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Jack & Zonie Taylor, President,
Florida Federation of Square Dancers.

Re: Report on findings of Breakout Session on
Promotion & Expansion of Square Dancing

Committee Members: Frank Habersberger, Chairman
Manny Gonzalez, Maurice Ritter, Pauline
Waters, Kathy Mc Kenney, Diana Kehr,
Pee Wee Stewart, Carolyn Chatoe.

The meeting was called to order at
1:40 P.M. The Chairman distributed a
brief history of the growth and decline of
Square Dancing, starting with 1935. At
that time, two Callers, realizing that many
Callers were inventing their own Call, but
did not share their Calls with other area
Callers. This resulted ⁱⁿ considerable confusion, as
dancers visiting other Clubs could not cope
with Call they were not taught. The
two Callers were Pappy Floyd Shaw and
Bob Orgood, and they standardized all Call
which were later designated Mainstream.

Starting around 1965, Callers Lab began
adding higher levels and assigned Plus 1 and
Plus 2, Advance 1, A-2 and Challenge 1, C-2,
etc. and gradually Clubs catering to the higher
levels were formed. As a result, many
but the consensus was that another

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Square Dancers in some areas where former Mainstream Clubs changed to become Plus, A-1 and higher, found themselves restricted. There was a shortage of Mainstream Clubs and as they did not want to dance at the higher levels, started dropping out.

On November 23, 1985 Jim White (Georgia) sponsored a Study Session at Copewent to try to cope with the serious loss of Square Dancers. The theme was "Crossfire" and 57 National Leaders attended. The discussion led to a majority opinion that there were too many levels, too much to learn and dancers were shoved into the higher levels too fast. The result was that a great many Dancers resented being perpetual students - and they walked away from the Square Dance Activity. The majority opinion then was to make Mainstream the dominant level, so that beginner's classes would ^{have} more Mainstream Clubs to graduate into. The Caller present said they would bring these recommendations to the attention of Callerlab. In the May, 1994 Issue of American Square Dance Magazine, Jim Mayo, ^{a Callerlab Caller} stated that serious consideration was given by the Callerlab Membership, but the consensus was that another

Dance level for Beginner's Class, of reduced number of Calls, and reduced teaching time, would do nothing to solve the problems that were then and are now facing the Square Dance Activity.

In the meantime, since 1985, ^{called at} continued to create still more Advanced & Challenge Calls.

The five Associations in Florida have been very active in starting Beginner's Class, with 62 started in September, 1997, and there is evidence that more ~~effort~~ ^{effort} is being placed in strengthening Mainstream. The recently formed ACA (American Caller's Assoc) has urged that there be only one level below ~~Advanced~~ Advanced.

A count of the number of Clubs, as listed in Bow's Survey shows that 24% of the Florida Clubs are Mainstream and 48% are Plus. Discussion centered on the need to merge these levels together as one level, so that new Beginner's Class graduates would have 72% of these Clubs that could then accept them into membership.

The concerned and well informed members of this Committee gave a unanimous vote of approval that: the Basic, "Mainstream"

and Plus level Call be combined into one level, and that that level be named "Universal Square Dancing". It was agreed that this level be recommended to the Florida Federation for further recommendation to all five Member Associations for their acceptance and use in their Assoc + Club Dances.

This is the end of our Report and we wish to now place ~~the~~ the following motion for a vote of approval.

Respectfully submitted.

Frank Habersberger

"

The Committee on Promotion & Expansion of the Square Dance places the motion that there be only one level below Advanced, and that it be called "Universal Square Dancing". We recommend that all five Member Associations accept and use this level in all of its Assoc Dances and that they in turn, recommend that all of their member Clubs accept and use this new level and classification at their regular Club Dances."

