

**PENNSYLVANIA SQUARE & ROUND DANCE FEDERATION**  
**Minutes of October 12, 2014.**

The Pennsylvania Square and Round Dance Federation met on Sunday, October 12, 2014, at the Radisson Hotel, Camp Hill, PA. Five of the six Federations/Associations were represented. Allegany Valley Federation – 2 members; Central Pennsylvania Association – 2 members; Delaware Valley Association – 2 members; Laurel Mountain Federation – 0 member; Susquehanna Valley Federation – 5 members; Western Pennsylvania Federation – 6 members.

Call to Order: Bill Flick President called the semi-annual meeting to order at 1:00 PM. A prayer was given by Tony Rock. Tony led the pledge of allegiance to the American Flag.

Minutes of April 6, 2014: Copies were distributed. Clyde Miles moved and Bob Lawn seconded to accept minutes as sent and posted on the PSRDF web site. Motion passed.

Treasurer's Report: Added following meeting

Beginning Balance April 6, 2014		17,184.21
Income		
Return of deposit from Eisenhower Conference Center	250.00	
Dues from Erie Area	40.00	
Dues	<u>87.00</u>	
Total Income		377.00
Expenses		
Penn Stater, Coffee Break, 4/6/14	198.40	
Sandrose Trophies	104.00	
BMI Copyright Clearance	150.00	
Joe Nardi-postage to mail Financial Records	17.35	
Tony Rock-reimbursement for flooring	2,998.42	
2015 Convention Seed Money	1,000.00	
New Dancer Program	1,800.00	
Club Sashay	Friendly Squares	Happy Go Lucky Squares
Fair Squares	Swinging Squares	North Hills Squares
Peanut Squares	Busy B's Square Dance Club	2x4's Square Dance Club
Convention Prizes		45.00
Bill Flick, Presidential Expenses		50.35
Delavan Whitenight, reimbursement for one night at Penn Stater		90.70
Penn Stater, Leadership Breakfast		804.76
Expenses for 2014 Convention		<u>3,582.57</u>
Total Expenses		<u>10,841.55</u>
Ending Balance October 14, 2014		6,719.66

(Respectfully Submitted by Truman and Diana Hershberger, Treasurer)

**Association/Federation Reports**

Allegheny Valley Federation: Read by Lou Stiles

The Fiddle-A-Rounds celebrated its 50<sup>th</sup> Anniversary on Thursday, July 10, 2014 at Kalyumet Campground with 48 people in attendance. Tom Rudebock of Leetonia, OH and Tom Mohney of Oil City, PA were the featured callers. The Fiddle-A-Round Club was organized in 1964 by couples from the Clarion area interested in the physical and social benefits of modern square dancing.

Tom and Dorothy Foreman who were charter members of the club received an Appreciation Award for their 50 years of involvement with the activity. Two daughters were present to see the Foremans recognized for their enthusiasm and tireless support of square dancing.

Mark and Becky Wineman, owners of Kalyumet Campground, received a Recognition Award for their outstanding dedication and commitment to the advancement of square and round dancing. They were active members of the club

for 9 years and the club danced at their campground for 15 summers. In addition, the Winemans hosted 8 dances to benefit Children's Hospital of Pittsburgh along with numerous dance weekends at their facility.

(Submitted by Lou & Ruthie Stiles, President AVSRDF)

Central Pennsylvania Association: No Report

Federation of Delaware Valley: Reported by Jane Styer

We had two clubs that had classes and we hope that the graduates are joining the clubs. We are holding a Membership Dance on the first Sunday in November. Bill Flick will report later in the meeting about the National Convention Trail-thru Dance.

Laurel Mountain Federation: No Report

Susquehanna Valley Association: Read by Bob Lawn

SVSRDA is happy to report that square dancing is doing very well in the Susquehanna Valley. We currently have 14 active clubs. SVSRDA sponsored four summer dances this year primarily for our new dancers. SVSRDA pays for the callers and we keep the costs as low as possible, so the cost to the dancers will also be low. \$2.50 this year. The purpose is to introduce new dancers to regular club dances. They were well attended.

Our Presidents Ball was held in April with Mac McCall calling, Linda Prosser cueing and over 200 dancers in attendance. Next year's dance will be held on April 26th with Betsy and Roy Gotta who will call and cue.

