

WHERE DO WE GO FROM HERE?

GOOD MORNING EVERYONE. LET ME START BY SAYING THAT IT IS TRULY AN HONOUR FOR ME TO BE ABLE TO SPEAK WITH YOU ALL, AND TO SHARE SOME THOUGHTS ON THE FUTURE: OR "WHERE DO WE GO FROM HERE". I CERTAINLY APPRECIATE THE TIME THAT YOU TAKE TO BE PART OF THIS CONVENTION, AND ESPECIALLY WELCOME YOU TO THIS HOUR OF THOUGHT PROVOCATION! I HOPE YOU ENJOY IT AS MUCH AS I DID & DO THINKING ABOUT IT!

FIRST LET TAKE A FEW MOMENTS TO INTRODUCE MYSELF AND GIVE YOU SOME BACKGROUND. I STARTED DANCING WHEN I WAS 7 YEARS OLD...AND MY LIFE HAS BEEN LARGELY ABOUT SQUARE DANCING EVER SINCE. AT THE AGE OF NINE I CALLED MY FIRST SINGER AT THE TEEN CLUB I BELONGED TO, AND BECAME THE CLUB CALLER THE FOLLOWING YEAR. MY CAREER AS A CALLER IS OVER 30 YEARS NOW, AND COINCIDENTALLY WITH THAT I MANAGED TO GRADUATE FROM UNIVERSITY, MET MY WIFE AND GOT MARRIED, HAD TWO OF THE MOST AMAZING KIDS, OWN A BUSINESS, AND LEARNED TO FLY! I JOINED CALLERLAB IN THE LATE 70'S, AND SEVERAL YEARS AGO RAN FOR THE BOARD, GOT ELECTED TO THE EC AND AM THE CURRENT CHAIRMAN OF THE BOARD: AN HONOUR THAT I AM NOT WORTHY, BUT CERTAINLY WILLING! I AM CANADIAN AND AM FORTUNATE TO CALL THE WORLD OVER.

SO, WHERE DO WE GO FROM HERE? TODAY I WANT TO THINK OUT LOUD ABOUT WHERE WE'RE GOING & HOW WE'RE GOING TO GET THERE. THESE ARE JUST PONDERINGS REALLY, BUT MIGHT STIMULATE SOME THOUGHT WITH RESEPECT TO PARADIGMS SURROUNDING THIS ACTIVITY. WHAT IF SOME OF THE THOUGHTS ABOUT THE ACTIVITY TRANSFORM IT INTO THE REBIRTH THAT WE ALL DESPERATELY ARE SEEKING. WHAT IF ONE OF THE IDEAS THAT TAKE OUR THINKING OUTSIDE THE BOX, WINDS UP BEING THE START OF A WHOLE NEW SWEEP OF RECRUITS? A NEW IMAGE? A NEW LOOK? A NEW DIRECTION? A NEW SOUND? AND THE BIGGEST QUESTION: WHAT IF IT'S NOT WHAT WE WANT?

TO THINK ABOUT WHERE WE'RE GOING WOULD NOT BE VALID WITHOUT FIRST TAKING A LOOK BACK AT WHERE WE'VE

BEEN, HOW WE GOT THERE, AND WHERE WE ARE NOW. MANY OF US IN THIS ROOM PARTICIPATED IN THE BUILDING OF THE INFRASTRUCTURE THAT WE CALL MODERN WESTERN SQUARE DANCING. MANY OF HAVE TOUCHED THE PROCESS, KEPT IT GOING, HAVE SOME REAL OWNERSHIP WITH RESPECT TO THEIR OWN CLUB, ASSOCIATIONS, NATIONAL AND INTERNATIONAL EVENTS. MANY OF US CAN REMEMBER IT...ME INCLUDED.

WHERE WE'VE BEEN.

