  
Add: Monday P Cheltenham Swinging Squares with Corinium Squares  
Peter Wright 01242 526823

Page 5. **Suffolk** Delete Sunday Whirl and Twirl

Page 10. Delete Cheltenham Swinging Squares Wednesday Plus entry.  
Add: Cheltenham Swinging Squares with Corinium Squares Monday  
**Plus** John Boxall and Peter Wright Meet: 2 to 4pm at Elkstone Village  
Hall GL53 9PB  
2nd and 4th Mondays, Contact: Peter Wright 01242 526823

Page 11 Add: Corinium Squares with Cheltenham Swinging Squares Monday  
**Plus** John Boxall and Peter Wright Meet: 2 to 4pm at Elkstone Village  
Hall GL53 9PB  
2nd and 4th Mondays, Contact: Peter Wright 01242 526823

Page 18 Village Squares: Amend venue to: Barlaston Village Hall

Page 18 Whirl and Twirl. Delete Sunday entry

### **Amendments to Directory**

Clubs' Secretaries please note: any amendments to your Club's details should be notified to the BAASDC webmaster at [baasdc.web@gmail.com](mailto:baasdc.web@gmail.com). He will then make the necessary changes to the Clubs Directory and will notify the LSD Editor so that the details can be put into the magazine.

Notification of, or amendments to Events should also be sent to the webmaster at [baasdc.web@gmail.com](mailto:baasdc.web@gmail.com).



# Chuckle Zone

## **A few 'one-liners' this month.**

Did you hear about the fellow whose entire left side was cut off?  
He's all right now.

A bicycle can't stand alone; it's just two tired.

The guy who fell onto an upholstery machine last week is now fully recovered.

He had a photographic memory, but it was never fully developed.

When she saw her first strands of grey hair, she thought she'd dye.

Acupuncture is a jab well done. That's the point of it.

I didn't like my beard at first. Then it grew on me.

Did you hear about the crossed-eyed teacher who lost her job because  
couldn't control her pupils?

I stayed up all night to see where the sun went, and then it dawned on me.

I'm reading a book on anti-gravity. I just can't put it down.

What is the best thing about living in Switzerland? Well, their flag is a  
big plus.

I just found out that I'm colour blind. The diagnosis came completely out  
of the purple.

I plan to live forever - so far so good.

I have kleptomania, but when it gets bad, I take something for it.

I'm in good shape. - Round is a shape.

A penguin went into a pub and walked up to the bar.

'What can I get you?' asked the barman.

'Actually, have you seen my brother?' asked the penguin.

'Hm', said the barman, furrowing his brow, 'What does he look like?'

## Musings from your Public Relations Officer December 2021

As you read this, I shall be one of the lucky ones, (fingers crossed that the paper work was in order) lounging about or dancing to Paul Bristow and Bronc Wise or swimming in the sea in Gran Canaria.

With an enforced hiatus due to C.V. my Travel Insurance had lapsed, so I made some calls much preferring to 'talk' to someone and not complete yet more forms. The first call for a quote was straightforward but the second was anything but simple. The operator, whom I shall refer to as Operator X was keen and delightfully friendly. Perhaps in no small way due to the fact that he would receive commission should a transaction take place.

The quote was proceeding at a leisurely pace when he mentioned Winter Sports Cover, did I need it? Pointing out that the only exercise that I intended to do was Square Dancing his ears pricked up and the conversation continued apace.

OX so you will need extra cover for dancing?

ME no we just dance at our hotel

OX please hold as I must consult my colleague

ME I have always had Travel Insurance with your company and have never been asked about this before?

OX I have found out that you will be insured under the Category :  
Dancing: Ballet !

ME 'You cannot be serious' (yes I know Mr. McEnroe would be so proud)  
I can assure you that I have never done ballet and certainly have no intention of taking it up now, you do know how old I am don't you?  
So what about Ballroom and Round dancers Belly Dancers Bollywood and Break dancers. Not forgetting House, Punk, Disco, Rave and Electric boogaloo, shall I go on? Don't you have categories for them?

OX Well here's what I can do for you, I'll write a note to the effect that you will be Square Dancing OK ?

ME So when I make a claim there will be no problem then? Are you sure?

Suffice it to say that I didn't take out a policy with his company. But don't get your hopes up, you won't be seeing my Pirouette, or Arabesque and definitely not my dancing partner Alan and I performing our 'Pas de Deux' - at least not in public !

Must close now as I'm off to buy a Tutu and some Pointe shoes !

'Let's make Square and Round Dancing great again !



*Susan Ellis*

## North West and Lakes weekend October 8<sup>th</sup> & 9<sup>th</sup> 2020

jointly organised by Lune Valley Ocean Wavers and Chain Reaction SDC

The clubs Birthday and our big weekend dance organised jointly by Lune Valley Ocean Wavers and Chain Reaction clubs took place on October 8<sup>th</sup> & 9<sup>th</sup>. This was our first dance for 2 years after club closures in 2020 and there was real concern we might have a bit of a problem attracting dancers.

Friday night was a mainstream and plus evening ( with an A1 & A2 star tips) called by Di Green and Terry McCann but as Paul Bristow arrived early the three of them called the whole evening between them.

Saturday afternoon was an A1/A2 dance, Saturday evening was mainstream & plus and again the 3 callers shared the calling.

