

**FLORIDA FEDERATION OF SQUARE AND ROUND DANCERS**  
MINUTES OF MEETING ON FEBRUARY 28, 1999  
BEST WESTERN DIPLOMAT INN  
LAKELAND, FL

The President, Tom Hancock, called the meeting to order and led the Pledge Allegiance to the flag. Mary Stewart gave the invocation. Then Dee Dee Stovall called the roll.

The following reports were given by the chairman of the committee workshops:

Finance By Dee Dee Stovall

The following budget was approved by the committee and presented to the delegates:

Income:

Association Dues  
Insurance (reimburse from USDA insurance)  
State Convention  
Interest (checking acct. & CD)

Total income

Expenses:

President (refreshments)  
Vice President (badges)  
Secretary (minutes)  
Treasurer (bank charges)  
(flowers)  
Parliamentarian (brochure printing)  
(welcome stations)  
(showcase of ideas)  
USDA dues  
Historian  
Dept. of State Treasurer  
Honorariums

Total Expenses

Net projected loss

This budget projects a deficient and if the body so desires, one way to eliminate this is to raise the dues to \$100. The suggestion to raise dues was later defeated.

Public Awareness and Publicity by Jerry Rhodes

Assignment:

1. Make recommendations concerning specific ways in which the Federation might achieve favorable public awareness or media coverage for the benefit of square dancing
2. Determine the best way to use electronic media to publicize square/round dancing.

3. Determine best way to make video suitable for TV spots.

The attendees were Chairman Jerry Rhodes, Assistant Chairman Bruce Morgan, Joy Vacarri, Stan & Jerri Hochman, Bill Appel, Sally Hayes, Ann Price Pee Wee Stewart, Paul McClain, Manny Gonzales and visitor Dorthy Dornfield.

Discussion revolved around:

- A. Activities for Clubs, Associations and Federation for calling public attention to square Dancing.
- B. Use of computer web sites to provide information to browsers and searchers.

A, Activities:

- 1. The Associations should spend money from the last state convention distribution, for various advertising methods, to promote and announce.
- 2. Seek merchants of advertising giveaways to buy quantities of informative gadgets = key chains, magnets, pens and pencils.
- 3. Buy to give away mini candy packets with square dance information. contact a Nestle affiliate in Bloomington, Illinois.
- 4. Buy magnetic signs and affix to car side or trunk lid.
- 5. Contact Chamber of Commerce and Downtown Associations to volunteer square dancing demonstrations:
  - a. At "Closed Street Nights" along with late shop openings and other street entertainers.
  - b. At Saturday/Sunday morning "Green Markets".
- 6. Prepare informative bookmarks for local library and book stores to hand out.
- 7. Be accepting of all racial and ethnic group members - keep mind open to others.
- 8. Place notices or paid ads in bulletins of churches, hospitals, local industry "House Bulletins".
- 9. Keep up demo's in malls and stores, at store openings---wear less showy clothing so as not to "turn off" prospects.
- 10. At demo's callers should use up to date recordings.
- 11. At demo's do a line dance, or macarena to attract young dancers.
- 12. Install "early line dancing" (not country western) before square dance.
- 13. Present recycle/resale night for lower cost clothing for new dancers.
- 14. Answer phones for TV telethons, in dance clothing.
- 15. Undertake a major benefit activity (dance) for local organizations, a child care agency or other charitable group.

B. Web sites:

- 1. Clubs and Associations should set up informative web sites;
- 2. All should send info to "search engines"
- 3. Federation needs a computer literate committee to coordinate all state square dance info and to contact Tom Perry and update all dance info. This may require some expenditure.

Bruce Morgan stated that the web pages for the federation needs to be more consistent. As it is now, each association's page is different. He recommended a liaison be appointed to work with Tom Perry on this and for each association to

have a representative. President Tom Hancock appointed Bruce Morgan to be the liaison and Bruce accepted. Cooleen wanted the Federation to provide her with a handy man.

### State Convention Procedures by Jim McConnaha

The meeting was called to order at 1:00 PM with 13 present in Don & Bonnye Bell's room. Thank you Don and Bonnye.

Everyone was welcomed and then asked to give their Convention Reports.

1999 - Jim & Jan McConnaha reiterated their report that was given at the morning Federation Meeting. Jim answered a few questions and said that when the 45th Convention was over, the upcoming Conventions would receive their final report.

2000 - Don and Bonnye Bell said there were no major problems and they had nothing to add to their report that was made at the morning meeting.

2001 - Fred and Carolyn Chatos have no problems other than their working creates a problem getting to Lakeland to talk to the Convention people. It was suggested they set up meetings when they come to special weekend dances at the Center.

2002 - Fred and Shirley Cornett have been working for about a week and had several questions to ask previous and present Convention Chairman.

Some items discussed were: programming caller, program book, budgets, and contracts.

