



**17th Prairie Conclave of American Folk Dancers
October 17, 18, 19 2008**

at
I-80 Exit 312
Holiday Inn
Grand Island, NE

Featuring as
Guest Director



Mike Hogan

Marketing the Square Dance Lifestyle

See the following pages for an overview of the weekend & the sessions

**Prairie Conclave Agenda
October 17, 18, 19 2008**

Friday, October 17, 2008

7:00 PM Registration in area outside North Platte room
8:00 PM Welcome and Introductions -- North Platte room
8:15 PM Keynote Presentation -- Mike Hogan
9:30 PM Causal Get Acquainted Dance – North Platte room
10:30 PM Ice Cream Social, Served by Board in Hospitality Suite Room

Saturday, October 18, 2008

7:30 AM Continental Breakfast – North Platte room
8:00 AM Morning Greetings
8:15 AM Marketing Presentation by Guest Director Mike Hogan
9:15 AM Break
9:30 AM Session on How to Conduct a Meeting – Wood River High School
11:00 AM Break
11:15 AM 3 Concurrent Sessions
12:15 PM Soup and Sandwich Luncheon – Dining Room
1:30 PM 3 Concurrent Sessions
2:30 PM Break
2:45 PM 3 Concurrent Sessions
3:45 PM Break
4:00 PM 3 Concurrent Sessions
5:00 PM Break to socialize and or relax in your room
6:00 PM Dinner Buffet -- Dining Room
8:00 PM Square Dance – North Platte Room
10:00 PM After Party

Sunday, October 19, 2008

8:00 AM Breakfast Buffet – Dining Room
9:00 AM Morning Greeting -- North Platte room
9:15 AM Questions and Answers with Discussion
10:15 AM Wrap Up and Send Off by Board and Mike Hogan
11:00 AM Adjournment

**Prairie Conclave
October 18, 2008
Saturday Schedule**

Time	Room North Platte	Room Elm Creek	Room Silver Creek
7:30 AM	Continental Breakfast	X	X
8:00 AM	Morning Meeting	X	X
8:15 AM	Presentation By Mike Hogan	X	X
9:15 AM	Break	X	X
9:30 AM	How to Conduct a Meeting (Wood River HS)	X	X
11:00 AM	Break	Break	Break
11:15 AM	Using Computers for Dancers (Doug Phillips)	Promoting a Healthy Activity (Stairs)	Club Marketing Materials (Judy Speer)
12:15 PM	Soup & Sandwich	Lunch In	Dining Room
1:30 PM	Recruitment Ideas (Dee Scott)	Club Legal Planning Panel (Tucker/Orlowski)	Club Marketing Materials (Judy Speer)
2:30 PM	Break	Break	Break
2:45 PM	Using Computers for Dancers (Doug Phillips)	Club Legal Planning Panel (Tucker/Orlowski)	Square Dance ABC (Brage)
3:45 PM	Break	Break	Break
4:00 PM	Recruitment Ideas (Dee Scott)	USDA & ARTS (Mike Hogan)	Square Dance ABC (Brage)
5:00 PM	Break	Break	Break
6:00 PM	Dinner Buffet	Dining Room	
8:00 PM	Square Dance	X	X
10:00 PM	After Party	X	X

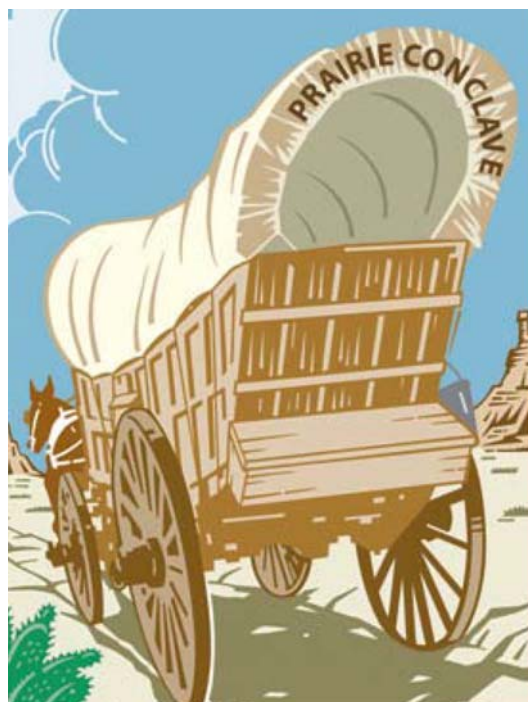
The 2008 Prairie Conclave of American Folk Dancers' Board want to thank all of you for attending this the 18th edition of this educational – leadership weekend. Without your support, we would not be able to provide this opportunity to furnish dance leaders from around the Midwest the information to help strengthen our activity that we all love. We hope to continue to make this weekend a way for ideas to be shared among attendees from around the Midwest.

