

FLORIDA FEDERATION OF SQUARE DANCERS
LaQuinta Inn, 626 Lee Road, Orlando Winter Park, FL
Sunday, February 28, 2010 – 9:00 a.m.

MINUTES

1. Call to Order by Ray Huddleston and the Pledge of Allegiance in
2. Charlie Newsome's absence
3. Invocation by Ken Brasfield
4. Roll Call by Maria Spence and it was announced that we had a quorum present.
5. Introduction of Visitors & Guests were the same as Saturday (Elsa Huddleston)
6. Treasurer's Report (carried over from Saturday) Jack & Barbara Hoffman

Florida Federation of Square Dancers
TREASURERS REPORT
November 1, 2009--February 27, 2010

Beginning Balance

Wachovia Checking Account	\$	
Insurance	\$	
24 Month Step Rate Commercial CD (Purchased 8-12-09)	\$	
		\$
Total All Accounts		\$

Total all assets as of 11/1/09

\$

Wachovia Checking Account

Receipts

Interest (Oct-Nov-Dec-Jan)	\$	
Association Dues (6 Assoc.)	\$	
55th FSDC (2009) Dist.	\$	
		\$

Total Receipts

\$

Disbursements

Gift for Past Pres. (Ch #1440)	\$	
HOF Expenses (Ch#1441)	\$	
Transfer to Convention Fund Ch Acct (Ch#1442)	\$	
Sec. Expenses (Ch#1443)	\$	
VP Expenses (Bars & Badges) (Ch#1444)	\$	
		\$

Total Disbursements

\$

Wacovia Checking Account Balance

\$

24 Month Step Rate Commercial CD

Interest	\$	
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24 Month Step Rate Commercial CD (as of 2-27-10)

\$

Ending Balance - All Accounts (2/27/10)

Wachovia Checking Account	\$	
Insurance	\$	
24 Month Step Rate Commercial CD	\$	
<u>Current Total All Accounts (2/27/10)</u>		\$

Respectfully Submitted,
Jack & Barbara Hoffman, Federation Treasurers, 2010

Ray Huddleston requested that the treasurer's report be filed for audit.

Convention Report—Hoffmans

**Florida Federation of Square Dancers Convention Fund
 TREASURERS REPORT
 November 1, 2009--February 27, 2010**

Beginning Balance

Convention Fund Checking Account \$ _____

Other assets as of 11/1/09

56th State Convention Loan \$

57th State Convention Loan \$ _____

Total other assets **\$ _____**

Total all assets as of 11/1/09 **\$ _____**

Liabilities

Florida Callers Association \$

Round Dance Council of Florida \$

Florida Federation of Square Dancers \$

Total Liabilities **\$ _____**

Convention Fund Checking Account

Receipts From 55th FSDC (2009) Dist. \$

Transfer from Wacovia Checking Acct \$ _____

(Loan repayment from 57th FSSRDC)

Total Receipts **\$**

Disbursements None

\$ _____

Total Disbursements **\$ _____**

Convention Fund Checking Account Balance

\$ _____

Other assets as of 2/27/10

56th State Convention Loan

\$

57th State Convention Loan

\$ _____

Total other assets

\$ _____

Current Total All Assets (2/27/10)

\$ _____

Liabilities

Florida Callers Association

\$

Round Dance Council of Florida

\$

Florida Federation of Square Dancers

\$

Total Liabilities

\$ _____

Respectfully Submitted,

Jack & Barbara Hoffman, Federation Treasurers, 2010

Convention Report accepted.

Since Bruce was leaving, he was called upon next. **Storage Facility**—Reported by Bruce Morgan. Bruce showed all the items on display from the storage unit and asked what the Federation wanted to do with them. Discussion followed and Anita Taylor moved that we ask the callers if they wanted the old records for heritage purposes, and if they do not, we would dispose of them. *Motion carried.* If the callers said “No”, Terri Little volunteered to sell them. We will not be keeping the storage unit and Bruce presented the lock to Ray.

Ray announced that we ‘clean-up help’ at the end of the meeting to clear away all the stuff from the storage unit.