Our Graduation Dance to honor our graduates from the just completed classes, was held in May with over 50 dancers, 4 callers and one cuer from throughout SVSRDA. This dance was hosted by the Do-Pas-O.

The SVSRDA Visitation program continues to be a very strong program attracting many dancers to clubs throughout SVSRDA. For the 2013-2014 dance year there were 490 individual visits made by our dancers and a total of 51 club visits.

Our clubs have tried a variety of methods to attract new dancers to our class this year. Several things that seemed to have worked were yard signs placed throughout the community and window signs in our cars. We were also able to post articles in our local newspapers.

We anticipate a great dance year with many of our clubs planning dances with guest callers including Mike Sikorsky, Jerry Biggerstaff, Greg Jones, John Marshall, Howard and Donna Williamson, Tom Miller, Larry Winegard, Ken Ritucci, Bill Harrison, Glenn Matthew, Hal Barnes, Tim Marriner, Johnny Preston, Butch Adams, Gary Shoemake among those scheduled. Check our schedule online for details. Our clubs have two dances scheduled for New Years Eve around the region.

(Submitted by Bob Lawn and Martha Thompson, Presidents SVSRDA)

Western Pennsylvania Federation: read by Clyde Miles

A number of clubs have started student lessons. One club (North Hills Squares) has been successful in getting 16 new students. Earlier this year in May, WPSRDF had a special topical meeting concerning the decline in the number of square dancers. Out of this meeting came likes and pet peeves about square dancing. The main thing was, "So why do we dance?" It is because of the fun, the exercise, and the great atmosphere and folks keep us coming back. Remember that the most successful way to bring in new dancers is to ask them personally. That is the most successful recruitment tool.

In August after our regular meeting, we had a follow-up meeting of our May special meeting. Marketing seems to be a Federation issue. Change is difficult. We need to identify a target audience, maybe 40-60 year olds. There needs to be a campaign to convince existing dancers, of a need to change to allow us to continue to dance.

Happy-Go-Lucky Squares did a Demo on Wednesday evening, October 1<sup>st</sup> from 6:00 to 8:00 p.m. The Demo was held at the Monroeville Chick-Fil-A, Miracle Mile Shopping Center. Brad Deibert was the caller. Casual wear was the dress code. Chick-Fil-A fed the dancers after the Demo. This was a new way to get square dancing out in the public eyes.

The Pittsburgh Area Callers and Cuers Association will present the Third Annual Round Dance Ball. An afternoon and evening of round dancing will feature Carter & Ruby Ackerman from State College, PA. It is being held on Saturday, November 1<sup>st</sup>, 2014 at North Hills Community Baptist Church, 7801 Thompson Run Road, Pittsburgh, PA 15237. Afternoon \$7.00 fee, 2:00 – 3:30 Phase II, 3:30-5:00 Teach. Evening \$7.00 fee, 7:30-10:30 Phase II-IV. Both for \$10.00. Cuers from the area will also be cueing your favorite dances.

WPSRDF will do a Demo for the Diabetes Fair at the Pittsburgh Convention Center on November 8<sup>th</sup>. We will be dancing 12:45 to 1:30 p.m. at the event. Dress is casual with square dance club T-shirts, if possible. Brad Deibert will be the caller. WPSRDF has been asked to do this over the last few years. We have also done Demo's for the Heart Association.

The Sophomore Dance will be held on April 26, 2015 at Parkwood United Presbyterian Church, 4289 Mount Royal Boulevard, Allison Park, PA 15101. Y-Knots Square and Round Dance Club will be hosting this event. It is a Buy One, Get One free venue. Jim Yoest and Brad Deibert will be calling and cueing.

The Butler Squares and Thunderbolts Square Dance Clubs will host the Fall Festival. The date is September 26, 2015 at the Bakerstown United Methodist Church on Route 8, Gibsonia, PA 15044. We will be using two rooms with Mainstream, Plus, Advanced and DBD dancing in addition to Round Dancing. Tom Miller, Norm Shaffor, Nathan Parrott and Carla Eilenfeld will be participating.

We are sorry to report that Bob Elgin has passed away. He was instrumental in forming the Pennsylvania Square and Round Dance Federation. He was elected the first President of the Federation.