WHEN I FIRST STARTED DANCING OVER 35 YEARS AGO, THERE WAS 3 LEVELS: CLASS/ INTERMEDIATE/ CLUB. PRIOR TO THAT THERE WAS A SINGLE LEVEL DANCE REALLY. EVERYONE WAS INVITED, VOCABULARY WAS SIMPLE, MUSIC WAS WHAT WE CALL TRADITIONAL AND WAS LIVE A LOT OF THE TIME, NEW COMERS WERE ALWAYS WELCOMED AT ANY TIME. THE EVENING WAS A SOCIAL EVENT. FOLKS CAME, BROUGHT FRIENDS, MADE CONTACT, LAUGHED AND DANCED TO MUSIC. THE EVOLUTION TO CLASS INTERMEDIATE AND CLUB SEEMED TO BE A BYPRODUCT OF THE NEED BY DANCERS AND CALLERS TO DEVELOP THE ACTIVITY INTO SOMETHING MORE: NOT TO SAY WHAT THEY HAD WAS WRONG OR BAD, JUST A NEED TO CHANGE IT. THE THREE TIERS CREATED SOME CONFUSION WITH RESPECT TO PROGRAMS, AND DANCERS NEEDED A BETTER SENSE OF WHAT EACH PROGRAM ENTAILED. BETWEEN 1970-1974 AN ORGANIZATION WAS BORN TO MEET THOSE NEEDS: CALLERLAB.

CALLERLAB, AND THE 25 MEMBERS OF THE BOARD TOOK A QUICKLY FRAGMENTING DANCE ACTIVITY, AND STANDARDIZED IT. DEVELOPED PROGRAMS AND DEFINITIONS TO SUPPORT THE CALLS ON EACH PROGRAM. IT IS SAFE TO SAY THAT TODAY YOU CAN SQUARE DANCE ANYWHERE! THIS STANDARIZATION AND DEFINITION CREATED THE MEANS FOR GROWTH AROUND THE WORLD, AND IN THE LATE 70'S AND EARLY 80'S WE SAW BOOM! MANY DANCES, MANY CALLERS, AND MANY DANCERS. WITH THIS BOOM, WE SAW A CONCURRENT SHIFT IN THINKING FROM A PURLY SOCIAL EVENT DRIVEN ACTIVITY TO A CHOREOGRAPHIC THRUST. IT WAS DURING THESE YEARS THAT WE SAW THE SURGENCE OF THE PROGRAMS OF ADVANCED AND CHALLENGE.

WHERE WE ARE NOW.

SO WHAT HAPPENED? WHY THE DECLINE? MANY MANY PEOPLE I SPEAK TO SUGGEST THE INTRODUCTION OF THE PROGRAMS CREATED THE RUN-OFF OF DANCERS. THEY BLAME CALLERLAB, BUT I SUBMIT THAT WITHOUT CALLERLABS STANDARDIZATION AND DEFINITION, WORLDWIDE GROWTH COULD NOT HAVE OCCURRED. CANADA, FOR EXAMPLE, WOULD REMAIN A SEPARATE SQUARE DANCE WORLD, AND WOULD ULTIMATELY BE AN ISLAND WHERE AMERICAN DANCERS COULD NOT COME AND DANCE, AS WOULD SWEDEN, GERMANY, FRANCE, ASIA. THE PROGRAMS MET A NEED FOR DANCERS AT THE TIME, SO WITHOUT MEETING THAT NEED, THOSE DANCERS WHO COULD NOT GET STIMULATION WOULD FIND SOME OTHER LEISURE TIME ACTIVITY THAT WOULD MEET THEIR NEEDS. OUR DECLINE MIGHT'VE HAPPENED EARLIER.

ONE OTHER CAUSE OF THE DECLINE I OFTEN HEAR IS THAT THE DANCERS OF TODAY: THE BUILDERS OF THE ACTIVITY, ARE ALSO THE DANCERS OF 30 YEARS AGO. I MEAN THEY ARE-THE-VERY-SAME-PEOPLE! THEY JUST GOT OLDER, AND THEY JUST GAVE THE ACTIVITY UP FOR SOME MORE PASSIVE PASTTIME. *AS AN ASIDE DEMOGRAPHIC RESEARCHERS HAVE PREDICTED THE MOST PARTICIPATED-IN LEISURE TIME ACTIVITY TO BE: BIRDWATCHING!*