Numbers were definitely down on the last weekend ( 2019 ) but the calling and dancing was up to the usual superb standards from Di, Paul and Terry and everyone said they'd had a great time.



Due to lower numbers there was a worry the weekend would make a financial loss but thanks to those that did turn up and the generosity of raffle ticket purchasers we made a small profit which will ensure the event continues next year. The callers are booked, the venue is booked and the event will be on Friday, Saturday, Sunday October 7, 8 & 9<sup>th</sup> next year.

A big thank you to all those that supported the event this year and especially to all those that helped over the weekend, making tea, cakes and donating raffle prizes.

On Monday evening after the weekend dance the usual Lune Valley club night had a birthday themed evening for the SSD dancers hosted by Trevor Day. Some dancers dressed in more traditional square dance attire for this special occasion and we had some visitors from Yorkshire who had stayed over after the weekend.

*Brian & Carol*



## Steeple Steppers 35<sup>th</sup> Birthday

What a wonderful evening we had at the Steeple Steppers 35th Birthday Dance , a great evening of both Mainstream and Plus dancing. Emma also included a tip for our student dancers attending to watch and learn! Thanks to Emma Horsfield and Robert Hurst for the superb evening of calling and thanks to the "Team" for the organisation of it. Lovely to see so many "old" friends back dancing at a special dance



after all this time. Hopefully goodbye COVID and Hello Square Dancing.

Steeple Steppers meet at Lowdham, Nottingham, on Sunday evenings. Please contact secretary Hilary on [hilary.sentence@btinternet](mailto:hilary.sentence@btinternet) for more details.

*Pam*

## Joint Venture

During the Covid shut-down, Cheltenham Swinging Squares and near-by Cirencester's Corinium Squares both lost their Plus nights (for different reasons).

When we started dancing again, the two Clubs decided to try a joint Plus arrangement and found a little Village Hall exactly halfway between the two towns. It was decided to try an afternoon arrangement as both Clubs had members who disliked travelling at night.

At our first session on the afternoon of Monday November 8<sup>th</sup>, twenty-three dancers turned up (with a number of temporary apologies) and enjoyed an afternoon catching up with plus moves that they hadn't used for a long time. Most people 'car shared' as the parking at the hall is very limited, but there seemed to be no problems.

The joint group will meet on the second and fourth Mondays of each month, with John Boxall and Peter Wright calling on alternate sessions.

*Peter Wright*



## HAPPY BIRTHDAY HOGSMILL SQUARES - 10 YEARS OLD

Way back in 2011 when Granville and Wendy first posted the idea of starting a Square Dance Club in KT19 - a suburb in SW London - there was much scepticism. No clubs within an hour's journey - would people like it - could it be sustained? Well, 10 years on, 3 dance sessions a week see over 100 dancers regularly attend and get put through their paces by Granville and Ian. So, the answer is yes - Square Dancing is alive and kicking in KT19.

So on **Saturday 23rd October** we held our Birthday Party and what fun we had. In the afternoon (from 3pm) we danced at the new Social Square-Dancing programme where 50 dancers - many dancers for the first time attending a 'Big Dance' with suitable attire. One of the highlights was, two 90-year-old dancers laughing and dancing to 'Young Girl' a testament to the Square-Dancing Activity keeping brain and body young. At 5.30 we were joined by friends from other clubs, some making a 130-mile round trip to celebrate with us for Pot Luck and cutting of the Cake. The evening session of Mainstream and Plus again saw 50 dancers enjoying the dancing and mixing with friends in a way we didn't think would be possible a year ago. Visitors were there from Activ 8's, All Square at Zero, Cuffley, Lazy River, Lister, Travaux Twirlers, Tudor Squares, Waggoners, Waterside and Worthing.

The club has grown and has a real family feel to it - the hall was set up and cleared away by many who also help during the weekly sessions. A real Square Dancing Family.

During the Interval Granville and Wendy were presented with flowers and a card. The picture on the front cover shows Granville and Wendy cutting the cake and below shows dancers from the afternoons social square dancing session.



Here's to the next 10 years.

*Ian*

### **Bonfire Night Celebrations.**

Suitably robed, members of Steeple Steppers Square Dance Club served nearly 50 jacket potatoes to eager dancers at the November dance. The number who couldn't make it on the evening seemed to match the number who came up hopefully with plates for the "spare spuds."

Food always seems to encourage dancers, and we had 5 sets on the floor when our students were dancing. Our caller, Emma Horsfield, was on tiptoe trying to see what the set at the rear of the hall were doing.

Particular thanks to Kay and Mike who sorted out the fillings orders. (Beans missing from photo. Note pans on cooker.)

*Hilary Sentance*



## The Southport Weekend

From Friday November 19<sup>th</sup>, to Sunday 21<sup>st</sup> was (we think) the 11<sup>th</sup> Southport Weekend at the Prince of Wales Hotel. Seventy-five dancers gathered to enjoy the calling and cuing of Brian Summerfield, Paul Preston and Amy Richardson. It was great to get back together again after the long break due to Covid.



Fifteen Clubs were represented, but it was noticed that the only club banners to be seen were from The Allemanders, Blue Diamonds, Cheltenham Swinging Squares and Corinium Squares. That's just four out of fifteen ! Where were all the other banners ? Is this a tradition that we're losing ? I can remember - it only seems a few years ago - when the hall at a Saturday night dance would be festooned with banners proudly brought along by all the visitors.