FLORIDA FEDERATION PROPOSED BUDGET FOR 1998

INCOME			
ASSOCIATION DUES			
<i>Insurance</i> STATE CONVENTION			
INTEREST			
TOTAL INCOME			
EXPENSES			
PRESIDENT			
REFRESHMENTS			
VICE PRESIDENT			
<i>Badges</i>			
SECRETARY			
MINUTES			
TREASURER			
PARLIAMENTARIAN			
BROCHURES			
WELCOME STATIONS			
SHOWCASE			
GIVE AWAY			
TABLE DECORATIONS			
USDA DUES			
HISTORIAN			
DEPT. OF STATE TREASURER			
HONORARIUMS			
MISCELLANEOUS			
<i>Booklets</i>			
TOTAL EXPENSES			

NET LOSS

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Federation History Committee

Attendees: Nan Haterberg
Chuck Rigg
Mary Stewart
Colleen Morgan

The committee is going to put together a brochure about the History of the Federation and who is involved. This could then be copied by clubs and distributed to new class members. This effort is to inform ~~new~~ new dancers of the organization of square dancers outside their own class and/or club.

Submitted
Colleen Morgan

Showcase of Ideas

Meeting held in room 128 at Plant City Ramada Inn on Saturday, February 21, 1998 - start time 1:31 p.m.

Present were:

Ken Brasfield, Chron.

Tom Krocht

Larry Brasfield

Linda Riggs

Sherry Gonzales

Bob Schirmer

Dewey Hendricks

Bessie Stovall

Jerli Hockmen

Jim Waters

Dorothy Krocht

The theme chosen is: Square dancing is a Florida treasure. Back-drops will be an off-white canvas with table covers to match. Dewey Hendricks will purchase all and will ship back drop canvases to each association. Table dimensions are 8x2 with a 6ft high back drop.

The Federation back drop will feature the chosen theme, a map of Florida with associations shown and the silhouettes on the officers table will be used to tie all tables together.

Each association will choose their own "treasures" to showcase, but are asked to use a treasure chest as part of their display with all clubs in the association listed as treasures, either in the chest, coming out of the chest or even spilling out of the chest.

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PUBLIC AWARENESS AND PUBLICITY

ATTENDEES: CHAIRMAN JERRY RHODES

ASS'T CHAIRMAN (AND SECRETARY): STEVE KEHR

AND SHIRLEY CORNETT | SALLY AND WALT BAECHLE
VIRGINIA GRENIER
PATTY PING

AFTER REVIEW OF RECOMMENDATIONS MADE BY
COMMITTEE IN FEB. '97, SUGGESTIONS MADE BY
THIS COMMITTEE ARE:

- ① DO TAKE PART IN ADOP-T-A-MILE TRASH PICKUP
ON A STRETCH OF ROAD. THE NORTHEAST ASSOC.
HAS DONE THIS AS RECOMMENDED BEFORE:
THEY WEAR □ DANCE TEE SHIRTS WHILE PICKING UP,
AND THE GROUP'S □ DANCING NAME IS ON THE POSTS
AT SIDE OF ROAD. SUGGESTED: A PLACARD-HOLDING
PERSON WALK WITH GROUP DURING PICK-UP
THE CARD ANNOUNCING THE GROUP'S NAME AND ACTIVITY.
- ② RE-EMPHASIS WAS GIVEN TO LAST YEAR'S SUGGESTION:
DEMO-DEMO-DEMO — MALLS, STORES . . . ETC.
- ③ LEGACY CAN PROVIDE A SIGN TO PLACE AT TOWN
ENTRANCE, ABOUT □ DANCING,

- ④ CONTACT LOCAL PUBLIC SCHOOLS AND OFFER TO DEMO AND PARTICIPATE AT FIELD DAYS, ARTS & CRAFTS DAYS, OTHER SPECIAL EVENTS
- ⑤ SIMILARLY, CONTACT CONTINUING EDUCATION PROGRAMS, ALL LEVELS OF EDUCATION, TO OFFER OR SUGGEST TEACHING CLASSES.
- ⑥ BUY TIME FOR RADIO ADS OR SEEK FREE TIME
- ⑦ LEAVE BROCHURES, INVITATIONS, LEAFLETS, ... EVERYWHERE: DOCTORS' OFFICES, DENTISTS, LIBRARIES, STORES.
- ⑧ GET FULL-SIZE MANNEKINS: DRESS IN DANCE CLOTHES AND DISPLAY (WITH PRINT INFORMATION) IN STORES OR STORE WINDOWS.
- ⑨ TAKE ADS IN SMALL, LOCAL NEWSPAPERS. AND ASK PAPER TO SEND PHOTOGRAPHER AND REPORTER TO A DANCE ... TO PREPARE NEWSPAPER ARTICLE.
- ⑩ ADVERTISE YEAR-ROUND, VIA PUBLIC SERVICE ANNOUNCEMENT COLUMNS IN NEWSPAPERS.
- ⑪ SHORTEN THE TEACHING PROGRAM FOR BEGINNERS TO MORE ACCEPTABLE LENGTHS: 10 WEEKS, THEN 10 MORE, AND

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INVOLVE THE FIRST (STARTING) DANCERS IN THE SECOND OR NEW GROUP'S INSTRUCTION.

