

Showcase of Ideas: See attached report.

Ken Brown-WC asked for approximately \$180.00 budget for the materials to make the shell pins and the fans for giveaways at the National Convention. George Knapp suggested we cut down on the number of giveaways due to the declining registrations at the National Convention. We no longer have the large attendance we had ten years ago.

Su Brown-SE made a motion that each Association donate \$50.00 toward the material for the Showcase of Ideas giveaways. It was seconded by Don Slocum and passed by the delegates.

Publications: See attached report.

Val Newsome suggested that the Associations consider reserving a delegate position for the Editor of the area publication. That way we would get more Editors to participate in the exchange of ideas between Associations and also their participation in the Federation activities.

George Knapp suggested to the Association Presidents that they request their Area Publication Editors include, in their publications, the Contacts for the other Associations and also their Editors. George also suggested that the Standing Rules be updated to require the Editors or their representative be required to attend the Federation meetings as well as publish Convention articles in at least two issues to be eligible for the \$200.00 fee. They are also required to place the Convention Registration into two issues during the year.

Federation Document Review: See attached report.

Jim McConnaha made a motion to add the Florida Association of Single Square and Round Dancers be added as a Delegate at Large in the By-Laws of the Florida Federation, Article IV, Section 3. It was seconded by Ann Slocum and passed by the delegates.

Jim made a motion to add a sentence to By-Laws, Article IV, Section 3 – They shall remain Delegates at Large as long as they remain active square dancers and attend at least on Federation meeting per year. The motion was seconded by Jack Hoffman. The motion was withdrawn after much discussion.

DeeDee Stovall made a motion that we drop from Article IV, Section 3 the General Chairman of the 46th National Square Dance Convention. It was seconded by Mary Stewart and passed by the delegates.

George Knapp will appoint a committee to review the election process for the Parliamentarian of the Federation.

Colleen Morgan suggested that all Convention Chairmen be made Delegates at Large, not just the current chairman. Jack Hoffman made a motion that all up coming State Convention Chairmen become Delegates at Large. It was seconded by Ann Slocum and passed by the delegates.

Announcements:

Duke McCleskey reminded everyone to pick up the materials he has made available on Bill #645 – Promenade Turn Act.

Sue Brown-WC announced that the 50th Convention has donated a ribbon for the castle with the most signatures.

The next meeting of the Federation will be in Lakeland at the State Convention on May 25, 2003 at 9:00 A.M. in Hall A – Hollingsworth.

The meeting was adjourned at 11:20 A.M.

Respectfully submitted,
Garland & Carole McKenzie
Secretary

COMMITTEE REPORTS FEB. 23, 2003

Finance Committee Report:

The Finance committee met at 1:30pm in room 221. Present at the meeting were; Chairman, Jack McKinney and Carole McKenzie, Howard Crowe, Bob Courter, Don Caverly, Ken Brasfield, Jack Hoffman, Dee Dee Stovall, Elaine Wyler and Stan Wyler.

The proposed budget for February 23, 2003 – February 22, 2004 remains the same as last year's proposed budget except for 4 small changes. With some very diligent hard work we managed to end up in the black for the proposed budget. Now it is up to all of us to end up in the black for the actual budget. The proposed budget is as follows (see attached).

We also discussed the matter of host hotels or motels providing meeting rooms at each Florida Federation meeting. As you may know, or you may not know, depending on, if you are in the know, host hotels or motels require that we book a certain number of rooms in order to get free meeting rooms. For instance, in this hotel if you do not book the required number of rooms, this meeting room is \$250.00 a day. The reason we discussed this is – if dancers don't book rooms at the host hotels or motels in the future we will have to budget for meeting rooms and we do not need any more expenses if there is a way to avoid them.

The meeting adjourned and everyone left except the audit committee, composed of Dee Dee Stovall, Ken Brasfield and Jack Hoffman who proceeded to audit the books.

Addendum: Carole McKenzie told me last night that she forgot about a check that has to be written for the handicapped for \$200.00 that was voted on last year. Adding that to our expenses makes the proposed budget \$160.00 in the red. But, if the President and Vice-President don't have any expenses this year we are back to \$40.00 in the black.

Public Awareness & Publicity Committee Report

Committee members: Don Slocum, Chairman; Jetti Crowe, Dewey Hendricks & Cheryl Miller

We had many discussions on varying ideas. Many of these overlap with the preservation, education & services committee.