We especially appreciate the support from this year's dancers and leaders from Nebraska, Iowa, Kansas and Minnesota. We also want to thank the Nebraska State Square and Round Dance Association for their support from our beginnings. This year we also have been awarded a grant from the 51st National Square Dance Convention Corporation to help insure that this weekend may continue into the future. See the last page for an overview of the scheduled 2010 Conclave guest presenter.

Be sure to complete our survey and turn it in on Sunday morning, so we may better serve our activity.

From your Board of the 2008 Prairie Conclave of American Folk Dancers

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I HAVE GOOD NEWS!

A Keynote Address

Presented by

Guest Director Mike Hogan



Albert Einstein once said, "A well defined problem is half the solution". The goal of this weekend is to define problems and create solutions, and I'll need your help. This weekend, take on the role of President of square dancing. Look at our activity as if it were your business, as if its success is paramount for you to be able to make your mortgage payment and buy your groceries.

So, how is business? Demand is down. Expenses are up. How good is your staff? The ones that run the cash register, book your callers, and run your dances. They are all volunteers; but you can't get them to volunteer. They are also your customers. Some of our "businesses" are shutting down because we can't get our customers to run our business.

I believe that most of these problems are results of a business plan that hasn't changed over the last thirty years. In 2008, everything runs the same as it did in 1976, when I started calling. In 1980, the Omaha Festival drew over 100 squares. This year it drew 20. So we're conducting business as we did 30 years ago, with very different results. I believe following basic marketing principals will put us back on the path to success. So let's talk about the four P's and the D: Planning, Product, Price, Promotion and Distribution, marketing concepts you would learn of in any basic marketing class.

The first P is Planning. What is our plan to run our business? What will we sell? How will we sell it? Who will buy it? Why and when will they buy? How will they know who we are and what we sell? The most important of these questions are: what will we sell, who will buy it, and why will they buy it. The "Who" in who will buy it is our potential customer, the most important of which is the non-dancer. We have to be successful at recruiting and retaining non-dancers in order for us to survive.

The second P is product. When business owners develop their products they consider the features and benefits of the product, competition and most importantly how will the target prospect think and feel about the product. Research tells us non-dancers think of square dancing as "out of date, country oriented, for hicks and hillbillies". This came from national research conducted by Starworks in 2001. What are the benefits of our product? Fun, social interaction, physical and mental exercise, music, travels, and lifelong friendships, these are many of the benefits we offer. But does our potential customer know about these benefits? Square dance lessons are also a product. We offer this product now and then if we can get enough people to buy it. The standard twenty nights of lessons in today's society is a tough sell. Products are always evolving with the changing of time and technology. We've gone through almost two complete generations since 1978 and the product has not changed, but society has.

My Dad began square dancing at the age of 40. He listened to music by Elvis Presley, Frank Sinatra, Hank Williams and Buddy Holly. They were joiners with limited entertainment options, so social events were special. I was 13 when I began dancing. At 40, my wife and I both had full time jobs. I coached soccer. I went to my son's baseball games, and helped coach. My generation doesn't join clubs or make long-term commitments. I grew up listening to Bruce Springsteen, Aerosmith, Ronnie Milsap, and Randy Travis. My son is 14. I made him learn to dance when he was 8. He has swim practice five days a week, and will start on the High School team next month. He plays baseball on a select team and hopes to make the high school team. He listens to music that he downloaded from the internet to his Ipod. He has a Myspace and Facebook page. He text messages his buddies; He listens to music from My Aim Is True, Lights Out Dancing, and Green Day. His generation moves quickly, masters the task and moves on. The point is that we are trying to sell the identical product that my father bought to my generation and to my son.

