

Selling Square Dancing Year Around

How many successful businesses can you name that sell their product only once a year? None?

Square dancing is changing with the times too. Mike Hogan reports that new classes are starting every ten weeks in his area!

Minnesota has new classes coming in January and February too. The community education department in Apple Valley will be offering a basic class beginning January 11 and a mainstream class for those who have finished basic. Eden Prairie will offer a basic class beginning January 24.

In St. Paul the CE Region will again be offering a basic class at the West Seventh Community Center beginning January 24.

Last year Dan Sahlstrom offered a "Learn In One Weekend" class in November. In prior years he offered the class in January. Hopefully he's doing another one mid-January this coming year. Dancers leaving this class can attend Mid-Winter Magic.

Westonka Whirlers is offering a "blast" class February 4 and 5 through Westonka Community Education. These classes have various names across the country: "fast track," "blast," "learn in one weekend," or "accelerated learning program." Whatever you call it, it offers what the world today wants: instant gratification! New dancers can attend the "new-dancer" dances that clubs are offering.

A dancer learns 50 or 69 calls during the two-or-three-day event. "Intense" or "accelerated" describe all the fun and learning that happens in about twelve hours. When the dancers finish that weekend, they need "floor" time. Various options are usually offered by the sponsors.

When one person was looking at the flyer for the "blast" class, he commented that the metro area should be offering "blast" classes monthly. If that were to happen, there would be a product being sold twelve times a year, not just once a year!

How about holding ABC dances until the demand for a "blast" class becomes feasible? Let's all think "out" of the box and find ways to sell square dancing year around.