WHATEVER THE REASON FOR THE DECLINE, IT'S IMPORTANT TO KNOW SOME OTHER FACTS THAT MOST CERTAINLY AFFECTED THE LAST 20 YEARS. RECENT MARKETING RESEARCH SUGGESTED THAT THE NUMBER ONE REASON WHY PEOPLE GAVE UP DANCING WAS: CLUB POLITICS. IMAGINE! NOW I TALK TO LOTS OF PEOPLE WHO SAY THEY ALREADY KNEW THAT, AND HAVE STARTED TO MAKE CHANGES. OTHER REASONS INCLUDED THE COMMITTEMENT THAT IS REQUIRED IN TERMS OF TIME, FOR NEW RECRUITS TO ALOT TO LEARNING...MAYBE IT TAKES TOO LONG? THE RUSH TO PLUS I HEAR A LOT: DANCERS ARE GUILTY OF MOVING PEOPLE ALONG QUICKLY BY MEANS OF PEER PRESSURE. NOW I DON'T THINK THEY CONSCIOUSLY APPLY PRESSURE, IT IS A BYPRODUCT OF THEIR WANT TO GET NEW PEOPLE TO THE "CLUB". OF COURSE, CALLERS ARE CERTAINLY GUILTY OF RUSHING PEOPLE ALONG.

SO HERE WE ARE: SOUNDS LIKE WE HAVE OUR WORK CUT OUT FOR US. NO DOUBT WE HAVE SOME PROBLEMS, BUT WE HAVE SOME AMAZING ATTRIBUTES TOO. SOME GLOWING

SPOTS THAT ARE ALL TOO OFTEN OVERSHADOWED BY DECLINING NUMBERS, CANCELLED DANCES, FOLDING CLUBS.

AS A PRODUCT, THIS THING THAT IS DANCING IS AMAZING. IN MY REAL LIFE I'M A MARKETER...I SELL THINGS TO PEOPLE ALL DAY EVERYDAY...I SELL INSURANCE OF ALL THINGS...I DESCRIBE WHAT I DO AS:

"I SELL A PRODUCT THAT PEOPLE DON'T WANT TO BUY IT FROM COMPANIES THAT DON'T REALLY WANT TO SELL IT!"

DANCING SEEMS LIKE IT'S A PRETTY EASY PRODUCT COMPARED TO INSURANCE: SO WHY ARE WE NOT FLOODING OVER WITH NEW DANCERS: I THINK WE DON'T LEVERAGE WHAT WE HAVE ENOUGH. MAYBE WE SIMPLY DON'T KNOW WHAT WE HAVE TO SELL...AND PERHAPS WE DON'T KNOW HOW TO SELL IT OR WHOM TO SELL IT TO!

DANCING IS AN ACTIVITY THAT IS GOOD FOR YOU: IT KEEPS YOU HEALTHY...GOOD FOR THE HEART, LUNGS AND GOOD FOR THE MIND. RECENTLY IN THE UNITED STATES, YOUR GOVERNMENT LAUNCHED A FIGHT AGAINST OBESITY...WE HAVE THE SOLUTION...DANCE. WE SHOULD TELL THEM. RESEARCHERS TELL US THAT FOLLOWING 911, THERE WAS AN UNDERLYING NEED FOR PEOPLE TO GET CONNECTED AGAIN, BE SOCIAL, HOLD HANDS...WE HAVE THE SOLUTION. AGAIN, WE SHOULD TELL THEM.

OUR PRODUCT IS FULL OF PEOPLE WHO CARRY WITH THEM INVALUABLE INFORMATION FOR OTHER GROUPS OR COMPANIES. MAYBE DANCERS LIVE LONGER BECAUSE THEY DANCE..IN FACT THERE HAVE BEEN STUDIES THAT SUGGEST THAT DANCERS DISPLY SIGNS THAT THEY ARE LESS LIKEY TO EXPERIENCE MEMORY LOSS WITH AGE...MAYBE A RESEARCH GROUP WANT THE DATA WE CAN PROVIDE TO DETERMINE THAT DANCING HELPS WARD OFF ALTZEIMERS..MAYBE HEART DISEASE... MAYBE OSTIOPEROSIS..MAYBE RESAERCHERS COULD PROVE THAT DANCERS LIVE LONGER THAN NON DANCERS!