The third P is price. Most clubs charge guests \$4 to \$6 per person and a smaller fee for their members. My club charges members an average of \$2.50 per member, per dance. Go to the movies today and you'll pay \$9 per person. Add popcorn and soda and you'll pay \$15. So should we charge \$15 per person for a dance? Price is determined by the value the consumer places on the product. In Omaha, square dance lessons are 1/10th of what is being charged for ballroom dance lessons. If price is one of our problems, it's that we are not charging enough.

The D is distribution. Distribution is the method in which the product is provided to the prospect. For our new dancer prospect convenience is important. If you didn't square dance, would you know where to go to learn to square dance? Here are some more results from Starworks: "Modern western square dancing does not have a high profile. Non-dancers do not know about the dance activity in their city, nor would they know how to get in touch with a program if they wanted to. Few had seen any notices about dance classes, or knew where it was done. As a result people who might be enticed into square dancing have no idea how to get involved".

There is a difference between promotion and recruitment. We recruit new dancers when we ask people to take lessons. We promote square dancing when we educate people about square dancing. People buy a product because they either have a need for or a desire for the product. Our problem is that non-dancers don't see a need for, or a desire for square dancing. They do have a need for exercise and a desire for fun social interaction. The better we promote square dancing's benefits, the more successful our recruiting will be.

Here is a recap of some of the problems we covered:

- Square dancing doesn't fit the lifestyle of our potential customers.
- Our potential customers don't understand our activity and are unaware of its benefits.
- Our potential customers don't know that it exists in their community or how to find it.
- Our potential customers don't have any desire for square dancing.
- Opportunities to sample or purchase our product are very limited.
- Our sales force is made up of volunteers, who have a passive interest in our success, are unmotivated with no training and no guidance.
- We don't have a marketing plan.
- We don't have the ability to fund a plan if we had one.

I have good news! Many of square dancing's national organizations are aware of these problems, and have spent a lot of time and effort working on solutions.

HERE IS SOME GOOD NEWS! CALLERLAB developed an independent non-profit organization called "The Foundation for the Preservation and Promotion of Square Dancing". Its mission is to preserve and promote square dancing through the preservation of the heritage of square dancing, the establishment and enhancement of a positive perception of square dancing, and education regarding the benefits of square dancing to the general public. Its purpose is to fund projects that serve to accomplish the mission, and it operates through private contributions, public grants, and endowments. The Foundation wrote a long-term program to promote square dancing called "The Phoenix Plan". The first phase of the plan set goals of creating an entity that represented all dance groups, developing fundraising programs, carrying out market and image research, expanding communication and education efforts, and developing promotional packages. Research was sponsored by CALLERLAB, and the Foundation including an Internet survey to help define the image non-dancers have of our activity and focus group research by Starworks, that more clearly defined the perceptions and awareness of our activity as well as product issues.

HERE IS MORE GOOD NEWS! The Alliance for Round, Traditional and Square Dancing, generally known as the ARTS was created. This is the entity set up to represent all square dance related organizations. It's an organization where groups like CALLERLAB, ROUNDALAB, and USDA can work together on projects for the benefit of square dancing and its related dances.

HERE IS MORE GOOD NEWS! To help generate ideas on how to market to new dancers Callerlab's Recruit Promote and Maintain Committee established a collection of recruitment success stories called "Winning Ways". Currently there are 30 success stories in the collection covering information from beginner parties to multi-cycle lessons and more. All are available from the Callerlab web site.

HERE IS MORE GOOD NEWS! To address funding a marketing program, Callerlab's Marketing Committee wrote a fundraising program called the "Add a Buck Program", which was adopted by the ARTS. The program is based on the idea of adding an extra dollar to the admittance at local dances with the funds created going into a national treasury and the granted out to local and state organizations or to pay for national marketing. The program is available on the ARTS web site.

