

**News From
New Zealand
“RECENT SUCCESS RECRUITING NEW DANCERS”
By John Addison
September 2004**

The following encouraging information from New Zealand was provided to the CALLERLAB Home Office by Canadian Member, Norm Wilcox. If you have success reports to share, please send them to the Home Office.

A number of clubs in New Zealand have had much better success than usual attracting new dancers this year. None of us are quite sure why, but we think it has a lot to do with the general theme of our advertising, which has been "If you enjoy walking for pleasure and exercise, you'll love square dancing". I also use phrases such as "it's like walking to music", and "Two left feet? No problem" in our ads, which many people seem to find reassuring.

After years of getting perhaps 20 responses to our ads (from a local community of around 50,000), and retaining half of them if we were really lucky, this year we had over 60 responses and now have a class of 30+, and with a very much wider age range than usual.

**News From
THE SQUARE BENDERS
Milwaukee, WI
By Ruth Witt
April 24, 2003**

Excerpt:

Each month a **new dancer newsletter** is printed. It covers topics such as: U.S. square dance history; dance apparel and its history; etiquette and styling; the structure of square dancing in the state; and an introduction to other clubs in the area.

**News From
Washington DC Area
“ALPS (Accelerated Learning Program For Squares)”
By Virgil Forbes
March 2008**

The ALPS program that I have been using for the last several years is not original to me. It is an adaptation of a number of different concepts such as “Blast”, “Blitz” and “Crash Course” that have been talked about at CALLERLAB and other caller gatherings in recent years.

The concept: Quick equip new dancers with enough square dance vocabulary and dance skill so that they can quickly join regular club dances.

The process: **A concentrated weekend (Friday/Saturday) that teaches the major elements of the Basic program, followed by club dances that include a workshop tip** to add to their choreographic vocabulary. It doesn't really get them to mainstream (or plus) all that much faster. It just gets them there in the format of regular Friday night dancing, where they learn a little bit each night. In order to have time enough for this, we've added an extra 45 minutes to our normal 2 hour dance evening, giving us 8 tips rather than 6.

See the whole article at: http://media.wix.com/ugd/ad4515_1ccb6e544e2c439faee9e6fe8b277ed5.pdf