

**B.C. S. & R.D.A.**  
**2nd VICE PRESIDENT'S REPORT**  
**BOD 2015**

Until recently, I have been less than enthusiastic about the “revitalization” that has been occurring in our Federation this past year. It seemed at the outset that the focus would be on revitalizing our constitution rather than taking steps to revitalize our activity to align it with the wants of a new generation. Although our constitution could probably use a good overhaul, I didn't think that aspect should be front and centre of a move to revitalize square and round dancing.

The survey which was conducted has been touted as being a great piece of research, re-affirming that we should be stressing fun, fitness and friendship in our advertising while finding that music just isn't that important to anyone. I think the results of the survey were more indicative of the underlying problems we are facing within our ranks, rather than being indicative of a particular direction we should be taking with regard to our advertising efforts. This was not a market survey; this was an internal poll which merely reveals that our current membership is satisfied with the status quo. A market survey might have pointed out some of our shortcomings in the eyes of people who are not **already** part of our movement. We really need to think about revitalizing our product before we can effectively advertise it.

Outside of our small circle we have a real image problem and it has nothing to do with fun, friendship and fitness, which by the way are not at all unique to square & round dancing. It stems from the fact that we have this “music doesn't matter” attitude which is so contrary to the way most of the world views the relationship between music and dance.

I've recently joined the Revitalization Task Force's sub committee looking for ways to bring in new dancers. Along with that we recognize that there is a looming shortage of callers which needs to be addressed. We've been having “Think Tank” exchanges and one of the things I've put forward is that we need to rethink the way many of us go about recruiting new callers. In many clubs, when a caller for whatever reason gives up his or her post, the first person to volunteer for the position gets the job, no qualifications necessary! The results are not always in our best interests. As square dancers, we tolerate inferior performers who couldn't make it on any stage

other than ours. We don't take music seriously and in turn, a large segment of the non square dancing population doesn't take us seriously. That is a huge problem in recruitment. It's been said, "You don't sell the steak; you sell the sizzle"... Music is the sizzle. Unless you're one of those few people who like your steak blue, you're not going to be impressed by a steak that doesn't sizzle!

Perhaps we should look outside of our clubs for new calling potential. Our communities are full of talented musicians and singers who are capable of putting the music back into our dance; we just need to approach them the right way. We might offer a course designed to turn accomplished singers into callers and as a happy coincidence, dancers. Imagine how quickly people who already have experience performing in high pressure situations could become proficient at calling!

This concludes my report,

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