LIFE INSURANCE COMPANIES WOULD SAVE MILLIONS OF DOLLARS IF PEOPLE WOULD JUST LIVE 2 YEARS LONGERS...I THINK THEY MIGHT BE INTERESTED IN FUNDING THAT TYPE OF RESEARCH, AND WE OF COURSE WOULD OFFER OUR PARTICIPANTS AS RESEARCH SUBJECTS... .FOR A

PRICE..THAT PRICE COULD FUND A PLAN TO MARKET DANCING!!! EVERYBODY WOULD WIN.

OUR DANCERS COULD PROVIDE DEMOGRAPHIC DATA THAT FORD MOTOR COMPANY MIGHT BE INTERESTED IN..OF COURSE WE WOULD PROVIDE THEM ACCESS TO THE INFORMATION...FOR THE RIGHT PRICE! RADIO AND MUSIC PRODUCERS MIGHT BE INTERESTED IN OUR POULATION OF DANCERS MUSIC TASTES...AGAIN WE COULD LEVERAGE THAT.

INFAC T WE ARE WELL ON OUR WAY TO DOING JUST SOME OF THE ABOVE THINGS. ENTER THE ARTS. THE ALLIANCE OF ROUNDS, TRADITIONAL, AND SQUARES! THROUGH THE ARTS WE WILL HAVE THE OPPORTUNITY TO POLARIZE OUR EFFORTS IN TO REBUIDLING OUR ACTIVITY. THE INFORMATION THAT YOU PROVIDE WHEN YOU COMPLETE THE SURVEY...YOU WILL COMPLETE YOUR SURVEY RIGHT!!? COULD BE USED TO DO SOME OF THE THINGS THAT I'VE DISCUSSED.

WE HAVE COME TOGETHER IN THE ARTS. WE WILL BE BETTER EQUIPTED TO LEVERAGE THE DANCE FORMS FOR OUR PURPOSES..REBIRTH, THROUGH MARKETING, IMAGE INVESTIGATION AND UTILITY. IT SIMPLY MUST...NO WILL WORK.

SO THERE WE ARE:

WE HAVE PRETTY GOOD PRODUCT TO SELL, AS A UTILITY AND AS A SOCIAL RECREATION WITH BENEFITS (HEALTH). SO WHERE DO WE GO FROM HERE? WHAT'S NEXT? HOW TO DO IT? IT'S ABOUT A PLAN...MARKETING! LET ME GIVE YOU A CRASH COURSE...

MARKETING 101:

MARKETING: THE PROCESS OF RESPONDING TO THE NEEDS OF THE PROSPECT.

RESEARCH AND DEVELOPMENT: INDENTIFY (OR CREATE) THE NEED FOR THE PROSPECT.

SELLING: THE PROCESS OF CONVINCING THE PROSPECT THAT OUR PRODUCT WILL SATISFY THEIR NEED.

IT'S IMPORTANT TO UNDERSTAND THAT THESE ARE SEPARATE, NECESSARY COMPONENTS OF AN EFFECTIVE PLAN.

## MARKETING 101: THE 4 P'S AND THE D!

PLANNING  
PRODUCT  
PRICING  
DISTRIBUTION  
PROMOTION

### PLANNING:

EFFECTIVE PLANNING IS THE IDENTIFICATION OF OUR RESOURCES AND THE RELATIONSHIP TO THE ENVIRONMENT IN WHICH IT FUNCTIONS. PRODUCT LINE AND PUBLIC IMAGE ARE KEY IN PLANNING.

### PRODUCT:

MANY CHANGES HAVE TAKEN PLACE SINCE THE FIRST DANCE WAS EVER CALLED CUED OR PROMPTED. THESE CHANGES HAVE BEEN IN RESPONSE TO THE CHANGING NEEDS OF THE DANCERS. R&D SUPPORT PRODUCT CHANGES AND MUST BE EVER SENSITIVE OF NEW DEVELOPMENTS, CHANGING LIFESTYLES, ECONOMIC FACTORS AND OUR EVOLVING SOCIETY. THERE ARE ALSO REGIONAL DIFFERENCES TO BE DEALT WITH.

### PRICING:

I'LL NOT DWELL ON BECAUSE IT FAIRLY OBVIOUS THAT THE PRICE MUST MEET THE PROIDUCTS PERCEIVED VALUE.