State Dress: Anita announced that the dress ‘drawing’ is slightly incorrect and that it will be correct on the web site. You can use a gold or white belt. She recommended that we watch for the correct number on the fabric.

7. Publications

Keepin’ Posted No report

Dick & Jeanne Lysobey

Panhandle Press No report

Tim & Terri Wilaby

Grapevine No report

Charlie & Sarah Pergrossi

WEST COAST DANCER REPORT

Submitted to the Florida Federation

February 15, 2010

Good Morning:

I want to bring you up to date on recent changes to the West Coast Dancer Magazine. The dancer has been published bimonthly. To reduce operating cost the West Coast Association has decided to eliminate the August / September issue. I hope the Historian and those of you who regularly receive a copy will keep this in mind.

The second decision was to reduce the distribution by 10 percent. This reduction was implemented, starting with the February / March issue. For those receiving more than 10 copies, if a reduction of 10 percent resulted in a fraction, I rounded off to the next lower number. Thus those receiving 10 or less will not see any change. They have already kept their requirements reasonably low.

Thank you,
Ed Henning, Editor

Bow & Swing

No report

Bill Boyd

7. State Convention Reports were moved on the Agenda to the Saturday session by the Presidents.

8. Committee Reports

Finance

Jack Hoffman

PROPOSED BUDGET FOR

2010

Florida Federation of Square Dancers

Working Weekend Finance Committee:

Chair Jack Hoffman C

George Knapp

Dennis Taylor

INCOME

Association Dues (6 @ \$50 each Singles & 5 Associations)	\$
State Convention Profit - 2010	\$
Internet Reimbursement from 2010 Conv.	\$
Grand Square Inc. (GSI) from Winter Festival	\$
Interest	\$
	<hr/>
<u>Total Proposed Income</u>	\$

EXPENSES

President		\$
Vice President		\$
Secretary		\$
Treasurer		\$
Parliamentarian		\$
USDA		\$
Corporate Tax		\$
Honorariums		\$
Historian		\$
Internet		\$
Miscellaneous (includes Badges)		\$
Central	GSI Disbursement	\$
Northeast	GSI Disbursement	\$
Northwest	GSI Disbursement	\$
Southeast	GSI Disbursement	\$
West Coast	GSI Disbursement	\$
		<hr/>
<u>Total Proposed Expenses</u>		\$
<u>Total Surplus/(Deficit)</u>		\$

Jack Hoffman stated that the state convention profit @ \$ _____ was a guess to balance the budget. The budget was approved.

Public Awareness and Publicity

Sat. Feb 27th, 2010

Rm. 516

Attending: Jerry & Donna Robey N.E.; Jack & Zoni Taylor- C; Donna Hendricks -C; Ken Brasfield, Chairman-W.C.

As you all know this is a subject that we have covered since we started dancing and will be covering long after we've gone. WE have been talking about doing the same things for years now, adopt-a-mile, flyers, demos, parades, placemats at restaurants, leaving square dance publications in doctors and dentists office, take advantage of the media, These things still work and need to be continued!! Each year we add some new things to update some of the old tricks.

Media is still the most important, take advantage of radio, tv, and newspaper. As the title says, " Public Awareness," that's who we have to reach- we want everyone to know what we enjoy. It's no secret-- Let's share it. The Internet is the answer for many nowadays, we need to use it to reach as many as possible. More of that later.

We feel we need to reach out to home-schoolers, as they are very family

oriented group. There is a TV show on every morning called " The Doctors" and Jerry and Donna Robey will try contacting them to see if they can spread the word on the healthy aspect of our square dancing activity.

We think a sign should be placed outside every single dance that is held reading, " Square Dance in progress--Spectators Welcome," let the public know that they are welcome. Show the public what are activities are with return labels with square dancers on them or how about some of the personalized license plates in the parking, Do-Si-Do, Sq-Em-Up, or Sq-Em-Up-8 to name a few.

Now back to the Internet - each association receive a check from GSI to be used ONLY for the promotion of square dancing. This committee would like to recommend that part of that money be used to purchase bumper stickers saying, LEARN TO SQUARE DANCE, or TRY SQUARE DANCING or EMPTY NEST SYNDROME, what ever your association decides to use, on the bottom line makes sure it says, "Fla. square dance.com-- and pass them out FREE to the dancers. We must keep promoting! We need to do more, not less !!