(Submitted by Clyde & Judy Miles, President WPSRDF)

## **Committee Reports**

### 21<sup>st</sup> Convention Report – 2014      Read by Mike Matsko

First, we thank the 21<sup>st</sup> Convention Committee and the staff of Callers and Cuers for their exceptional performance making this a fun filled and enjoyable convention. A special thanks goes out to those dancers that assisted the convention committees in their duties in installing and removing the flooring, greeting, and hospitality. The majority of the committee consisted of individuals that had some previous convention experience.

A Trail-in Dance on Thursday night was held at the convention facility, sponsored by the Central Pennsylvania Square and Round Dance Association with Mac McCall, National Caller and Russ Booz, Cuer that entertained approximately 123 dancers.

Our convention featured National Caller, John Marshall for the Saturday night dance program. There were 28 Pennsylvania approved callers, along with National Caller Mac McCall and 11 cuers that volunteered to fill the dance program Friday and Saturday. A Sunday morning Trail-out Dance was held with 8 squares of dancers.

Some summary points of interest:

327 Registered Dancers; 239 Paid Dancers {\$7567.00} 41 Staff; 39 Committee

8 Free Registrations – Drawing Winners at Special Dances; \$1355.00 Program Book Surplus

The total convention income was \$12,128.69 with a total expenses of \$16,711.26 resulted in a deficit of \$4,582.57, (including the \$1000.00 seed money).

This convention included a Fashion Show as a first time event. There were 9 participants that modeled their showy outfits. An audience of 25 watched the models parade with their escorts. A reinstated event, at this facility, was a prearranged tour to several historic sites in the town of Boalsburg. There were 12 participants that took this tour. Several tourists expressed their pleasure and enjoyment of the selected sites.

The Educational Program offered a Sewing demonstration, a Health Seminar that included a pool exercise and a square dance tip with a dangle awarded to each participant. John Marshall presented a seminar to callers. PSRDF President, Bill Flick and myself conducted a Leadership Panel discussion on the topic "The Future of Square Dancing". With the decline of the dancer population and the difficulties club leaders are having in attracting new dancers, this session focused on the need to adopt changes in marketing, recruiting, teaching and the retention of new dancers. Caller, Scott Brown presented his approach to marketing, recruiting and teaching of new dancers. There were 29 people that attended this session. Considering the difficulties club leaders are experiencing in recruiting and retaining new dancers, we strongly recommend that this leadership topic be continued in the Educational Program for future conventions.

The convention offered dancers a program that included square dancing from Mainstream to Advanced and DBD, and round dancing from Phase II – V. There were 6 dance halls for the dance program; rooms for Sewing; Educational Seminars/Panels; a Caller/Cuer Lounge; and the Solo Dancers had joint use of the Educational Room.

For the first year, the newly appointed Dance Floor Chairman, Paul Zajak was in charge of installing and dismantling the composite flooring owned by PSRDF. With the assistance of the experienced Delavan and Shirley Whitenight, along with 15-20 volunteer dancers, the task for completing this job went exceedingly well.

We were disappointed in the number of dancers that attended the convention. With 1500 – 1600 PSRDF federated

dancers, there were 327 registered dancers, 249 from Pennsylvania. This represents approximately 16% of the PSRDF federated dancers that attended the convention.

With the declining number of dancers attending the annual conventions, we need to conduct an assessment of the future of scheduling conventions. Locations and costs of facilities, dancer population and the significance of hiring National Callers should be studied and evaluated. We do not feel that hiring of a National Caller attracted the additional dancers anticipated, nor did it cover the added expense. We feel that The Penn Stater Conference Center should not be considered in the future. This facility has set-up expenses that added \$1107.70 to the budget. Coupled with the fixed daily dance hall and meeting room fees, these expenses are excessive and would require an additional 153 paid dancers at the \$30.00 registration fee.

Complaints were minor in nature. Reports are that some Advanced and DBD callers were marginally proficient. In the final report of the Registration, there were some suggestions for itemizing additional information on the registration form, as well as, changes in the pricing and curbing the number of free registrations. Refer to Final Registration Report for specifics. The Social & Special Events Chairmen felt that the Hospitality Table could be deleted if a packet of materials, containing essential information was provided at the Registration Desk.

(Submitted by Mike & Pat Matsko, General Chairmen 21<sup>st</sup> Convention)

#### 22<sup>nd</sup> Convention Report Read by Barb MacDonald

We have started our work. Most of our committee is already in place. The Convention August 6-8, 2015 will be held at the Radisson in Camp Hill (same place as 2013). We still need an assistant general chair/education. We would hope to find someone soon, since when we came on board in April, we had lots of work to do for August. Thankfully Joe Nardi had fulfilled this role as Business Manger in the past and was able to catch us up quickly. We still do need a director of tours if we want to have tours.

