

--	--

MINUTES OF THE  
FLORIDA FEDERATION OF SQUARE DANCERS  
Sunday, February 25, 2001  
Best Western Hotel, Lakeland, Florida

The meeting was called to order at 9:00 a.m. Don Slocum thanked the Federation members for attending and supporting the Saturday night dance. Larry Letson called a great dance for us. Thanks to the West Coast Association for a great time. The FUN Committee members, Manny Gonzales, Colleen Morgan and Jettie Crowe started the meeting with their report giving the rules of the meeting. Visitors Tom and Ethel Smith were introduced. They are the Presidents of the Florida State Campers Association. They live in Plant City and have agreed to become the managers of the Florida Hall of Fame.

COMMITTEE REPORTS:

FINANCE COMMITTEE: Fred Cornett, Chairman. The Finance Committee met to prepare a budget and make recommendations to the Board of Delegates concerning financial matters. The following members were present: Barbara Hoffman, Bob Courter, Randy Poole, Dave & Shirley Nihart, Howard Crowe, George Knapp, Sandy & Jerry Williamson. We put together a budget for 2001/2002 as follows:

Income \$1825

Expenses \$2555

Before we bring the budget to the floor, I would like to share some comments with you.

1. We had a detailed discussion regarding the Federation's reduced income and the need to reduce expenses.
2. We reduced this year's proposed expenses to \$2555 from last year's \$2900. (We actually spent about \$3600.)
3. We reduced the proposed income to \$1825 from last year's \$2900. (We actually took in only about \$1561 and this included \$400 from USDA Credit Card Rebate Program.)
4. The bottom line is that we will need to dip into our savings for about \$730 this year in order to balance the budget.
5. Please remember the budget is just a forecast of the future! We hope that attendance at the State Conventions will pick up but we feel it is prudent to be conservative in this year's estimates.
6. We recommend that we have refreshments only for the working weekend meetings and that the Federation work with the Associations to reduce the costs of new delegates notebooks. These notebooks should be passed along from old delegates to new delegates. We also recommend that the Secretary send minutes of the meetings via e-mail wherever possible to save copying and mailing costs. About two-thirds of the recipients of the minutes have e-mail addresses and this would be a big help with copying and mailing expenses. Further recommend that we continue to provide brochures at the Florida Welcome Stations. This is one of our most effective marketing tools. We should continue the "give-aways" at the National Conventions.
7. I now make a motion that we accept the 2001/2002 budget of \$2555. Don Slocum seconded

the motion. Motion carried.

8. I want to thank Barbara Hoffman, Randy Poole and Howard Crowe for auditing the books. The audit was satisfactory and that concluded our meeting.

**PUBLICATIONS COMMITTEE:** Charlie Newsome, Chairman. Committee member present was Val Newsome. None of the other publications were represented. Garland & Carole McKenzie (4 W's) were at the Working Weekend, but were chairman of another committee in conjunction with their duties on the Federation Board. We did briefly talk with them regarding the items planned for discussion.

Our plans were to discuss ways in which the publications of the Associations could cooperate with each other to advertise all association sponsored dances, including charity events and special weekend dances.

The Bow & Swing already has a policy in effect to publish ads for charity events at no charge to the association. Our thoughts follow:

1. It is our intention to exchange ads and/or insert flyers with other associations. We currently do this with the Central Association and the Kentucky Federation. The President of the West Coast Association has also confirmed that they would like to enter into an agreement of this kind.
2. Editors of association publications should list in their Calendar of Events, Where to Dance (or whatever your column is called), the dances and weekends mentioned in #1 above.
3. We editors should distribute flyers and sell tickets/ribbons to dances. Not just for "our" association, but for the other associations as well.
4. It should not make any difference if it conflicts with your association's dance(s)--the idea is to provide the information to dancers. They may be unable to attend their own association event...maybe they have travelled to another area, etc.
5. We should make a concentrated effort to publish pertinent information on classes and graduations. Encourage experienced dancers to support the "new dancers" by attending these student dances. We must make the new dancers feel welcome!
6. Above all, we must continue to support our State Convention through our articles, ads, and in any way we can.
7. Our job, as we see it, is to promote square dancing at all levels throughout the state. As editors, we have the ONE means of communication that reaches all, or most all, of our dancers. We must stay positive in our thoughts and actions. We must attempt at all times, regardless of the cost, to promote the square dance activity. We need to show the "fun, fellowship and friendship" of this great hobby of ours. Let's cooperate with each other. If we don't we may just find one day that we have no activity to write about.

We solicit the support of all publication editors to help make a positive difference in square dancing. Let us have your thoughts.

**SHOWCASE OF IDEAS:** Garland and Carole McKenzie, Chairman. Other members: Mary Stewart, Ann Slocum, Phyllis Herpy, Kathy McKinney, Jan McConnaha, Elsa Huddleston, Patti and Tony Gee, Anna Faust.