Quote by Helen Keller says it all, and something we all need to grasp, " I am only one, but still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something that I can do."

Respectfully Submitted,
Ken Brasfield

State Convention Procedures

Anita Taylor

STATE CONVENTION PROCEDURES

SUNDAY, MARCH 1, 2010

On the Committee were Bud & Anita Taylor, Jim & Jan McConnaha, Teri Little, Aileen Picheco, Garland & Carole McKenzie and Don Slocum.

We discussed that we have to streamline the Convention. We talked about how to cut costs. One discussion was doing away with the traveling artifacts. However what was discussed most was fund raising. We need to find ways to raise money that are fresh new ideas. We all now know what the minimum costs are going to be for this convention and the next two.

Some of the ways we thought of is selling gently used clothes on Craig's List or E-Bay, ice cream socials, No bake-bake sales, shirts, totes, etc. But the main thing are the Ad's. They are all profit. Everyone has to get out and sell ads and booster names. We have thought of Corporate Sponsorships and this is slow getting started. We would like to ask all the Associations to sponsor a room, beginning this year.

We realized that the most important thing that has come out of this is we are going to have to rely more on the Vice Chairmen of each Association to spearhead fund raising in their Associations. No longer can the General Chairman make all the dances in all Associations. The cost is prohibitive. If they attend the major dances in each Association, that is doing well. Each Vice-Chairmen know their own area and people. They know exactly what fund-raisers work for them. Remember this year is the first of a new learning experience for all of us. Thanks to everyone for their help in the upcoming convention and the next conventions.

Respectfully submitted

Anita & Bud Taylor
on behalf of the Committee

February 27, 2010

Working Weekend: Square Dancer Preservation, Education & Publicity Committee

Attendance: Ann Slocum, (chairman) WC

Penny Green, WC Sandy Brasfield, WC Walt & Dianne Syphard, NE

Nancy Taylor, C Jenny Green, WC Marylee VanValkenburg, WC

We tried to cover the topics and guide lines given to us:

SQUARE DANCER PRESERVATION, EDUCATION AND PUBLICITY - *Dancer attrition, lack of recruitment of new dancers and recommendations for possible solutions to these problems. Develop guidelines for more worthwhile projects that will aid in the enjoyment and/ or enlightenment of sq. dancing.*

We all agreed that attrition is mostly caused by ageing out, disability, losing a partner. This can also be caused by new dancers not feeling welcomed in the club or the square.

1) Club members should be reminded to break away from their clicks, get in squares with new dancers, ask new dancers to break up their pat squares. When a dancer loses his/her partner make sure and let them know that they are missed and are wanted back in a square as soon as they feel up to it.

2) Start a mentoring program for new dancers –where you would ask your current club members to take a new dancer under their wing to help to explain the ‘ins & outs’ of the square dancing activity, the club, the associations, general activities like: what is a ‘tip’, what the different levels of sq-dancing mean, raids, demos, conventions, special dances, club dress, publications- whether paper or electronic. New dancers should be told that after they have learned to sq. dance that they will not be tied down to show up every week at certain time and they can go about the country and dance at any dance that is being called on their level.

RECRUITMENT/PUBLICITY: we agreed that we have to go after a target audience by going after the youth and empty nesters. Public schools may not be accessible because of the security issues but private schools or churches should be approachable. To attract the youth and empty nesters the music needs to be more modern and not all country but at least it should be modern country.

3) Club presidents ask your Caller to update his/her music and ask how you can help achieve this. Your club could put on Mother/son and/or Father /daughter

Dance in your church or a private school and invite the high school graduating class.

- 4) Ask your club to appoint a committee to look into putting on such a dance as stated above. The club could invest in a Sq. dance teaching CD or DVD and individual club members could borrow them to take to their outside activities such as: their Weight Watchers meetings, Garden club or church groups.**
- 5) Ask your club or association to get a teaching CD and/or DVD that can be loaned out to the members.**

There are clubs out there that have a Facebook page that contains all the current information about their club dances, classes and demos, this can get our activity out in the public eye. The annual State Fair square dance has been a good one to get a lot of square dancers (about 300) out in the public and it is being looked at in refining it to draw more spectators into the building. This kind of dance should be looked into, to have at all the county fairs.