*Peter Wright*

## Introducing BAASDC's New Council Member - Roy Evans

Hi Everyone

I'm Roy Evans, new BAASDC Council ordinary member. I'm Married to Elaine. We live in New Quay Wales.

We dance at Aeron Valley Diamonds which we organise.

Elaine & I started dancing in 1983 at Stourbridge in the West Midlands, where I served on the committee for a number of years

We also danced "A" at Phantoms and A & C at A-C Reelers where we were founder members.



We moved to Wales over 20 years ago, where we were fortunate to find a small club who had just been deserted by its caller. Aeron Valley Diamonds has remained a relatively small club as we are situated in a rural area with sparse population. Our club has been well represented throughout the UK by our members travelling to dances and weekends. We have also run our own successful weekend for many years, supported from dancers from far and wide, for whom we are most grateful.

I am pleased to be part of the BAASDC which, until the advent of Zoom meetings, was impossible due to the long distance I would have to travel to meetings.

I would like to contribute some new ideas and practical help to try and revive and develop Square Dancing from its present doldrums.

It is a passion and a hobby Elaine & I have enjoyed for many years, introducing us to so many friends both in the UK and internationally. We have enjoyed many great fun times at home and away.

I am here to represent everyone concerned with Square & Round dancing not only in Wales but the whole UK. so please feel free to get in touch with any ideas, suggestions or requests you may have.

Finally, I am sure that the Council, new and existing members, will cooperate and work well together to achieve goals to advance the objectives of the BAASDC.



me  
West

also

SDC

Roy

# Caller's Corner

By PAUL BRISTOW (CALLERLAB Accredited Caller Coach)

# UK CALLER TRAINING FOUNDATION

## What is the Difference between "Timing" and "Tempo"?

Have you have ever danced to a Caller and felt that the Calls are coming too quickly? I am not referring to where the music the Caller is using just "feels fast" - because of the way that it has been recorded - if this is the case it will be just as easy to Dance to the Calls, as it will to a slower feeling piece of music. The situations to which I refer would be either when the music is being played too fast - or - when the Caller is using what is known as "Clip Timing"; my question asks: "Tempo and Timing what is the difference"?

**TEMPO** is the term used to describe how fast the music is being played, this is normally expressed in terms of the MBM (Metronome Beats per Minute); Dancers use the music by putting their foot down on each of the Downbeats, which is what are counted when measuring MBM. Historically, the acceptable range of MBM was 128 to 132. Nowadays Callers tend to use 128 as a maximum and may reduce the speed a little; in my opinion doing this is not really a great idea - 126 could be okay (if the music feels really fast), I could live with "124" - but I would prefer not to run this slowly; this is just my opinion.

**TIMING** is far more complex - but is the primary reason for the Caller's Calls feeling as though they are coming too fast. There are three elements that comprise "Timing":

**COMMAND TIME:** The number of beats of music that it takes to deliver a Call; "every Call should be delivered in two beats" - is the maxim that we use; this works if Callers use the correct name for each Call e.g. "Veer Left" is correct "Veer to the Left" is wrong (too many beats). However, how do you say "Spin Chain and Exchange the Gears" in two beats? The fact is that it is the important part of every Call that must be delivered in two beats; the words "Spin Chain" are enough to tell the Dancers what must be done over the first few beats "and Exchange the Gears" will be spoken while the Dancers are moving, thus the Caller can deliver the Call information that is required in two beats.

**EXECUTION TIME:** The number of beats of music that it takes to Dance the Call; lists of the correct beat count for every Call are provided by "CALLERLAB" - the International Association of Callers, based in the USA. Every Caller has access to these lists either via their Caller Associations or by direct reference to the "CALLERLAB" Web-Site.

**REACTION TIME:** The number of beats of music that it takes to "React" to any of the Calls that a Caller may use; this sits between "Command Time" and "Execution Time" it is the most "Variable" count - and can only be determined accurately by Callers who are skilled in watching the Dancers on the floor (Callers that "read" choreography will NEVER get this right, as it changes from Square to Square and from Tip to Tip); there are many things that might affect "Reaction Time", these include: Dancer Ability, Acoustics, Time of the evening, available space etc. etc. Callers who are skilled in watching the Dancers on the floor will realise when it might be necessary to allow more time (and - if needed - to add a few additional instructional "reminders" to ensure "Dancer Success").

128 MBM is in my opinion the best; although a little slower will be okay. Slowing down the Tempo will not make it easier to dance, as it will not have any real effect on Timing!



## Six of the Best

Reviews of Square Dance releases  
from other labels by

**PAUL BRISTOW**

(owner and producer of *STING & SNOW* records)



### **Making Whoopee ~ Masumi Nishinaka**

Rhythm International RI 956 (Original Artist: Eddie Cantor)

A Jazz/Blues song, first made popular by Eddie Cantor in the 1928 musical "Whoopee!" - Gus Kahn wrote the lyrics and Walter Donaldson composed the music for the song; as well as for the entire musical. The song tells the tale of courting and marrying and then mentions the responsibilities that will (and the problems that might) ensue from these actions! A great piece of music, featuring Masumi Nishinaka from Japan on the vocal!

