



ASDSC's Harvest Hoedown  
Presents

# Learn & Grow

Your Dance Community

**Friday - October 27, 2023**

**9:00 a.m. to 3:00 p.m.**

**Floriculture Hall  
Yuba-Sutter Fairgrounds  
Yuba City, CA**

**Promoting Square Dancing  
Through the Most  
Challenging of Times**

**Featured Presenter:**

**Mike Hogan**

- Nationally known Square Dancer Caller for over 45 years.
- Member, CALLERLAB Board of Governors
- 30+ year Career in the Marketing Industry
- Current Market President for iHeart Media



**Program Description:**

Post-pandemic clubs across the country are struggling to bring existing dancers back to the fold as well as finding new dancers. Promotion is one of our key tools, but what is the best way to get the word out? Mike Hogan is an experienced marketing professional and was instrumental in putting together the Square Dance Marketing Manual (available on the CALLERLAB.org website). He will share tips and ideas to help us all promote square and round dancing.

**\$25 per person includes lunch!!**

Use the Harvest Hoedown registration form to register for this outstanding workshop.

**FOR MORE INFORMATION CONTACT**

Katie Pearce, Chairman: 916.606.9738 / HarvestHoedown@ASDSC.org / www.HarvestHoedown