6) Ask all Assoc. County representatives to make contacts with their County Fair organizers to check out this possibility as stated above. Sometimes radio stations are supporting a charity or fund raiser and you club or Assoc. can get behind it and maybe get some publicity while helping a worthwhile event, possibly by answering at a phone bank or putting on a Demo.

7) Ask all your club members to be alert and report of any such events and then appoint someone to investigate into how to get involved.

ENJOYMENT: Casual clothes should be acceptable, New dancers should be called 'new Dancer' not 'students' or 'class members' to feel more like being a member of the sq. dance community. During the dance lessons the new dancers don't want to hear a lot of talking about the history of sq. dancing, etc. They are there anxious to learn to dance.

8) Ask your club to accept casual clothes at all or most dances. To call the new dancers – 'NEW DANCERS'. Tell your Caller to stick to just teaching sq. dancing while he has the new dancers on the floor and to fit those other chatty lessons in at another time, remember your Caller is working for your club.

Florida Federation Insurance Breakout Meeting Report

Chairman: Carol Poole, Central

Attendees: Michael Ziegler & John Scott – West Coast; Dave & Shirley Nihart – Northeast; Barbara Hoffman & Randy Poole – Central

Since there were no association chairmen present at this meeting, we reviewed all the forms a club is required to use in insuring a club. They were given a handout of all the information I presented and samples of all the forms.

John Scott is Treasurer of the West Coast Association. He had several questions we could answer and a few we could not. We plan on passing these questions on to the USDA Chairman for correct answers. I plan on passing the answers on to everyone present.

Following the meeting the insurance bank account was audited and found to be correct.

One of John's question was "How do we get clubs to insure?" To help answer his questions we have asked Anita for a meeting room at the state convention to run a club insurance orientation. Our hope is that uninsured and insured clubs will be interested enough to attend.

Carol Poole, Florida Federation Insurance Chairman

Carol announced that there would be a meeting at 1:00 on Saturday, at the FL state convention entitled: "**Club Insurance Orientation.**" Anyone interested is invited. The insurance bank account has been audited and approved.

Historian Preservation was completed earlier above. (Bruce Morgan)

Showcase of Ideas Committee Report

February 28, 2010

Chairman: Cheryl Miller, NE

Attending: Kathy McKinney, NE ; Rita Baxter, WC; Shirley Knapp, C;
 Judy Frye: FSSRDA; Linda Minard, NE

Florida's display for the State & National Convention Presentation Board will be a combined display. The center will display our Florida map colored with each association area in a different color, it will display the officers of the Federation with pictures. An upcoming Convention brochure is included on the display. Our website is included on the display board as well as a 2 ft topper with large print displaying our website across the center, left & right top of the display to bring attention to our website.

Each association will provide "tourist information" in the form of bullets. Associations will provide Vacation Brochures from their area & a trifold (if they have it) of their clubs within their association, to be placed in front of the display for people to pick up. Each association will advertise the community charities it supports. A 4x6 photo album has been supplied to each association for them to fill with pictures of their dances, dancers, etc. This photo album will be part of the display board in the section of "Meet our Dancers". The association will display an 8x10 flyer of their upcoming annual association dance that falls within June 2010 to June 2011.

This display board will also include information on the Florida Singles & possibly the Florida Association of National Campers.

It was also discussed that Florida provide giveaway at the upcoming Nationals. Lapel pins were very nice however, very expensive.

The Committee looked at a 1" button and decided that cost for 1000 buttons was approximately \$.25 each compared to \$.66 each for the pins. George Knapp is going to look to see if Central still has their button making machine and if a 1" button attachment can be purchased to save on the expense.

I need a motion from the delegates for the Federation to purchase 1000 of the 1" Florida buttons for giveaways at the upcoming National Square Dance Convention or purchase the attachment for a button machine to make our buttons.

