



FLORIDA FEDERATION of SQUARE DANCERS

MINUTES, SUNDAY JANUARY 15, 1989

The meeting was called to order at 9:00 A.M. in the meeting room of the Econolodge in Orlando, by President Ron Knowlton.

The invocation was given by Donna Hendricks.

Ron Knowlton welcomed guests and visitors. No new visitors.

Roll call was taken with 69 voting members present. The president declared that a quorum was present.

VIDEO TAPE - Jack Pierson showed a video tape that he had taped at the Saturday morning meeting and Saturday evening dance. It was very interesting and entertaining. Thank you Jack.

COMMITTEE REPORTS

FINANCE - Finance committee members were: Sally Herbert, chairperson, Shirley Nihart, Donna Hendricks, Ed Powe, Joanne Wheatley, George Oglesby, Roland Hamel and Gerald Ault.

The committee came up with the following proposed budget for 1989-90. We took into consideration and only gave a 10% increase.

EXPENSES

President's expenses	\$ 350.00	
Vice President's expenses	100.00	
Secretary's expenses	600.00	
Treasurer's expenses	50.00	
Parliamentarian's expenses	500.00	
Flowers and Remembrances	150.00	
Meeting expenses refreshments	300.00	(coffee motel-hotel)
Promotional expenses	600.00	
U.S.D.A. Annual dues	100.00	
Bank service charge	50.00	
Unforseen expenses	350.00	
TOTAL	\$3,150.00	

ANTICIPATED REVENUE

Federation Insurance fund	\$ 100.00
State Convention	2,500.00
Association dues	250.00
Bank account interest	300.00
TOTAL	\$3,150.00

RECOMMENDATIONS

It was suggested that we discontinue serving pastries on Sunday morning meetings unless we can bring them in ourselves.

The Budget Committee recommends that we put \$5,000.00 in a C.D. or Money Market account to draw higher interest at the treasurer's discretion.

We, the Budget Committee, recommend that you accept the proposed 1989-90 budget.

Motion made to accept the proposed budget for 1989-90.

Motion carried.

SQUARE DANCER PRESERVATION - Committee members were: Al Subatch, chairman, Winnie Subatch, Secretary, Frank Habersberger, George Wolfert, Nancy Wolfert, Paul McClain, Jim Peardon, Nita Lascola and Muriel Chabot.

The committee discussed the problems of dancer attrition, attitudes by experienced dancers to students/new dancers and costs to the dancers of dancing.

Many factors cause the movement to lose dancers. One of the prime causes is the push by callers and dancers to quickly move the new graduates to the next level. The way to stop this, we feel, is to require the new dancers to stay in mainstream for a full year before moving up to plus. The Northeast Association has begun a pilot program doing just that, with the cooperation of the callers in the area. We hope to monitor this program throughout the year to see how it works.

It is recommended that the Federation send a letter to all the callers' associations to request they hold conversations with us as to the feasibility of such programs state-wide. We feel that in this way, more dancers would remain in the movement, which would result in higher attendance and revenues at dances.

We also recommend that the Federation prepare a brochure, similar to the one for new dancers, with tips and guidelines for class angels. This should be done with input and cooperation of the callers.

The angels can be a strong educational voice to students.

A final recommendation is to request that all clubs and callers running or sponsoring classes take a survey of all students and new dancers that drop out, asking the reasons they quit, and the results of this survey, to be held each year, be turned into the Federation and Callers' Associations.

The committee also suggests that we look at the dress codes to see if there is a way for those who want to dance, but cannot afford to spend a lot of money on outfits, can dance.

Motion made to send all Callers' Associations a letter asking them to consider holding our new dancers in the mainstream program for a year before moving them into plus lessons.

Motion carried.

Al Subatch to send letter to Caller's Association and also will make up a brochure for presentation to the Federation.

HISTORY OF THE FEDERATION - Committee members were: Nan Habersberger, Chairman, Belle Bishop, Secretary, Marjorie Powe, Jack Taylor, Ed Pumphrey and Dolores Ault.

Thanks to the work done by last year's committee, a new file has been set up by Cupie Knowlton. It's in a long term storage box and easy to transport.

The following is the current status of the files:

1958 thru 1963	- Mary Lee VanValkenberg	- complete
1964 thru 1970	- Jack Taylor	- complete
1971 thru 1977	- Marjorie Powe	- complete
1978 thru 1983	- Cupie Knowlton	- complete
1984 to present	- Anneita Gilbourn	- imcomplete

Ed Pumphrey has agreed to work on updating 1984 thru 1987 and Nan Habersberger the years of 1988 thru 1989.

Guidelines as to what should go into history:

1. Pictures, particularly of State and National Conventions, change of officers, State Convention tables and Florida activities at National Conventions.
2. A group picture to be taken at "working weekend". A professional photographer has been suggested. The Vice President is to be responsible for contacting such a photographer.
3. Pictures of officers and new executive board to be taken by a volunteer.
4. The original typing of the minutes to be included in each year's history.
5. Information taken from Bow and Swing:
 - a. Federation president's message, an excerpt of an original or useful idea.
 - b. Unusual or special club happenings and anniversaries.