What we need to change about our product to make it more accepted and desirable? Here are some things I believe. Beginner lessons should take no more than 5 to 10 weeks. At five weeks there should be dances available for folks to participate in. There should be clubs who dance regularly at the 10-week level. Other forms of dance like rounds, lines, and mixers should be included. I believe dancers who are involved at the 10 week level will seek additional call through additional lessons or workshops. We should decorate for every dance. I believe in a stage and in showmanship. I believe folks would rather dance in a ballroom than in a basement. Jeans are appropriate for some dances. Petticoats and ties are a turn off to potential dancers. Callers should dress appropriately for the occasion. I believe there are times when all generations can dance together, while still being okay that my generation doesn't always want to dance with my dads, and my son's doesn't want to dance with mine. It's okay for my son to not want to dance to Barry Manilow, and okay for you to not to dance to Snoop Dog. There should be dances presented in a style my son's generations would enjoy, with others themed toward my generation and others towards my fathers. These are just things I believe. That doesn't make them right or wrong.

HERE IS MORE GOOD NEWS! To address the need to look at product changes, Callerlab launched a program policy initiative that encourages callers to try new formats and presentations of our activity. While the programs of Mainstream, Plus and Advance remain, callers and clubs should feel free to experiment with different call lists, length of classes, and so on, and then share their results.

HERE IS MORE GOOD NEWS! There are several new teaching methods; multi-cycle and blast are just two of them. I have used multi-cycle in partnership with Lanny Weakland for the last eleven years. We just started our 45th consecutive Mainstream class utilizing the program. It's not perfect, but the old system would have meant each of the three clubs would have had the chance to start 11 classes each. At \$40 rent and \$25 for a caller each night these lessons would have required at least 13 beginners to break even. We've averaged seven new dancers each class. That means the clubs would have lost \$600 per class or \$6,660 over the eleven years.

The next on our list are: our potential customers don't understand our product, are unaware of its benefits, don't know that our activity exist in their community, and don't know where or how to find it. HERE IS MORE GOOD NEWS! Thanks to the Internet, if someone really wanted to find us they could. The problem isn't that they can't find us; it's that they are not looking because they don't have a desire for our product. I believe if the product was modified slightly, and we actively promoted all that is wonderful about our activity; a portion of the public would find the activity appealing creating a desire for it. If that were accomplished, our recruitment efforts would be much more successful. Every one of these problems can be addressed with the last P; Promotion.

Opportunities to sample our product are limited. That's our fault. We can actively pursue opportunities to hold part dances and exhibitions for non-dancers. When we hold these events, we can educate the public about our activity and leave them wanted more. That's distribution.

Opportunities to purchase our product are very limited. Why? Distribution! The only way to get new dancers is for them to learn the dance. We must offer lessons. We can't stop trying because your past few efforts weren't successful. What we can do is be smarter about how we market the activity.

Now we have all these things we need to do. We need to educate non-dancers about the activity in order to change their perception of it. We need to make it obvious that square dancing is alive in the community. We must make it easier for them to get involved. I HAVE GOOD NEWS! I volunteered to write a marketing plan that could be used both nationally and on a local basis to address these needs. An Ad-Hoc committee was formed by CALLERLAB for that purpose. The plan includes overall marketing strategies and specific tactic to use in order to solve the challenges we are faced with. It covers topics like brand and image. It includes a national website initiative, time tables for execution, and funding methodology. The plan was presented to the CALLERLAB Board of Governors in March 2005. It was adopted by CALLERLAB, then presented to and

adopted by the ARTS. Finally in 2007, ROUNDALAB adopted it as their official marketing plan. The plan is available from the ARTS website.