**Mainstream Figure:** finishing with: *Swing Thru Boys Run, Bend the Line Right and Left Thru, Pass the Ocean, Boys Cross Fold, Swing and Promenade.*

### **I Don't Want a Lover ~ Andrea Braun**

Shindig SP 1139 (Original Artists: Texas)

The debut single of Scottish band Texas, from their first album, "Southside" (1989); it was written by Johnny McElhone, Sharleen Spiteri and became a top-ten hit on the UK Singles Chart, reaching the top ten of the charts in many other European countries. The story of the song is in the lyrics, which say: "I don't want a lover, I just need a friend"; very good music from Shindig, supported by an outstanding vocal from Andrea Braun.

**Mainstream Choreography:** finishing with: *Chain Down the Line, Pass Thru Wheel Around, Two Ladies Chain, Star Thru, Dive Thru, Square Thru Three.*

### **Looking For Freedom ~ Christian Sorge**

SquareRhythmic SQR 501 (Original Artist: David Hasselhoff)

A song written by German music producer Jack White, originally released in 1978 with a vocal by German singer Marc Seaberg. In 1989 it was re-recorded by David Hasselhoff (of Baywatch and Knight Rider fame) as a single from his album of the same name and became incredibly successful throughout Europe, becoming an "anthem" to celebrate the fall of the Berlin Wall! Good music; Christian Sorge provides a very effective vocal!

**Mainstream:** *Promenade Half, Star Thru, California Twirl, Right and Left Thru Rollaway, Touch a Quarter, Boy Run, Slide Thru, Eight Chain Two, Swing.*

### **All I Want for Christmas Is a Real Good Tan ~ Randy Dibble**

Lou-Mac LM 331 (Original Artist: Kenny Chesney)

The Title Track from the seventh studio album by country music singer Kenny Chesney, released on October 7, 2003; the song was written by Paul Overstreet. The rest of the tracks on the album are Christmas tunes, presented with a "Tropical flavour". Lou-Mac have done a great job capturing the feel of the original, Randy Dibble does a terrific job on the vocal; it is really great to see some new Christmas Square Dance Singing Calls!

**Mainstream Figure:** *Heads Promenade Halfway, Walk in Square Thru Four Swing Thru, Boys Run, Ferris Wheel, Square Thru Three, Swing Corner.*



**Don't You Just Know it ~ Corben Geis**

Silver Sounds SSR 389 (Original Artist: Huey "Piano" Smith)

The signature tune of American "Rhythm and Blues" Pianist Huey "Piano" Smith; it was released as a single in 1958 - credited to "Huey "Piano" Smith and The Clowns" - and it was written by Huey Smith and Johnny Vincent. This is a fun song - the tag line is: "A GOOBA GOOBA GOOBA GOOBA (GOOBA GOOBA GOOBA GOOBA) EH HE HE HE (EH HE HE HE)"! Great music and Corben really puts his heart and soul into the vocal!

**Mainstream Figure:** Heads Promenade Halfway, Walk in Square Thru Four Right and Left Thru, Veer Left, Ferris Wheel, Square Thru Three, Swing.

**Irish Eyes Smiling at Christmas ~ Jack O'Leary**

Riverboat RIV 1168 (Original Artist: Cliona Hagen)

Another new Christmas Square Dance Singing Call, recorded by Cliona Hagan who had appeared in 2009 as a contestant on the first series of RTÉ's reality talent competition: "The All Ireland Talent Show", where she took second place. To date she has released three albums and five non-album singles, of which this is one. Riverboat presents this with a Swing Rhythm, using some top quality instrumentation and a great vocal by Jack!

**Mainstream Choreography:** Square Thru Four, Swing Thru, Spin the Top Right and Left Thru, Flutterwheel, Boys Walk Across, Swing and Promenade.

Hear and buy all the newest Square Dance releases - by "clicking" on "Recent Additions" at:

**www.musicforallers.com**



web-site - web-site

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December **STING RECORDS** Releases:  
(from the 2019 and 2020 Editions of Sting Productions Ambassador Club)

**STING 22004 Five O'clock 500 (Mike Davey)**

(one of three extra new tracks from Alabama's 1998 hits album: "For The Record")

**STING 21951 Pork-Pie / Milk Stout (Double Sided Patter)**

**Ambassador Club 2011 Edition (17 tracks) - now available for \$35**  
**Special prices for tune bundles can be found on our Web-Site/Shop**  
**10 (or more) at \$6.00 each - 20 (or more) at \$5.50 each - 40 (or more) at \$5.00 each**

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## The Square Dance Caller's Club of Great Britain

www.Callersclub.uk

### THE END OF A DIFFICULT YEAR - BID WELCOME TO 2022



Are we really coming to the end of this year at last? Normal service is being resumed in lots of places and those coming out with the virus are not suffering so badly as before, now we are mostly protected by the wonderful vaccinations.

Now we will be able to look back from future years and realise the wonders of medicine and the dedicated service of nursing staff and doctors who protected us. Think how our lives have been saved from suffering the way people would have done in previous pandemics.

This is a part of the world's history now and those of us who have survived must work hard to ensure that Global Warming doesn't inflict even worse catastrophes on us and the wild life that surrounds us.