### DISTRIBUTION:

THE DISTRIBUTION SYSTEM IS THE CRITICAL ELEMENT IN THE PROCESS OF SATISFYING THE NEED OF THE PROSPECT, BECAUSE IT IS THE PRIMARY INTERFACE WITH THE PROSPECT.

### PROMOTION:

IT IS MORE THAN JUST ADVERTISING. IT INCLUDES INDUCEMENTS TO ENCOURAGE OR MOTIVATE THE PROSPECT, AS WELL AS PROVIDE INDUCEMENTS TO THE SALES FORCE.

OK. THERE YOU HAVE IT. A CRASH COURSE ON MARKETING!  
SO OFF YOU GO GOOD LUCK I CAN'T WAIT TO SEE 50,000  
DANCERS AT THE NATIONAL NEXT YEAR!

NOT THAT SIMPLE? RIGHT THEN LETS EXAMINE THIS A BIT  
MORE...AND LETS KEEP AN OPEN MIND...WHO KNOWS WHAT WE  
MIGHT HEAR!

WE KEEP TALKING ABOUT "PROSPECTS". CAN SOMEONE TELL  
ME WHO THEY ARE? ARE THEY "EVERYBODY" WHO'S A NON  
DANCER? NO. WE'LL HAVE TO DETERMINE WHO OUR  
PROPECTS ARE. THEN WE'LL HAVE TO TAYLOR THE PLAN,  
MAYBE FIX THE PRODUCT, DETERMINE THE DISTRIBUTION  
METHOD THAT BEST SUITS THAT PROSPECT, AND PROMOTE  
IT DIFFRENTLY.

I CONSTANTLY HEAR THAT WE NEED YOUNGER PEOPLE. LETS  
CONDISDER THAT FOR A MOMENT! NOW REMEMBER I SAID  
THAT "OUR RESOURCES AND THE RELATIONSHIP TO THE  
ENVIRONMENT IN WHICH IT FUNCTIONS. PRODUCT LINE AND  
PUBLIC IMAGE ARE KEY IN PLANNING." RECALL THAT IS A  
FUNDAMENTAL MARKETING ISSUE?

SO WHAT DO WE KNOW ABOUT THE YOUNGER POPULATION..  
STUDIES IN DEMOGRAPHICS SUGGEST THAT THE BOOMERS,  
THEY ARE YOUNGER, BUT NOT TOO YOUNG, TEND NOT TO BE  
JOINERS. THEY HAVE HAD ALL THEIR LIVES MULTIPLE  
OPPORTUNITIES THAT PREVIOUS GENERATIONS DID NOT  
HAVE. TV AND COMPUTERS RULED. THEY PARTICIPATED IN  
A SOCIAL PHEONMINUM CALLED "CACOONING". THEY  
STAYED HOME WATCHED TV OR SURFED THE NET AND DID  
NOT RELY ON SOCIAL INTERACTION TO BE ENTERTAINED.

OK SO LETS TAKE A LOOK AT THE PROCESS IF WE DECIDE  
THAT THESE ARE OUR TARGET. FIRST...WE GOT A PROBLEM  
IF WE WANT THESE FOLKS TO JOIN WHAT WE HAVE NOW.  
MWSDNQ REQUIRES THAT YOU JOIN.PROBLEM. THEY DON'T  
LIKE TO JOIN. IT REQUIRES THAT YOU COME TO A DANCE.  
PROBLEM THEY CACOON. IT REQUIRES THAT YOU MEET  
PEOPLE, PROBLEM THEY TEND TO NOT LIKE TO DO THAT.

THE YOUNGER GENERATION, THE 'X'ER'S ARE LIKE THE  
BOOMERS, BUT DEMOGRAPHIC RESEARCHERS ADD THE TITLE  
"INSTANT GRATIFICATIONALISTS"! THEY LIKE TO DO IN  
NOW, DO IT FAST, KEEP IT SIMPLE, THEN DO SOMETHING  
ELSE NEXT TIME.