Now how are we doing on our list of problems? Our product doesn't fit the lifestyle of our potential customers. GOOD NEWS! Callerlab's Program Policy Initiative was created to address this issue. Our potential customers don't understand our activity; are unaware of its benefits; don't know it exists in their community; don't know how to find it and don't have a desire for it. Opportunities to sample or purchase our product are very limited. GOOD NEWS! All of these issues are addressed with very specific goals set by the Phoenix Plan and very specific strategies and tactics outlined in the Marketing Plan. MORE GOOD NEWS: funding these efforts has been addressed through the Foundation to Preserve and Promote Square Dancing, the A-A-Buck program and in the Marketing Plan. So we do have a plan to market our business, and the ability to fund the plan! See I told you: I HAVE GOOD NEWS!

The two remaining problems are: Our sales force is made up of volunteers who have a passive interest in our success, and our sales force is unmotivated with no training and no guidance. How will we address these issues? First, a call out to those callers, callers and business owners who actually make their living on square dancing. They truly are the people who rely on square dancing to pay their mortgage and buy their groceries. They are the ones whose income is affected every time we gain or lose a dancer. I believe these individuals must start working together to help our activity across the globe. They have the time, they have the motive, and they have the expertise to be growing our crowds.

Second, training, and guidance is available through organizations like CALLERLAB, ROUNDALAB, the USDA and the ARTS. These organizations need to be more aggressive in getting the word out about the services they offer, and local dance organizations need to be more open-minded about asking for and accepting help.

Finally, a call out to you! You are here this weekend and so, like it or not, you are also a leader. Leaders don't just do the work, they look into and plan for the future, and they proactively work to enhance the future of our business. We have to provide dancers with direction, guidance and education: we will have to give of our time and of our pocketbooks, just as we would ask others to do. I will continue to do my part on a local and national level. I'll continue to give of my time and of my pocketbook. I love this activity and I know you do as well, and I believe that if dancers love our activity, are shown what to do, and aren't overburdened, they will continue to be our customers, and our sales force, and will run our businesses successfully for years to come.

Mike Hogan lives in LaVista Nebraska, with his wife Denise and their two teenage children. Mike and Denise are kept busy with their children's activities. Mike and Denise also are strong supporters of the square dance activity. Mike is a Senior Account Manager with the Journal Broadcast Group, where I've worked as a marketing consultant for ten years.

Mike began calling shortly after beginning square dance lessons in the fall of 1975. Mike has been an accredited member of CALLERLAB since 1986. Mike has and is currently serving on numerous committees with CALLERLAB. Mike has been either the chair or vice chair of the marketing and RPM committee of CALLERLAB for the last 8 years. Mike wrote a comprehensive marketing plan for CALLERLAB, which was also adopted by the Alliance for Round, Traditional and Square dancing (ARTS) and ROUNDALAB. Mike has been the featured caller in many states to include: Nebraska, Iowa, South Dakota, Illinois, New Mexico, Georgia, Arizona, and California. Mike and Lanny Weakland have run a continuous 10+10 week lesson program in Omaha for three clubs over the last eleven years.

Mike's goal is to be the best entertainer, educator and leader that he can be.



Presents one General Session on
How to conduct a Good Meeting!

Presented by
The Wood River High School Parliamentary Team

As an officer within any organization, an individual will find it beneficial to be able to run a meeting. The leader needs to keep the meeting on topic. In order to keep the meeting on a schedule; the leader needs to understand some basic rules of parliamentary procedure.

Robert's Rules of Order is the basis for an orderly meeting. This book is constantly evolving, so we always need to revisit the topic of proper parliamentary procedures.

This group of High School Parliamentarians will give some insight into:

- The Order of Business
- Approval of Minutes
- Reports
- Motions
- Special Orders
- Unfinished Business
- New Business
- General Order
- Adjournment
- Bylaws versus standing rules

There will be time for questions following their presentation.

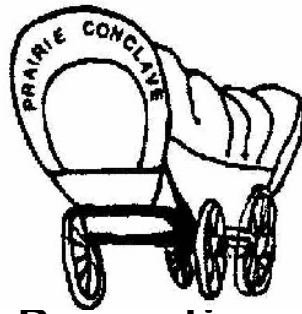
So do not hesitate to ask for clarification on any part of conducting a successful meeting.