Square dance parties are already being planned leading up to the Festive season. The three clubs we are associated with are again holding a club night party at the home of Share a Square. This club is about the same distance in two directions from New City Squares and Heyford Hoofers and as we are involved with all three it's a lovely way to celebrate together.

Do any of you plan a similar party with your neighbours?

Are you planning your next year's holidays too. I hope you will take special care whilst holidaying with different groups of people around you even if they happen to be square dancer too.

In many parts of the world square dance communities are planning to start afresh with new ideas. Planning for the future and a healthy, fun, activity. Try to recruit more dancers so we save the fun for our young successors to enjoy.

And please experienced dancers try to resist the temptation to encourage new dancers to start on the ladder of Programs. Please allow a healthy basis to remain enjoying the movement and music before being tempted to try new and more exciting choreography. Allow the dancers to find their own level in their own good time. No reason to rush people into learning more and more.

It's down to the callers too to exercise restraint. It will be hard work for you to provide the variety people enjoy whilst not getting too technical. It's important for dancers to have a mixture of new and familiar. You know how you like to join in the songs and there are hundreds of songs out there with chorus words we can all sing.

We are gradually adding more and more favourite music and getting more fa-

*(Continued on next page)*

miliar with the computer programs that help the caller keep those old songs fresh in your minds.

In fact there is one American Caller who owns a record label who is re-publishing the older songs with maybe a bit more modern gloss on them. Some of the old songs are easier to sing and have the advantage of being familiar through having heard them on the radio record shows. I love waking up in the morning with the sound of a familiar square dance record playing softly, but listening to all the words that don't get sung when calling for Square dancing.

All best wishes for Christmas and the New Year ahead. Keep dancing, keep singing, keep having fun.

**Square Dance Callers  
Club of Great Britain**  
For enquiries and membership  
applications contact  
**Susie Kelly**  
2 Crossbridge Cottages, Thornborough  
Road, Thornton, Bucks, MK17 0HE  
Tel: 01280 816940  
e-mail: susie@graybo.co.uk

*From Simon and Susie*

 Tilehurst Square Dance Club



Present their  
**New Years Eve Dance**  
Friday 31<sup>st</sup> December 2021  
21:00 – 00:15  
At  
Charvil Village Hall  
Park Lane  
Charvil,  
Reading,  
RG10 9TT

Featuring  
**Kevin Lovell**  
Calling Mainstream & Plus

Tickets £ 10  
Light Refreshments & Raffle  
For Tickets please contact Kath Sammars : 0118 9471360

## Recruitment Methods – An Update ...

A few years ago, Annika and I helped the FFT identify and trial several different methods for recruiting new dancers. These included traditional methods like local adverts and leaflet dropping, as well as the use of various Social Media platforms. The details, along with initial results were published in LSD in a series of articles late in 2018 and through 2019.

Now that we are coming out of the Covid lockdowns, we have once again been busy recruiting new dancers for our club All Square At Zero, or more accurately, our SSD 'spin off', using several methods once again. As there have been some changes in how some social media platforms operate and we have further 'results' of their relative effectiveness, I thought it appropriate to provide readers with this update so that those looking to recruit are better informed as to where their efforts may be best directed.

The original Social Media article series included the following platforms:



1. Facebook – which I have used once again.
2. Next Door – which I also used again.
3. Meetup – which I also used.
4. Google Ads – which I did NOT use this time as previous results proved costly.
5. Twitter – which I did NOT use as there was limited success last time.

In addition to these, we also once again did some leaflet dropping as a 'control' for the effectiveness of the various advertising methods – after all, there has been some debate as to whether now is a good or bad time to recruit so we needed to put the numbers into perspective.

Let's first look at how things have changed since the original articles...

### Facebook:

The facilities and controls for promotions are pretty much the same. Our use of Facebook this time was on two fronts: promoting a page which outlined the new class and being very active on many local discussion groups.

Initially, the paid promotions looked to be working, with 7 showing some degree of interest from the first 2000 contacts (which only cost about £5). However, only a further 4 were interested from the next 6000 contacts (which cost another £15), at which point we paused the campaign, after all showing interest didn't guarantee they would actually turn up, and indeed only a couple did. From this we deduced that a short promotion may be worth considering as it seems those

*(Continued on next page)*

more likely to be interested are contacted first, and it becomes less effective the longer it runs.

However, being active within local discussion groups costs nothing, apart from a lot of time and effort and was worthwhile. Facebook can be a hungry animal and you need to feed it regularly to get any benefit. We joined nearly 10 of the local groups, mostly those for the areas near our hall with others covering the entire town. A warning though: you need to be very careful as many groups do not allow personal promotions, so great care is needed how you word your messages and where you advertise your classes – you certainly do not want to upset anyone by posting something which breaks group rules.

As I said, the effort to keep discussions going, put posts into multiple groups, taking care with each one, was considerable but worthwhile in the end as it resulted in dozen new dancers.

#### Next Door:

In the original articles we reported great success through this media along with a prediction of future problems where it seemed possible that it would become a victim of it's own success. Unfortunately, this is exactly what we found this time round.

The size of local groups has expanded considerably, becoming 3 times bigger in just 2 years. Sounds great, but as feared it means there are just too many posts and most, I believe, are simply ignored. Worse still, now it seems that not all posts are sent to all users – instead they are packaged into daily updates, which makes them even more likely to be ignored or have little impact.

