

ASDSC DOARD MEETING  
June 11, 2006

From: Sue Regadanz, Treasurcr

- 1) Banking summary
- 2) ASDSC PO Box for all correspondence
  - a. PO Box 13455, Sacramento, CA 95813
- 3) Tax status
  - a. Extension was filed by May 14, 2006 for 2005 taxes
  - b. All 2005 information is now with the CPA
  - c. Reviewing ASDSC for change C3 to C7 non-profit status
- 4) Dance Calendar Refunds status
  - a. Still trying to sort out detail of those clubs/businesses that paid for advertising.

*Attachment 1*

## **REPORTS FOR THE ASDSC BOARD MEETING – JUNE 11, 2006**

**Submitted by Bonnie Abramson & Bob Kamuf**

### **CALIFORNIA SQUARE DANCE COUNCIL MEETING – FEBRUARY 11, 2006**

Bonnie Abramson attended the California Square Dance Council, Inc. meeting in Arcadia the weekend of May 12 - 13, 2006 on behalf of Mitchell & Laura Cari.

Joe & Sharon Boyajian (San Joaquin Association) were elected to the office of Council President for the 2006/2007 term. Arnold & Peggy Rose of Brentwood have been elected to the position of Northern Area Vice President.

Reports were received on the status of the upcoming State Conventions, as well as the 2009 National Square Dance Convention in Long Beach. There was no final financial report given for the 2006 State Convention held at Seaside Park in Ventura, but the indication was that the event may have broken even, but all final information was not yet in. The 2007 convention will be held in Riverside, CA; 2008 will be held in Sacramento; there will be no State Convention in 2009 as the National Convention will be in Long Beach; and the 2010 State Convention will be held in Fresno. John and Jackie Rowe were elected to serve as the General Chairmen for the 2010 convention.

Some discussion revolved around weekend festivals held by the various associations around the state. Many of them are struggling to remain financially viable, especially with facility costs continuing to rise. The general feeling is that the 50<sup>th</sup> Annual Square-Rama in Tulare will be their final event as they have continued to lose money over the years. A real push needs to be done to get dancers to attend the weekend festivals or they may eventually all shut down.

A proposal had been made to transfer the San Joaquin Association from the Northern Area into the Central Area to help even out Council's geographical boundaries, however the San Joaquin Association had voted to not move so the proposal was withdrawn and San Joaquin will remain in the Northern Area.

The next meeting of the California Square Dance Council will be held August 11 - 12, 2006 at the Doubletree Hotel in San Jose. There is a promotions meeting open to everyone on Friday night, as well as a meeting of the 2007 State Convention planning committee.

**ATTACHMENT 3**

May 22, 2006

**Recruiting new dancers:**

For those of you who were at the May 21<sup>st</sup> meeting and for those who were not- I apparently owe some of you an apology. If you were looking for a silver bullet to solve all your problems with bringing in new dancers and keeping them, you know by now that I am not the Lone Ranger. I am one dancer who works hard to help you do the things that sometimes work to bring in dancers. All of the marketing studies say word of mouth is still the most productive way to get new dancers. Find target groups and ask to be allowed to put on a demo. Target groups that other clubs use include church groups, community events (like Folsom street fair or any other large gathering of people in your areas), schools, local parades, local fairs, etc.

Your association also organizes demos to promote squares. If you do computers, please check our website, [asdsc.org](http://asdsc.org). We have a promotions tab that lists several demos coming up. We need dancers to fill the squares. You do not need to be superior dancers to dance in a demo. Most groups are looking for whirling skirts, lively music and smiling people having fun. I have personally danced with many of you and know you can be everything we need to fill out a square. So please contact us and volunteer to dance.

Your association is working to give you access to groups that may not be available to you as a local club. We are working on being represented at the State Fair. We are going to be doing demos for the convention of home schoolers. We will sponsor you if you want to get a booth at your local county fair. We have a booth. We have materials to hand out from the booth. If you have people to occupy the booth, we will pay the fees associated with the booth. Each club that runs a booth can handout club specific flyers at the booth they occupy.

Your association will be running ads in regional newspapers before the fall classes.

Your association continually looks for ways to promote square dancing. If you have any ideas you would like us to try. Please let me know so we can discuss them.

