

Compiled Reports for Square and Round Dance Federation

Annual General Meeting 17 October 2015

SUMMARY OF OPERATING ACCOUNT						August 1, 2014 - July 31, 2015	2015
Menu	Q1	Q2	Q3	Q4	Total	Budget	
INCOME							
Club Dues		476.00			476.00	500.00	
DANS		20.00			20.00	20.00	
CSRDS Membership		1,373.00	68.00	9.00	1,450.00	1,400.00	
Total Club Remittances		1,869.00	68.00	9.00	1,946.00	1,920.00	
Club Dues		476.00			476.00	500.00	
Povincial Festival							
Total Operating Income		476.00			476.00	500.00	
Non Operating Income							
DANS & Insurance		1,393.00	68.00	9.00	1,470.00	1,420.00	
Finance Committee Transfer						2,000.00	
SubTotal		1,393.00	68.00	9.00	1,470.00	3,420.00	
Total Income		1,869.00	68.00	9.00	1,946.00	3,920.00	
EXPENSES							
Archives						100.00	
Awards				33.11	33.11	100.00	
Bursaries							
DANS		50.00			50.00	50.00	
Provincial Festival				1,024.41	1,024.41		
CSRDS Membership		5.00			5.00	5.00	
Internet				50.00	50.00	50.00	
Meetings	60.00	52.23	31.62	34.19	178.04	200.00	
Miscellaneous			3.00		3.00	25.00	
Office Expense				34.95	34.95	100.00	
Marketing	460.00	814.74	454.25	507.60	2,236.59	2,400.00	
Registry of Joint Stock		30.25			30.25	30.00	
Representative Badges						50.00	
Service charge	7.50	7.50	7.50	7.50	30.00	30.00	
Total Operating Expenses	527.50	959.72	496.37	1,691.76	3,675.35	3,140.00	
Income Less Expenses	-527.50	-483.72	-496.37	1,691.76	3,199.35	-2,640.00	
DANS		20.00			20.00	20.00	
CSRDS Membership		1,373.00	68.00	9.00	1,450.00	1,400.00	
Total Non Operating Expenses		1,393.00	68.00	9.00	1,470.00	1,420.00	
Opening Balance	5,269.65	4,742.15	4,258.43	3,762.06	5,269.65	5,269.65	
Operating Balance	4,742.15	4,258.43	3,762.06	2,070.30	2,070.30	4,629.65	

SQUARE & ROUND DANCE FEDERATION OF NOVA SCOTIA
CONSOLIDATED BALANCE SHEET
PERIOD ENDING July 31, 2015

ASSETS

Cash on Hand (Operating)			2,070.30		
Total Operating				2,070.30	
<u>CAPITAL ACCOUNT</u>					
Cash On Hand			2,919.15		
TD Bank GIC Dec 1/15 -1.5% - C	33		10,000.00		
TD Bank GIC Feb 19/16 -1.95% A	28		5,000.00		
TD Bank GIC Mar 24/16 - 1.5% C	35		10,000.00		
TD Bank GIC Mar 3/17 -1.70% - A	32		10,000.00		
TD Bank GIC Sep 2/17 -1.60% - C	34		10,000.00		
Total Capital Account				47,919.15	
TOTAL ASSETS					49,989.45
<u>LIABILITIES</u>					
Nil					
TOTAL LIABILITIES					
NET FINANCIAL POSITION					49,989.45

We certify the above to be an accurate presentation of the Financial Standing of the Organization as at July 31, 2015.

 Russell Trimper

 Date

Audit:

I have examined the Financial records of the organization and confirm this report to be an accurate representation of the Financial position of the organization as at July 31, 2015.