Respectfully, Cheryl Miller, Chairman

*Sample buttons were shared with the delegates, after much discussion a motion was made and seconded to spend \$250 for 1,000 1 (one) inch buttons. **Motion** was carried. It was also moved and seconded that the show case committee select the design, and the **motion** was passed.*

27 Feb 2010 – Association President's Meeting

In attendance were: Jennie & Bob Courter – Central; Sam & Mary Starling - Northeast; Roger Minard – Northeast; Lance Baxter – West Coast; Sally & George Galik – Southeast

Paul Miller – Northwest - Chair

One of the good things about the President's meeting is the confirmation that all the Associations are very similar. We all seem to have the same problems...

Dancer Retention: All the associations are experiencing a loss of dancers. We are all having classes, but many of us are having trouble keeping the new students interested. One of the chief complaints is "the classes are just too long".

Dance Lessons: It looks like most of the Associations are charging between \$4.00 and \$5.00 each for dance lessons, with the notable exception of Polk County who has FREE basic and mainstream lessons. We actually tried this in Northwest, but we found the students were actually more likely to skip lessons or quit, because they had no vested interest in continuing.

ABC Dancing: Several of the Associations have ABC dancing; where the dancers learn several dance moves and dance those moves during the evening. In other words, you learn what you'll be dancing that evening. It's actually a great introduction to Square Dancing and in Northwest, has led to many students taking the traditional mainstream/plus lessons and joining one of the clubs.

Publicity Idea discussed: Approach Oprah or Dr. Oz to see if either would be interested featuring Square Dancers on the show. Further suggestion was to obtain a signature from all members in each association to be included in soliciting the attendance of Square Dancers at one of these two shows.

State Convention: It was suggested that maybe the State Convention was too long. To cut it down from three days to two days.

Respectfully submitted, Paul Miller, President Northwest Association

It was announced that the President would be holding a "Presidential Breakfast" for the Vice Presidents of each association on Saturday morning at the convention.

1. Old Business - None
2. New Business - Ray offered the padlock to anyone who could use it.

Proposal for the State Convention Re: **Color Guard**

Breakout meeting Feb 27, 2010

In the final report for the 55th State Convention, Roland Morin suggested that we use our own square dancers for the color guard. There are veterans (men and women) in almost all the clubs around Florida and we wouldn't have to worry about finding VFWs, American Legions, ROTCs, etc., to participate.

A list could be kept of all those willing to participate. The dancers do not need to wear uniforms. They could wear Red, White and Blue and a service cap if they have one. Each could carry a flag from their branch of service. The poles used on the outside of homes would be tall enough, I think, to carry the service flags. I already have a regulation pole at home, with a carrier, that could be used for the American Flag.

A small committee could be formed to keep the list for the convention chairmen and to keep track of the flags, poles, etc., for the Federation Board.

I have priced the service flags, with an aluminum pole, at 18.00 each.

Or maybe someone would donate one. The main US armed forces are: Army, Navy, Air Force, Marines, and Coast Guard.

Respectfully Submitted

Ailene Picheca

It was moved and seconded that Ailene would order five service flags and poles costing \$18.00 each. **Motion** carried. Ailene will gather a data base of veterans and provide the flags and carriers at the convention.

Ray requested that veterans present let Ailene know of their branch of service.

Ann Slocum moved: From this date February 28, 2010 forward, change the standing rules under section 14 to combine the committees titled **1b** “*Public Awareness and Publicity*” and **2d** “*Square Dance Preservation, Education and Services*” that are now used during the working weekend and hence shall be called “**Public Awareness, Square Dancer Preservation, Education, Publicity, and Services.**” The motion was seconded and carried.

Paul Miller requested that the working weekend date be changed in 2012 to the second weekend in February as a one-time change. It was seconded and approved—**Motion** carried.

Jack McKinney requested that ‘ads’ be sent in. He provided a list of ‘Ads’ needed by regions.

11. Announcement of the 2013 State Convention Chairman Paul Miller was presented on Saturday’s agenda. Convention dates will be May 24-26, 2013.

Next Federation meeting will be at Lakeland Center, Lake Morton Room, Sunday, May 30, 2010 at 9:00 a.m. Host hotel is the Imperial Swan.

12. Adjourn 10:45 a.m.