

9/86
Dear IAGSDC Members,

It is going on one month since the convention and I think that all are still basking in the warm glow of a very memorable and successful time. I know that the Star Thru Committee is still floating on a high and no doubt many dancers have returned home with renewed interest and enthusiasm. We are all looking forward to a great year and on to Portland in '87!

Tadd is busy cleaning up the books on Star Thru and will need a little time before the Newsletter project gets under way. Meantime, I want to communicate with all some of the things that are happening and to briefly discuss some agenda items for the forthcoming year. So here goes:

1. ADVERTISING: James Ozanich suggested we advertise with the "National Square Dance Directory." With a distribution of over 20,000 copies it is one of our surest ways to reach Square Dancers and particularly Gay Square Dancers who don't know about us. I am working on a 1/4 page ad which will parallel the existing ads of some 20 other types of Square Dancing Associations. The deadline is the end of this month and the price is a cheap \$188.00. We should gain considerable exposure and hopefully quite a few nibbles from this.

At the recommendation of Art Smith, I have started a project to help us reach into the Gay community across the country. I was able to pick up locally the Gay press from Minneapolis, Houston, Chicago, Philadelphia, Oklahoma and even Maine. These papers are going up to Sacramento, to Larry Kellogg who has volunteered to handle this project. He will be compiling a list of all the papers, ad prices and deadlines, and sending out press releases and ads. We will start with this short list but we need your help for the future. If any of your members are traveling to nonclub cities, please have them pick up the local Gay press. Please send them directly to: Larry Kellogg, P.O. Box 7117, Sacramento, Ca. 95826.

I contacted Tom Kernkamp of WSD, who has his own graphics company and who has done some wonderful ads for WSD. He is taking on the project of preparing a full page ad for "American Square Dance" which is now the only national Square Dance magazine. I am planning at this point to run the ad for three months starting January 1987.

2. BANNER DANCE: Some of the clubs talked to me about holding the Trail Dance in conjunction with their scheduled festivals, such as Albuquerque's Ballon Festival and New York's Fall-In. We will get the banner to them and to any club holding a special event this Fall. But I think it is best to hold off on the Trail Dance until January for several reasons. First, it will give a little more time to get organized and secondly one of the primary purposes is to raise money for the Association itself. After talking with Ken Pollack in New York I've realized that many of the events this Fall have other money considerations than raising funds for the Association. Meantime, I would request all to please write back with any time preference they have for the Winter/Spring. It is probably best to plan the Trail/Banner dance as its own separate event.

3. CATALOGUE: All of us have some instructional or fun dance or social, audio cassettes or video tapes or printed matter that could be useful to other clubs. What we need is a publication that will list the best of these materials with a brief description, the purchase price and where to order from. So start rumaging thru those closets and send the info out here. We will start advertising these materials in the Newsletter. And then, in conjunction with the Portland Convention, we will issue and distribute the first edition of the "Union List." Freeman Stamper who has done such an excellent job with his "Travel Guide" has volunteered to take on this project. I am pleased to announce in this regard, that several video and audio tapes of "Star Thru" will be available shortly and we will be sending ordering info out within one month. For all intents and purposes this will actually get out "Union List" off to an early start!

While there will be many things in the catalogue that will be of interest to established clubs, it should prove to be particularly helpful to new clubs that could benefit greatly from tape and record series as well as some videos which will show newer dancers just how fabulous we really are.

4. NEW CLUBS: I talked recently with Chuck Novak who attended the convention and got all fired up to start a club in his hometown of Grand Rapids, Michigan. He told me has checked with the MCC for space and is setting up a steering committee; Chuck is a wonderful person and is already a square dancer so this new club is not only in good hands but off to a good start. Those of you who want to pass along encouraging words can reach him at: Chuck Novak 1325 Union, N.E. Grand Rapids, MI 49505 Phone (616) 459-7941

5. VIDEOS: This is the year of the video! Already there are Basic, MS and Plus instructional videos available at \$39.95 each. What I would propose is that each interested club put on video an instructional segment covering a few of the calls. Then these segments can be combined into one tape available to our membership. This would offer several advantages: first, it will be cheaper, secondly, it will be a project we can all work together on, thirdly, it will better present square dancing from our Gay perspective and show to the newer dancer the scope and vibrancy of the Association. It will also introduce ourselves to each other and encourage growing friendships. This is only a scetch at this point; please help me fill it out by sending in your comments and solutions to possible problems. We will all need to work on this one if it is going to fly.

6. MONEY: Bud Rhyne has suggested we use the IAGSDC badge as a fund raiser. It is a great idea and one which solves Portland concerns as addressed at the Executive Board meeting. Bud has access to the original dyes in Denver and we can get an initial order of 50 for \$3.00 each plus tax, shipping. Sold at \$5.00, as they have until now, we clear \$2.00 each badge. And the badges can be sold independently of the Conventions and very possibly in conjunction with the Trail Dance. However, we need money to make money. We also need money to pay for the advertising projects as described above. Although we have \$400.00 in the bank; this will not cover it. As a result, I am requesting a \$10.00 per club surcharge on a voluntary basis. I think our fund raising activities will take care of us this year, but right now we have a cash flow problem.

7. AMBASSADOR AT LARGE: I believe it is appropriate to recognize our previous Chairmen who no longer are part of this years officials, namely Dean Hoffman and Bud Rhyne.

Both have worked actively on behalf of the Association and Gay Square Dancing in general. If there are no objections, I think this title would show our appreciation and let them know we aren't ready for them to retire just yet.

This is pretty much the agenda for the year as I see it. We only have 10 months before Portland so lets set a goal of keeping our lines of communication open and moving. Look forward to hearing from one and all by our national holiday, Halloween.

Square dancingly yours,



Scott Carey
Chairman