Presenting
1 General Session on
Square Dance Marketing Plans

Lead by Guest Director Mike Hogan

Growing the square dance activity is a difficult challenge, especially in the 21st century. The business of square dancing is carried out almost entirely by dancers, the customers of our activity. Callerlab recognized a need for a plan to market square dancing that could be used on a local and a national basis. As a professional marketer, I volunteered to write such a plan for Callerlab. Since its introduction in March 2005, the plan has been adopted by other national organizations including Roundalab and the Alliance for Round, Traditional and Square dancing (the ARTS). I also wrote a similar plan for the dancers and callers in the Omaha area. Both plans were written to address the many challenges our activity is facing and based on a five step marketing process that includes an overall marketing strategy and marketing tactics. This is the same process I use in my regular line of work as a Senior Account Manager with Journal Broadcast Group, where I've worked as a marketing consultant for ten years. I will present and explain both plans in detail. Plan to leave the session with a much better understanding of the business side of our activity, the issues we are facing, and a strategy you can use in your hometown to help our activity grow and prosper.



Presenting
1 Session on

Marketing the Health Aspects of Dancing

Lead by Ron & Norma Stairs

There has been a jump in interest with ballroom dancing following the success of Television's "Dancing with the Stars". We feel square dancing needs to work along the lines of this successful show. We hope to furnish you with information relating to how we can promote the health benefits of dancing to the people in your communities. We will share some scientific studies, which support this benefit. We will also suggest some events, which may help showcase our activity. Our emphasis with the Prairie Conclave is folk dancing that includes our primary area of square dancing, but includes round, line, clogging and contra dancing activity.

Ron and Norma Stairs have been square dancing since they completed lessons in the spring of 1992. It was at a time when their two children were finishing High School. They were looking at enjoying some time together doing something they both could enjoy. **Square Dancing has become a lifestyle change for them.** The chance to get out and enjoy some square dancing once or twice a week was really a rewarding experience. They began round dancing in the fall of 1993, and enjoyed the closeness of this ballroom type dance activity. They have traveled to many places to dance over the last 15 years.

They have continued to dance as they endured many health issues. There was over a year of dialysis for Norma, they both had to recover from a kidney transplant and recently a much more difficult recovery from Norma's complete pancreas removal.

Ron has worked in aviation for forty years. Ron retired from teaching aviation maintenance technology at a community college after nearly 32 years. His retirement came in time to help support Norma during the last year. Norma has worked in an accounting / bookkeeper position for most of her working years. Currently Norma is on disability leave from her payroll / accounts receivable position of 18 years.



Presenting
2 Sessions on

Marketing Materials In a SNAP! Lead by Judy Speer

See how easy it is to market not only square dancing, but also club activities and events. Judy will work with some of the attendees to put together some marketing materials. You will find out just how quick and easy it can be.

Judy Speer is a Graphic Design Specialist for a large grant at Kansas State University. Judy develops nutrition education materials for several counties across Kansas and has had some of her work spread across the United States. Judy is currently serving as KSDA Reporting Secretary and is learning to become a Caller. Judy is also Publicity Head and Messenger for the Lone Wranglers Square Dance Club. For the past 4 years Judy has produced the Lone Wranglers' newsletter and various materials to market the club and square dancing.



**Presents
2 Sessions on**

Computers: Usage & Help for Square Dancers

Lead by Doug Phillips

Doug will be presenting you with an overview of the new Nebraska Square Dance web site. Doug will inform you on how to maintain your computer, i.e. keeping viruses out, keeping your computer running fast, backing up of your data. Doug will have lots of other material relating to your computer that he will get to, if time will allow. So be prepared and come into this session with your computer questions.

Doug Phillips and his wife Molly began Square Dancing in 1980, while Doug was in the U.S. Air Force and stationed in Montana. Later that same year they began Round Dancing. In 1981, Doug took up Square Dance Calling and began teaching in 1985. In that same year, Doug became the club caller for the Dudes & Dolls in Great Falls, MT. Doug helped run a Callers Clinic on Timing with Erwin West using the Dick Ledger Timing School Method. The clinic was held every other year in Great Falls, MT.