SO THERE IS THE ENVIRONMENT THAT OUR RESOURCES HAVE TO DEAL WITH. WHAT ABOUT OUR PRODUCT LINE IN THE PLANNING STAGE. OBVIOUSLY OUR PRODUCT DOES NOT SUIT THIS GROUP. BOOMERS LIKE TO STAY HOME, SO IN ORDER TO EFFECTIVELY MARKET IT THEM, WE MIGHT HAVE TO CONVINCE THEM OF THEIR NEED TO GET HEALTHY. THE UTILITY PART OF OUR DANCE. LETS DRESS THEM IN SPANDEX, PUT THE CALLER IN YELLOW LEOTARDS AND RUNNERS, PUT MIRRORS ON THE WALL, GIVE A HEAD SET TO THE CALLER, AND SWEAT BAND, SERVE ENERGY DRINKS AND COOKIES, AND SET IT ALL TO MUSIC. NOW LETS GO OUT AND CONVINCE THEM THAT THEY NEED TO JOIN THIS. LADIES AND GENTS I GIVE YOU THE NEW DANCE FORMS.

BUT WHAT ABOUT PUBLIC IMAGE THAT'S IMPORTANT TOO! A HEALTHY APPROACH WOULD BOLSTER PUBLIC IMAGE RIGHT? COULD WE BREAK OUT OF THE IMAGE WE HAVE NOW? WOULD WE HAVE TO CHANGE THE NAME TO GEOMOTION OR WESTERN DANCERCIZE, OR DOSADROP-THOSE-POUNDS!

SO LETS GO BACK TO PLANNING AND THE IDENTIFICATION OF OUR PROSPECTS. LETS SAY THAT OUR TARGET MARKET WILL BE PEOPLE JUST LIKE US...THEY LOOK LIKE US...THEY DRESS LIKE US...THEY LIKE THE SAME MUSIC...ETC. WE ALREADY KNOW WE HAVE THE PRODUCT THAT MEETS THEIR NEEDS RIGHT? RIGHT? MAYBE NOT. REMEMBER WE HAVE DECLINING NUMBERS CURRENTLY...IF IT'S TIED TO THE AGING POPULATION, THEN OUR NEW PROSPECTS, THE ONES THAT ARE THE IMAGE OF OURSELVES) HAVE A SHORT LIFE EXPECTANCY IN DANCING. THE CURRENT DANCER LIFE EXPECTANCY NOW IS SOME NUMBER LESS THAN 10 YEARS ON AVERAGE. SO THAT MEANS THAT WE ALL ARE SURVIVORS OF DANCING. WE OBVIOUSLY HAVE A RETENTION ISSUE, AND IF I MAY QUOTE LAST YEARS KEY-NOTE SPEAKER, TONY O, WHO QUOTED MR. JIM MAYO:

MR MAYO SAID " ACTUALLY RETENTION RATES WERE ALWAYS LOW. I STARTED KEEPING RECORDS IN 1960 AFTER ED GILMOUR TOLD ME TO AT HIS SCHOOL.EVERYONE WHO TRIED SQUARE DANCING IN THE NEXT DECADE FINISHED THE CALSS WHICH, BY THEN WAS ALREADY 20 LESSONS.OF THE GRADUATES, HALF NEVER DANCED AGAIN. OF THE REMAINING 50% HALF DID NOT RETURN FOR THE NEXT SEASON. WE GREW BECAUSE WE WERE SO SUCCESSFUL AT RECRUITING. THAT BEGAN TO FADE IN THE LATE 70'S. BY

THE MID 80'S RECRUITING BECAME A MAJOR PROBLEM AND MWSO BEGAN SHRINKING BECAUSE OF LACK OF PEOPLE."

LOOKS LIKE WE STOPPED MARKETING. THE RETENTION ISSUE BECAME PROMINENT BECAUSE WE STOPPED RECRUITING! WELL WE CAN CHANGE THAT! THIS PRODUCT DOES MEET THE NEEDS OF "PEOPLE JUST LIKE US". WE KNOW THAT BECAUSE WE LOVE THIS. PERHAPS THE PRODUCT IS NOT THE ISSUE WITH THIS GROUP, BUT RATHER OUR INABILITY TO SUPPORT IT...OR "CONVINCE THE PROSPECT THAT OUR PRODUCT WILL SATISFY THEIR NEED"...SELLING! SO FOR THIS GROUP ALL WE NEED TO DO IS DEVELOP THE SELLING PART OF THE PLAN!

FOR THE BOOMERS WE'D HAVE TO CHANGE THE PRODUCT, OUR IMAGE, AND THE METHOD BY WHICH WE SELL IT.