 Dottie Welch

 Date

SQUARE AND ROUND DANCE FEDERATON OF NOVA SCOTIA

**Finance Committee Year End Report
August 1, 2014 - July 31, 2015
Capital Account**

Chequing Acct # 0170-0000320

Balance forward Aug 1, 2014 1,781.39

Revenue:

Int chequing Acct	1.06
GIC Interest TD Bank	1,136.70
(# 22 matured – 373.42 + 95.17)	
(# 29 matured – 160.00 + 40.53)	
(# 30 matured – 200.08)	
(# 28 – 1 yr accrued 97.50)	
(# 32 – 1 yr accrued 170.00)	
	1,137.76

Expense:

nil

Chequing Acct balance July 31, 2015 **2,919.15**

Investment Acct # 8022215

Balance fwd Aug 1, 2014 45,533.42

Accrued interest paid at GIC maturity:

Sept 1,2014 # 22 above	373.42
Sept 1,2014 # 29 above	<u>160.00</u>
	533.42

Investment Acct balance July 31, 2015 **45,000.00**

GIC details (in order of maturity)

TD Canada Trust GIC # 33 (Sep 2 / 14) 1.50% C (15 mo) maturity Dec 1, 2015	10,000.00
TD Canada Trust GIC # 28 (Feb 19/13) 1.95% A (3 yrs) maturity Feb 19, 2016	5,000.00
TD Canada Trust GIC # 35 (Dec 24/14) 1.50% C (15 mo) maturity Mar 24, 2016	10,000.00
TD Canada Trust GIC # 32 (Mar 3 /14) 1.70% A (3 yrs) maturity Mar 3, 2017	10,000.00
TD Canada Trust GIC # 34 (Sep 2 / 14) 1.60% A (3 yrs) maturity Sep 2, 2017	10,000.00

Total Capital Assets July 31, 2015 **47,919.15**

'C' compound interest

'A' annual interest

Finance Committee – Marion McLellan

SQUARE AND ROUND DANCE FEDERATION OF NOVA SCOTIA

President's Annual Report

November 2014 to October 2015

I begin by thanking everyone who has volunteered to serve with SRDFNS, and for their individual and collective efforts to promote and support our dance forms. Your hard work ensures the essential tasks required to organize and carry out the day-to-day operation of SRDFNS occurs. I'm sure you'll join me in a special word of appreciation to our Webmaster, Gary Welch, who has spent an enormous amount of time learning the nuances and technicalities of implementing our newly-imaged website and its compatibility with phones and tablets.

Nova Scotia continues to experience declining numbers with limited success in the recruitment and retention of new dancers. Some Regions are recruiting new dancers in sufficient numbers to keep their clubs solvent, while others continue to decline. On the positive side, Cumberland Twirlers continues to grow.

While the national average decline of dancers is around 3 percent annually, the decline in Nova Scotia is closer to 9 percent. Nova Scotia leads the way in percentage of its population over 60 in Canada. (StatsCan 2014), presenting us with an even greater challenge in the promotion of square and round dancing.

Contra is emerging as a dance choice of young adults; however, by its format, we are not gaining the membership of individual dancers, only the Contra clubs, their prompters and some dancers; therefore our numbers do not truly reflect contra dancers.

Many of our major dances and this year's Nova Scotia Festival dance, experienced significant reductions in attendance to a point where the event just breaks even or is operating at a loss. Our marketing and promotional initiatives have included community newspapers, digital advertising, PSA's and distribution of brochures and rack cards. Indications are that our message is getting out; however, we have very little in the way of new dancers to show for our work.

We continue to review our Marketing strategies and promotional methods, but to date, little is working and dancer retention is poor. This year saw major disappointments with the expulsion of SRDFNS from 50+expo, and our inability to perform at the Hank Snow Tribute in August; two events which attract the target market for our activity were lost.

SRDFNS has entered into partnerships where links are established on partner sites and our site. This is a no-cost way to expand our visibility and we are looking to expand this in the future.

Our Contra Dance community continues to expand with a new club developing in the Wolfville area. The Centennial Tour of CDSS (County Dance and Song Society) chose Nova Scotia as one of their stops. Our Contra Dance community was very busy over the past two years preparing for Contra Fest which took place from September 27 to October 3, 2015. By all accounts it was a successful festival.

