LEADERSHIP, BUSINESS SIDE, ETHICS



LEAD…FOLLOW…OR GET OUT OF THE WAY

LEADERSHIP, BUSINESS SIDE, ETHICS

Leadership is not without **RISK**. It's much easier to sit back and criticize rather than take a leadership role. It's impossible to please everyone all the time. A sense of dedication, a sense of humor, and sometimes a thick skin, are all necessary in a successful leader's qualities.

Nor is leadership without **REWARD**. Solid leadership will result in satisfaction when goals are reached, and your club is thriving.



LEADERSHIP, BUSINESS SIDE, ETHICS



Ethics…..

A simple word that gets thrown around often, but what does it mean for you as a square dance caller and leader?

LEADERSHIP, BUSINESS SIDE, ETHICS

Ethic eth·ic ˈe-thik
noun

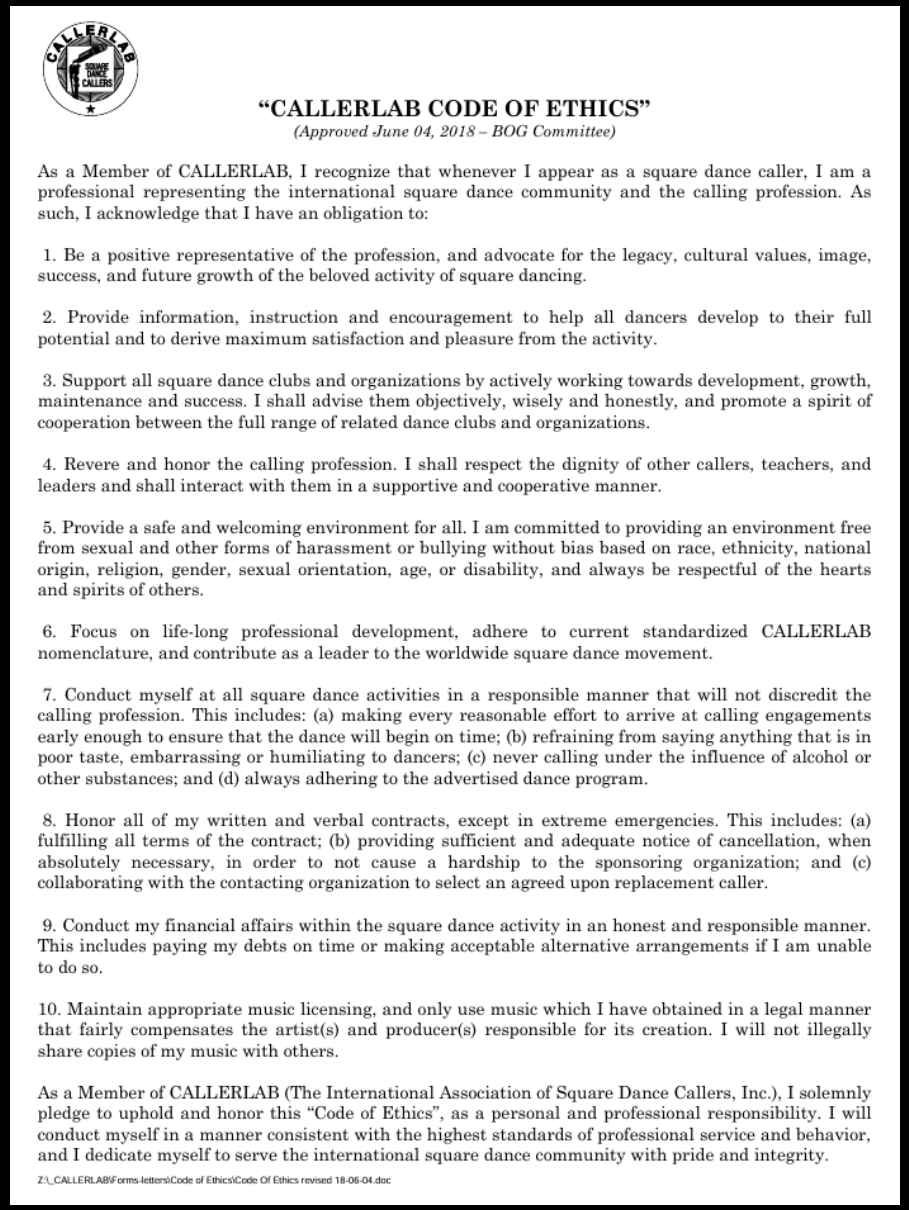
a set of moral principles : a theory or system of moral values
the present-day materialistic *ethic*
an old-fashioned work *ethic*
— often used in plural but singular or plural in construction
an elaborate *ethics*
Christian *ethics*

The principles of conduct governing an individual or a group of professionals

LEADERSHIP, BUSINESS SIDE, ETHICS

When you make the decision to become a square dance caller, that decision puts you in a position of leadership.

The professional caller must wholeheartedly subscribe to the established standards of relationships to accomplish the declared purpose and objective of callers in the square dance profession.



"CALLERLAB CODE OF ETHICS"

(Approved June 04, 2018 – BOG Committee)

As a Member of CALLERLAB, I recognize that whenever I appear as a square dance caller, I am a professional representing the international square dance community and the calling profession. As such, I acknowledge that I have an obligation to:

1. Be a positive representative of the profession, and advocate for the legacy, cultural values, image, success, and future growth of the beloved activity of square dancing.

2. Provide information, instruction and encouragement to help all dancers develop to their full potential and to derive maximum satisfaction and pleasure from the activity.

3. Support all square dance clubs and organizations by actively working towards development, growth, maintenance and success. I shall advise them objectively, wisely and honestly, and promote a spirit of cooperation between the full range of related dance clubs and organizations.

