

## **FEDERATION NEWSLETTER, OCTOBER 2005**

The Executive met in Merritt on October 22nd and had a very productive meeting. All Executive members, Brian Elmer, SquareupBC Chair and Chuck Jordan, Canadian Society Delegate, attended.

**Canadian S&RD Society information:    Chuck Jordan, Delegate**

### **1. Insurance:**

The Insurance Company must be notified of any event over 50 squares (400 people) and an additional premium may apply. (The contact person is Susan Fedyk (306 - 569 - 6715))

A non-scheduled Square Dance event, such as a BBQ or a campout is probably NOT covered by the Insurance plan.

When reporting an incident to the Insurance Company, please send a copy to both Chuck and Susan Fedyk.

### **2. General:**

The Society PD Committee reported 13 bursary applications being approved - 6 from AB, 2 from NB, 3 from NS and 2 from Ont, for a total of \$5762 being paid out. Note there were none from B.C. Chuck urges B.C. callers, cuers, and leaders to apply for Society bursary money if you are taking a caller/cuer or leadership course. Check them out on the web page [www.squaredance.ca](http://www.squaredance.ca) and make sure you apply through him.

The Society urges all clubs, Associations and Federations to use the words "Fun, Fitness and Friendship" in all advertising so that unity helps the public identify us.

Chuck will be asked to find out from the Society whether the 30 second DVD Square Dance TV commercial is available to local clubs/Associations for airing on local T.V. stations. We will keep you informed of the outcome.

The Society has announced a \$1,000.00 Leadership Grant to assist Dancer and Caller Associations putting on caller/cuer schools or other seminars. For details, contact Chuck Jordan

Tony Oxendine reports \$93,944.57 collected for Katrina to date. We do not have complete information regarding contributions from B.C. dancers but we know there have been generous donations from some clubs. Perhaps all clubs/dancers who contributed could send in the amount to me and I will have a report on this ready for the next Newsletter.

**Federation Information:****Reminders:**

Please check the Federation Handbook on the web page for updated contact information and other changes.

If you need help with press releases, contact Brian Elmer and he will help you put together an excellent package for your newspaper or local T.V.

If you have any milestone events or people you would like the Federation to recognize, please let Alison Hampton know in good time.

Don't forget to get all fees to the Treasurer by the date requested. Please don't drag your feet on this. The Treasurer has a huge job in getting the fees organized, the cards sent out and the money to the Society. Your cooperation is very much appreciated.

Check out the Federation Video Library Catalogue in the Handbook. There are some excellent tapes there to help you brush up on dance steps. These are free to Federation members. Please use the request form from page 19.

**Moving and Grooving:** Ordering information is available on the Federation web page.

**General:**

By summer of 2006 every phone book in B.C. will carry the Infoline number under "Dance Schools." Already we have had calls to the Infoline from people who found us in the yellow pages. This is being funded by the Federation.

We are waiting for the final report from the Festival 2005 Committee, but rumour has it that the numbers are in the black!

As for future festivals, the Executive reaffirmed that these do not have to be full-blown spectacles. The Federation would sponsor a club or association "small event" that could become a Festival. This means that seed money for advertising and startup expenses would be available. Remember, festivals take place in odd years. The next is due in 2007 and does not necessarily have to be in July and does not necessarily have to be a multifunction event. There could be a Mainstream Festival, A Plus/A Festival, a Round Dance Festival. Let's get creative! Contact us if your area is willing to organize a festival of some kind.

1st Vice-President Dennis Dixon brought the sad state of library Square Dance books, tapes and CDs to our attention. He played us a CD from his local library. Abysmal is the only word to describe it. He will be investigating what materials libraries have and in the meantime, you can help by going to your local libraries and researching their SD materials. If there is stuff there that is hopelessly out of date, please bring it to the librarian's attention and have it removed. Better yet, suggest that they replace it with the Federation's new and updated program called Moving and Grooving. Ordering information is on the web page.

There is, in our standing orders, a motion that the Federation engage in an annual fund raising event. Mary Anne Turner presented an idea to the Executive and it was unanimously accepted as our fundraiser

for this year. Details follow at the end of this Newsletter. Please enter into the spirit of things and have some fun with this.

One of the questions that is bound to be asked is why we need to raise more money and I am glad to say that several things are being developed that will help Square Dancing.