It is still worth giving it a go as it is free and you only need to do the odd post here and there, but the success has been seriously impacted and we only attracted 2 new dancers from Next Door this time.

#### Meetup:

Here there is some good news ... and some bad. The good news is that one can now organise a group for only a month or two whereas previously you needed to sign up for a minimum of 6 months. The monthly cost is cheaper when you do commit to 6 months but running things for only a month or two probably suits our recruitment better and the 2-month charge is half that for 6 months.

The controls and options are still much as they were, but for some reason, and we are not sure why (maybe just bad timing after Covid), we had far less success this time. Previously, on both occasions, we had 35-50 people interested within a few weeks, with several coming along. This time, only 9 joined our group and only 2 actually came. Probably still worth considering, but maybe not this year.

*(Continued on next page)*

Leaflets:

As outlined in the 2018 article there is a cost, even if you print them yourself, made higher when using coloured paper or print (though we feel this does offer more chance for success too), and it takes a lot of time pounding the street. Even so, we again found it does produce results. This time we dropped about 4200 leaflets, mostly in new areas/estates as we have moved halls, and we very pleased that over 20 people attended as a result.

Before I finish, I wanted to also let you know that another initiative also paid dividends....

We recognised that the new class would have a very different 'feel' to our previous classes, even those where we had used the Condensed Teaching Lists. We were now basing the class on SSD, which I modified such that dancers could start at the beginning of any month and missing weeks would have minimal impact on them and the group. With this in mind, we also contacted many of the dancers who danced with us before but never graduated due to illness, injury, holidays, or family issues preventing them from being able to attend regularly. As hoped, 4 returned to give it another go, enjoying the more relaxed atmosphere we have created and the reduced pressure to come along week after week after week.

As you can see we have had a busy few months with all the above taking place from about 6 weeks before the first new dancer evening was held, with the results reflecting attendance to the first new dancer evenings in September, October and November.

One final point. Were we to only offer a single 'start date' some of those that came in October or November may have rearranged things and come along in September... but many would not have been able to do so. Of course, a few may have been willing to wait and join us a year or so later, more if they only had to wait 4 months.... but that is a discussion for another article.

Whatever methods you use for your recruitment, we wish you the best of luck. We would love to hear anecdotal evidence of successes and failures, as both help others plan for future recruitment into this wonderful activity.

*Kevin Lovell All Square At Zero*

## An Interesting Video

In the latest issue of the EAASDC Bulletin, mention was made of a Singing call project by seven German callers during the pandemic break. They call the 'Wellerman' - a song you will recognise. The video is well worth a look. You can find it at:



<https://www.youtube.com/watch?v=Kdgb8qzqk1a>

Or search "Wellerman - the square dance version"



*Editor*

**OPEN DANCES December 2021**

Fri 3 <sup>rd</sup> To Mon 6 <sup>th</sup>	<b>A Taste of Christmas</b> <b>Di Green &amp; Terry McCann</b> MS, P Tel. 01983 402141 (Trouville Hotel)	IOW PO36 8LB
Sun 5 <sup>th</sup> Afternoon	<b>L&amp;HC RCA</b> Christmas Dance <b>Simon and Trudy Fielding</b> Easy MS Tel. 077 966 955 75 (Kevin)	LU6 3RJ
Sat 18 <sup>th</sup>	<b>Lune Valley Ocean Wavers</b> Christmas Party Dance <b>Trevor Day</b> SSD, MS, P <a href="mailto:oceanwavers2000@yahoo.com">oceanwavers2000@yahoo.com</a> (Sheila)	RA Lancs LA2 6NB
Sat 18 <sup>th</sup>	<b>Northern Area</b> Christmas Dance <b>Paul Bristow and Amy Richardson</b> M, P, R Tel. 07971975338 (John) or 0790315316 (Judy)	Notts NG12 5AN
Sun 19 <sup>th</sup> (Aft)	<b>A.S.A.Z.</b> A1,2 Improvement Workshop <b>Kevin Lovell</b> A1 A2 Tel 077 966 955 75 (Kevin)	LU6 3RJ
Tues 28 <sup>th</sup>	<b>A.S.A.Z.</b> Twixmas Dance <b>Kevin Lovell</b> MS, P Tel. 077 966 955 75 (Annika)	PL LU6 3RJ
Thurs 30 <sup>th</sup> To Sat Jan 1 <sup>st</sup>	<b>ACTIVE8'S SDC</b> Swanwick New Year Celebrations <b>Simon &amp; Trudy Fielding &amp; Judi Read</b> M, P, R Ph I-III Tel. 01582 735118 (Simon/Trudy)	TO Derby DE55 1AU
Fri 31 <sup>st</sup> To Sat 1 <sup>st</sup>	<b>TILEHURST SQUARES</b> <b>Kevin Lovell</b> MS, P tel. 01189 471360 (Keith) <b>See advert P 19</b>	RG10 9TT