(12) CALLERS SHOULD CALL MORE MAINSTREAM DANCES TO RETAIN GRADUATES.

(13) CONTACT GROUPS OF SINGLES, SUCH AS PARENTS-WITHOUT-PARTNERS, AND BEREAVEMENT GROUPS, TO ATTRACT DANCERS, BUT: PROBLEM OF ACQUIRING PARTNERS FOR SINGLES

(14) ASK LOCAL PIZZA HOME-DELIVERY STORES TO DELIVER INFORMATION FLYER WITH PIZZAS.

(15) MAKE UP BUSINESS CARDS WITH DANCE INFO. CARRY WITH YOU AND HAND-OUT.

(16) CONTACT MAJOR COMPANIES AND OFFER TO PROVIDE DEMOS AND ENTERTAINMENT AT SPECIAL EVENTS: COMPANY PICNICS, ANNUAL MEETINGS, SPECIAL PARTIES.

(17) ABOVE ALL, KEEP ON DOING EVERYTHING POSSIBLE TO SPREAD AWARENESS AND INFORMATION.

(18) A SUGGESTION ^{FROM} ~~THE~~ ANOTHER SOURCE: PRINT INEXPENSIVE BOOKMARKS WITH INFO AND ASK LIBRARIES TO PASS OUT.

ADJOURNED 3 P.M.

Justy Rhodes

We would like to use existing Florida lapel pins (we have approximately 5000 left) and purchase gold coins and/or orange slices as giveaways. We would ask to be allowed an additional \$300 for these promotional items.

Each association will be sent details by mail as soon as possible.

Ken + Sandy Brasfield
Parliamentarians

2/22/98

Report of Association Presidents to the Florida Federation of Square Dancers

The presidents of the associations of the Florida Federation of Square Dancers ~~met~~ met on Saturday, Feb. 21, 1998 at the Ramada Inn in Plant City. All associations were represented except Southeast. All ~~five~~ ^{four} of the associations have changed the dates their officers and delegates take office so that they will be in office by the November Federation meeting. ~~It is not known what action Southeast association has taken.~~

The recommendation to change the working weekend in 1999 to the 4th weekend in February was approved by the presidents attending. We approved the change with the caveat that the location be other than Plant City. ~~Due to the Annual Strawberry Festival.~~
~~We recommend that any statewide~~

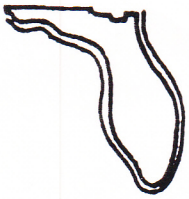
Presenting association awards at the fashion show during the state convention was discussed. ~~Two~~ ^{Three} associations feel that these presentations should be made at a special association dance and two associations want to present the awards at the fashion show.

We also discussed presenting statewide awards at the fashion show. We ^{unanimously} recommend that any statewide award be presented on Saturday evening. This will enable the maximum number of people to witness the presentation.

We discussed what we, the Federation, can do statewide to assist associations in advertising on a year-round basis for new students. We request that the president appoint a committee to research the options/feasibility of such a plan.

Respectfully submitted,

Fred + Shirley Cornett
Pres. NWFS+RDA.



FLORIDA FEDERATION of SQUARE DANCERS

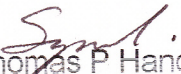
Bill & Jo Ann Flick
President USDA
103 Meadow Lane
Wallingford, Pa 19086

12 March, 98

Dear Bill & Jo Ann,

As Vice President of the The Florida Federation of Square Dancers I have been authorized to nominate our president, Jack and Zonie Taylor as Vice President of the Central Region of USDA.

Sincerely,


Thomas P Hancock
Vice President

Cc: Jack & Zonie Taylor
Stan & Jeri Hockman

*Please put in
The official file
Tom*