

InfoLine Report - to BCS&RDF AGM

Penticton 2008

Submitted by Mary Anne Turner

Nick and I have operated the InfoLine for 3 years now. We have received approximately 240 calls a year. The InfoLine number is now listed in every phone book in the province. It is in the Yellow Pages under Dancing Schools.

The calls we have received have greatly varied in nature. We had travellers who wished local information as they passed through BC. We had people looking for dance clubs to join. We had dancers and club members wanting to contact the Federation President directly so that they could gather information or express concerns. Executive members were able to communicate with each other easily rather than travelling about the province to meetings. We had requests from other organizations that wanted square dancers to entertain and we even had a few crank calls.

From personal experience, we feel that it has been very valuable for the InfoLine to be operated by the President. It allowed all Federation members to have instant access to the Federation so that they could straighten out any concerns they had in quick time. In gathering the data necessary to operate the InfoLine, it gave the President a good handle on activities from all around the province.

As we are now at the end of Nick's term of office as President of the Federation, we are serving notice that we are giving up the operation of the InfoLine. We hope that the new executive will help to relieve us of this task in quick order.

Moving and Grooving Report

BCS&RDF AGM, Penticton 2008

Submitted by Mary Anne Turner

At this time we have distributed 268 copies of Moving and Grooving. Activity is slow at the moment because most school boards have spent their money by April and do not begin spending again until September.

We have contracted to have another 300 copies of the M&G CDs burned in readiness for producing more copies of the program when we need them.

We will turn our attention to promoting Moving and Grooving again in September. If any of you have knowledge of conferences, conventions, etc. that would benefit from a presentation or workshop on Moving and Grooving, please contact us at **nmtturner@telus.net**

Clip Art and Other Promotion Items

BCS&RDF AGM, Penticton 2008

Submitted by Mary Anne Turner

CLIP ART -A presentation on new clip art and logos was made at the Board of Directors' Meeting in Nanaimo, 2008 and I refer you to the Federation Web Site so you can remind yourself of the criteria and reasoning behind our search.

The new logo is on the Federation web site now and is available for anyone to use as they wish to promote square, round, contra or other dance forms.

As for the clip art of couples in casual dance clothes and prairie skirts, we had a setback as the artist just simply quit and said he didn't have time to finish the sketches.

We have arranged for similar drawings by a different artist however, and hope to send them to the Federation Web Master within 2 weeks.

SQUARE DANCE ABC SEMINAR DVDs - in 2006, the Federation sponsored a seminar on the Square Dance ABC Program. The seminar was free for all Federation members and was well attended. It was led by Texas caller, Nasser Shukayr.

During the seminar, Brian Elmer and Lloyd Juhala videotaped Nasser's presentation. The videos were supposed to be edited and made into DVDs for Federation use. For one reason or another, the editing was never done, so I asked that the cassettes be sent to me and I learned how to edit them. There were some technical glitches with the taping such as loose microphone connections and cameras that were bumped. so the presentation is not perfect but I used the best of the footage that I had and burned DVDs for each region. They turned out quite well.

These DVDs should be added to the ABC Binder that was given to each region last year. One copy has also been made available for the Federation Library.

The DVDs make it quite clear to viewers what the ABC program is all about - selling dances, not lessons. I feel that it would be very worthwhile for all club officers to view the seminar - even if they have no interest in running an ABC program because it has some very pertinent information on how to handle and attract new dancers.

In fact, it would be my recommendation that the Federation make copies of these DVDs available to all the BC clubs at some future date.

AN IDEA TO INCLUDE ON YOUR PROMOTION MATERIAL

Did you know that **Dr. Mehmet C. Oz**, a frequent guest on the Oprah Winfrey Show recommends square dancing in the book called **You: Staying Young: The Owner's Manual for Extending Your Warranty**. He has written several books but his most visible claim to fame lately, is the many visits he has made to the Oprah Winfrey show where he gives Oprah and her audience advice on how to stay healthy. In the book mentioned above, he includes the following "Factoid"

FACTOID:

Ballroom dancing and square dancing are two of the few activities shown to involve both physical activity and mental stimulation significant enough to reduce the risk of dementia - a true two-for-one example of using it or losing it.

Since Oprah's name is so instantly recognized and well-respected perhaps we should consider including Dr. Oz's quote on future square dance promotion posters. You know, something like **"Try Square Dancing - the Activity Recommended by Oprah's Favourite Medical Expert."**

HERE'S A GOOD REFERENCE DVD FOR YOUR CLUB - a group in the USA, called the Traveling Hoedowners has produced some professionally filmed DVDs that illustrate all the Mainstream Calls and all the Plus Calls. These DVDs would be useful to new dancers and they are extremely easy to operate. There is a menu that allows you to go straight to the call that you wish to see demonstrated. Colour coded outfits make it easy to follow the progress of dancers during the call. You can get information on these DVDs and see a sample by going to the Traveling Hoedowner web page at **home.earthlink.net/~travelinghoedowners**

SEE THE HANDOUTS FOR MORE INFORMATION.