4. Revere and honor the calling profession. I shall respect the dignity of other callers, teachers, and leaders and shall interact with them in a supportive and cooperative manner.

5. Provide a safe and welcoming environment for all. I am committed to providing an environment free from sexual and other forms of harassment or bullying without bias based on race, ethnicity, national origin, religion, gender, sexual orientation, age, or disability, and always be respectful of the hearts and spirits of others.

6. Focus on life-long professional development, adhere to current standardized CALLERLAB nomenclature, and contribute as a leader to the worldwide square dance movement.

7. Conduct myself at all square dance activities in a responsible manner that will not discredit the calling profession. This includes: (a) making every reasonable effort to arrive at calling engagements early enough to ensure that the dance will begin on time; (b) refraining from saying anything that is in poor taste, embarrassing or humiliating to dancers; (c) never calling under the influence of alcohol or other substances; and (d) always adhering to the advertised dance program.

8. Honor all of my written and verbal contracts, except in extreme emergencies. This includes: (a) fulfilling all terms of the contract; (b) providing sufficient and adequate notice of cancellation, when absolutely necessary, in order to not cause a hardship to the sponsoring organization; and (c) collaborating with the contacting organization to select an agreed upon replacement caller.

9. Conduct my financial affairs within the square dance activity in an honest and responsible manner. This includes paying my debts on time or making acceptable alternative arrangements if I am unable to do so.

10. Maintain appropriate music licensing, and only use music which I have obtained in a legal manner that fairly compensates the artist(s) and producer(s) responsible for its creation. I will not illegally share copies of my music with others.

As a Member of CALLERLAB (The International Association of Square Dance Callers, Inc.), I solemnly pledge to uphold and honor this "Code of Ethics", as a personal and professional responsibility. I will conduct myself in a manner consistent with the highest standards of professional service and behavior, and I dedicate myself to serve the international square dance community with pride and integrity.

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LEADERSHIP, BUSINESS SIDE, ETHICS

Summary

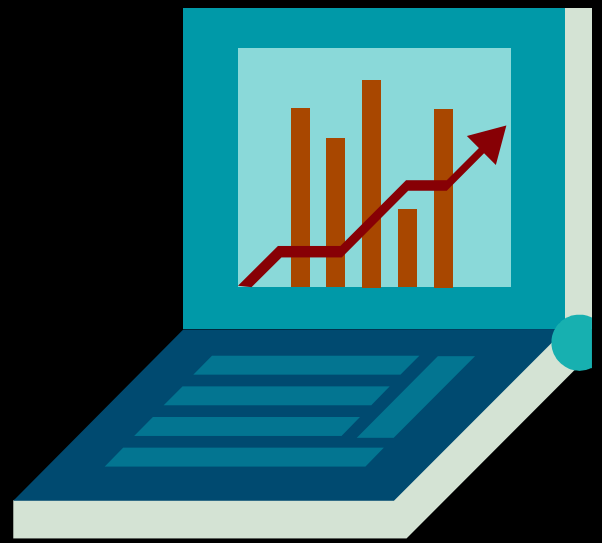
Do what's right……



……..'nuff said

LEADERSHIP, BUSINESS SIDE, ETHICS

It is important that callers be knowledgeable in the business practices involved in the calling business. Because money is involved, taxes and compliance is involved. Failure to abide by the tax rules can bring severe consequences. Poor business practices can seriously damage the career of an otherwise talented caller.



LEADERSHIP, BUSINESS SIDE, ETHICS

Research and Development

Sales & Marketing

CEO

CEO

Management

Purchasing



Logistics

Accounting

Maintenance

Personnel – Human Resources

LEADERSHIP, BUSINESS SIDE, ETHICS

Develop a business plan by defining your goals as a caller.

a. Immediate
   - Find a mentor, join local caller association
   - Study, learn, attend clinics
   - Buy some cheap equipment
   - Attend dances and do guest tips

b. One – Five Years
   - Join a national association (CALLERLAB, ACA)
   - Buy some better cheap equipment
   - Continue to learn
   - Start teaching classes and booking dances

c. Five years and beyond
   - Buy some more better cheap equipment
   - Expanded activity – weekends, trips, etc.
   - Accept association leadership roles

2024 Pride Caller School

LEADERSHIP, BUSINESS SIDE, ETHICS

Sales & Marketing

You are the Sales Manager responsible for positioning the product - YOU.

- Pricing
- Scheduling
- Promotion and advertising
- Appearance and professionalism

Purchasing & Logistics

Purchasing is the first link of the logistics supply chain and has the most impact to net profit.

- Equipment
- Records
- Clothing
- Travel

Accounting

Good accounting practices can show trends and dictate smart budget decisions.

- Taxes / Bookkeeping
- Record Keeping

Research & Development

Square dancing is a developing activity and constantly changing.

- Note Services
- Reference Library
- Clinics and Schools
- Feedback from dancers

Maintenance

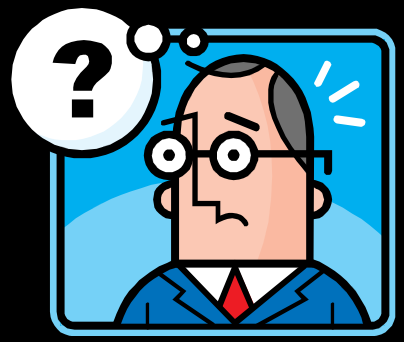
Considered “non-value added” expense, but if ignored, the result can be very costly.

- Equipment
- Self/Voice

Personnel – Human Resources

- Club and association officers
- Professional peers

LEADERSHIP, BUSINESS SIDE, ETHICS



QUESTIONS

&

ANSWERS