The theme for this year's Showcase is "2001, A Space Odyssey" in keeping with the Showcase theme of the 50th NSDC. This theme also ties in with our State Convention theme.

Each association will design their own space odyssey around a State of Florida and square dance couple silhouette. Garland McKenzie will cut and mail these to the association presidents for incorporating into their display.

The tables at the National Convention will be 8 feet long, 30 inches wide and have a curtain behind each booth. Since we are not sure if we can attach your back-drop to these curtains, each

association should bring their PVC frames to Anaheim. We asked each association to keep their displays as compact as possible and not include anything of value to an individual. We occasionally have sticky fingers at these events.

The associations were advised to check their showcase archives to be sure they still have the table skirts from last year. They will need these skirts for the showcase at the State Convention.

We will investigate the costs to purchase orange slices or lapel pins for give-aways at the National Convention and report our findings to the President.

Each association will be asked to "man" the showcase once each day. We will forward the list of time slots when we mail the silhouettes.

**HISTORY COMMITTEE:** Mary Butlak, reporting. Zonie Taylor, Chairman. Other members present: Nan Habersberger, Sandy Brasfield, Donna Hendricks, Sherry Gonzales.

Our committee met with Zonie and were very pleased with the History of Square Dancing she is keeping. Zonie states she appreciates all the area publications sending her copies of their magazine. All area associations now have a historian to keep the records of their group.

Each convention chairman needs to furnish the historian with pictures and other information. A copy of the final report should be made available to the historian.

This committee recommends that area clubs be encouraged to have a historian.

**PUBLIC AWARENESS AND PUBLICITY COMMITTEE:** Shirley Knapp, Chairman.

Members: Jenny Courter, Pee Wee Stewart, John & Mary Burzo, Rose Porter, and Glenn and Ann Price.

We agree that publishing Square Dance articles in local newspapers to promote square dance activities would be helpful. In these articles we could emphasize social and health benefits gained from dancing. When you write your article, be sure to invite the public to come visit your dance event.

Place flyers in all stores, on bulletin boards in grocery stores, Wal-Marts, etc. And again invite the public to these events.

Invite a reporter from a community newspaper to your club to interview dancers. Ask that they bring a photographer.

Ask your community parade official for permission for your group to participate. Then parade in square dance clothing and do a routine if or when there is a slow down in the parade.

To attract attention, wear your square dance clothes/badges/ribbons in stores and restaurants before or after a dance.

If possible, obtain a video of special dances for TV spots and spot announcements on radio stations. Arrange for public service announcements and community service headlines concerning square dance activities in your area. Continue to do demos where possible. Work and promote at county fairs. County fairs are a great place to get us exposure even though not immediately realized.

Work telethons. Arrange for your group to answer phones on public TV. Be sure to wear square dance clothes.

Adopt a highway. For a minimum of effort, you are getting your club's name before a multitude of people.

Continue to place square dance publications in your dentist/doctors offices. They may get thrown out, but someone may pick them up and read them before throwing them out.

Finally, we want to emphasize the importance of communicating among our associations.

Promote your special dances statewide. We suggest each association president send a flyer of their events to the other 4

associations for publicizing in their area.

The FUN committee reported the results of the Scavenger Hunt held during the first part of the meeting. Colleen showed examples of how the group CANNOT follow instructions at all. For the "FUN THING" we will do at the next meeting, THE BOARD WILL WEAR A FLOWERED HAT of some sort or other, bonnet, etc.

SQUARE DANCE INSURANCE COMMITTEE: Duke McCleskey, Chairman. Delegates attending were Carol Poole, Virginia Grenier, Jack McKinney, Maurice Ritter, Jack Herpy, Ken Brasfield, Fred & Jane Smith, Doris McCleskey.

Subjects concerning the Insurance Program were presented and explained.

The discussions were concluded with a question and answer period.

The insurance account was audited and found to be complete and accurate by Carol Poole.

SQUARE DANCER PRESERVATION, EDUCATION AND SERVICES COMMITTEE: Don Slocum,

Chairman. Jack Taylor, Dewey Hendricks, Ken & Su Brown, Maurice Reynolds, and Art Butlack attending.

We had some very good discussions. Here is a summary of ideas discussed. Classes: Some groups with access to free halls have tried ten free lessons with success. They are then interested enough to continue.

Publish a list of classes for your association in your publication, flyers, or newspaper, so any dancer has the information to give to people interested in taking lessons. If there are enough people available in you area, try starting a class in February or March, so they don't have to wait until fall. In some areas Adult Education or community programs are available at no cost.

Demos: Do demos every chance you get to show people the fun and fellowship we enjoy as dancers. We need more exposure to people unfamiliar with dancing. Demos should be kept simple so we don't scare people away thinking it is too complicated.