**OPEN DANCES January 2022**

Sunday 9th (Aft)	<b>A.S.A.Z.</b> A1,2 Improvement Workshop <b>Kevin Lovell</b> A1 A2 Tel 077 966 955 75 (Kevin)	LU6 3RJ
Friday 21 <sup>st</sup> to Sun 23 <sup>rd</sup>	<b>AERON VALLEY DIAMONDS</b> Torquay Weekend <b>Mike Belsten and Leah Tinsdeall</b> MS, P Tel. 01545561159 (Elaine & Roy)	TO Devon TQ2 5JJ
Sat 22 <sup>nd</sup> (Aft)	<b>ROUND DANCE COUNCIL</b> Round Dance & AGM <b>RDC Cuers</b> Ph II-IV Tel. 01865 424745 (Judi)	Oxon OX13 6RR
Sat 29 <sup>th</sup>	<b>CORINIUM SQUARES</b> Birthday Dance <b>John Boxall</b> MS, P Tel. 01285 885507 (Huw) or 01285 656360 (Alan)	<b>TO</b> RA Glos GL7 1RE



## OPEN DANCES February 2022

Sun 6th (Aft)	<b>A.S.A.Z.</b> A1,2 Improvement Workshop <b>Kevin Lovell</b> A1 A2 Tel 077 966 955 75 (Kevin)	LU6 3RJ
Sat 26 <sup>th</sup> (Aft)	<b>CHELTENHAM SWINGING SQUARES</b> Teatime Dance <b>Di Green &amp; Terry McCann</b> MS / P (2/1) Contact: <a href="mailto:ritadon196@yahoo.com">ritadon196@yahoo.com</a> (Rita)	Glos GL51 3NX
Sat 26 <sup>th</sup> (Aft)	<b>WHITE ROSE SQUARES</b> 'Teatime' Birthday dance <b>Paul Bristow</b> MS pP Tel. 01943 878066 (Ann) or 01937 580603 (Tom)	Yorks HG1 2EY

## REGULAR VIRTUAL DANCES December 2021

Every Monday 3 pm	C1 Zoom Dance <b>Di Green &amp; Terry McCann</b> C1 workshop <a href="https://us02web.zoom.us/j/89035956452?pwd=VTYraWdmbUltSE55SDRqNE1UNIR0UT09">https://us02web.zoom.us/j/89035956452?pwd=VTYraWdmbUltSE55SDRqNE1UNIR0UT09</a> Contact Di on <a href="mailto:digreen21@gmail.com">digreen21@gmail.com</a>
Every Tuesday 4 pm	A2 Zoom Dance <b>Di Green</b> A2 <a href="https://us02web.zoom.us/j/89812836418?pwd=aHJoMERFVnM3ZG53TVZ0cTF0Rk1qZz09">https://us02web.zoom.us/j/89812836418?pwd=aHJoMERFVnM3ZG53TVZ0cTF0Rk1qZz09</a> Contact Di on <a href="mailto:digreen21@gmail.com">digreen21@gmail.com</a>
Every Wednesday 4 pm	Plus Zoom Dance <b>Di Green</b> Plus <a href="https://us02web.zoom.us/j/81744783048?pwd=djFqNWxtS0dmeGtJb0FzR3B0eGxkUT09">https://us02web.zoom.us/j/81744783048?pwd=djFqNWxtS0dmeGtJb0FzR3B0eGxkUT09</a> Contact Di on <a href="mailto:digreen21@gmail.com">digreen21@gmail.com</a>

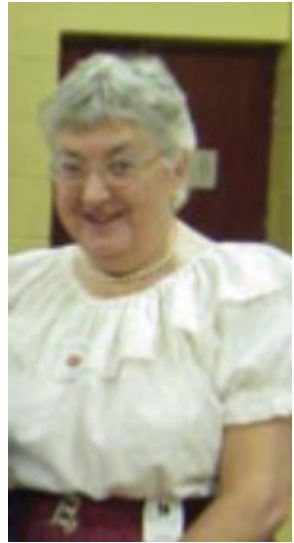
## Obituary ~ Barbara Kemp

It is with great sadness that we at Lune Valley Ocean Wavers and Chain Reaction SDC have to report the passing of Barbara Kemp.

Barbara spent an early part of her life as a secretary in Brussels. She then found Square Dancing with Shrimp Swing Thrus in Morecambe. She then met her partner Keith and they were together for several years before he passed away.

Barbara had been square-dancing for the last 30 years and was a founding member of both L.V.O.W. and C.R. Square dance clubs. She attended many dances around the country during those years until just prior to the pandemic starting and her health taking a turn for the worse.

Barbara had a long struggle with cancer and died peacefully at her sister's house on 27<sup>th</sup> October.



*Brian Holman*

## BAASDC COUNCIL MEMBERS



President - **DAVID ENGLAND**  
Tel: **01949 20821**  
*e-mail:* baasdc.president@gmail.com

Vice President - Position vacant

Secretary - **GEOFF HOLDCROFT**

Tel **07952 309723**  
email: baasdc.secretary@gmail.com



Treasurer - **KOLI PLUCK**  
Tel. **07570 976926**  
*e-mail:* baasdc.treasurer@gmail.com

Public Relations Officer - **SUSAN ELLIS**  
Tel. **07794 096145**  
Email: baasdc.pro@gmail.com



Member - **ROY EVANS**  
Tel. **01545561159**

The BAASDC Council is supported by a small Support Team who have offered to fulfil specific tasks because of their expertise. Details of these together with contact details for the autonomous Area Federation representatives are given on the following page.