Since what I understand sets a convention apart from a festival is the education component, it seems a shame that those are the areas in which we still need help. We are thankful that Naomi Fisher (local) will be our service chair and coordinate with the hotel. Diane Hershberger will be the director. Sharon Kopp (Caller Chair) is making personal contact to invite callers to commit their time and talents and to overcome the past. We did note the lack of participation on Friday night compared to Thursday and Saturday nights with featured callers. The committee did meet briefly in August. Our next meeting is November 2 in Monroeville (outside of Pittsburgh, since that is where the majority of our committee lives). We will work throughout the winter and meet again in March prior to the next PSRDF meeting.

Our first newsletter will be distributed electronically this week. I do have copies today. Registration materials were distributed in August. We will bring more to our April meeting. If you need more contact Barb MacDonald (bmacd@zoominternet.net) and we will mail. Convention materials will be available electronically. Registrations are currently available. Ads and booster sheets are ready, but waiting for Ken to go online. We had almost 100 registrations leaving State College. Emma Lou Shaffor (registration chair) is on an extended trip, so we do not have current numbers. We are making an effort to distribute free registrations to federation/association dances and dances outside of Pennsylvania. We appreciate receiving feedback and leadership from prior conventions. Thank you for your continued support as we journey to the Convention.

(Submitted by Barbara MacDonald & Gary Vioral General Chairmen 22<sup>nd</sup> Convention)

Caller/Cuer Report: No Report.

Showcase of Ideas: Needs Chairman and Bill Flick discussed need for transporting and setting up Showcase at the Springfield National Convention. Anyone willing should contact Bill Flick or Tony Rock

#### Web Master and Membership: Read by Ruth Buehler

The following changes were made over the last 6 months.

- Updated the Officers page to reflect changes in the current state officers.
- Updated the New Dancer program information on the web site to send completed forms to the First Vice President and to get their contact information from the current officers page.
- Updated the PA Plate application with the current version of the PA form.
- Requested updates for the Central PA federation pages

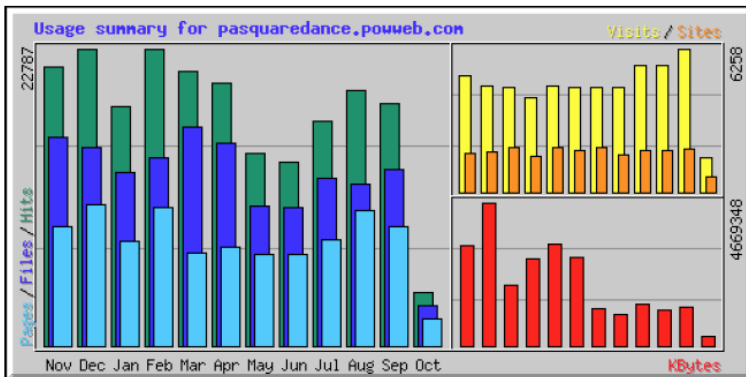
· Other corrections as requested.

The average daily visits reported by the Web site host for the last six months are 169 visits per day.

Full Statistical report for the past 12 months attached to report. Shown below (yellow - 4900 average visits/month)

Membership List Report: Preparing for the next membership data gathering and report.

(Submitted by Kenton Adams, PSRDF Web master and Membership Chairman)



Historian: If anyone is interested, Bill Flick has historical materials and would be glad to pass it on, since he is preparing for a move.

License Plates: Read by Mike Matsko

There have been three new PSRDF License Plates processed since the April 2014 meeting.

On July 2, 2014 the PA Dept. of Transportation, Special Organization Plate Program informed me of a reduction of the issuance fee for this registration plate from \$20.00 to \$11.00. Then on August 27, 2014 I received another notice that stated this special organization registration plate fee was adjusted to \$25.00 effective September 2, 2014.

Therefore, until further notice, the issuance fee of \$25.00 is the amount for our PSRDF License Plate.

I have requested Webmaster, Ken Adams to revise the Form MV-904SO "Application form Special Organization Registration Plate" amended to change the issuance fee form to \$25.00.

