

B.C.S. & R.D.A.  
2<sup>nd</sup> VICE PRESIDENT'S REPORT  
B.O.D. 2017

This is my first report to the BCS&RDF as 2<sup>nd</sup> Vice President. Being a neophyte and Jr. on the committee this has been and still will be a major learning curve.

As a person that has only been involved in square & round dancing for a short time I am amazed by the lack of information reaching the individual dancer from the Federation and Regional committees. Many dancers are not aware of the National Society, Fed or their Regional committees. Those that are aware of these organizations many use statements such as, "why do we need these organizations, they don't do anything for us, they just want our money, we should not have to belong". This then leads me to conclude that we committee members have a PR, Marketing and Promotional problem within our own activity and if we fix that maybe along the way our members will be our best recruiters for new dancers.

What the Federation must do to promote itself is to be more of a presence at club and regional events throughout the province by making some kind of recognition presentation to regions, clubs and individuals even if it is just little paper certificates in frames. It would be great to see Heather Wallace and Dustin McGifford and even a couple of the really good old boys (Edler, Brendzy) do a flash dance with a teen troupe around the province.

There appears to be a culture between the Fed & Regions of them & us. As the 'sic' Sr. organization we need to reach out to the regions & clubs that the Fed is there for the benefit of all member dancers. We can show leadership by sponsoring, organizing and running events such as regional or combined regional workshops for novice callers/cuers, dance forms, club web pages, organizing & running meetings, volunteer recognition etc. all of this will require more financial resources. As has been pointed out to me we cannot just attend meetings, have some discussion nod our heads & go home.

I have sent out on two occasions to various clubs, reminders of what funding is available for new dancers and caller workshops, no replies. There was also a

reminder sent out to clubs regarding information for the Infoline and Square up BC concerning new dancers and club events to Brian Elmer for distribution. The federation website has a large amount of usable information but in spite of sending out prompters to various clubs regarding the benefit of these sites very few clubs or persons make use of this information. However! You can lead a horse to water but you cannot make it drink.

There seems to be a void or a watering down of information from region delegates to regional committees to the clubs and then the dancers. A request was sent to the Regions for additional contact persons in each club to enable more direct communication with the clubs. Majority of Regions did not even acknowledge receipt of my request. There might be a need, where possible, to have a Fed rep at new dancer grad events to welcome these dancers to the Fed & national societies and to the world of S&RD.

Brian Elmer, Chair of Square up BC and Info line Manager, when he receives a request from a club to promote an event or activity, deserves much credit for creating a tremendous amount of promotion for clubs in the region with so little resources. Brian has a breakdown supplied by face book on each ad placed for a club as to cost, number of hits, queries and demographics as to age, sex etc. Well done Brian.

The organizations that have contacted Brian for promotion of an event have been very pleased with the results that were achieved. Some how! We do need to greatly increase the present amount of our finances so that electronic media promotion can be done more often, longer time period and more demographically targeted for maximum effect. The Federation, in my opinion, must devote more financial resources to Square up BC for Marketing & Promotion of our activities to the public at large.

I do have more questions than answers for the road to success.

Respectfully. Bill Morey

2<sup>nd</sup>. Vice BCS&RDF