

December Promotion

by Dee & Ken Scott

In the October issue of *American Square Dance*, national caller Tom Rudebock asks, "Synergy--Does Your Club Have It?" The word synergy or synergism comes from two Greek words: erg meaning "to work" and syn meaning "together"; synergism is a "working together."

Tom elaborates: "In a review of the definition there are repeated references to cooperative action, combined action and cooperative interaction." Those references seemingly define square dancing itself. It takes eight people cooperatively dancing to make a square work; through this cooperative interaction, all eight demonstrate teamwork as they dance as one unit; that is "synergy" at its best!

Let's take a look at the synergy in square and round dancing in Minnesota on three levels: club, region, and state.

As we all know, dances don't just happen. Clubs need synergy. Is everyone in your club taking a turn? Jobs can be as simple as making sure all the guests at the dance are dancing. Is everyone doing something? Is every club member out recruiting? Is there synergy for banner raids? Are all the club members attending the club's dances? For every club member who is not there, it means less income to help pay bills and one less food item on the treat table. Is everyone participating in the area he or she has talents? Everyone has something he or she can contribute. Filled with synergy, your club is thriving!

What's happening at the regional level? Clubs in a region need synergy! If all clubs in a region sat down together and planned the monthly and yearly caller/cuer schedules, many undesirable conflicts would be resolved at the table. Clubs need to support one another so two national callers aren't in town on the same night or the same weekend! In a region, the same callers or cuers wouldn't be calling or cuing six times in one month and none the next month. The same caller wouldn't be calling Friday night and Saturday night for neighboring clubs. National callers would be a treat, not the norm. All the dances wouldn't be on the same side of the metro area on the same night. Dancers wouldn't have to make the hard decision of which dance to attend. Clubs wouldn't be folding because they had too many nights of not enough dancers to pay the bills. Teamwork, cooperation and communication by clubs in a region will enhance dancing and help it grow.

And the state level? Synergy is critical at this level so the conventions happen, so The ROUNDUP continues, so dancers have insurance, so the callers and cuers have a voice, so all of the business of running an all-volunteer organization happens. Collaboration and cooperation are essential; synergy puts everyone in charge, not just a few, and the results benefit callers, cuers, clubs, and dancers.

How do we get synergy working for the good of square and round dancing? Synergy must rule! Club, regional, and state leaders must insist that the whole community is greater than the individual clubs! All executive officers at all levels need to cheerlead for synergy. All club members must demand synergy at all levels! "Team effort, harmony, teamwork, unity, working together, mutual effort, combined effort, service" must be the norm, the expected!

The clubs, regions, and state leaders need to be cooperatively interacting so all dancers experience the fabulous side effects of synergy. To quote Tom Rudebock once more: "...it means that clubs, dancers and callers that work together for the benefit of our wonderful pastime will cause it to grow."