(Submitted by Mike Matsko, Chairman, PSRDF License Plate Program)

Caller Selection: Reported by Bob Lawn

Mike Callahan will be calling at the Thursday trail-in dance and Johnny Preston on Saturday night for the 22<sup>nd</sup> Convention. No callers have been secured for the 23<sup>rd</sup> Convention.

## Special Reports

USDA: Read by Mike Matsko

This past year the USDA approved a new program called the USDA Centennial Award. This program is to recognize dancers that have met the following criteria: Be 100 years of age.

Still be active within a club. Not required to be dancing, but still attend dances and participate in some way.

Must have been a club member for a minimum of five years.

Each year at the Annual USDA Board of Directors Meeting, prior to the National Convention, USDA will present the recipient of this award with a USDA Centennial Lapel pin and a special certificate of recognition and appreciation.

The USDA will pay the registration fee to the National Convention for the recipient that is capable of attending the Board of Directors Meeting and accepting their awards. To process this award for qualified people, you need to send the required information to Larry Dunkel, 2748 Cunningham Road, Knoxville, TN., 37918, or e-mail to usdanews@usda.org.

The USDA Insurance Program insurance rate will remain the same for 2015. The rate is \$4.45 for affiliated clubs and \$5.20 for non-affiliated clubs.

We did not have any PSRDF Delegates attend the Annual USDA Board of Directors Meeting at Little Rock, Arkansas. This was very disappointing to us as Presidents of USDA. We hope that there will be Delegates assigned to attend the Annual USDA Board of Directors Meeting at the Springfield, Massachusetts, Wednesday, the day before the National

Convention.

(Submitted by Mike & Pat Matsko, USDA Presidents)

Convention Advisory Board: Read by Mike Matsko

A conference call was made discussing the following questions/issues:

1. Should we continue to hold State Conventions?
2. Do we continue having Featured National Callers?
3. How do we determine future locations for Conventions
4. Process for selecting Featured National Callers
5. Should Thursday night Trail in Dance be part of the Convention? In addition consideration was given to replacing the Convention with a Festival.

Conference call (Advisory Board) conclusions and recommendations: Convention vs Festival – the board felt that educational value of a Convention was significant, also it is of great value for all callers in the State to have an opportunity to call for a wide variety of dancers. Discontinue Featured National Callers after 22<sup>nd</sup> Convention since additional cost did not yield comparative increase in attendance for the 21<sup>st</sup> Convention. Finally, bids for 23<sup>rd</sup> Convention were reviewed.

Extensive discussion followed, including differences between Festival and Convention and the value of each and the importance of the Thursday evening dance for adding hotel room nights. A concern was expressed that we need feedback from dancers through out the State. A suggested solution was to send a letter to all Clubs in the State in order to review points discussed, ask for feed back, as well as, requesting delegate attendance at the Spring meeting. Tony Rock will write the letter and Bill Flick will send to all Clubs in the State. In addition, the Google Groups, West Penn News, and Association Meetings should be utilized to gain feedback.

A motion was made and passed that State Conventions be continued in the future.

**Old Business**

Bill Flick reiterated about that the Trail Thru Dance (discussed in April meeting) prior to the 64th National Square Dance Convention, Springfield, MA 2015. The dance will be held at the Allentown Fairgrounds and will be sponsored by Delaware Valley Federation, assisted by PSRDF. The dance will feature Hunter Keller. PSRDF will advance \$1000 to assist. Profits are to be shared 50/50 with Delaware Valley. A motion was made and passed that PSRDF assist to the \$1000 level.

Promotional Programs: Diana Rock listed Clubs (see Treasurers Report for list) that graduated 51 new dancers.

**New Business**

23<sup>rd</sup> State Convention: Tony Rock presented bids for the 2016 Convention. Discussion followed. It was moved by Mike Matsko that Johnstown be selected for the Convention Location for 2016. Motion was seconded. Motion passed.

Nominating Committee: Bill Flick announced that two nominations are available for a slate of officers for April. President, Tony and Diana Rock and Treasurer, Naomi Fisher. Nominations may be made from the floor, now or in April.

Announcement

**Next Meeting: Sunday, April 12, 2015, 1:00 P.M., at the Radisson Hotel, Camp Hill, PA.** Executive Committee Meeting will begin at 11:30 A.M.

Adjournment: There being no further business the meeting was adjourned at 3:22 PM.

Respectfully Submitted

*Bill and Ruth Buehler*