Some areas that need to be pursued for reaching new dancers are: 1-get a square dancing program in schools, 2-do demos for youth groups and church groups of all ages. In Polk County we have recently had great success with a demo at a 4-H event. We now have 3 squares of youth preparing to do a demo at the annual Youth Fair and they are very excited about it. We hope to stir more interest among the 4-H families and start a new class for them.

Sponsoring a learning weekend where non-dancers are invited to introductions to square & round dancing. This would be similar to the Welcome to Our World program that is being planned for this year's convention.

Suggest having business cards made up to hand out at demos that would give a contact phone number and the Florida Dance web address for interested people to follow up with and/or have a tri-fold to hand out. The tri-folds describing the health & social benefits of dancing could be distributed to various places such as medical offices or stores that have a community information area.

Get involved with community events such as 4th of July celebrations with demos and participate in parades to introduce ourselves to the world. One big complaint of square dancers is we work behind closed doors and others are not aware of the enjoyment we have. Jettie stated that in real estate they feel it takes seven contacts with a person to sell a house. So this indicates the more demos and events we participate in the better the chance of catching the interest of others.

We talked of the yard signs the NE had used very successfully and recommend other Associations try them. These were placed in home yards and at businesses with contact info for more details and class schedules.

We feel that it is very important to have angels at classes, even though some callers don't want them. The help they can give will reduce the anxiety of learning and knowing many dancers will make them more comfortable in moving into you club dances.

As there seems to be a lot of overlap between Public Awareness, Publicity, Education and Preservation, we suggest in the future these two groups meet as one.

Don Slocum, Chairman

State Convention Procedures Committee Report:

Florida Federation Meeting
Convention Committee Meeting
February 22, 2003

Attendees:

Bruce & Colleen Morgan - Chairman

Bud Taylor

Garland McKenzie

PeeWee Stewart

Charlie Newsome

Sue Brown (West Coast)

Ken Brown (Southeast)

Dan Foust

Each of the upcoming convention chairmen had the opportunity to discuss any item that was of concern to them or that could be a concern to upcoming conventions. The following are some of those concerns:

Updating Convention Guidelines - It is felt that there is a need to update the Convention guidelines to reflect changes in convention center ie. vendor pricing and layout. This committee would like to ask the coordinating committee to make recommendations to Federation to make provisions to update the Convention guidelines.

Lack of professionalism of Convention Center Staff -There is great concern for the . lack of and/or no response to commitments, phone calls, and e-mails and the constant "don't worry about that now" comments. An example of this is no signed contract for the upcoming conventions in 2003 & 2005. The 2004 convention does have a signed contract. We do not want to endanger a good working relationship with convention staff but do feel there is an urgent need for more professionalism.

Fundraising by conventions -The unwritten rule that upcoming conventions should not be selling merchandise, raffle tickets, etc outside their own associations was discussed. Conventions should not compete with each other.

Publicity procedures for association publications - There is concern about the guidelines. What is to be printed in the various publications about the conventions. Articles provided to the publishers should be printed or convention payment should not be dispersed. Publication should not be random or left to discretion of publisher.

In addition, it was discussed that all Editors should attend Federation Meetings. They should consider it an obligation. This will help them be more informed about Federation activities including convention information. Chairman of current conventions, in addition to presidents of associations, should receive copies of each publication in a timely manner so that they can verify that information is being provided and published.

Working relation with callers and cuers and respective association

There has been some negative experiences with caller/cuer associations.

It is felt that Callers and Cuers need to promote the convention and that they should have representation at the Federation meetings. The 49th Convention reports that relations with Callers are excellent and that their concerns are with cuers in general and the Round Dance Council in particular

The Florida Caller association has invited convention chairman to attend their planning sessions and it is felt that the cuers should do the same. The perception is that dancers are not welcome at Round Dance Council meetings and that the cuers operate on their own and are not receptive to comments and suggestions

It should also be noted that dancers are not always welcomed to make announcements at clubs when traveling to promote the conventions. This problem exists with caller run clubs and well as dancer run clubs. We need to make sure that callers and cuers know that they are invited to Federation meetings and should be encouraged to attend and reciprocate.

U.S.D.A. Insurance Committee Report:

The insurance committee met in room 322 of the Hilton Garden Motel in Orlando, Florida on Saturday, February 22,2003. Those in attendance and participating were: Carol Poole, Art Butlak, Doris McCleskey, Penny Green, Elsa Huddleston, Duke McCleskey

The chief purpose of the workshop is to bring before those participating an "outline" of the "workings" of the USDA Insurance Program. Also, to assist those participating with any and all problems experienced and/or anticipated, relative to the proper conduct of the Florida Federation Insurance Program.