We continue to streamline our communications and at this point, our Calendar of Events and special dance notices are emailed directly to all who want this form of communication.

Our database is up and running and as time permits, additional features and functions are added.

Nine Callers (2 from PEI, 1 from NB, 4 from NS) attended the Alguire Memorial Caller School August 16-21, 2015, held at Elm River RV Campground, Masstown, NS. Two Caller-Instructors, Dottie Welch and Kerry Fletcher, developed and instructed the week long school. A 2-day Cues' Workshop was held in nearby Onslow. Each group held reciprocating closing dances providing students the opportunity to demonstrate their newly honed calling/cuing skills.

It is regrettable there has not been an increase in membership and I'm leaving with fewer active clubs than when I became President. I believe the main work of the Federation should be focused on recruitment and retention of dancers; to develop and promote through social media; and support recruitment and training callers where needed.

Respectfully submitted,

Paul R. Langille, President
Square and Round Dance Federation of Nova Scotia

National Marketing Committee

From: Cathy Langille <clslangille@eastlink.ca>, Date: 05/10/2015
This is what is happening in the area of marketing square dancing.

Following is the goal of the newly-formed CSRDS Marketing Committee proposed by the Co-Chairs Rachelle Cournoyer and Claudia Littlefair:

Square dancing is an activity popular with senior citizens that keeps them both healthy and mentally alert. There is a need to revitalize the dance form and to promote it to a new generation. The co-chairs propose to do the following during the next year: revitalize the web site, set up a national clearing house on good publicity ideas to share with square dancing clubs across the country, and to develop and form expertise in the use of social media for square dancing clubs across the country.

I will remain as a field contact with the CSRDS Marketing Committee for SRDFNS and will share with you any information that should come my way.

Please be reminded new brochures are in the works, so please ensure your club's information is current and correct. This information will also appear on the SRDFNS website.

If you would like to have a marketing presentation with your club members, please let me know—902-685-2366 or e-mail clslangille@eastlink.ca—or need help with your marketing plan.

Cheers!

Cathy Langille
902-685-2366, clslangille@eastlink.ca

Marketing Annual Report November 2014 to October 2015

Accomplishments:

A rack card was created and distributed for review by the Board members and was generally concurred for print quantity of 1000. It was suggested Regional Representatives start by placing the rack cards in libraries throughout their region and other places at their discretion. I have not been asked for a resupply of the rack cards by the Regional Reps.

An additional retractable banner featuring the skirt/trousers/shoes is available for use at various events. Two such banners are now available for loan -- the other features the front of the general and teaching brochures. To date, I have not been asked for these banners to be borrowed.

Educational Opportunities:

While attending the US National Square Dance Convention in Springfield, MA, June 24-27, we attended as many Marketing Seminars as possible and following is what we learned:

- It was apparent the whole activity of square dancing is in crisis and in most places, attracting enough dancers to replace the annual losses in membership is simply not happening.
- The whole business of promoting, recruiting and retaining dancers has not been given the attention required over the decades.
- The “Live Lively” campaign is still very much in its infancy and is unlikely to have much impact any time soon. Fundraising is consuming much of the organizers’ time.
- The resources -- human and/or financial -- are not in sufficient supply for marketing campaigns or even demonstrations.
- There is an increasing reliance on social media and other technological means (u-tube, videos) to market our dances. Not only is this the “trend”, it is essential to any marketing campaign.
- Fact: New dancers are most attracted to clubs with dancers 10 years younger or 10 years older than themselves. This is something to think about when recruiting younger dancers to a club with a median age of 78.

In short, the seminars were less than inspiring.

Although the need is critical, a marketing program to increase our member dancers is a long-term challenge -- not something that can immediately be picked up and expect to change in a couple of years.

Disappointments:

The expulsion of SRDFNS from 50+expo and the failure to perform at the Hank Snow Tribute were two important opportunities to publicly display our dance forms and are major losses from a marketing perspective.