British Association of American Square Dance Clubs  
International House, 776-778 Barking Road, BARKING, London E13 9PJ

## AREA FEDERATION CONTACTS

East Anglia ~ **RICHARD MOTLEY**

22 Summer Close, Framingham Earl, Norwich, Norfolk, NR14 7TN

Tel: **01508 495320** *e-mail:* r.g.motley@btinternet.com

London & Home Counties ~ **ANNIKA LOVELL**

16 GableThorne, Wavendon Gate, Milton Keynes MK7 7RT

Tel. **01908 281802** email; annika\_lovell@hotmail.com

Northern Area ~ **JOHN WEBB**

31 Facers Lane, Scraptoft, Leicester Leicestershire, LE7 9FS

Tel: **0116 348 7762** *e-mail:* JohnWebb338@aol.com

Yorkshire Area ~ **CLIFF ANDERTON**

Flat 1, 3 Lancaster Road, Harrogate, North Yorkshire, HG2 0EZ

Tel: **01423 500275** *e-mail:* Cliff.Anderton@btinternet.com

## SUPPORT TEAM

Webmaster -

e-mail: baasdc.web@gmail.com

Magazine editor ~ **PETER WRIGHT**

59, Salisbury Ave. Cheltenham GL51 3BT

Tel. **01242 526823** e-mail: LSDmag@talktalk.net



**Please note that any text or image printed in the magazine may be used freely by any other Square Dance publication, subject only to acknowledgement of the origin and author's name.**

### **DEADLINES FOR COPY**

**Obituaries** - 23rd of the month preceding the publication month. (as early as possible would be appreciated) with an accompanying photo if possible. Forward details direct to the editor (LSDmag@talktalk.net).

**Free listing of open Dances** - Club contacts are expected to check the events calendar on the BAASDC website (www.uksquaredancing.com) to avoid clashes and then submit details using the website's EVENT SUBMISSION FORM found under 'help' and then 'Forms' at least **TWO weeks** before the publication month.

**Short letters relevant to this edition** - 23rd of the month preceding the publication month, direct to the editor (LSDmag@talktalk.net).

**All other items including advertisements** - 20th of the month preceding the publication month. Forward details direct to the editor (LSDmag@talktalk.net).

All items submitted will be reviewed and assessed for suitability for inclusion but their publication cannot be guaranteed. Authors should be aware that the editor may modify text and layout according to relevance and the space available.

### **ACCEPTABLE FORMATS**

**For text submissions** - Hand written, typed or e-mail, (ODT, Rich Text or Word). Note that this publication uses Verdana 9pt font as a default.

**For graphics submissions** - gif, jpeg, jpg, png, tif, ppp and bmp.

As the mag. is no longer printed, photo resolution is not so important. A 1Mb file is adequate. **Please avoid mixing text and graphics**

### **ADVERTISEMENTS**

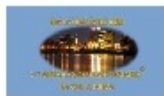
When submitting adverts, please ensure that your advert fits into the size and shape that you require. (¼ page is 60 x 90 mm, ½ page is 125 x 90 mm and full page is 125 x 185 mm) particularly if you are sending it as a .pdf or Word file. If you have any difficulty with this, the Editor will be able to advise and help to compose or recompose as necessary.

#### **ADVERTISING RATES**

<i>Size/Entry</i>	<i>Club Rates</i>	<i>Size/Entry</i>	<i>Club Rates</i>
¼ page	£10	½ page	£20
Full page	£30.00		

**If you know of any dancer not receiving the email copy of the magazine, please get them to contact the editor on LSDmag@talktalk.net**

## 71<sup>st</sup> NSDC Convention Evansville USA



### 71<sup>st</sup> NSDC Convention Committee

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For Immediate Release

#### Contact Information:

Bill Garrison/Paula Egenolf  
3172738345/3173709213  
[Bgarrison27@comcast.net](mailto:Bgarrison27@comcast.net)  
[Paulaegenolf50@att.net](mailto:Paulaegenolf50@att.net)

## 71nsdc.org is your source for all convention info

EVANSVILLE — [71nsdc.org](http://71nsdc.org) is your source for all things pertaining to the 71<sup>st</sup> National Square Dance Convention®.

The registration menu provides links and instructions on how to register, how many people are attending, and from which state. Be sure to represent your state at the convention's Parade of States event on Saturday, June 25.

If you haven't already registered, the housing link will let you know which hotels are still available and how far they are from the Old National Events Center, the heart of the convention.

The education menu is where you can find a detailed look at what classes will be offered, the education tracks you can complete, and how the courses will be presented. There are eight different tracks with explanations for all of them, so you can read about which one would be right for you.

For those looking to get some 71<sup>st</sup> National Square Dance Convention® merchandise, the merchandise menu has you covered with V-neck shirts, T-shirts, sweatshirts, and baseball caps. Shoe bags are also available if you need something for your dancing shoes. Support the convention and look great at the same time!

For more information on tours, check out the tours menu. Evansville and the surrounding areas have some unique sites.

Explore links for upcoming National Conventions, Things to do in Evansville, the National Executive Committee, National Squares Online, E-Magazine, Promotional Videos, and Facebook. Visit our Squares, Rounds, Lines, Contra, and Youth Dance Halls!

*Happy*



*Christmas*



*Everyone*



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