An opportunity was offered to discuss and clarify any problems arising from the daily operations.

During the workshop the Insurance accounts were audited by Carol Poole and found to be accurate and in order.

Duke & Doris McCleskey
FFSD Insurance Chairmen

Square Dance Preservation, Education & Services Committee Report:

The committee consisted of John & Mary Burzo, Jennie Courter, Anna Faust, Joe Hardcastle, Jack Taylor and Ann Slocum, Chairman.

Dance Preservation:

To help keep the new class attendees, it was stated that in Caller Lab they thought that the mainstream list of calls should be reduced to 26 calls, about half of what it is now. In thinking about keeping the new dancers, the club members should make a better effort to welcome them and to dance with them. This will of course make it necessary to at least alternate mainstream and plus tips.

To find new possible dancers there were several good ideas that will take some effort on the part of the club members. It would be a good idea if in all the clubs a committee was formed to implement student recruitment and they would make a report at the regular club meetings. It was stated that there was some success in finding new class members by delivering flyers to gated communities. It was also brought up that there is a possible group of people that we should target and that is the new empty nesters, they would be more in the 40 to 55 age group and are the people we need to help run our clubs and federation. One idea of the way to reach these people is check out local newspapers when they post the names of the high school graduates, look their names up in the phone book and send a flyer inviting their parents to an intro dance. Of course the callers will have to be ready to start a new class. Another possible target group we talked about Don reported on since they also talked about them was the 4-H groups.

Education:

Present dancers and callers need to be reminded regularly to welcome the new dancers and dance with them. It was found that a folder containing the "dos & don'ts" of square dancing given out to all dancers has helped to keep the dancers aware of some dancers' etiquette etc..

Area representatives need to be given a folder of their duties as what to do when visiting the clubs such as always ask for mic time so as to be able to educate the dancers about the Federation & Association as well as announce the upcoming dances.

New dancers need to be encouraged to go to State Convention by the callers and the club presidents. The dancers should create car pools and take the new dancers to the State Convention or other big dances.

Services:

The only thing we could think about under this category is the USDA, Fla. Fed., 5 Assoc., Club Officers and all the other dancers that help keep the dances going. All the dancers need to be made aware of the different things each service does.

Respectfully submitted,
Ann Slocum

Showcase of Ideas Committee Report:

The meeting was lead by chairman, Ken Brown – WC. Attending were Bessie Stovall, Anita Taylor, Martha Hardcastle, Randy Poole, Wanna Caverly, Mary Stewart, Sandy Brasfield, Aileen Picheco & Su Brown-SE. The meeting was held in the Lobby Restroom, but finding it not large enough, we moved to the lobby restaurant.

The theme "Education is the Key" was a discussion starter with all giving their ideas on how to carry this out. The backdrops were also discussed to tie this all together. After much discussion, it was decided that whatever display was at the State Convention would go on to the National Convention. This means that the Showcase will consist of 3 tables – 1 for Historian, 2 for the Federation & the Associations. This gives each Association & the Federation a space 24" X 24" to work with.

Sandy Brasfield volunteered to do the backdrops. A large "Key" will be the center point of the backdrop, along with a large map of the State of Florida – identifying the 5 Associations. The "Key" idea will be carried over with each region "Key" being a division of the Main "Key" but depicted in a smaller version. The divisions are as follows:

Northeast – Community Service
Northwest – Benefits
Central – Retention
West Coast – Recruiting
Southeast – Teaching

Each region will have a “book” as its focal point. The balance of the area is to be used to depict their “Key”.

It is requested of each Association that the contents of their “Key” be as mobile as possible. The “Keys” will be provided at the state convention. Each Association is to provide a sketch of their display area to facilitate replication at the national convention. Each table will have a white table cloth with blue skirting.

An animated discussion followed on give-aways for the National Convention. It was decided the candy orange slices were out! The small shell pins were a success last year but only 3000 remain & this would not be enough. Chairman Ken Brown will approach the Citrus Commission for donations that will be given away – bags & whatever they offer. It was also decided that the “Fans” would also be given away. Ken will make these & a work party will assemble them.

A suggestion to make more shell pins was made but there is a problem in obtaining the shells so this is probably not workable. If the shells can be obtained, they will also be assembled at the work party.

Each region representative received a schedule for National Convention showcase coverage by the dancers. The Association Presidents are responsible for completing these & returning them to Ken & Sue Brown-WC.

History of the Federation Committee Report:

Committee members: Zonie Taylor, Chairman; Mary Butlak, Donna Hendricks, Judy Frye & Sherry Gonzales

Jack & Zonie have done a fantastic job as Florida Federation Historians.