Request anyone with old or new pictures of interest, such as State Conventions, to give them to the committee and be sure to put who, when and where on each picture.

It is recommended that, at future "working weekends", this committee work on adding the information to files at the meeting.

Motion made to reimburse Cupie Knowlton for purchase of file for history.

Motion carried.

PUBLICITY - Committee members were: Carol Poole, chairman, Mary Lee VanValkenburg, Jack Pierson, Lori Pumphrey, Boots Oglesby, Lou Chabot, Duke McCleskey, Doris McCleskey, Pat Peardon and Mary Boltze.

1. It was decided to obtain the most favorable media coverage for square dancing would be to hire a professional public relations person, or find a retired or active P.R. man that also loves square dancing and would volunteer his time. However, it was decided a 30 to 60 second commercial for TV would be too expensive.
2. Whenever possible write your own article for newspapers or ask to read the finished copy before publication.
3. If you are lucky enough to have a TV demo, be smart enough to have good dancers and a practice session before TV time plus a caller with a good singing voice.
4. Submit short articles to the local radio for fill-in spots.

5. Submit articles to local newspapers that will entice new dancers.
6. Insert dance schedules into tourist magazines.
7. We then strayed to easy and simple ways to promote square dancing:
 - a. The use of antenna flags and license tags.
 - b. Square dance emblems on automobiles.
 - c. A rubber stamp-stamp every letter mailed with square dance stamp.
 - d. One on one is still good in promoting square dancing. We can be selective on who we solicit for lessons.
 - e. Business cards handed out offering two free lessons (please include place, date and time).

We concluded with a computer demonstration by Jack Pierson.

No recommendations

Video Tape - Joe Vaccari - Video tape to introduce or cover square dancing to the public. The intent as I understand it is to make it available to organizations to use in their local areas, to introduce square dancing to the general public. I think the committee should be aware of this and perhaps check with the chairman, at this time is Darryl McMillan in the Northwest and perhaps the committee could utilize that.

SHOWCASE OF IDEAS - Committee members were: Dewey Hendricks, chairperson, Marie McClain, Leo Richardson, Dave Nihart, Zoni Taylor, and Mary Stewart.

Ideas for 1989 National Convention in Oklahoma City.

1. Use a picture this year. Palm trees painted on canvas - 60 inches wide and not as long as it is wide. Words painted on it that says "Come dance under the palms." This is the picture that was used in Baltimore.
2. Display federation banner.
3. Display literature, "Where to Dance."
4. Give out map of Florida stickers.
5. Give out seashells. We will be needing many seashells, so will need help from those living close to beaches.
6. Rent palm trees from a local nursery or florist to display at each end of the Florida tables.
7. Motion to be made that "the federation purchase 2,000 of the little orange stickers from the Florida Citrus Commission to also give out at Oklahoma City. They are \$.10 to \$.12 each."

There was considerable discussion on ideas for future conventions. One we hope might be completed by the 1990 convention.

Our committee recommends a motion be made that the federation and each of the five associations build a folding display case for the tables. There would be one for the federation and one for each of the five associations. Each association will pay for its own case, but they would all be built by the same person, so they would be uniform. If the motion is passed, we will get several bids and they will be presented to the federation in May. (Dewey described the dimensions and the way it would look.)

Discussion was held and it was finally decided that Dewey would make a sample board and bring to federation meeting in May.

Discussion of articles for showcase - oranges, stickers, and automatic animated ideas. There will be no sound at the convention this year.

Motion made to purchase 10,000 orange stickers.

Motion carried.

INSURANCE - The meeting was called to order by Joe Vaccari, chairman. Committee members were: Norm Farrell, Randy Poole, PeeWee Stewart, Harvey Shriver, Bill Wheatly, Carole McKenzie and Al Boltze.

The purpose of the committee is to familiarize association chairpersons with U.S.D.A. Insurance procedures and review the insurance program as administrated within Florida.

Several questions on procedures were discussed including class members, clogging, group travel and internal association procedures.

The committee appointed Norm Farrell and Randy Poole to audit the insurance books.

The committee recommends that Randy and Carole Poole be appointed as 1990 Florida Federation Square Dance Insurance Chairman. Randy and Carole were not given the opportunity to decline. (P.S. They agreed to the appointment.)

The committee determined that an insurance panel at the state convention will not be required.

Additional forms were distributed to the association insurance chairman.

Committee members agreed that education of clubs and dancers concerning the insurance program is a continuing requirement. Association chairman should use every means possible to get the message out (meetings, newsletters, personal contact, etc.)

The square dance insurance report for the period November 6, 1988 thru January 13, 1989 is attached.

With requests for insurance turned in today, the total number of dancers covered is 4660 (1145 more than this time last year).

Norm Farrell - Insurance books in good order and money all accounted for.

Motion made to accept Randy & Carole Poole as Florida Federation Square Dance Insurance Chairman for 1990.

Motion carried.