The appearance that the 50+expo event organizer and Dance Nova Scotia was in collaboration to eliminate square and round dancing presentations lead to my resignation from the Board of Directors of Dance Nova Scotia and also as the SRDFNS’ representative to DANS.

In addition, due to lack of available caller and/or dancers, I have declined all other invitations to demo square dancing on the South Shore.

Another disappointment lies within the SRDFNS organization in the failure to include Marketing with major events; i.e. Festival 2015 in Wolfville. Nobody knew we were even at Old Orchard Inn because the media (local community paper, Community Links Rep., TV) had not been made aware such an event was taking place on their doorstep.

Mahone Bay Centre dances of August 29 and September 26 also turned out to be dismal failures in terms of attendance. The result is only enough revenue was generated to pay MBC for the room rental while Callers' fees are outstanding to be paid from the Marketing budget.

Encouragements:

At the invitation of Fundy Squares' Executive, we attended their AGM on September 23, 2015, specifically to address some marketing strategies they could pursue and advise them of the tools we currently have available to assist in their communication play; i.e. banners, rack cards, brochures, pins for graduates; as well as a funding grant.

Contra may have benefitted from the Mahone Bay Dance by gaining a young university student who was looking for an activity such as Contra in the city.

To conclude this report, I would thank the Board for its support.

Respectfully submitted,
Cathy Langille
SRDFNS Marketing

Square and Round Dance Federation of Nova Scotia **Reports to 2015 Annual General Meeting**

MEMBERSHIP AND INSURANCE

The process of carrying out the registration of our dancers this year went well. The increased flexibility shown by the Society made the process go smoothly.

Our statistics for 2015 are as follows:

Clubs	22	27
Assoc	5	4
Dancers	423 (39)	424 (35)
Callers	17 (5)	30 (12)

Total number of members 2015 is	440	2014 is	454
Contra members indicated in ()	(44)		(47)

Three clubs, known to be dancing some of the year, were not registered.

Ralph & Barb MacDonald

HIGHLAND REGION REPORT

Highland Squares of Stellarton and Mapleleaf Whirlaways of Antigonish enjoyed their dance year with special dances where members got together for Halloween, Christmas, Valentines and St. Patricks. Each club had two couples of class registered.

Because of our late start due to caller illness, both clubs plan to advertise for a January class. Age and health continue to take their toll on our numbers so a significant number of class is hoped for, especially for Mapleleaf Whirlaways where three couples will not be returning this year due to health. Fortunately, both class couples returned this fall.

In St. Mary's Municipality, some interest was shown in learning to square dance in a survey conducted by the Dept. of Recreation. We presently have a square of very enthusiastic dancers participating in a four week introduction to the activity.

Ralph & Barb MacDonald

VALLEY SQUARE DANCE REPORT 17 OCT 2015

Apple Valley Dancers (Plus Club)—Commencement of another dance season on 22 Sep 2015 with one square of dancers in attendance. Subsequent dances every Tuesday evening have resulted in average attendance of one and one-half squares. This Club provides Plus Dancers with a venue to continue dancing and a place for Laurie and Barrie to continue calling plus.

Fundy Squares—Started their dance season on 16 Sep 2015 with three squares dancing. Average attendance has been over three squares. A successful Pot Luck was held with a large attendance. At their annual meeting the Federation Marketing Director informed the club of Marketing information. See Federation schedule for special dances.

West Kings Twirlers—Started the new dance season on 25 Sep 2015 with a turnout of nine members and six guests; very poor turnout considering the club has twenty-three registered members. Subsequent turnout has been only nine club dancers. If it was not for visitors the club would lose a significant attendance fee. Because of the poor member attendance the President has called a special meeting for 23 Oct 2015 to assess the future of the Club. Do we fold or continue with the poor support.

Respectfully submitted by Murray & Joan Decker Valley Reps.