NOW BEFORE I GET TO DISTRIBUTION, LETS TALK ABOUT THE LAST P OF THE 4 P'S AND THE D. PROMOTION. RECALL I SAID THAT PROMOTION INVOLVES THE TRADITIONAL MEANS OF ADVERTISING LIKE TV, RADIO, PRINT, FLYERS ETC. BUT THERE IS ANOTHER PART THAT IS OFTEN NOT UTILIZED IN PROMOTION AND THAT'S INCENTIVES. INCENTIVES OR INDUCEMENTS FOR BOTH THE SELLER AND THE PROSPECT.

SO WHAT DOES THAT MEAN? HOW CAN WE UTILIZE INDUCEMENTS FIRST FOR THE SELLER? THE OBVIOUS IDEA WOULD BE TO PAY THEM FOR EACH SUCCESSFUL SALE, OR AWARD THEM SOMETHING ON A REGULAR BASIS FOR SUCCESSFUL SALES. WITHIN OUR COMMUNITY, RECOGNIZE THEM AND PUBLICLY THANK THEM.

FOR THE PROSPECT, INDUCEMENTS CAN SIMILAR AS ABOVE, AND MANY CLUBS HAVE COME UP WITH EXCELLENT IDEAS LIKE, FREE INTRODUCTORY NIGHTS, COUPONS FOR FREE FOOD, GIFTS, I'VE HEARD OF MUGS, PLACEMATS, LOTTERY TICKETS AND EVEN A CHANCE TO WIN A NEW CAR. IN THE SHOWCASE OF IDEAS, CALLERLAB HAS A DISPLAY THAT INCLUDES A COLLECTIONS OF STORIES CALLED "WINNING WAYS" PICK IT UP AND SEE WHAT OTHER HAVE BEEN SUCCESSFUL AT. THEY ARE ALSO AVAILABLE ONLINE AT [WWW.CALLERLAB.ORG](http://WWW.CALLERLAB.ORG).

OK, SO WE'RE IN PRETTY GOOD SHAPE SO FAR. WE'VE COME UP WITH OUR PLAN, DETERMINED THAT EITHER THE PRODUCT IS GOOD OR WE NEED TO CHANGE IT, WE'VE IDENTIFIED OUR PROSPECTS AND NOW FOR THE DISTRIBUTION.

IT IS MY OPINION THAT THIS IS THE MOST CRITICAL PART OF MARKETING OUR PRODUCT. TO RECAL SOME KEY POINTS ON DISTRIBUTION:

"THE DISTRIBUTION SYSTEM IS THE CRITICAL ELEMENT IN THE PROCESS OF SATISFYING THE NEED OF THE PROSPECT, BECAUSE IT IS THE PRIMARY INTERFACE WITH THE PROSPECT."

LETS EXAMINE THIS STAEMENT AND RELATE IT TO OUR DANCE ACTIVITY. AND DISTRIBUTION PLAN MUST BE SUPPORTED WITH A BUNCH OF "SELLERS"...A SALES FORCE. YOU. ME. ANYONE CONNECTED WITH OUR ACTIVITY ARE THE SALES FORCE. SO THERE ARE OVER 1,000,000 PEOPLE WHO ARE OR HAVE RECENTLY DANCED IN NORTH AMERICA ALONE. THAT'S A BIG SALES FORCE. IT APPEARS WE'RE NOT REAL GOOD AT SELLING. WHY IS THAT?

COULD IT BE THAT WE DON'T KNOW WHO TO SELL IT TO? WELL WITH OUR NEW THOUGHT OUT PLAN, WE'LL HAVE A BETTER UNDERSTANDING OF WHO THEY ARE, WHAT THEY READ, WHAT THEY WATCH AND LISTEN TO, AND DEMOGRAPHERS AND RESEARCHERS HAVE TOLD US HOW THEY BEHAVE.

