

B.C.S.&.R.D.F.
2ND. VICE PRESIDENT'S BOD REPORT
March 2019

I would like to express my appreciation to Jean Wood our new president for her trips to many clubs through some of the federation regions in promoting the federation and festivals also debunking some of the rumors floating around.

Upgrading the Fed web page is something that has to be addressed sooner than later. It is becoming more and more obvious that the site needs upgrading to make it more appealing and eye catching and above all easy to navigate for the casual computer user to garner information that is wanted at the touch of a click. If the average user can't get what they want in 10 mins they will give up in frustration and state that the site is useless or no good. The Fed webmaster is charged with maintaining and updating information, not with UPGRADING. To upgrade a web site a person needs far grater computer skills that I or many others possess. One thing we could do is too canvas our membership and find out if someone can take this on and at what cost. Our President can inform us as to what improvements we should make for improving the site.

The Facebook campaign managed by Brian Elmer for new the dancer program has had very good success for many clubs. Brian has all the stats to back up the results for his hard work. This initiative is well worth the monetary output of the federation.

The following paragraph is from my 2018 BOD report.

Some of the bleeding that occurs after new dancers have completed the initial lessons in square dancing can be eased by having a club member(s) doing follow up and by having the new dancers included in all club activities. When novice dancers show a desire to go to other club dances it not advisable to dampen their enthusiasm by saying something such as, don't go to this or that dance because you're not good enough. It is much more caring to say something such as, this dance will probably have some moves you are not familiar with so don't be hard on yourself if you have a problem. It is wise to remember, we need them more than they need us while at the same time how we performed as new dancers and how we were treated. Unfortunately! this statement has fallen on deaf ears as I still hear the same old conversation from novice and experienced dancers.

I have included the summary of a keynote address given by Eric Henerlau to the US National Square Dance Convention in Cincinnati OH on June 2017.

So, What's Right with Square Dancing? Every person might have a different way that square dancing might appeal to him or her:

- *Social activity with friends*
- *Community*
- *Exercise*
- *Mental stimulation, brain exercise*
- *Respite from the anxiety in the world today*
-

There are so many ways square dancing is the right activity right now. We all know that people would love this activity if they tried it. The call for action is now. Get the whole club involved. Make it fun. Seek out and find success stories from other clubs and callers. There is a wealth of information on the Internet on marketing ideas; however, resources are useless without ideas. Inspire and motivate your club to take action. Keep emphasizing all the reasons why square dancing is right for everyone. Your classes will be more successful, your club will grow, and square dancing will continue to be the best entertainment for people all over the world.

As I have stated before, for any programs to be successful, it is necessary for member clubs and Callers/Cuers in the Federation to be involved in the planning and operation of these initiatives.

Respectfully

Bill Morey

2nd Vice BCSRDF