Mainstream Dancing: We need to do a better job of offering dances to our new dancers. They shouldn't have to get through Plus level to go to dances. If your club has a new class graduating you better offer either alternating tips or a Mainstream dance if you expect them to stay in square dancing. There was concern that some callers don't want to work with Mainstream and only do Plus. If they are a good caller they will make Mainstream interesting and challenging for all dancers. There was also concern that some dancers don't want to dance at the lower level.

Don't forget we all had to learn once and we wouldn't be here today if others had not danced with us.

It was suggested that a "half way dance" be held. This is a dance for class members who are half way through classes. This should be in an area where members of several classes could attend and have all the callers from the area do the calling to help the dancers become accustomed to different voices.

We should encourage dance etiquette, i.e., don't walk out of a square. Dancers need to mix more. When on banner raids both clubs should make an effort to mix and meet new people. Computer squares solve this problem although some dancers object to them. One idea is to have some open tips mixed in with computer cards. Another suggestion was to do progressive squares sometimes. Some groups have volunteered to be on phone banks for Public TV fund raiding. You can dress in square dance clothes and usually have a banner up where it will show on TV. This is another way to get exposure in the community.

STATE CONVENTION PROCEDURES COMMITTEE: Fred Chatos, Chairman. Shirley Cornett, Shirley and Tom Constable, Jack Hoffman, Ken & Sue Brown, Jim McConnaha, Bob & Ann Poyner, Ray Huddleston, Don & Sharon Smith, Dan Faust, Charlie & Val Newsome, Don & Bonnie Bell, Bruce Morgan.

We had 20 people in attendance. We opened with discussion of the current convention procedures. It was decided that we did not have any problems with the current guidelines.

2001: I started the discussion with what was happening in the South East Area Convention Planning. We discussed the number of dancers currently registered for the convention. We discussed the reasons that dancers were not attending the conventions. It was brought up that we should start selling the convention to our new class members. We have a Basic hall that they can use and it is fun. It was discussed that clubs should black out on Convention weekend, or callers shut down for the convention. We need everyone's support: Callers, cuers, and dancers to make this a success.

We discussed the use of radio communication at the convention. We use radios to locate the proper people to solve different problems. Radios are carried by the general chairman, the security chairman located at the security check points and the ticket office. We currently have four old, large radios purchased by the Federation in the past. These are large and weigh 3 to 4 pounds each. They work on a line-of-site basis, but not very well when going through Convention Center walls. We also have four small personal 14-channel radios. These work well enough. It was felt that we should have 2 to 4 additional of the small radios for use. The cost of these radios are \$35 to \$50 each. They operate on three AA batteries.

2002: Shirley Cornett brought up the problem of First Union Bank charging bank charges when the bank balance falls below \$2500. We all had input into this problem, but no real solution.

Shirley also pointed out that Best Western was increasing rates for the 2002 Convention from \$59 to \$69 per night. Therefore, they are talking to different hotels and trying for better rates.

2003: Ken & Sue Brown brought up the fact that they have a caller who thinks we should use the convention as a vehicle to advertise and bring in the public to show them what we are about. This would require much planning and organization to bring about.

2004: Bruce Morgan tells us they have been working on the convention. They have a small problem lining up chairmen and they are listening to each of us.

2001: The question was asked about the set-up of the halls and levels. We explained that the general chairman did that with the help of the caller chairman and cuer chairman. I also told him that I use the general chair's prerogative on the final line-up (with input from my dance chairmen).

Old Business: None

#### NEW BUSINESS:

Chet Vetter made a motion that the Manager of the Square Dance Hall of Fame be made a delegate to the Florida Federation. Motion was amended to:

Manager of the Square Dance Hall of Fame be made a Delegate-at-large to the Florida Federation. Don Slocum seconded the motion. Motion passed. Question was raised as to whether or not the minutes of the Federation meetings should be posted on a web site. Motion was made by Dave Nihart, NOT to post the minutes on the web. Charlie Newsome seconded the motion.

Motion carried.

Regarding the Handbook for New Dancers which is given out to new dancers, a motion was made by Ann Slocum for Howard and Sally Hayes to review and make recommended changes for

incorporation when we need to reprint. Don Slocum seconded the motion. Motion carried.  
Don Slocum urged ALL of us to get out and promote the state convention. We really need to get the attendance up at this convention.

Carol McKenzie asked each Association president to review their portion of the " Square Up With Us" brochure so she can get these updated. She is particularly concerned about the changes in area codes 407 and 904.

Bruce Morgan suggested that e-mail addresses be put on the "Square Up With Us" brochures.  
Next meeting at State Convention on Sunday, 9:00 a.m., in the Hollingsworth room.

Meeting adjourned.

Respectfully Submitted,  
George & Shirley Knapp, Secretary

<>