Fundy Region Report

Oct 17, 2015

Border Rounders:

Summer is gone, fall is here again and we are back at the pavilion with 4 weeks of dancing under our belts. We had a nice summer with 2 of our couples attending both the US National in Mass and the Summer Festival in the valley. We have lost a couple this year, Ron (who celebrated his 80th birthday this fall) and Lyn Estabrooks have decided to retire from the activity, although I suspect we'll see them at the Christmas party.

We were saddened to hear of the death of John Essex, who with his wife Fran, was one of the couples instrumental in the forming of the Border Rounders. Without their encouragement and tutoring via cuer's schools the Border Rounders would not be a club 30+ years later. We will miss you, John
Beth & John Dickinson

Cumberland Twirlers:

We had 58 dancers in attendance at club closing pot luck supper in May; 5 Cumberland Twirlers couples were missing, but 3 guest couples joined the party.

Later in May, 11 dancers assisted Tantramar Twirlers with the MASSIE program at Mount Allison – now 3 times a year.

Opening BBQ Sept 15 with 50-60 enjoying the delicious steaks, salads & desserts; club covers cost of steaks & dancers bring the sides.

We are continuing our 7:00 – 7:30 basic class, 7:30 – 9:30 alternating M/S and basic as started in spring; a couple of dancers in our one square of plus who graduated last year, have some health issues so plus has been dropped for now. Alternately, Hoban's dance every Wed night in Moncton – plus dancers are encouraged to join that group.

Because of the close proximity of the 3 clubs - Sackville, Moncton & Amherst – we have prepared a 'Consolidated Special Events Schedule', updated as necessary, which each club consults when organizing a non routine function.

Two couples & one single from our original class of 18, dropped out for health reasons and lack of time to commit; one couple for the simple reason of inability to comprehend. We've settled to a class of 13 with varying degrees of competence, consequently we are not offering an Open House this January – rather concentrate on bringing everyone to the same level. We hope to have all ready to graduate in late April or May.

Marion & Gerry McLellan

CANADIAN SQUARE & ROUND DANCE SOCIETY

Friendship from coast to coast / L'amitié d'un océan à l'autre

1-866-206-6696 www.squaredance.ca



News from the Canadian Square and Round Dance Society (CSRDS)

The Nova Scotia Directors to the CSRDS, Bob and Inge Ruohoniemi, attended the Society's 1015 Annual General Meeting (AGM) in Lacombe, Alberta from 4 to 7 September. The meetings were hosted by the Alberta Federation at the Alberta Annual Convention.

The President, Eric McCormack, reported that the Society had received approval of the Transition and By-laws, approved at AGM14, to comply with the Corporations Canada Not for Profit (NPF) Act. CSRDS has become an Auxiliary Member of the Alliance of Round, Traditional, and Square Dance. The CSRDS Convention Guidelines and associated information have been revised to reflect current membership numbers and available venue arrangements. The South Western Ontario Square Dance Association submitted a bid to host the 20th National Convention in London, ON, in 2018. (Post meeting the Convention Letter of Agreement was signed).

The Past President, Bob Ruohoniemi, presented the revised Society Rules and Regulations to conform with the NPF Act to the meeting for approval. They were approved. He also reported that the letter requesting provincial nominations to the Society Board for 2016-2018, would be sent to the Provinces by 30 September. (Post meeting this has been done).

It was reported that the Society provided funding for One Square Dance Caller School and one Contra Caller School. Bursaries were provided to seven Callers.

The Society Award of Excellence was presented to Norm and Loretta Demeule, Alberta CSRDS Directors.

The Society website www.squaredance.ca has been updated and members are invited to visit it, for the latest Society information including the Minutes of AGM15. The Toll Free telephone line continues to be available at **866-206-6696**. Messages may be left on the answering machine.

It was reported that Society membership declined by 3.5% to 9,984; the smallest overall attrition in six years.