COULD IT BE THAT WE DON'T HAVE PRODUCT KNOWLEDGE? COULD BE, ESPECIALLY IF OUR TARGET PROSPECTS DEMAND THAT THEIR NEEDS BE MET BY MODIFYING THE PRODUCT. WE WOULD HAVE TO UNDERSTAND WHAT THE NEW PRODUCT IS AND BE BEHIND IT. YOU WOULD HAVE TO ASK YOURSELF, COULD I SUPPORT A TRANSFORMED ACTIVITY WHERE PEOPLE LOOK LIKE AEROBIC INSTRUCTORS? WHERE THERE IS NO PROGRESSION THROUGH LEVELS RATHER A SINGLE LEVEL, EVERY NIGHT A NEW NIGHT, DIMINISHED VOCABULARY OF CALLS. WHERE THE STYLE OF DRESS IS TOTLLY DIFFERENT, WHERE ALCOHOL AT A DANCE IS THE NORM.

REMEMBER THE SALES FORCE, YOU, ME, WE ARE "THE PRIMARY INTERFACE WITH THE PROSPECT" AND IT IS UP TO US TO "SELL" : AND SELLING IS? THE PROCESS OF CONVINCING THE PROSPECT THAT OUR PRODUCT WILL SATISFY THEIR NEED. WHATEVER THE FORM WE CHOOSE TO MARKET, EVEN IF IT'S THE SAME FORM AS WE HAVE NOW...OUR SALES FORCE MUST BE BEHIND IT!

WHEREEVER WE GO FROM HERE WE MUST BE PREPARED. THERE IS A REAL POSSIBILITY THAT A GREAT PLAN IS DEvised, YET IT'S NOT SUPPORTED BY OUR MOST VALUABLE RESOURCE...OUR SALES FORCE. WE MUST REMAIN OPEN TO CHANGE, WE HAVE CHANGED IN THE PAST, WE ARE CAPABLE OF DOING IT AGAIN. WE STARTED OUR LIFE AS A SINGLE LEVEL, WE CHANGED TO PROGRAMS, CONVERETED THINKING FROM SOCIAL TO MORE TECHNICAL AND INSTITUTED ADVANCED AND CHALLENGE. NOW WE APPEAR TO BE FOCUSING ONCE AGAIN ON THE SOCIAL PART OF DANCING.

WE ARE CAPABLE OF DEVELOPING A WORKABLE EFFEORT TO REPOPULATE. WE, AS A SOCIETY OF DANCERS, CAN ORGANIZE...WE ARE WELL ON OUR WAY WITH THE ARTS. GET BEHIND THOSE EFFORTS, UNDERSTAND IT, AND STAY OPEN TO ALL POSSIBILITIES. I AM A FIRM BELIEVER IN THE PHRASE:

"PEOPLE DON'T PLAN TO FAIL, THEY FAIL TO PLAN"

MY MESSAGE IS SIMPLE. JIM MAYO'S RESEARCH SIMPLY INDICATED THAT WE STOPPED RECRUITING. WE NEED A PLAN TO TAKE TO THE WORLD. TELL THEM WHAT WE HAVE IS GOOD FOR THEM SOCIALLY AND PHYSICALLY. WE NEED TO TELL CORPORATE NORTH AMERICA THAT OUR PRODUCT IS A WONDERFUL SIMBOL FOR THEM TO UTILIZE. WE NEED TO EXPOSE OURSELVES! WE NEED TO PROVE TO WORLD THAT WE CAN MAKE THEM LIVE LONGER, AVOID HEART DISEASE, OSTIOPEROSIS, ALTZIEMERS. IMAGINE IF LIFE AND HEALTH INSURERS OF THE WORLD, FOUND AN ACTIVITY THAT WOULD MAKE THEIR POLICY HOLDERS LIVE LONGER AND LIVE HEALTHIER...WE COULD BE THAT PARTNER FOR THEM.

I HOPE YOU LEAVE HERE WITH SOME THOUGHT ABOUT YOUR OWN ROLL TO PLAY IN "WHERE WE GO FROM HERE". I HOPE YOU CAN SELL THE IDEA OF INCLUSION, NOT EXCLUSION TO YOUR FELLOW DANCERS AND LEADERS.

IT IS A SIMPLE MESSAGE REALLY. RECRUIT.

IT IS POSSIBLE THE MOST CHALLENGING THING WE'LL EVER DO.

IT SIMPLY MUST WORK...

PLEASE GO FORTH AND MULTIPLY!

GOOD MORNING TO YOU ALL!