In December of 1989, Doug was transferred to Offutt Air Force Base, where he ran the mobility computers for SAC Headquarters. This was a unique move, due to the fact that Doug had been a military policeman for 18 years. With God's help, Doug self taught himself how to program computers and got noticed by the Generals at SAC. He retired from the Air Force in September of 1991 after 20 years. He now programs computers for Millard Refrigerated Services, the second largest third-party provider of refrigerated warehouse and distribution centers in North America. His duties include maintaining 34 websites, and writing code for the accounting department and creating web applications. This works well for his activity of maintaining the Nebraska Square Dance Website.

Doug currently guest calls at various clubs in and out of the state. He is a member of the Nebraska State Callers Association and the Omaha Area Callers Association where he has held the position of President, Vice-President, Secretary and Treasurer in the past.

While he thoroughly enjoys calling and teaching, his greatest enjoyment comes from seeing all dancers enjoying the activity. Doug tries to make each dance a party time and fun with something different than normal.



**Presenting
2 Sessions on**

Recruiting and Retention Ideas

Lead by Dee Scott

What works to recruit square dancers? You will get a chance see some of their unusual flyers, and see their t-shirts and jackets. They will explain their cable TV show "Friendship Set to Music," and share their successes with Square Dance ABC as well as Learn-in-a-Weekend programs. Before the hour ends, they will share with you their weekly "book" that helps "retain" square dancers once they've been recruited.

Dee Scott has been in "education" all her life, majoring in communications and spending her career as an educator. Dee's love of the theater led to directing about a hundred plays; twenty-five of those were musicals. For the past five years she and her husband Ken have produced and directed over 120 hour-long, cable-TV, square dancing shows entitled "Friendship Set to Music." The show airs on public-access cable stations from Hawaii to New York.



**Presenting
2 Sessions on**

Square Dance ABC

Lead by Larry Brage

Where are all of the new dancers?

Why is it hard to find anyone to take lessons?

Why didn't they finish lessons?

Will they ever try lessons again?

How will our club find new members?

Do any of these questions sound familiar? If you have asked these questions, you need to attend this session.

This session will present a new plan called "Square Dance ABC" which has the capability of getting new people to enjoy square dancing without ever taking a lesson. Yes, having the fun of square dancing without taking any lessons! How can that be done? Come to this session and find out.

In this session, we will discuss:

Why people will not or cannot take lessons.

How these people can still enjoy square dancing.

What is the Square Dance ABC plan?

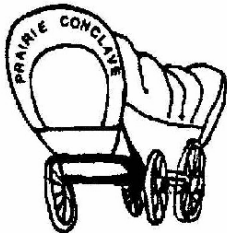
Square Dance ABC vs. normal square dance lessons.

No change required for existing Mainstream or Plus dancers.

How clubs may benefit from this plan (if we do it right).

This will be an interesting session. Come to learn and leave motivated.

Larry Brage and his wife Melinda began square dancing in 1981. They have lived in Lincoln NE for the past 40 years. Their three children are grown with their own families. Larry and Melinda have served on the Prairie Conclave Board a total of 12 years over 3 separate periods. Larry has been a presenter of numerous sessions at Prairie Conclave including Leadership, Legal Responsibilities, Planning Special Events, and Recruiting New Dancers. Larry has served many times as President of a club, Council, and Federation. Larry served as the state newsletter Roundup Manager for the last 17 years. Larry and Melinda have been Directors of the Lincoln Festival twice and co-chairs of the State Convention. They most recently served on the Education Committee of the 57th National Square Dance Convention in Wichita. Larry is retired now and, besides square dancing, enjoys circus model building, civil war history, and travel.



Presenting
2 Sessions on

Legal Issues for any Club

A Panel Discussion Lead by John Orlowski, Jim Tucker & Ron Stairs

Does your club use the USDA supported insurance program?
Is your club incorporated?
Are you considered a not for profit group?
Are you tax-exempt?
Does your club have an Employer Identification Number?
Is it legal/ethical to play tapes at a dance, if there is no caller/cuer available?
Is it legal and/or ethical to sell tapes/CD's that a caller/cuer has recorded for public or private use?
Who are BMI and ASCAP and what do they do?
Attend this panel discussion to get information how to protect yourselves & your group.