EDUCATION AND SERVICES - Members of the committee were: Mary Richardson, chairperson, Marcy Hamel, Ella Shriver, Ron VanValkenberg, Joyce Farrell, Conrad Bishop and Garland McKenzie.

CONSOLIDATED CLASSES - This could be a viable activity depending upon geographic areas and the cooperation between clubs and callers.

One area had a period of success with consolidated classes, but has reverted to individual classes. At this time, there is no area conducting these classes because of club and/or caller lack of cooperation.

It is recommended that consolidated classes not be pursued by the federation at this time.

MIXER IDEAS FOR CLUBS - The committee recommends that mixers be used in a minimum number of tips during the dance. Everyone agreed that the scatter promenade in the last tip of the evening is suggested for a fun time.

WAYS TO INTEREST MEN INTO THE WORLD OF SQUARE DANCING - Try to convince men that this is not a sissy activity. It is good exercise, fun and a way to meet other people. Once you are hooked, you are hooked for life.

Have women whose husbands are reluctant to start classes, talk to men who are already in the activity. Invite them to visit a dance to see the fun people are having.

YOUTH PARTICIPATION - The committee recommends that this be handled by the committee for promoting square dancing in the school systems.

No recommendations.

CO-ORDINATING COMMITTEE - Aaron Fry, Secretary - The co-ordinating committee met in room 175 and then moved to the meeting room after the air conditioner was fixed.

All five associations were represented with two past convention chairmen, the present convention chairman, and the next three convention chairmen, the immediate past caller chairman, the present caller chairman and the present round dance chairman.

The duties of the officers were reviewed and adopted and it was recommended they be given to each new officer coming on the committee at the 1989 convention.

A committee met last fall to update the convention guidelines. They were brought before the committee and some revisions were made and will be brought before the meetings of the FCA, RDC of Florida and the Florida Federation at the May meetings.

A committee was appointed to assemble a book containing information concerning past conventions and recommendations for future conventions. A helpful book to be given each person coming on the committee.

No recommendations.

SELECT COMMITTEE FOR THE PROMOTION OF SQUARE DANCING IN THE SCHOOL SYSTEMS - Committee members were: Donna Hendricks, chairperson, Garland and Carole McKenzie, Cliff and Jean Allen, Pat and James Peardon, Frank and Nan Habersberger, Bill Alexander and Carl and Carol Rod.

For our next meeting Donna Hendricks will prepare a list of contacts within the various school systems. We also will prepare a list of the Deans of the College of Education for the various colleges and universities throughout the state.

When this list is completed we will prepare a letter which will explain our program for teaching students and future P.E. teachers to square dance.

Bill Alexander is going to check with some of the legislators he knows in Broward County to see if there is a possibility of obtaining additional funding for schools that would have this type of program.

Carl Rod is going to prepare a letter to the president of each callers association explaining our plan to begin teaching square dancing in the school systems by using our professional callers to do the teaching. We will request a list of names of callers from the various areas that would be willing to donate time to this undertaking.

Garland and Carole McKenzie will prepare a response form that could be handed out to the people who participate in the classes conducted at the colleges and universities. We would like to know what they are doing with the knowledge they have regarding the square dance activity (ie, taking lessons themselves, joined a club, teaching the activity to their students).

Donna also suggested we check with the schools in our area to see if they have the Meritorious School awards. Under this system the schools with the top ratings get additional funding. The system is based on the number of extra programs the school participates in and the number of students participating in each program.

OLD BUSINESS - None

NEW BUSINESS

MICROPHONE AND SPEAKER - A motion made to reimburse the president in the amount of \$125.00 for the audio system being used this weekend. System includes a speaker, a button microphone, a microphone stand and a mike. The system will then belong to the federation.

Motion carried.

KNOT HEAD CONVENTION - Knot Head Convention has been moved from Tampa to Lakeland in order to try and have a better attendance. Please lets all promote the dance and try to attend.

PARLIAMENTARIAN EXPENSES - A motion made to move \$400.00 that is budgeted for stickers for parliamentarian to unforeseen expenses so that the entire \$500.00 can be used for parliamentarian expenses.

Motion carried.

LEGACY - Chet Vetter - It is important that each of us fill out survey form from Legacy and mail it in. It has been in all of the publications.

SUPERIOR ACHIEVEMENTS AWARDS - Chet Vetter - Central and southeast names are needed to be placed on the plaques at the Hall of Fame. Bars are \$3.00 plus \$.10 a letter. You can have them made and send to Chet or send him the money and he will take care of having them made.

Also, plaque with names of past convention chariman have not been taken care of. Chet sent all information to Howard Wilson.

STATE CONVENTION EVENTS - Norm Farrell - We are going to program events for the State Convention so each of you go back to your clubs and if anyone would like to put on demos or any presentation using the theatre on Saturday afternoon, please let Norm know, as early as possible.

NEXT MEETING - The next meeting will be held on Sunday May 28, 1989 at the State Convention at 10:00 A.M. Room to be announced at a later date.

Meeting adjourned at 11:45 A.M.

Attachment: Insurance report (2 pages)
Policy amendment rider # 1