### REVISED CONVENTION PROCEDURES

Murl Herbert had previously sent the Guidelines and changes to each Convention Chairman. There were some comments and proposed changes suggested:

Page 1 - Should the name of the officers be suggested? Made no change as these are only guidelines and each Convention Chairman can call their committee what they want.

Page 3 - Suggested to change the reference to Civic Center to Facility which would cover any place the Convention was held if not at Lakeland. All agreed.

Page 4 - Comment on the design of the dress being a Fashion Show Chairman duty. Again, did not change as this was only a guideline and the Chairman has final say.

Page 5 - Should the 2 rounds between tips in the Mainstream Hall be made optional? All agreed that these are only guidelines and it is at the option of the Chairman and their committee.

Page 6 - Regarding contracts and insurance, it was thought that since there is really no flexibility on this that it should perhaps be made mandatory. It was felt that the guidelines did not have to be specific and the Chairman would know these are two things that need done.

Page 13 - Since there are no longer booths in the lobby, the phrase "arena lobby" should be changed to just "arena booths". This suggestion was agreed to.

The state dress, when worn at the State Convention should be worn Friday night and your club dress should be worn on Saturday night if you so desire.  
At the National Square Dance Convention the state dress should be worn on Saturday night for the Parade of States.

#### USDA Insurance Committee report by Duke McCleskey

The Insurance Committee met in room 224 of the Best Western Diplomat Inn in Lakeland on February 27th 1999. Those in attendance and participating were Duke and Doris McCleskey, Chairman, Jack McKinney, Ray Huddleston, Helen Rhodes, Tom Constable and Howard Crowe.

The chief purpose of the committee workshop is to bring those assembled an outline of the "workings" of the USDA Insurance Program. Also, to assist those attending with any and all problems experienced and or anticipated relative to the proper conduct of the insurance's business.

The various forms and brief procedures utilized were present and explained, with all questions answered.

The importance of complete record keeping and files maintained was stressed, remembering the Gerber Life Insurance Company (underwriters of USDA coverage) retains the privilege to audit any and all Club records at anytime. Should discrepancies occur, Gerber retains the right to discontinue insurance coverage to that Club or in severe cases, the entire state of Florida.

The FFSD Insurance Accounts were audited by Howard Crowe and found to be accurate.

#### Education and Square Dance Preservation Report by Jack Taylor

There were 13 present at the workshop which was chaired by Jack Taylor with Mary Butlak acting Secretary.

Several areas of square dance preservation and education were discussed. We reviewed the recommendation from Frank Habersberger.

The cost of our activity was mentioned as one possible cause of the decline in getting new dancers. Cost such as petticoats, dress, motel cost, etc. Also regular square dance dress versus western, prairie skirts, etc. We discussed use of Web sites to advertise and promote classes as a healthy, aerobic exercise.

To narrow our discussion, we have selected four major points where we make recommendation or motions.

1. Recommend that square dance organizations look into the 10-10-10- or the 12-12-12 programs of teaching. Mary Butlak will contact Carl Rod, who has a working program based on this concept to get a better understanding of how it works. We will present our findings at the May meeting.
2. Recommend the Area Associations look into the Club Visitation program used by Northeast Association to enhance friendship between clubs.
3. Discussed the idea of static stickers for vehicles to promote square dancing. These stickers were displayed at the Federation meeting in October.
4. Discussed getting a national sponsor to promote square dancing.

The committee feels that if we can promote the 10-10-10 program of teaching square dancing, the levels of square dancing need not be changed at this time. The President appointed Cliff Allen to interact with the President of the Callers Association concerning the 10-10-10 program of teaching square dancing.

Jack Taylor made the motion for the Florida Federation approach USDA for them to go forward to the newly formed Council of Square Dance Organization to find a suitable national sponsor.

This motion was tabled for clarification.

## NEFSARDA CLUB VISITATION



DATE OF VISIT: \_\_\_\_\_

NAME OF CLUB VISITING: \_\_\_\_\_ NO. OF COUPLES VISITING: \_\_\_\_\_

VISITING CLUB CONTACT: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

NAME OF CLUB VISITED: \_\_\_\_\_

VERIFIED BY: \_\_\_\_\_  
(Signature of Caller / Cuer of Club Visited)

### RULES:

1. Award will be for the visits made by a NEFSARDA member club to any recognized square and round dance club.
2. Dates of visits must occur between December 1st and November 30th of each year.
3. Visits count only for regularly scheduled club dances.
4. Visits count only when 4 or more paying couples attend.
5. No more than 5 visits to any one club throughout the year will count toward this award.
6. This card must be signed by the Caller / Cuer of the club visited and turned in to the Chairman of the Visitation Program. No cards will be accepted after December 15th to count for that year.
7. Award will be presented at the 1st Delegates Meeting of each year.

## Showcase of Ideas Workshop report by George Knapp

The "Showcase of Ideas" Committee consisted of 12 members representing all five associations. The theme for 1999 will be "The American Folk Dances of Florida". Each association was given a particular type of Folk Dance.