John Orlowski and his wife, Brenda, of Madison, Nebraska, started square dancing in 1994. John had actually dabbled in calling when he was in college, but never got serious until 1994. John has been busy calling around the country since 1984.

John is currently a member of the **American Callers Association**. He has been the club caller for Single Wheelers for 14 years and he has been teaching lessons for 14 years for both Single Wheelers and the 49ers in Norfolk, Nebraska. When John and his family are not square dancing, you will find John, Johnny, Jesse, and Jeremy all racing their Vintage racecars at a local dirt track, with Brenda handling all the pit chores.

Jim Tucker and his wife Carol started out square dancing in 1976, learned to round dance in 1979, and wore out many pairs of dancing shoes and dance floors for about the next 10 years. They started dancing ballroom in 1980 and teaching ballroom classes in 1985, where they have taught basic ballroom lessons to over 500 couples during the 12 years they taught through the Lincoln City Parks and Recreation program. Both have been involved in teaching as a profession and found they liked doing class teaching so it wasn't long before they started to cue round dances in 1989. They were granted the charter for National Carousel Club #250, Rainbow Carousel Lites, in 1993. They are members of and have held elected or appointed positions in **ROUNDALAB**, Nebraska State Callers and Cuers Association, the Kansas Round Dance Association, the Dixie Round Dance Council, the International Choreographed Ballroom Dance Association, the Lincoln Council of Square and Round Dance Clubs, and the Southeast Federation of Square and Round Dance clubs.

Ron Stairs and his wife, Norma, have lived in Council Bluffs, Iowa for 32 years. They became part of the Omaha square dance family in 1992. They served several terms as club officers for one of Council Bluffs' former clubs. They have served the Omaha Area Square Dance Council (Nebraska's Eastern Federation) as State Representative, President-Elect and President. They are members of Omaha's Belles & Beaus square dance club and the International Choreographed Ballroom Dance Association (ICBDA). They have led an ICBDA club (National Carousel #332), since the death of the club leader in 2005. Ron has held several positions to include President and secretary treasurer in a large national 501c3 community service organization's club in Council Bluffs, which at the time had a yearly budget of over \$30,000.



**Presenting
1 Session on**

USDA and the ARTS

Lead by Guest Director Mike Hogan

There are many national square dance organizations. The United Square Dancers of America and The Alliance of Round, Traditional and Square dance organizations (The ARTS) are two such organizations that offer many benefits to our activity and are involved national to help preserve and promote square dancing and its related dance forms. In this session, I will help you to better understand each organization, the benefits they offer, and the work they each do to promote our great activity.

**Mark your Calendars for the
18th biannual**

Prairie Conclave

October 15, 16 & 17, 2010

Guest Director

Deborah Carroll Jones



Deborah began square dancing with a church group in 1979 and immediately fell in love with the activity. In 1982, she began calling, promoting and teaching square dancing.

Deborah joined CALLERLAB in 1985 and has served on many committees within the organization. Currently, she is the Chairperson of the Women In Calling Committee, having served 8 years. She also served 6 years on the Board of Governors, having been elected by the membership. In 1995, she became the third woman in the world to become an Accredited Caller Coach.

Today, Deborah calls regularly for Mainstream and Plus Clubs, as well as an occasional Advanced dance. She has called many festivals and taught caller's schools and clinics in the United States as well as overseas in such countries as New Zealand, Japan, Sweden and Germany. She is the only woman caller to have ever called in the kingdom of Saudi Arabia.

Deborah lives in Arlington, Texas – having recently relocated there from her native state of California – with her husband Jon Jones, who is also a caller and an Accredited Caller Coach. When their busy calling schedule allows, they occupy their spare time doing as little as possible.

Deborah has recorded for Rockin' M Records, Global and HiHat. She is known for her fantastic singing voice and for always keeping the fun in the dance, regardless of the level.