Festival 2016 in Regina, SK, July 28-30, 2016, is on track for a great success. Society members are encouraged to register NOW to "Partner Up Prairie Style". See: www.saskfestival2016.ca
For additional info: Chair, Bill Treleaven, 306-580-7141 tre-line@hotmail.com

The next Board meeting will be held by teleconference and AGM16 will be held during Festival 2016, in Regina, SK.

Bob and Inge Ruohoniemi
Past President and Historian
Canadian Square and Round Dance Society
902-757-3884 bobruoho@eastlink.ca

ANSSRDT LIAISON REPORT to SRDFNS AGM October 17, 2015

Submitted by Dottie Welch, ANSSRDT Liaison

ANSSRDT Executive for April 2015 - April 2016:

President:	Kerry Fletcher	kdf@ns.sympatico.ca
Vice-President:	Ralph MacDonald	ralph.macdonald@ns.sympatico.ca
Secretary	Barry Walker	yed@eastlink.ca
Treasurer and DANS Contact:	Laurie & Wilma Illsley	lawrence.illsley@ns.sympatico.ca
Square Dance Coordinator:	Ralph & Barb MacDonald	ralph.macdonald@ns.sympatico.ca
Round Dance Coordinator:	Lionel & Janet Crowe	ljcrowe1@ns.sympatico.ca
Newsletter & SRDFNS Liaison:	Dottie Welch	dwelch@eastlink.ca

ANSSRDT (Association of Nova Scotia Square & Round Dance Teachers):

The April and September 2015 Newsletters are available on the SRDFNS website.

ANSSRDT met on April 18, and September 19, 2015 at E. H. Horne School in Enfield. We began planned and held Festival 2015 at Old Orchard Inn July 10-11, 2015. We held workshops on Using Audacity for Music Transfer to Computer, Sight Calling and Singing Call Practice, Rounds of the Quarter, Including Contrasts with Square Dancing, and Formation and Arrangement Management.

The next meeting is scheduled for April 16, 2016 at the same location.

ALGUIRE CALLERS MEMORIAL FUND and CALLERS SCHOOL:

A very successful seventh biannual Alguire Memorial Callers School and Cuers Workshop was held from August 16 - 21, 2015. We had nine callers and two cuers in attendance. Staff Teachers were Kerry Fletcher, Dottie Welch and Lionel and Janet Crowe.

Donations to the Alguire Callers Memorial Fund may still be made through Alex Ritchie or DANS.

CALLERLAB (International Association of Square Dance Callers):

The 42nd CALLERLAB Convention was held March 29-April 1, 2015 in Springfield, Missouri. The heme was Nevada. The theme was "Talk It Up #SquareDancing". Vernon Jones from Texas is now the Chairman of Callerlab. During the Tuesday evening banquet, Barry Clasper presented Dottie Welch with the Chairman's Award of Excellence for Outstanding Contribution to Callerlab. Final thought from Barry Clasper: *Callerlab is the crucible for development and change.*

The next convention will be March 20-23 in Norfolk, Virginia. The theme is "Agents of Change".

MCCA (Maritime Callers and Cuers Association):

On June 6, 2015 the annual MCCA workshop and meeting was held at the Nappan Experimental Farm Pavillon near Amherst. The workshops included Mixers and Easy Rounds, Adjusting for Seniors, Sharing "Something Different" Ideas, and Sight Calling Discussion and Practice as Appropriate Including Sighting Singing Figures.

The 46th Maritime Square and Round Dance Convention is scheduled for November 6-7, 2015 at the Fredericton Inn, Fredericton, New Brunswick. There will be some smooth surface flooring where possible. Please plan to attend and also encourage dancers in your club or region to join us.

OTHER MAJOR UPCOMING EVENTS:

Canadian National Festival July 28-30, 2016, Regina, Saskatchewan:

See <www.saskfestival2016.com> and plan to "Partner Up Prairie Style".

United States National Square Dance Convention:

Just over 4000 dancers attended the 64th National, June 24-27, 2015 in Springfield, Massachusetts. The 65th National is scheduled for Des Moines, Iowa, June 22-25, 2016. See <www.65nsdc.org>.