Northeast	Clogging
Northwest	Square Dancing
West Coast	Round Dancing
Southeast	Contra
Central	Line Dancing

Each association will spell out all five areas of dancing within their display and emphasize the assigned type in gold letters. The backdrop from last year can be reused with some minor modifications.

The Federation table will continue to use last years backdrop with the addition of the 1999 theme added. In addition dolls presented last year by the West Coast dressed in State dress, both male and female and placed on each end of the Federation table.

Appropriate literature and handouts would be available in the center of the table.

After much discussion concerning the price of pins and other handouts, it was decided to purchase individually wrapped orange slices once again, as these are unique to Florida and instantly recognizable. In conjunction with the handouts, each association will be responsible for providing aprons for two couples in whatever color they choose, that would match colors in the new state dress.

### Presidents Meeting by Manny Gonzales

1. Purpose was to get acquainted and provide information to each other about our association, to establish communications and unity among associations.
2. We **did not** meet to make proposals, to recommend changes, but mainly to give us all an opportunity to state what was working in our area, what was not and draw ideas from each other.
3. We discussed the one level dancing i.e. mainstream/plus and then on to A1 or contra. Pros and cons were discussed with no conclusions.
4. Lessons from September to May - longtime 10-10-10 or shorter class time and bring more people more often.
5. 5th Saturday Dances hosted by 2 clubs. Pay callers and cuers. Alternate host clubs - clubs compete for 4 banners by attendance.
6. Combining after parties during conferences instead of each association having a smaller party.
7. Major dance events i.e. Fall Festival, Roundup etc. announced and publicized to allow associations to support each other. This brings unity among associations.
8. Recruiting and retention with emphasis on retention.
9. At our next meeting we will include our Vice presidents.

## New Business

1. Kathy McKinney made a motion to delete the present rule of Section 18 of the Standing Rules and insert the following:

Section 18. Flowers or a donation to charity are to be sent to the Board members, active past presidents, and their husband, wife and children living at home in the case of death. All others will receive a card.

This motion passed.

2. Jerry Rhodes made a motion for the Federation to authorize Howard Hayes to purchase a large quantity of magnetic signs to be given to the associations proportionally to the clubs that they serve..

This motion was withdrawn.

3. Jack Taylor made and Don Slocum 2nd the motion for the Florida Federation to purchase one thousand (1000) static cling signs. 200 each to be distributed to each association.

This motion passed.

The signs are approximately 2 1/2 inches wide and 18 inches long. It says "Square Dancing is Friendship Set to Music, to Learn How to Dance, Call" and there is a place for a contact telephone number. Don Slocum agreed to purchase these and the president agreed to mail them to the Presidents of the Association instead of picking them up at the State Convention.

4. Sue Brown made the motion that all Federation connected Publication Editors be granted Delegate Status in the Florida Square Dance Federation.

This motion failed.

5. George Knapp made a motion to update and print 10,000 "Square Up" brochures to be placed at the Welcome Stations at the Florida State line. This will cost approximately \$300.

This motion passed.

6. A motion was made by the Chairman of The Finance Committee, Dee Dee Stovall, to raise the association dues to \$100.

This was defeated.

Stan Hockman requested that the secretary send a letter to the President of the Florida Callers Association and the President of the Round Dance Council inviting them or their representative to our meeting. The president so ordered.

Next meeting Sunday May 30, 1999, 9:00 AM at the State Convention.

Adjourned

FLORIDA FEDERATION OF SQUARE AND ROUND DANCERS  
FEBRUARY 28, 1999

Changes to Standing Rules of the Florida Federation of Square and Round Dancers made February 28, 1999.

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Section 18

Flowers or a donation to charity are to be sent to the Board members, active past presidents and their husband, wife and children living at home, in the case of death. All others will receive a card. revised Feb. 28, 1999

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Cut out on dotted line and paste in your copy of Standing Rules.

HELP ME  
AND  
ALL FUTURE SECRETARIES

If you type your report on an IBM compatibly computer please put it on a floppy disc and take it to the meeting and give it to the secretary *along with your paper copy*. Be sure that you turn in the paper copy as the secretary's computer may not convert your program to his program. Most people classify their typing as "so many words per minute", I classify my typing as "so many words per hour". I am sure that there are others just as fast as I am and one day they may be secretary. It sure would be a lot easier to put your disc in my computer, download the report and then make adjustments as to margin etc. I have noticed that some of you have E-mail address but hand write your report. If you have an E-mail address you must have a computer. I sure would appreciate it if you type it and put it on a disc. If you use a Mac computer forget it, my computer won't convert, but the next secretaries may, so keep it in mind.

Write on the label the program that you use, such as Word Perfect, Microsoft Works, etc. and put your name on it.  
The disc will be returned to you at the next meeting.