I would like to share some ideas on keeping dancers who come to your workshop. Some are obvious, but I will mention them anyway.

Be friendly- talk to your new dancers, make them feel welcome, make a point of learning their names. Include them in club social functions, pot lucks, etc.

We call every new dancer every week, a couple of days before the next workshop and thank them for coming and say you look forward to seeing them at the next workshop. If they miss a week, check on them to see how they are.

Get them to buy club badges so they identify with your club.

*Attachment 4*

When they develop the skills to try Saturday night dances, escort them to their first couple of dances. Don't just tell them where the dance is and when. Most of them lack the confidence to try dancing 'in public' on their own. Pick them up and take them to some dances. We pair new dancers with club members who pick them up or meet them there.

The Overalls are having some success including round dance teaching as part of the square dancing new dancer class.

Many of you have heard about the success the Apple Jacks and Jills had with their recent new dancer class. I have spoken to The Apple Jacks and Jills president and asked him to share what he thought made their class a success. Here are the main points he said work for his club:

- 1) Be sincerely friendly to all new dancers. Greet them each workshop. Engage them in conversation. Ask them to join a square.
- 2) Socialize beyond dancing. Invite them to picnics, pot lucks, campouts, garage sales, etc.
- 3) Be accepting of all dance skill levels. Welcome all dancers even those who may be slow to pick up the calls.
- 4) Do fun things along with dancing. Fun loving people attract people looking for fun.
- 5) They have included line dancing between square dance tips. And many of the new dancers join in the line dancing too. (They do simple line dances that require little or no teach.)

Their recent class had 41 new dancer start and 25 will graduate. So it must work for them. When I asked where the new dancers came from, his response was over whelming "Friends asking Friends".

Well, I hope something here stirs a thought for you to try to bring a spark to your club. Many of these are not new ideas, but maybe old ideas done in a different way or given new emphasis.

Its time for me to get off my soap box. If you have any response or an idea you want to share with me, please contact me.

Mitchell Cari  
Association president  
916-988-6021  
[mjcari@cwnet.com](mailto:mjcari@cwnet.com)  
or contact me through our website at [asdsc.org](http://asdsc.org)

*Attachment #*

June 11, 2006

**Assignments to District directors**

The following assignments were made to each district director

Please contact each club in your district (either in person or by phone) and discuss the following:

- 1) New dancers classes- Are they going to have one this fall? If so-  
What day of the week?      Date and time it will start?  
Location: facility and street/city address  
Do they accept youth?      Minimum age?  
Single dancers?  
Do they offer free nights? How many?  
Who is the caller?  
Contact name and phone for class?

**Let me know by June 18 the clubs responses so I can get a flyer made for distribution.**

- 2) By June 23, distribute flyers for the July 16 Community dance to each club. They should be in your packet of stuff from the Board meeting if you were not there.
- 3) Ask if your clubs are doing anything for Progressive squares which will be Aug. 27 this year. Let me know by June 18 too.
- 4) Push their attendance at Fun Weekend. We are trying to get more local dancer to attend.

*Attachment 5*

**ASSOCIATED SQUARE DANCERS OF SUPERIOR CALIFORNIA**

**SUNSHINE DIRECTORS REPORT**

**NAME: KERON WEISBART Date June 10, 2006**

- 1. Sympathy Card to Aileen Farinha on the death of her sister Loraine.**
- 2. Get Well Card to Bob Clark who is experiencing heart problems.**
- 3. Thinking of You Card to Dave Tucker, Co Chairman of the 2004 State Convention, who has congestive heart failure.**
- 4. Sympathy Card to Bonnie Brewster on the death of her younger brother.**

*Keron Weisbart*  
**Keron Weisbart, Sunshine Director**

**ASSOCIATED SQUARE DANCERS OF SUPERIOR CALIFORNIA**

**BLOOD DRIVE DIRECTORS REPORT**

**NAME:** KERON WEISBART **Date:** January 8, 2006

**No new reports received. The next report date is June 30, 2006, from Blood Source.**

**I have received no response to my letter to Blood Source requesting more than semiannual reports. I will be doing follow up with them.**

*Keron Weisbart*  
**Keron Weisbart, Blood Drive Director**

*Attachment 6*