Zonie will make a list of what she displays at the State Convention and also at the Showcase of Ideas at National.

Everyone is urged to keep sending pictures and articles as our history is on-going. Be sure to include names and dates.

Judy Frye is still looking for buttons and ribbons from past State Conventions.

Publications Committee Report:

PUBLICATIONS COMMITTEE MEETING
FLORIDA FEDERATION
FEBRUARY 22, 2003

The meeting was held at 1:30 PM in Room 230, Hilton Garden Inn. Attending were the Chairman, Val Newsome (NE), The Grapevine; Barbara Huffman (C), representing the Keepin' Posted; and Fred & Jan Smith (WC), representing the West Coast Dancer. NO editors, other than the chairman, were present.

Even though it was a small group we had candid and enthusiastic discussions. The Chairman had three items on the agenda:

(1) Continue to Exchange Ads, and also articles, on the major association dances.
Discussion on this item brought agreement that ads and articles should be published in all Association Publications "free of charge" for all

other Association-sponsored dances (specifically, Fall Fun Fest, Shamrock Swing, Fall Roundup, Snowflake Frolic, and Fall Festival). To some extent some of this is being done at the present, we felt it important enough to bring before the Federation so that each Association would be aware of the agreement.

(2) Calendar of Events.

The Chairman began the discussion by showing the "Calendar of Events" printed in The Grapevine (includes dates through December 2003 - 2 pages in length). The Grapevine publishes this for the dancers and clubs -- so they will not plan a Chili Cookoff (for instance) on a night that 2 others are scheduled. The second reason for the publication of the column is for cooperation with the other Associations as to when their Association-sponsored dances are held, so that hopefully we can attend events sponsored by other Associations as well as our own. The attendees agreed it was a good idea, even if there was only space for the five major Association-Sponsored dances.

(3) How can we, as Editors, better support and promote Square Dancing? All attendees felt strongly that all Editors should attend the Federation Meetings. In order to promote square dancing throughout their Association and the Federation, they must first know what's going on. The Federation Meetings are excellent opportunities for the exchange of ideas, material, etc. Perhaps the Associations could reserve a Delegate or Alternate Delegate spot for the Editor of the Association Publication.

The exchange of publications throughout the U.S. might be expensive, but the information received is such a great help to Editors. The Grapevine exchanges with about 30 publications each issue and the extra printing and postage is expensive. However, the editors feel that the cost of doing business in this manner is a cost effective way for the exchange of materials and ideas which can be passed on to our readers. The attendees also agreed this seemed like an excellent idea.

One other item was mentioned...some of our readers are getting up in age and the eyesight is not quite as good as it once was. The attendees thought publications should not be printed in too small a print...a size 9 is small enough.

Since most of the Editors are absent, the committee will take this information back to their Editors -- and the Committee hopes that the Association Presidents will also make the Editors aware of the items agreed to in our discussions.

Respectfully submitted,

Val

Newsome, Chairman

Federation Document Review Committee Report:

Committee members: Jim McConnaha, Chairman; Dave Nihart, Kathy McKinney, Ray Huddleston, Manny Gonzales, Shirley Nihart & Jan McConnaha

The meeting was called to order by Chairman, Jim McConnaha at 1:30 PM on February 22, 2003 in room 220 of the Hilton Garden Inn in Orlando, FL.

1. A lengthy discussion about the election procedures for Federation Parliamentarian was held. The recommendation of this Committee was to request the Federation President appoint a committee to discuss, hold hearing(s), and to make recommendations back to the full Federation board of any changes deemed necessary in the election process of the Parliamentarian.
2. The dress code at the State Convention was discussed and the consensus was that this should be left to the discretion of the General Chairman of the Florida State Convention.
3. Acting upon the item brought up at the Saturday morning meeting, regarding FASSRD (Florida Association of Single Square and Round Dancers) as a delegate at large, we would like to make the following motion.

MOTION: The Florida Association of Single Square and Round Dancers be added as a Delegate at Large in the By-Laws of the Florida Federation, Article IV, Section 3.

4. A discussion was held regarding the lack of attendance by Delegates at Large at Federation Meetings. Out of this discussion came the following motion.

MOTION: Florida Federation By-Laws, Article IV, Section 3 – Add a sentence to this Section to read as follows:
“They shall remain Delegates at Large as long as they remain active square dancers and attend at least one Federation meeting per year.”

Respectfully submitted,
Jim McConnaha, Chairman

Duke & Doris new

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