One is Lloyd Juhala's recruitment DVD. Lloyd has decided to go for excellence in the production of this DVD and expects to have it available by March 15th, 2006. The Federation has committed \$4500 towards production costs but these have risen to an expected \$12,000.00 so a fundraiser will help B.C. and Lloyd to produce a quality DVD. He has approached the ARTS foundation to see if that organization is interested in helping with funding, but like all large multi "denominational" organizations, feet tend to get dragged. Let's show the Square Dance world that B.C. is not only proactive, it is active!

I have asked Lloyd to post his report on the DVD production on the Federation web site. It is very interesting reading and I am sure all those who read it will support Lloyd in this project. and will want to see this as a "made in B.C." effort.

Another project we would like to set up, is for people with expertise and/or knowledge on marketing, to be able to travel to different Regions to give seminars. It is vital that we understand our changing market and how we can better advertise our "product." and share ideas and materials.

There are some very interesting developments coming out in the Square Dance world in terms of what we have to offer to the public. There is for example the ABC program, and the Drop In Dance program. Chuck Jordan is initiating discussion on these. We need to be able to bring these ideas, in the form of a seminar or workshop, to those Regions where there is interest. Money from fundraising will facilitate this.

If you would like to join in this (email) discussion, please contact Chuck (c\_jordan@shaw.ca)

Wishing you all happy dancing, good health and lots of laughter.

Nick Turner,  
President BCS&RDF  
**A Scratchin' Good Time !**

The B.C. Square and Round Dance Federation is working hard on ideas to promote our recreation. There are several projects in the works but, of course, each project requires money. Our Cash Calendar project was certainly successful in raising money for Moving and Grooving but the lottery branch of the B.C. government has tightened regulations and will no longer grant the BCS&RDF a gaming license. They require that Federation membership be open to anybody and everybody, not just dance club members. This requirement would not be acceptable to our insurance provider - so there we are !

Not to worry - we have another fund raiser ready to go and it should be FUN and EASY. In fact, when you participate in it, you will have an opportunity to **get** more than you **give**. For the months of December and January we encourage dancers to carry loose change in their pockets and participate in the Federation's **Give N' Take Scratch Card Fund Raiser**. Each club will be asked to take responsibility for 1 or (hopefully) more Scratch Cards. They will work on the same premise as Pay-What-You-Pull-Tickets.

Each card will have 60 dots to be scratched off. Under each dot will be an amount ranging from \$0.00 to \$2.50. That is the amount that the customer will donate to the Federation's Promotion Campaign. For

each dot scratched, the customer will be given a sheet of coupons worth far more than he or she donated. These will include coupons for popular businesses such as Pizza Hut, Kentucky Fried Chicken, Cineplex Movies, Kernel Popcorn, FTD Florist and others. (If you can't use the coupons, think how popular you will be with your grand kids!)

For those who scratch \$2.25 or more, there will be a special coupon sheet offering savings they can use within the square dance world.

This will be a painless and fun way to raise money. The most any customer will have to donate is \$2.50 It will be fun to see who can find the 3 scratch dots that are free. Who can find the dots that are less than \$1.00 ? Who gets to win the Square Dance Coupons?

Put your cards in the hands of the best sales person in your club. Help them cajole people into scratching more than one dot. Help them persuade people to scratch several weeks in a row. Have your dancers take the card home and get friends and family to scratch. Have your card present at your special parties and get visitors to scratch.

We have already had some volunteers to coordinate the Scratch Card Fund Raiser.

In Region 2 (Vancouver and Fraser Valley) - Ken and Sally Crisp

In Region 3 - (Okanagan) - Darcy and Beth McGifford

In Region 5 (BC North) - Nick and Mary Anne Turner

In Region 9 (Thompson Shuswap) - Merv and Pat Meyer

We don't have a coordinator from Regions 1 and 8 yet ( Vancouver Island).

Please contact the coordinators for your region as soon as possible and indicate to them how many cards you would be willing to receive. Then watch for Give N' Take Scratch cards to appear at your club soon. If possible, volunteer to take more than one card.

Have a SCRATCHIN' GOOD TIME and support your BC Square and Round Dance Federation volunteers in their efforts to promote dancing !

**Please help us spread Federation information by printing a copy of this newsletter and taking it to your club for others to read.**

**Thanks !**

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Nick and Mary Anne Turner  
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